

MLA



Mail your promotions to the members of the largest organization for teachers and scholars in higher education.

Whether your direct mail promotion advertises a summer seminar on composition studies, a new work on literary criticism, or the latest software, MLA mailing lists can be targeted to your audience.

- over 16,000 teachers and scholars of English and world languages
- 6,500 administrators in higher education

Why MLA Lists?

MLA members are enthusiastic purchasers of books and computer products, and they frequently travel to conferences. Nearly one-third of the membership attends the MLA convention each year, and, according to a recent survey, 40% attends two or more professional meetings each year.

Book and journal publishers, scholarly associations, conference organizers, and software manufacturers rent MLA mailing lists. If you are planning a meeting or if your company produces

- college-level texts
- scholarly monographs or collections of essays
- academic journals or periodicals on issues in education
- software for world language teaching, writing labs, or humanities scholarship
- personal computer hardware or peripherals

then MLA lists are the best choice for your promotions.

Other Benefits

- Membership lists can be selected according to over 500 language designations or 153 fields of scholarly and professional concern—from Chaucer studies to popular culture.
- The MLA has the largest membership lists of scholars who specialize in literary theory and criticism (3,825), in women's and gender studies (3,500), in American literature (5,500), and in English literature (5,100).
- The MLA also maintains a list of 6,500 departmental administrators that breaks down into over 500 language designations.
- All lists can be broken down by geographic region.
- MLA lists are updated daily.



**MODERN
LANGUAGE
ASSOCIATION**

High-Definition Lists

These categories represent the major scholarly and professional concerns of MLA members and indicate active involvement by the members in specific fields. The lists can be selected individually or in any combination; lists can be merged to eliminate duplicates.

Rate

\$161 per thousand (prorated)

Format availability

Excel file, sent by e-mail

Comparative Literary and Cultural Studies [CLCS]

D001	CLCS Medieval	850
D002	CLCS Renaissance and Early Modern	925
D005	CLCS 18th-Century	550
D003	CLCS Romantic and 19th-Century	1,150
D004	CLCS 20th- and 21st-Century	2,250
G003	CLCS Arthurian	475
G007	CLCS Celtic	250
G008	CLCS Classical and Modern	800
D034	CLCS European Regions	625
D033	CLCS Global Anglophone	800
G101	CLCS Global Arab and Arab American	80
G102	CLCS Global Hispanophone	115
G020	CLCS Global Jewish	475
G152	CLCS Global South	175
G103	CLCS Hemispheric American	135
G035	CLCS Mediterranean	700
G037	CLCS Nordic	150

Genre Studies [GS]

D074	GS Children's and Young Adult Literature	600
G050	GS Comics and Graphic Narratives	750
D008	GS Drama and Performance	1,300
G012	GS Folklore, Myth, and Fairy Tale	1,000
D077	GS Life Writing	1,300
D010	GS Nonfiction Prose	800
D011	GS Poetry and Poetics	2,050
D012	GS Prose Fiction	2,200
G038	GS Speculative Fiction	1,100
G045	GS Travel Writing	1,100

Higher Education and the Profession [HEP]

G046	HEP Community Colleges	600
G030	HEP Part-Time and Contingent Faculty Issues	700
D050	HEP Teaching as a Profession	1,900

Languages, Literatures, and Cultures [LLC]

African

D015	LLC African to 1990	600
D089	LLC African since 1990	125

American

D017	LLC Early American	800
D018	LLC 19th-Century American	2,000
D019	LLC Late-19th- and Early-20th-Century American	2,000
D020	LLC 20th- and 21st-Century American	3,350
D076	LLC African American	1,400

D082	LLC Asian American	600
D084	LLC Chicana and Chicano	650
D080	LLC Indigenous Literatures of the United States and Canada	550
G018	LLC Italian American	250
G019	LLC Jewish American	350
G100	LLC Latina and Latino	200
G023	LLC Literatures of the United States in Languages Other Than English	650
G043	LLC Southern United States	650

