

## About Communications of the ACM Magazine

*Communications of the ACM* is the **leading print and online magazine for the computing and information technology fields.**

Read by over 97,000 technology experts every month in print and electronic formats, *Communications* is recognized as the most trusted and knowledgeable source of industry information for today's computing professional. ACM's membership, recognized internationally as the "computing elite," is made up of the IT industry's most respected leaders and decision makers.

Every month *Communications* publishes insightful and topical industry news, opinion, interviews, research, and insight from those working at the forefront of the computing industry. Leaders from industry and academia use *Communications of the ACM* as a platform to present and debate various technology implications, public policies, engineering challenges, and market trends. *Communications* brings its readers the latest in technology trends as written by the very creators and innovators of those technologies.

*Communications* offers feature articles on such hot topics as Web Science, Game Theory, Gaming, Transactional Memory, Power Management, IT Policy, Software Engineering, Computer System Performance, and CTO Roundtable discussions.

The prestige and unmatched reputation that *Communications of the ACM* enjoys today is built upon a 50-year commitment to high quality editorial content and a steadfast dedication to advancing the arts, sciences, and applications of computing and information technology.

In every issue: News, Viewpoints, Practice, Reviews, Research Highlights and Career Opportunities.

### Circulation (as of January 31, 2017)

#### Communications of the ACM

Print Circulation	59,581
Electronic Circulation	37,783

#### cacm.acm.org

Website Quickstats (January – December 2016)

Visits	1,289,840
Unique Users	969,552
Page Views	2,013,479

**For additional advertising information,  
please call +1 212 626 0686 or email us at  
acmm mediasales@acm.org.**

# Unmatched Editorial



## Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
January 2017	11/18/16	11/23/16
February 2017	12/17/16	12/23/16
March 2017	01/20/17	01/26/17
April 2017	02/21/17	02/27/17
May 2017	03/17/17	03/24/17
June 2017	04/17/17	04/24/17
July 2017	05/18/17	05/26/17
August 2017	06/16/17	06/23/17
September 2017	07/17/17	07/26/17
October 2017	08/11/17	08/24/17
November 2017	09/15/17	09/22/17
December 2017	10/19/17	10/26/17

Deadlines are subject to change. For the most up-to-date deadline information, please email [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org).

## 2017 Print Advertising Rates *Communications of the ACM*

Display Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color, Full Page	\$9800	\$9500	\$9400	\$9300	\$9100
2/3 Page Vertical	8400	8300	8100	7900	7750
1/2 Page Horizontal	7300	7100	7000	6800	6600
1/3 Page Vertical	6240	6200	6000	5800	5600
1/4 Page	5100	5000	4900	4850	4800
1/6 Page	4100	4000	3900	3850	3800
Black/White, Full Page	\$8500	\$8300	\$8100	\$7900	\$7700
2/3 Page	7100	7000	6800	6600	6400
1/2 Page	6000	5800	5700	5500	5300
1/3 Page	4900	4880	4700	4500	4300
1/4 Page	3800	3750	3700	3650	3600
1/6 Page	2800	2750	2700	2650	2550

Recruitment Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color, Full Page ( <i>Recruitment Only</i> )	\$9500	\$9300	\$9100	\$8800	\$8600
2/3 Page ( <i>Recruitment Only</i> )	8100	8000	7800	7600	7400
1/2 Page ( <i>Recruitment Only</i> )	7000	6900	6800	6600	6300
1/3 Page ( <i>Recruitment Only</i> )	6000	5900	5800	5600	5500
1/4 Page ( <i>Recruitment Only</i> )	5000	4900	4800	4700	4600
1/6 Page ( <i>Recruitment Only</i> )	4000	3900	3800	3750	3700
Black/White, Full Page ( <i>Recruitment Only</i> )	\$8200	\$8000	\$7800	\$7600	\$7400
2/3 Page ( <i>Recruitment Only</i> )	6800	6650	6500	6350	6200
1/2 Page ( <i>Recruitment Only</i> )	5800	5650	5500	5300	5000
1/3 Page ( <i>Recruitment Only</i> )	4600	4500	4450	4400	4300
1/4 Page ( <i>Recruitment Only</i> )	3700	3600	3500	3450	3400
1/6 Page ( <i>Recruitment Only</i> )	2700	2600	2500	2450	2400

Ad rates are Gross; 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	4-5/16" x	9-1/2"
1/2 Page Horizontal	7" x	4-5/8"
1/3 Page Vertical	2-1/4" x	9-1/2"
1/3 Page ( <i>Recruitment ads only</i> )	4-5/8" x	4-3/4"
1/4 Page	3-7/16" x	4-3/4"
1/6 Page	2-1/4" 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](mailto:acmm mediasales@acm.org).

### Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$160/M
Square	160 x 160 IMU	\$125/M

Maximum File Size: 40K

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

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