



Connecting Your Brand With The Computer Industry's Technology Elite

2023 Integrated Media Planner

www.acm.org



Association for
Computing Machinery

ACM Media . . . Connecting Your Brand With The Computer Technology Elite

The Association for Computing Machinery (ACM) is the world's largest and most influential computing society, serving nearly 100,000 members at companies and research institutions in both established and emerging areas of the software, hardware, and IT industries.

For over 75 years, ACM has been the place where the best minds in computing have come to meet, share ideas, publish their work, and advance computer technology.

Today, ACM continues to bring the discoveries of those working at the forefront of computer science to the attention of the world. Through its conferences, journals, magazines, newsletters and books, ACM provides the fuel that inspires tomorrow's innovations.

ACM: Reaching Thought Leaders, Innovators, Decision Makers.

Through its diverse portfolio of print and online products, ACM Media *connects your brand with a powerful community of must-reach software, hardware, and IT decision makers in an environment that they know and trust.*

Top decision makers and developers depend on ACM's portfolio of products when making recommendations for current and future technology purchases.

Over 2,700 institutions have access to the ACM Digital Library, providing additional exposure for your print ad appearing in ACM magazines.

Intelligence. Influence. Impact.

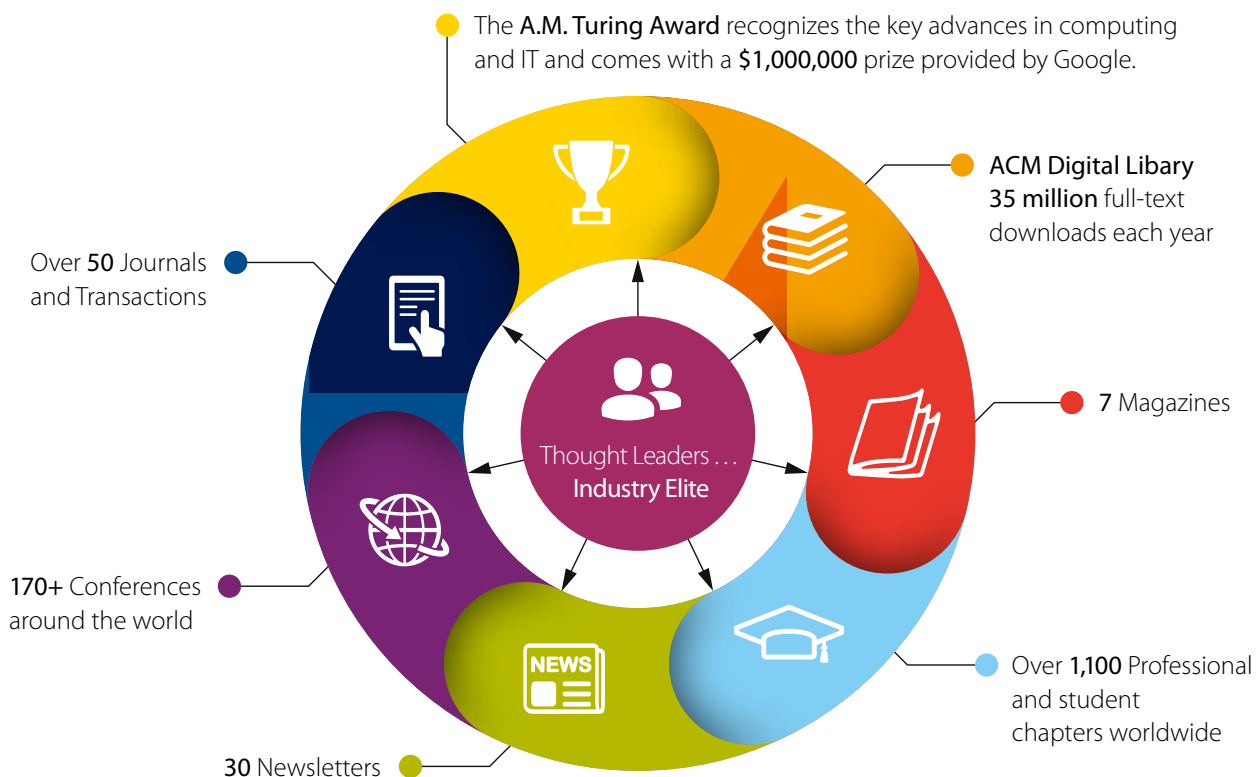
ACM Media provides a rare opportunity to target the industry elite in a context more meaningful than found in mainstream technology publications. With its unmatched credibility and long-standing presence, ACM has built an audience loyalty that places it in a unique position of influence.

