

PMLA

2013 Advertising Rates and Order Form ■ Volume 128

Advertising Rates	Regular	Volume 128 Advertisers*
Full page (6" wide x 8.75" high)	\$1,200	\$810
Half page (6" wide x 4.25" high)	\$785	\$520
Covers II and III, by volume agreement only		\$1,085

*Volume rates require at least one insertion in each issue of volume 128. Cover positions for 2014 will be offered to those volume advertisers who place the largest number of advertising pages in 2013. Please note that Cover IV is only available to advertisers on the November issue.

Volume 128 Deadlines	Reservations	Materials (PDFs only)
January	23 Oct. 2012	6 Nov. 2012
March <i>Fall Textbook Preview</i>	18 Dec. 2012	8 Jan. 2013
May	5 Mar. 2013	19 Mar. 2013
October <i>Spring Textbook Preview</i>	27 June 2013	11 July 2013
November <i>MLA Convention Program</i>	23 July 2013	6 Aug. 2013

Extensions may be possible; please write or call.

Please reserve advertising space for the following issue(s) of *PMLA*:

	Full page	Half page
January	_____	_____
March	_____	_____
May	_____	_____
October	_____	_____
November (MLA Convention Program)	_____	_____

I understand that the total cost will be \$ _____.

Company

Address

Your name

Telephone

Fax

E-mail

Advertising agency (if applicable)

Agency telephone

Send volume agreements, insertion orders, and correspondence to

Annabel Schneider
Advertising Manager, *PMLA*
26 Broadway, 3rd floor
New York, NY 10004-1789
646 576-5024
Fax: 646 458-0030
aschneider@mla.org

All electronic ads should be e-mailed to aschneider@mla.org.

PMLA, the journal of the Modern Language Association of America, has since 1884 published articles of scholarly interest to those who teach language and literature. It appears in five annual issues:

- Four of these (January, March, May, October) present scholarly articles and notes.
- The November issue is the program for the association's annual convention; the 2014 convention will be held 9–12 January 2014 in Chicago.

All issues are sent directly to the about 29,000 college and university teachers of English and foreign languages who belong to the association and to about 2,000 libraries throughout the world.

Circulation

Total: 30,565

Scholars, critics, and teachers of literatures and languages: 28,565
Library subscriptions: 2,000

Distribution of Membership

United States and Canada: 91%
Other countries: 9%

PMLA Today

PMLA in 2013 offers an array of special features for advertisers.

- *PMLA*'s circulation is among the largest for a humanities journal.
- One of the most prestigious and venerable journals, *PMLA* is a premier showcase for any publisher.
- *PMLA* covers a broad range of topics in the humanities—ideal for advertising books on many subjects.
- *PMLA* is available to library subscribers in an electronic format that allows convenient browsing of the ad section.
- Libraries that subscribe to the electronic version continue to receive the print issues, giving advertising unprecedented exposure.

Journal Information

Trim: 7.5 inches (wide) x 10.5 inches (high)

Printing method: web offset, computer-to-plate

Text stock: 45# white matte-coated paper

Text printing: black ink only

Specifications

- No bleeds, color, or quarter-page ads.

Advertising Policy

- Ads must fit the specifications.
- Content and appearance of advertisements are subject to publisher's approval.
- No cash discount.
- No agency discount.
- New advertisers must send payment with their insertion orders.
- Insertion orders must precede or accompany materials.
- Tear sheets will accompany invoice.
- The MLA will bill advertisers directly or through an agency; in either case, advertisers are responsible for prompt payment of money due *PMLA*.

Preparing Ads in Electronic Form

Please consult the MLA Web site (www.mla.org/pmla_advertising) for instructions on preparing and sending electronic ads. All electronic ads should be submitted in *Adobe Acrobat* PDF and e-mailed to aschneider@mla.org.