

www.mla.org/pmla\_advertising

## 2010 VOLUME ADVERTISING IN *PMLA*

To those of you who were 2009 *PMLA* volume advertisers, we thank you and invite you to remain with us for 2010. If you were not a volume advertiser this past year, we hope you'll consider the benefits of signing on for 2010. *PMLA* is sent to over 30,500 scholars and teachers of literature and language and has about 2,200 library subscribers around the world, making its circulation among the largest for a humanities journal. *PMLA* is also available electronically to libraries. Subscribers to the electronic version continue to receive the print issues, giving advertisers unsurpassed exposure. The wide range of distinguished scholarship makes *PMLA* ideal for advertising books (or, on occasion, other items of interest to our members) on almost any subject.

### Changes in *PMLA* advertising for 2010

1. Because the MLA membership directory is now online, the September (Directory) issue will no longer appear in print. The November issue will continue to be the program for the MLA Annual Convention, allowing advertisers to reach a large academic audience.
2. Our rates are increasing slightly (about 2%). Please see the 2010 rate sheet at [www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising).

Volume advertisers receive preferred placement and a significant discount on rates: \$795 for a full page (since the regular rate is \$1,180, that's a savings of \$385 on each advertisement) and \$510 for a half page (a savings of \$260 per page over the regular rate of \$770). The two volume advertisers who place the largest number of ads in 2010 will be offered cover positions for volume 126. *The back cover of PMLA is only available to advertisers on the November issue.*

### The Volume Agreement

Volume advertisers agree to place at least one ad in each issue of volume 125 (the 2010 issues). The issues are January, March (Fall Textbook Preview), May, October (Spring Textbook Preview and special topic: Literary Criticism for the Twenty-First Century), and November (the essential MLA Convention Program).

If you agree that volume advertising should be a part of your advertising strategy, please sign and return the volume-advertising agreement form (go to [www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising)) by 1 October. Note that volume agreements begin with the January issue of *PMLA*. The January reservations deadline is 8 October; the January materials deadline is 22 October (extensions may be available; please write or call). Complete information about advertising in *PMLA*, including rates, deadlines, and order forms, is available at [www.mla.org/pmla\\_advertising](http://www.mla.org/pmla_advertising).

Please call or write if you have any questions. I look forward to working with you in 2010.

Best wishes,

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