Our audience trusts us as its source for critical information and insight because ACM's content is created by and specifically for them. ACM Media plays an essential role in the work and lives of its consumers.

Targeted, Integrated Results.

ACM Media creates customized marketing programs that target top decision makers and developers with a level of effectiveness that other publications simply cannot match. By leveraging the value of the ACM brand, you can connect and interact with technology's most intelligent, influential, and active audience.

ACM Media delivers the results you require for branding campaigns and product launches. ACM Media's strategic distribution channels, high readership, and click-through rates translate to a level of high visibility for your message. Whether you're seeking to raise awareness, market a new or existing product or attract top technology talent, **ACM publications ensure that your message is targeted to the audience that best meets your promotional goals.**



Unmatched Editorial

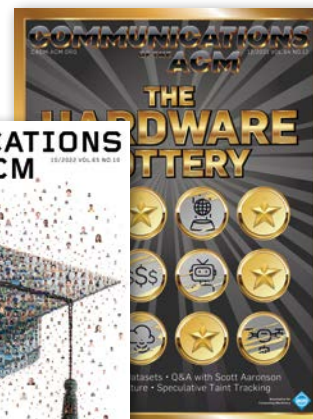
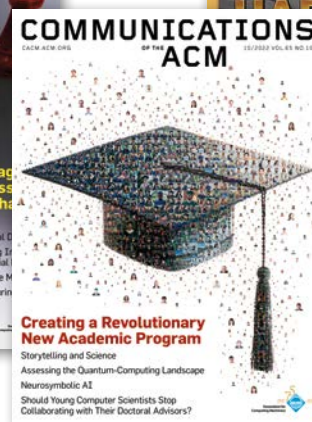
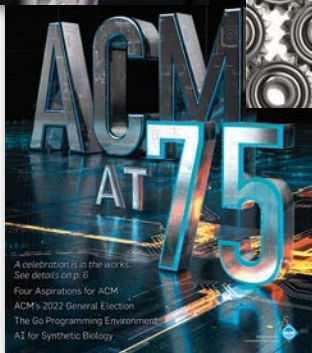
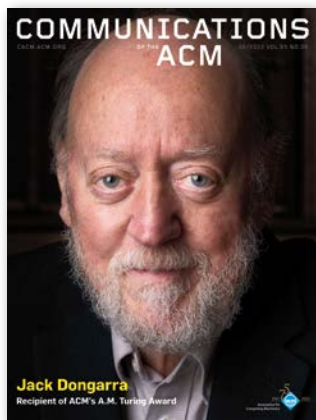
About *Communications of the ACM Magazine*

ACM's flagship magazine, *Communications of the ACM*, is the **leading print and online publication for the computing and technology fields**. Each month, *Communications* brings readers in-depth coverage of emerging areas of computer science, new trends in information technology, and practical applications.

Reach Purchasing Decision Makers

For IT and technology marketers, *Communications* is a powerful tool for impacting the very people who are shaping the future of technology and making purchasing decisions for their respective organizations.

Read by nearly 100,000 computing researchers and practitioners worldwide, *Communications* is recognized as the most trusted and knowledgeable source of industry information for today's computing professional.



Circulation

Communications of the ACM

Print and Electronic Circulation	113,345
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cacm.acm.org

Website Quickstats (September 2021–August 2022)

Sessions	1,267,033
Users	986,525
Page Views	3,341,220

m.cacm.acm.org

Mobile Website Quickstats (September 2021–August 2022)

Sessions	392,215
Users	313,771
Page Views	908,186

Print Advertising Deadlines

Deadlines below are for the print issue of *Communications* — for both display and classified recruitment ads.

