



Online Program Banner Ads

PRICING

Online Banner Ad: \$1,200

**Online Program Ad
for Print Program
Advertisers: \$800**

SPECIFICATIONS

Artwork for online program ads should be submitted as .png or .jpg in RGB, Indexed, or Gray Scale color mode and in each of the following three sizes so that the images display well in all browser sizes and mobile devices.

1280 px w x 100 px h

960 px w x 100 px h

480 px w x 50 px h

Ads should include your logo and a call to action (“Click here to . . .”). Include the URL or full-screen landing page to link to or, for in-person exhibitors, the exhibitor name to link to the online exhibitor listing. Filenames should contain no spaces and be formatted as:

CompanyAdNameWidthxHeight.extension
e.g., ConfexTutorials1280x100.png,
ConfexMarketing1280x100.png,
ACMESales1280x100.png

Advertise in the 2024 online program for access to thousands of language and literature scholars who are actively engaged with the MLA convention. Link attendees directly to your website, exhibitor listing, or promotion. Advertisers in the 2023 September (Program) issue of *PMLA* receive a discount when placing ads in the online program.

Banner ads appear at the bottom of the online program through the end of January. They rotate for a specific block of time and click through to a website or, for current exhibitors, to the exhibitor’s listing in the online program. Include a call-to-action button (e.g., “Click here” or “Find out more”) and an invitation to visit your exhibit booth for enhanced engagement.

CONTACT INFORMATION

EXHIBIT-BOOTH NUMBER
COMPANY NAME
URL TO LINK TO
CONTACT NAME
EMAIL ADDRESS
PHONE NUMBER

PAYMENT INFORMATION

Completed forms and payment must be received before your request can be processed.

Nonexhibitors or new exhibitors: Go to the [Exhibitor Management page](#), create an exhibitor profile, select “Online Program Ad” on the Company Opportunities page, and select your preferred payment option.

Current exhibitors: You will be invoiced once your form is received.

Return completed form and payment information to

Stacey Courtney
scourtney@mla.org

The MLA, at its sole discretion, reserves the right to reject any application for banner advertisements for any reason. For more information, see www.mla.org.