

PMLA

2024 Advertising Rates and Order Form ■ Volume 139

Advertising Rates	1–2 issues	3–4 issues	Volume 139 Advertisers*
Full page (6" wide × 8.75" high)	\$1,280	\$1,070	\$870
Half page (6" wide × 4.25" high)	\$840	\$690	\$560
Covers II and III	\$1,670	\$1,430	\$1,160
Cover IV (in color)	\$1,880	n/a	n/a

*Volume rates require at least one insertion in each issue of volume 139.

Volume 139 Deadlines	Reservations	Materials (PDFs only)
January	15 Nov. 2023	29 Nov. 2023
March Fall Textbook Preview	10 Jan. 2024	24 Jan. 2024
May	13 Mar. 2024	27 Mar. 2024
September MLA Convention Program	3 July 2024	17 July 2024
October Spring Textbook Preview	14 Aug. 2024	28 Aug. 2024

Extensions may be possible; please write.

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

	Full page	Half page
January	_____	_____
March Fall Textbook Preview	_____	_____
May	_____	_____
September MLA Convention Program	_____	_____
October Spring Textbook Preview	_____	_____

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

COMPANY _____

ADDRESS _____

YOUR NAME _____

TELEPHONE _____

EMAIL _____

ADVERTISING AGENCY (IF APPLICABLE) _____

AGENCY TELEPHONE _____

Send volume agreements, insertion orders, and correspondence to

Annabel Schneider
Senior Advertising Manager, *PMLA*
aschneider@mla.org

All electronic ads should be emailed to aschneider@mla.org.

Since 1884 PMLA, the journal of the Modern Language Association of America, has published articles of interest to scholars of language and literature. PMLA offers an array of special features for advertisers:

- *PMLA*'s circulation is among the largest for a humanities journal. All issues are sent to 21,000 college and university teachers of English and other languages who belong to the association and to nearly 8,000 libraries worldwide.
- One of the most prestigious and venerable journals, *PMLA* is a premier showcase for any publisher or other enterprise addressing the interests of scholars and teachers of language and literature and of the humanities workforce.
- *PMLA* covers a broad range of topics in the humanities—ideal for advertising books (or other items of interest to our members) on many subjects.
- *PMLA* is available to library subscribers in an electronic format that allows convenient browsing of the ad section.

PMLA appears in five annual issues:

- Four issues (January, March, May, October) present essays and other literary-critical writings.
- The September issue is the program for the association's annual convention. The 2025 convention will take place in New Orleans on 9–12 January.

Journal Information

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

Printing method: web offset, computer-to-plate

Text stock: 45# white matte-coated paper

Text printing: black ink only

Specifications

■ **Only ads in electronic form are accepted.**

All ads should be submitted in Adobe Acrobat PDF and emailed to aschneider@mla.org.

- Full page: 6" wide × 8.75" high
- Half page: 6" wide × 4.25" high
- Cover IV: 7.5" wide × 10.5" high, with 1/8" bleed on all sides, CMYK color
- Quarter-page ads are not accepted.
- Bleeds are not accepted.
- All ads (except Cover IV) must be black and white only, with no color graphics or ICC profiles. *Ads with color information may not look the same in print and on-screen.* For best results, convert images to grayscale before exporting to PDF, or use the Dot Gain 20% color-conversion setting when exporting your ad to PDF.
- Halftone images should have a resolution of at least 300 dpi. Embed all images.
- Embed all fonts.
- Flatten all transparencies.
- Do not include crop marks, color bars, registration marks, or slug lines in the file.
- Avoid using TrueType fonts.

Advertising Policy

- Ads must not exceed dimensions given above.
- Content and appearance of advertisements are subject to publisher's approval. The MLA, at its sole discretion, reserves the right to reject any ad or advertiser for any reason.
- No cash discount.
- No agency discount.
- Insertion orders must precede or accompany materials.
- Benefits set forth in the *PMLA* volume-advertising agreement, including the volume rate, do not extend to a volume advertiser's affiliates or imprints.
- Advertisers will be billed by Cambridge University Press.