Issue Date	Space Reservation	Materials Due
January 2023	11/11/2022	11/18/2022
February 2023	12/09/2022	12/16/2022
March 2023	01/13/2023	01/20/2023
April 2023	02/10/2023	02/17/2023
May 2023	03/10/2023	03/17/2023
June 2023	04/14/2023	04/21/2023
July 2023	05/12/2023	05/19/2023
August 2023	06/09/2023	06/16/2023
September 2023	07/07/2023	07/14/2023
October 2023	08/11/2023	08/18/2023
November 2023	09/15/2023	09/22/2023
December 2023	10/13/2023	10/20/2023

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color-Full Page	\$9800	\$9310	\$9065	\$8820	\$8330
2/3 Page Vertical	8400	7980	7770	7560	7140
1/2 Page Horizontal	7300	6935	6755	6570	6205
1/3 Page Vertical	6300	5985	5830	5670	5355
Black/White-Full Page	\$8500	\$8075	\$7865	\$7650	\$7225
2/3 Page	7100	6745	6570	6390	6035
1/2 Page	6000	5700	5550	5400	5100
1/3 Page	4900	4655	4535	4410	4165
Recruitment Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color-Full Page	\$9500	\$9025	\$8790	\$8550	\$8075
2/3 Page	8100	7695	7495	7290	6885
1/2 Page	7000	6650	6475	6300	5950
1/3 Page	6000	5700	5550	5400	5100
1/4 Page	5000	4750	4625	4500	4250
1/6 Page	4000	3800	3700	3600	3400
Black/White-Full Page	\$8200	\$7790	\$7585	\$7380	\$6970
2/3 Page	6800	6460	6290	6120	5780
1/2 Page	5800	5510	5365	5220	4930
1/3 Page	4600	4370	4255	4140	3910
1/4 Page	3700	3515	3425	3300	3145
1/6 Page	2700	2565	2500	2430	2195

Ad rates are Gross, and reflect 4/C process; No extra charge for bleed on full page ads and covers; Covers 2 and 4 add 20%; Cover 3 add 10%.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/8" x	10-7/8"
Bleed Size	8-3/8" x	11-1/8"
Full Page, Non-Bleed	7" x	9-1/2"
2/3 Page Vertical	4-5/8" x	9-1/2"
1/2 Page Horizontal	7" x	4-11/16"
1/3 Page Vertical	2-1/4" x	9-1/2"
1/3 Page (Recruitment ads only)	4-5/8" x	4-11/16"
1/4 Page (Recruitment ads only)	3-7/16" x	4-11/16"
1/6 Page (Recruitment ads only)	2-1/4" x	4-11/16"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to acmm mediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$3000/Mo
Square Ad	160 x 160 IMU	\$2000/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)



About Interactions Magazine

Interactions (IX) is the **bi-monthly publication on human-computer interaction**. *IX* is the official publication of ACM's Special Interest Group on Computer-Human Interaction, the largest and most influential organization in the usability and user-experience fields. *IX* reaches thousands of designers, managers, researchers and product specialists worldwide who have great influence within their own organizations, institutions, and throughout the industry.

IX, and its companion website interactions.acm.org, is the magazine for professionals interested in the connections between experiences, people and technology.

Circulation

Interactions

Print and Electronic Circulation 2,948

interactions.acm.org

Website Quickstats (September 2021–August 2022)

Sessions	245,904
Users	197,894
Page Views	314,496



Print Advertising Deadlines

Deadlines below are for the print issue of *Interactions* display ads.

Issue Date	Space Reservation	Materials Due
January/February 2023	11/11/2022	11/18/2022
March/April 2023	01/13/2023	01/20/2023
May/June 2023	03/17/2023	03/24/2023
July/August 2023	05/12/2023	05/19/2023
September/October 2023	07/14/2023	07/21/2023
November/December 2023	09/15/2023	09/22/2023

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	3X	6X
4-Color–Full Page	\$3295	\$2795	\$2295
2/3 Page Vertical	2800	2300	1800
1/2 Page Horizontal	2295	1795	1295
1/3 Page Vertical	1835	1435	1035

