

PMLA

Publications of the Modern Language Association of America

2013 VOLUME ADVERTISING IN *PMLA*

I'd like to thank those of you who were 2012 *PMLA* volume advertisers and invite you to remain with us for 2013. If you were not a volume advertiser this past year, I hope you'll consider the benefits of signing on for 2013. *PMLA* is sent to about 29,000 scholars and teachers of literature and language and has about 2,000 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.

***PMLA* advertising rates in 2013 (higher, but *very* slightly).**

PMLA rates have not changed since 2010. This year, you'll notice a small increase. Volume advertisers receive preferred placement and a significant discount on rates: \$810 for a full page (a savings of \$390 per advertisement over the new regular rate of \$1,200) and \$520 for a half page (a savings of \$265 per page over the new regular rate of \$785). The two volume advertisers who place the largest number of ads in 2013 will be offered cover positions II and III for volume 129 (the 2014 issues); *the back cover of PMLA will be available to volume advertisers on the November (MLA Convention Program) issue only.*

The Volume Agreement

Volume advertisers agree to place at least one ad in each issue of volume 128 (the 2013 issues). The issues are January, March (Fall Textbook Preview), May, October (Spring Textbook Preview), 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) by 16 October. Note that volume agreements begin with the January issue of *PMLA*. The January reservations deadline is 23 October; the January materials deadline is 6 November (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.

Please call or write if you have any questions. I look forward to working with you in 2013.

Best wishes,

Annabel Schneider

Advertising Manager, *PMLA*
26 Broadway, 3rd floor, New York, NY 10004-1789
Tel. 646 576-5024; fax 646 485-0030
aschneider@mla.org