

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.

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 some current research and practices within the computing community. The magazine is a SIGCSE member benefit.

Circulation (as of January 31, 2017)

ACM Inroads

Print & Online Circulation	2,685
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inroads.acm.org

Website Quickstats (January – December 2016)	
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Visits	44,411
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Unique Users	41,728
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Page Views	91,383
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Print Advertising Deadlines

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

Issue Date	Space	
	Reservation	Materials Due
Spring 2017 (March)	01/12/17	01/20/17
Summer 2017 (June)	04/07/17	04/14/17
Fall 2017 (September)	07/07/17	07/14/17
Winter 2017 (December)	10/06/17	10/13/17

Deadlines are subject to change. For the most up-to-date deadline information, please email acmmediasales@acm.org.

2017 Print Advertising Rates Inroads

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	475	425	395	385

Ad rates are Gross and reflect 4C 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	7-3/16"	x 10"
1/2 Page Horizontal	7-3/16"	x 4-11/16"
1/2 Page Vertical	3-1/2"	x 10"
1/4 Page	3-1/2"	x 4-11/16"

Ad files can be emailed to acmmediasales@acm.org.

Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$150/M
Square	160 x 160 IMU	\$125/M

Maximum File Size: 40K

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

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