Ad rates are Gross, and reflect 4/C process; No extra charge for bleed on full page ads and covers; Covers 2 and 4 add 20%; Cover 3 add 10%.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/8" x	10-7/8"
Bleed Size	8-3/8" x	11-1/8"
Full Page, Non-Bleed	7-1/8" x	9-7/8"
2/3 Page Vertical	4-5/8" x	9-7/8"
1/2 Page Horizontal	7-1/8" x	4-7/8"
1/3 Page Vertical	2-1/4" x	9-7/8"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to acmm mediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$2000/Mo
Square Ad	160 x 160 IMU	\$1000/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

Target your marketing message to
 influential technology professionals.
Call +1-212-626-0686
 for more information.

About XRDS: Crossroads

Established in 1994 and published quarterly, *XRDS* (formerly *Crossroads*) is the **official ACM magazine for student members**. *XRDS* is edited and written by students.

Attract Top Computing and Engineering Students

XRDS provides ACM's student members with what they need to succeed in their current academic and future professional careers in computer science and engineering. Each issue of the quarterly publication is packed with interviews and profiles of leaders in the field, highlights from some of the most interesting research being done at universities and labs around the world, information about careers in computing, and more. *XRDS* is one of the most accessible and immediately useful resources for computing students in both undergraduate and graduate programs. More than half of ACM student members are graduate students and are among the top computing and engineering students in the world.

Circulation

XRDS

Print and Electronic Circulation	26,132
ACM Student Chapter Member Electronic Circulation	23,808

xrds.acm.org

Website Quickstats (September 2021–August 2022)

Sessions	47,238
Users	39,927
Page Views	63,668



Print Advertising Deadlines

Deadlines below are for the print issue of *XRDS* display ads.

Issue Date	Space Reservation	Materials Due
Spring 2023 (March)	02/10/2023	02/17/2023
Summer 2023 (June)	04/21/2023	04/28/2023
Fall 2023 (September)	08/04/2023	08/11/2023
Winter 2023 (December)	11/03/2023	11/10/2023

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	2X	3X	4X
4-Color–Full Page	\$3395	\$3195	\$2795	\$2295
2/3 Page Vertical	2495	2295	2195	1895
1/2 Page Horizontal	1995	1795	1595	1295
1/3 Page Vertical	1495	1295	1095	895
1/4 Page Square	1095	995	795	695

Ad rates are Gross, and reflect 4/C process;
No extra charge for bleed on full page ads and covers;
Covers 2 and 4 add 20%; Cover 3 add 10%.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/4"	x 10-7/8"
Bleed Size	8-1/2"	x 11-1/8"
Full Page, Non-Bleed	7"	x 9-3/8"
2/3 Page Vertical	4-5/8"	x 9-3/8"
1/2 Page Horizontal	7"	x 4-5/8"
1/3 Page Vertical	2-1/4"	x 9-3/8"
1/4 Page Square	3-7/16"	x 4-3/4"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8".
Ad files can be emailed to acmm mediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$1000/Mo
Square Ad	160 x 160 IMU	\$500/Mo

Maximum File Size: 40K
Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

About ACM Inroads

ACM *Inroads* magazine (quarterly, print) and website (inroads.acm.org) serves **professionals interested in advancing computing education** on a global scale. The goal of the publication is to generate new inroads in the theory and practice of computing education and to share those discoveries by fostering dialogue, cooperation, and collaboration with educators worldwide.

Reach Educators Responsible for Advancing Computing Education.

Each issue of *ACM Inroads* presents the latest work, insights, and research in computing education as written by educators and professionals for educators. Authors represent an international community of scholars and professionals who reflect on and contribute to the computing profession. Every edition offers an array of thought-provoking commentaries from many leading luminaries together with a diverse collection of articles that examine in detail current research and practices within the computing community. The magazine is a member benefit of ACM's Special Interest Group on Computer Science Education (SIGCSE).

Circulation

Inroads

Print and Electronic Circulation 2,620

inroads.acm.org

Website Quickstats (September 2021–August 2022)

Sessions 4,300

Users 3,262

Page Views 9,712



Print Advertising Deadlines

Deadlines below are for the print issue of *Inroads* display ads.