Arabic

D087	LLC Arabic	300
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Asian

D016	LLC East Asian	300
G042	LLC South Asian and South Asian Diasporic	350
G047	LLC West Asian	100

Canada

G005	LLC Canadian	350
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Catalan

G006	LLC Catalan Studies	200
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Chinese

G202	LLC Ming and Qing Chinese	60
G203	LLC Modern and Contemporary Chinese	90

Dutch

G027	LLC Dutch	90
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English

D021	LLC Old English	450
D022	LLC Middle English	700
D023	LLC Chaucer	650
D024	LLC 16th-Century English	1,050
D025	LLC Shakespeare	1,300
D026	LLC 17th-Century English	950
D027	LLC Restoration and Early-18th-Century English	700
D028	LLC Late-18th-Century English	900
D029	LLC English Romantic	1,100
D030	LLC Victorian and Early-20th-Century English	1,550
D032	LLC 20th- and 21st-Century English and Anglophone	1,650

French

D051	LLC Medieval French	450
D052	LLC 16th-Century French	275
D053	LLC 17th-Century French	275
D054	LLC 18th-Century French	325
D055	LLC 19th-Century French	650
D056	LLC 20th- and 21st-Century French	900
D057	LLC Francophone	725

Galician

G150	LLC Galician	50
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German

D058	LLC German to 1700	200
D059	LLC 18th- and Early-19th-Century German	400
D060	LLC 19th- and Early-20th-Century German	550
D061	LLC 20th- and 21st-Century German	600

Hebrew

G015 LLC Hebrew 125

Hungarian

G016 LLC Hungarian 55

Irish

G001 LLC Irish 700

Italian

D062 LLC Medieval and Renaissance Italian 400

D063 LLC 17th-, 18th-, and 19th-Century Italian 250

D079 LLC 20th- and 21st-Century Italian 300

Japanese

G204 LLC Japanese to 1900 50

G205 LLC Japanese since 1900 60

Korean

G151 LLC Korean 50

Latin American

D078 LLC Colonial Latin American 500

D064 LLC 19th-Century Latin American 600

D065 LLC 20th- and 21st-Century Latin American 1,300

G031 LLC Cuban and Cuban Diasporic 450

G026 LLC Mexican 600

G034 LLC Puerto Rican 400

Occitan

G033 LLC Occitan 150

Old Norse

G028 LLC Old Norse 175

Portuguese

G024 LLC Global Portuguese 200

D073 LLC Luso-Brazilian 350

Romanian

G036 LLC Romanian 75

Scottish

G039 LLC Scottish 275

Sephardic

G040 LLC Sephardic 150

Slavic

D066 LLC Russian and Eurasian 350

G041 LLC Slavic and East European 300

Spanish and Iberian

D067 LLC Medieval Iberian 400

D071 LLC 16th- and 17th-Century Spanish and Iberian Drama 375

D068 LLC 16th- and 17th-Century Spanish and Iberian
Poetry and Prose 475

D069 LLC 18th- and 19th-Century Spanish and Iberian 450

D070 LLC 20th- and 21st-Century Spanish and Iberian 750

Yiddish

G048 LLC Yiddish 150

Language Studies and Linguistics [LSL]

D044 LSL Applied Linguistics 500

G013 LSL General Linguistics 375

G014 LSL Germanic Philology and Linguistics 300

G032 LSL Global English 450

D042 LSL Language and Society 700

D045 LSL Language Change 350

D036 LSL Linguistics and Literature 650

G010 LSL Romance Linguistics 250

D047 LSL Second-Language Teaching and Learning 1,400

Media Studies [MS]

G029 MS Opera and Musical Performance 450

D009 MS Screen Arts and Culture 2,000

G025 MS Sound 2,000

D041 MS Visual Culture 2,150

Rhetoric, Composition, and Writing Studies [RCWS]

G153 RCWS Creative Writing 125

D081 RCWS History and Theory of Composition 700

D090 RCWS History and Theory of Rhetoric 180

G104 RCWS Literacy Studies 125

D049 RCWS Writing Pedagogies 2,350

Theory and Method [TM]

