

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	5,340
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Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
January/February 2025	11/08/2024	11/05/2024
March/April 2025	01/10/2025	01/17/2025
May/June 2025	03/14/2025	03/21/2025
July/August 2025	05/09/2025	05/16/2025
September/October 2025	07/11/2025	07/18/2025
November/December 2025	09/12/2025	09/19/2025

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.