Issue Date	Space Reservation	Materials Due
Spring 2023 (March)	01/06/2023	01/13/2023
Summer 2023 (June)	04/07/2023	04/14/2023
Fall 2023 (September)	07/07/2023	07/14/2023
Winter 2023 (December)	10/06/2023	10/13/2023

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	2X	3X	4X
4-Color–Full Page	\$1350	\$1200	\$1100	\$1000
1/2 Page	800	700	660	650
1/4 Page Square	475	425	395	385

Ad rates are Gross, and reflect 4/C process; No extra charge for bleed on full page ads and covers; Covers 2 and 4 add 20%; Cover 3 add 10%.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/2"	x 11"
Bleed Size	8-3/4"	x 11-1/4"
Full Page, Non-Bleed	7-1/4"	x 10"
1/2 Page Horizontal	7-3/16"	x 4-5/8"
1/2 Page Vertical	3-1/2"	x 9-1/2"
1/4 Page	3-1/2"	x 4-5/8"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to acmm mediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$800/Mo
Square Ad	160 x 160 IMU	\$500/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

Create a custom marketing campaign that combines print, online and newsletters.
Call +1-212-626-0686
 for more information.

About the ACM Career and Job Center

The ACM Career and Job Center provides ACM members with the resources they need to advance their careers. These highly qualified software, hardware and IT professionals are the most sought-after candidates for industry employers looking to recruit top technology talent. The ACM Career and Job Center is also where engineering and computer science departments at many universities come to source candidates to enhance their faculty and research lab staff.

Recruit the Most Qualified Candidates for Your Open Positions!

The newly redesigned ACM Career and Job Center helps your organization better identify and attract talented individuals who will drive your team's success.

The ACM Career and Job Center also provides an outlet for employers to promote their internship and co-op programs to ACM student members and recruit graduate student members eager to enter today's global job market.

Jobs posted on the ACM Career and Job Center appear online immediately – reaching a highly-targeted audience of computing professionals and students.

The Careers section of *Communications of the ACM* enables employers to reach passive job seekers and brand their organization as a great place to work. Classified line ads are accepted for positions wanted or offered.

Circulation

jobs.acm.org

Website Quickstats (September 2021–August 2022)

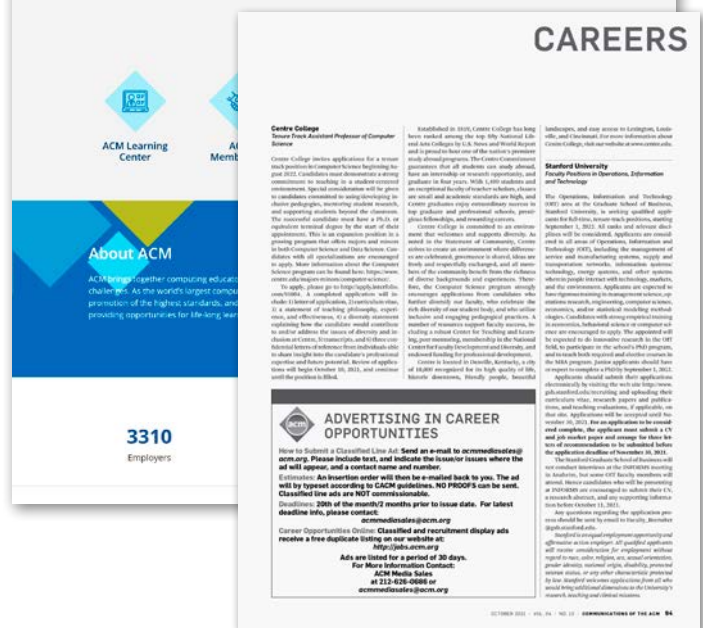
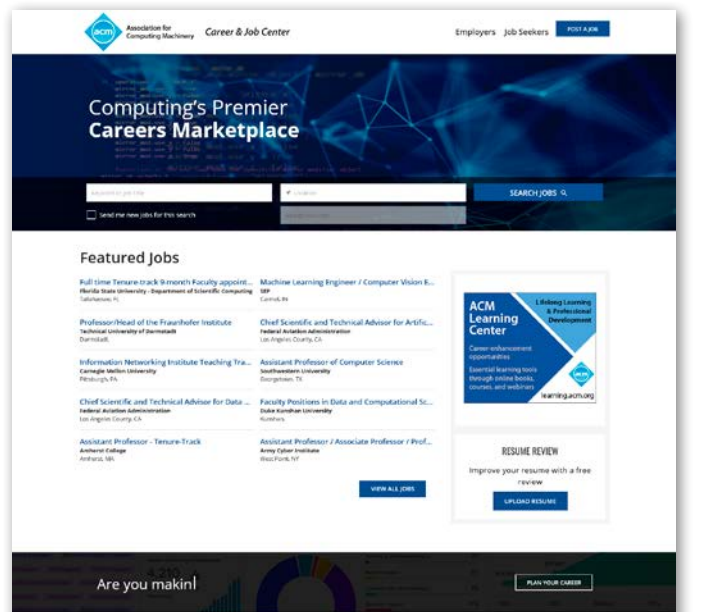
Sessions	39,201
Users	81,076
Page Views	149,346