G004 TM Bibliography and Scholarly Editing 800

G022 TM Book History, Print Cultures, Lexicography 450

D043 TM Language Theory 550

G051 TM Libraries and Research 450

G105 TM Literary and Cultural Theory 950

D014 TM Literary Criticism 3,825

D048 TM The Teaching of Literature 3,050

Transdisciplinary Connections [TC]

G049 TC Age Studies 225

D035 TC Anthropology and Literature 1,150

D088 TC Cognitive and Affect Studies 850

D046 TC Digital Humanities 1,400

D085 TC Disability Studies 500

G106 TC Ecocriticism and Environmental Humanities 450

G216 TC History and Literature 190

G021 TC Law and the Humanities 650

D040 TC Marxism, Literature, and Society 1,150

G107 TC Medical Humanities and Health Studies 175

G108 TC Memory Studies 180

D037 TC Philosophy and Literature 2,250

D013 TC Popular Culture 2,050

D086 TC Postcolonial Studies 2,500

D038 TC Psychology, Psychoanalysis, and Literature 1,100

D007 TC Race and Ethnicity Studies 1,750

D039 TC Religion and Literature 1,400

D072 TC Science and Literature 1,350

D075 TC Sexuality Studies 1,250

G044 TC Translation Studies 1,500

D006 TC Women's and Gender Studies 3,500



Departmental Administrators

The MLA's comprehensive lists of two- and four-year college and university departmental administrators are available for over 500 languages—from Afrikaans to Zulu—and for administrators from more than 500 ESL and EFL departments. Selection can be limited to those departments that offer PhD or MA degrees.

Format availability

Excel file, sent by e-mail

Rate

\$151 per thousand (prorated)

Approximate quantities of major languages:

English	2,900
Spanish	2,650
French	1,975
German	1,300
Chinese	975
Japanese	850
Classics (Greek and Latin)	675
Italian	775
Arabic	675
Russian	550
American Sign Language	550
All world language administrators	3,900
All administrators	6,500

The MLA also has 3 specialized lists of administrators:

Women's studies	450
Comparative Literature	60
Linguistics	100

MLA Membership Lists

The association's membership numbers approximately 15,650 in the United States and approximately 750 in Canada.

Rate

\$141 per thousand (prorated)

Format availability

Excel file, sent by e-mail

English	8,200
Spanish	3,200
French	3,275
German	1,500
Italian	975
All world language members	7,820

Membership lists can be selected according to over 500 language designations.

Members can also be selected by 153 fields of professional interest.

General Information

Counts

The MLA's lists are updated daily. We will be happy to provide you with exact counts.

Rates

Members \$141 per thousand (prorated)

High-definition lists \$161 per thousand (prorated)

Departmental administrators \$151 per thousand (prorated)

- The figures above represent the minimum charge per order.
- There is a 20% discount for not-for-profit organizations providing proof of their not-for-profit status.
- New York State sales tax added to all New York orders. Please provide proof if you are tax exempt.

Formats

Excel file

The MLA does not rent e-mail addresses.

Selection Options

Zip code sequence

Alphabetical sequence

State or zip code ranges

Domestic, domestic and Canada

Nth name

Key code (5-character maximum)

Terms and Conditions

Use

Lists may be used only to promote material of professional interest to MLA members. The lists are rented for one-time mailing only and may not be copied, reused, or used by anyone other than the original renter. We reserve the right to refuse orders. The name of the MLA may not be used in connection with mailings.

Fulfillment

- Orders will normally be processed within three days of receipt.
- The MLA does not provide mailing services.

Billing and Payment

- Terms are net payment 30 days from date of invoice.
- We reserve the right to request prepayment.

To Order

All orders must be in writing and must include a sample mailing piece.

Please send orders and inquiries to

List Rentals
Modern Language Association
85 Broad St.
New York, NY 10004
646 576-5150
listrental@mla.org

