

## About XRDS: Crossroads

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

XRDS provides ACM's 31,000 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 strives to be the most accessible and immediately useful resource for computing students in both undergraduate and graduate programs. XRDS features a theme for each issue which is selected by the editorial staff members based on input from readers. ACM student members are among the top computing and engineering students in the world with more than half being graduate students.

## Circulation (as of January 31, 2017)

### XRDS

Print Circulation	10,388
ACM Student Member Electronic Circ.	20,815
ACM Student Chapter Member Electronic Circ.	32,145

### xrds.acm.org

Website Quickstats (January – December 2016)

Visits	75,735
Unique Users	57,888
Page Views	117,556

## Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
Spring 2017 (March)	02/10/17	03/10/17
Summer 2017 (June)	04/14/17	05/12/17
Fall 2017 (September)	07/14/17	08/11/17
Winter 2017 (December)	10/13/17	11/10/17

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 XRDS

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	9-1/2"
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	9-5/8"
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](mailto:acmm mediasales@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 [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org).**