2023 Job Posting Rates

Flat Pricing Option	Cost
Single 30-Day Job Posting Web Only	\$699.00
Single 60-Day Job Posting Web Only	\$1099.00
Single 90-Day Job Posting Web Only	\$1399.00
Communications of the ACM Print Publication PLUS 30-Day Job Posting Online	\$1799.00
Communications of the ACM Print Publication PLUS 60-Day Job Posting Online	\$2199.00
Communications of the ACM Print Publication PLUS 90-Day Job Posting Online	\$2499.00

All print/online combos include unlimited characters for online posting and 3,000 characters max for one month in print.

For additional job posting options, visit our website at <https://jobs.acm.org/employer/pricing/> or email acmm mediasales@acm.org.



Online Advertising Opportunities

Homepage

Size	Dimensions	Rates
Square Ad	300 x 250 IMU	\$1500/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

About eLearn

eLearn Magazine is where **research and practice meet to address how online learning strategies are used** in a variety of contexts for a variety of audiences.

eLearn Magazine is a digital publication that engages a broad audience of industry professionals, researchers, and educators interested in online learning in higher education, K-12 settings, corporate environments, government, and non-profits. eLearn publishes articles addressing online learning in these specific context areas as well as content that is more general, such as instructional design, faculty management, emerging technologies, workplace training, and instructor development.

Circulation

elearnmag.acm.org

Website Quickstats (September 2021–August 2022)

Sessions	79,087
Users	66,024
Page Views	116,748

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$2000/Mo
Square Ad	160 x 160 IMU	\$1000/Mo

Maximum File Size: 40K

Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)

About TechNews

TechNews is an email digest of computing and technology news gathered from leading sources; distributed Monday, Wednesday, and Friday to a circulation of over 105,000 subscribers. Its concise summaries are perfect for busy professionals who need and want to keep up with the latest industry developments.

TechNews is regularly cited as one of ACM's most valued benefits and is one of the best ways to communicate with ACM members.

Circulation

Listserv	105,000
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Online Advertising Opportunities

Right-hand sidebar position

Size	Dimensions	Rates
Top Banner	468 x 60 IMU	\$6500/Month*
Skyscraper	160 x 600 IMU	\$6000/Month*
Square Ad	160 x 160 IMU	\$3000/Month*

* 12 Transmissions

Maximum File Size: 40K

Accepted File Types: JPEG and GIF. (No Animation or Flash)

About SIG Newsletters

ACM's 37 Special Interest Groups (SIGs) represent the major disciplines of the dynamic computing field.

ACM's SIGs are invested in advancing the skills of their members, keeping them abreast of emerging trends and driving innovation across a broad spectrum of computing disciplines.

As a member benefit, many ACM SIGs provide its members with a print or online newsletter covering news and events within the realm of their fields.

For a complete list of print or online newsletters available, email acmm mediasales@acm.org.

Print Advertising Rates

Display Ad Size/Frequency	1X	4X
Full Page	\$1350	\$1100
1/2 Page Horizontal	800	660

Ad rates are Gross. Color may be unavailable for some newsletters.

