

PMLA

Online Advertising Rates and Order Form

Please reserve banner advertising space for the following run dates:

January _____

February _____

March _____

April _____

May _____

June _____

July _____

August _____

September _____

October _____

November _____

December _____

Advertising Policy

- 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.
- Advertisers will be billed by Cambridge University Press.

Advertising on Cambridge Core

Place a banner ad on the *PMLA* home page on *Cambridge Core* (www.cambridge.org/core/journals/pmla).

Rates: \$250 per month or \$675 per quarter

Specifications: Each file (300 pixels wide x 250 pixels high) should be submitted as an email attachment in GIF or JPG and must be in RGB; the file size must not exceed 50 KB. Please include a URL with the file.

Deadline: 5 business days before the month or quarter the ad is to run

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

URL FOR BANNER AD LINK

COMPANY

ADDRESS

YOUR NAME

TELEPHONE

EMAIL

ADVERTISING AGENCY (IF APPLICABLE)

AGENCY TELEPHONE

Send orders for banner ads and correspondence to

Annabel Schneider
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