

## 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 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* 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 Circulation	10,400
ACM Student Member Electronic Circulation	20,800
ACM Student Chapter Member Electronic Circulation	32,150

#### xrds.acm.org

Website Quickstats (Jan-Dec 2016)

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



### Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
Spring 2018 (March)	02/20/2018	03/01/2018
Summer 2018 (June)	04/23/2018	05/01/2018
Fall 2018 (September)	07/23/2018	08/01/2018
Winter 2018 (December)	10/22/2018	11/01/2018

Deadline dates can and do change. For the most up-to-date deadline info please email [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org).

### 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	9-3/8"
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](mailto: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)