Mechanical Requirements

Ad Size in Inches	Width	Depth
Trim Size	8-1/8" x	10-7/8"
Bleed Size	8-3/4" x	11-1/8"
Full Page Non-Bleed	7" x	10"
1/2 Page Horizontal	7" x	4-15/16"

For issue dates, deadlines and availability, email acmm mediasales@acm.org



Advertising Guidelines

- Advertising is accepted at the discretion of the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.
- All creative is subject to approval by publisher. Advertisers and advertising agencies assume liability for content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
- No advertising will be placed without a signed insertion order.
- All advertising bookings are subject to availability at the time of booking.
- Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org
- Agency Discount: 15% on gross billing to recognized agencies on display space. Classified recruitment advertising is not subject to agency commission.
- Prior to submission of digital advertisements, creative should be tested for stability across all browser platforms.

Contract and Copy Regulations

The publisher reserves the right to increase advertising rates without advance notice and the right to cancel or reject any advertising at any time.

Supplied Advertising Material

Press-ready Adobe PDF files preferred.

The file should have a minimum resolution of 300 DPI for optimum printing and should be in CMYK color only. When creating your PDF file, please export it with the PDF/X-1a preset with all fonts embedded for print.

Please send digital ads to acmm mediasales@acm.org.

Cancellations

Cancellations not accepted after closing dates. Advertising booked may be cancelled without penalty if the cancellation is made at least seven (7) working days by written notice prior to the art files deadline.

Production Contact Information

ACM Advertising Production Department
1601 Broadway, 10th Floor
New York, NY 10019-7434
T: +1-212-626-0679
F: +1-212-869-0481
E: acmm mediasales@acm.org

Advertising Policy

ACM is committed to upholding the highest ethical and professional standards consistent with its mission to advance computing as a science and a profession, enable professional development, and promote policies and research that benefit society. ACM Publications accept advertising as a supplementary income stream, not as a primary income stream. As such, ACM is not dependent upon advertising to maintain its publications or broader society operations, but views advertising primarily as a way to educate our readership about products and services available to them as consumers and professionals. ACM is a non-political organization and as such will not refuse or reject advertising based on political considerations, the popularity of the advertiser, or the stated opinions of ACM readership. Advertisements published in ACM publications and websites are recruitment-based and non-recruitment-based.

ACM accepts **recruitment advertising** under the basic premise that the advertising employer does not discriminate on the basis of age, color, race, religion, gender, sexual preference or national origin. ACM recognizes however, that laws on such matters vary from country to country and contain exceptions, inconsistencies or contradictions. This is as true of laws of the United States of America as it is of other countries. Thus, ACM requires each advertising employer to state explicitly in the advertisement any employment restrictions that may apply with respect to age, color, race, religion, gender, sexual preference, or national origin. Observance of the legal retirement age in the employer's country is not considered discrimination under this policy.

For non-recruitment-based advertising, ACM will only sell and publish ads that are generally consistent with its scientific and educational mission and that are of professional or educational interest to the wider computing community. ACM reserves the right to refuse or reject advertising that is deemed to be "objectively" offensive or inappropriate. In addition, ACM avoids any interaction between advertising sales staff and editorial staff or volunteer decision makers that could influence content published in ACM Publications, although it is possible that editorial staff will inform advertising sales staff of content that will appear in upcoming issues after editorial decisions have been taken. Any such communication is carefully managed to avoid any potential conflicts of interest that could be viewed as inappropriate editorial influence. As a practical matter, only ACM sales staff is responsible for selling advertising and only ACM Volunteers are responsible for making editorial decisions in ACM Publications, so this division of responsibility ensures that there is no conflict of interest with respect to editorial decision making.



Connect with the Computer Industry's Technology Elite Today!



Association for
Computing Machinery

**Please contact your Account Executive
to discuss an ad campaign that best meets
your advertising goals today!**

For Advertising Information:

Ilia Rodriguez E: ilia.rodriquez@hq.acm.org T: +1-212-626-0686

**ACM Media Sales
1601 Broadway, 10th Floor, New York, NY 10019-7434**