

Connecting Your Brand With The Computer Industry Technology Elite

2016 Integrated Media Planner

- ▶ 8 Magazines
- ▶ 37 Newsletters
- ▶ 50 Journals
- ▶ 37 Special Interest Groups
- ▶ 500+ conferences and events, including SIGGRAPH and DAC
- ▶ 860 global chapters
- ▶ 1.2 million monthly web impressions
- ▶ 20 Million Digital Library downloads
- ▶ Sponsors of The Turing Award, the most significant award in the computer industry

ACM Media ... Connecting Your Brand With The Computer Technology Elite

The Association for Computing Machinery (ACM) is the world's largest and most influential computing society, serving nearly 100,000 members at companies and research institutions in both established, and emerging areas of the software, hardware, and IT industries.

For over 60 years, ACM has been the place where the best minds in computing have come to meet, share ideas, publish their work, and advance computer technology.

Today, ACM continues to bring the discoveries of those working at the forefront of computer science to the attention of the world. Through ACM's conferences, journals, magazines, newsletters and books, ACM provides the fuel that inspires tomorrow's innovations.

ACM Media Group delivers the print and online content that serve members as the definitive source of industry information and the centerpiece of their profession.

Direct Access. Instant Credibility.

Through its diverse portfolio of print and online products, the ACM Media Group *connects your brand with a powerful community of must-reach software, hardware, and IT decision makers in an environment that they know and trust.*

ACM Members ... Decision Makers. Developers. Thought Leaders.

A force of software, hardware, and IT decision makers and developers depend on ACM Media Group's portfolio of

products when researching and making their purchasing decisions. You can make your brand a part of that process that accounts for the oversight of billions of dollars in expenditures across these three major technology sectors.

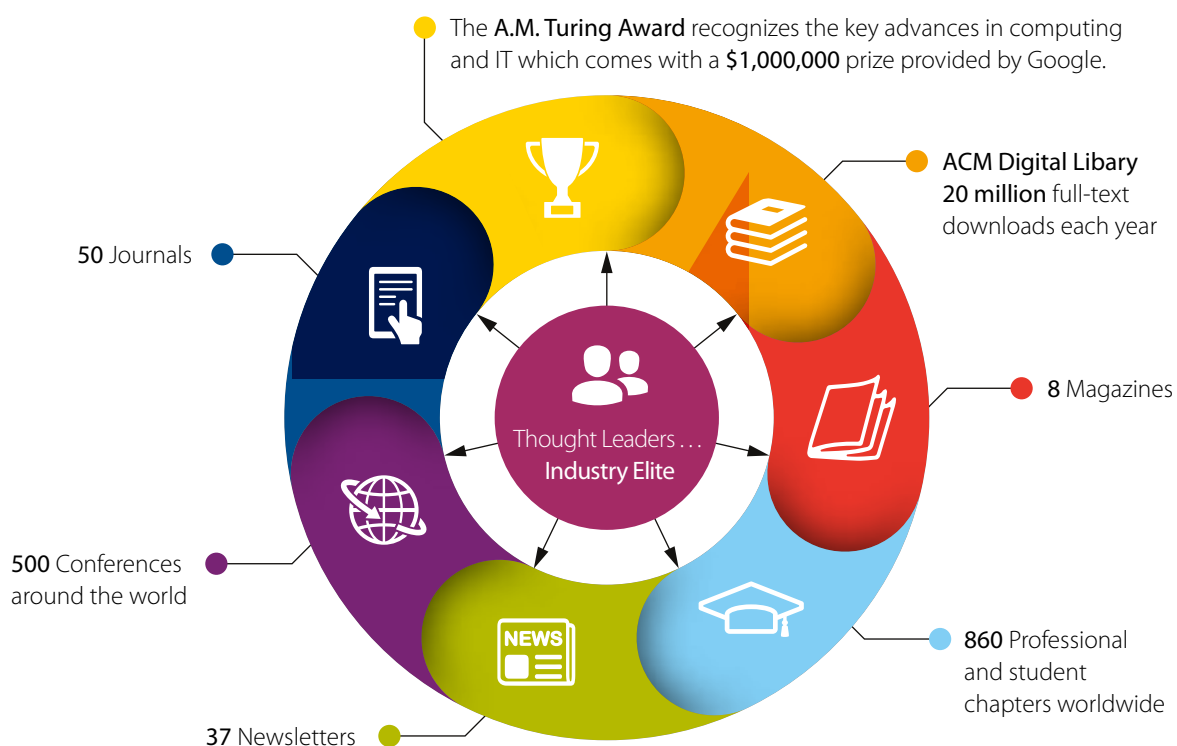
The ACM Media Group audience includes decision makers at the highest levels and those making recommendations regarding current and future technology purchasing.

Intelligence. Influence. Impact.

ACM Media Group provides a rare opportunity to target the industry elite in a context more meaningful than mainstream technology publications. With its unmatched credibility and long-standing presence, ACM Media Group enjoys an audience loyalty that places it in a unique position of influence.

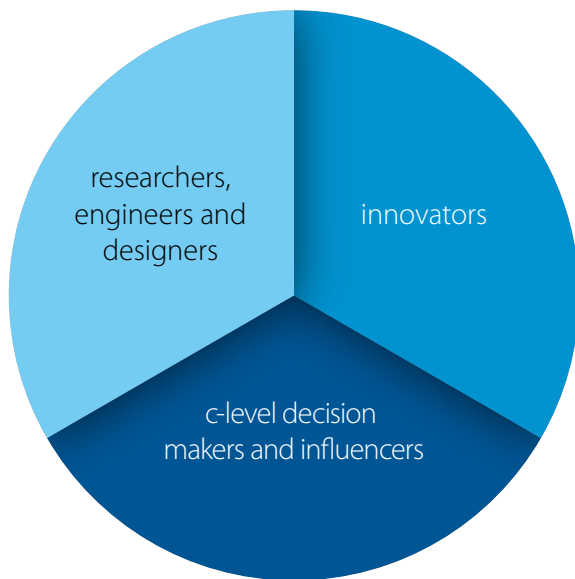
Top decision makers and developers of new technologies trust ACM Media Group's portfolio of products as their source of critical information and insight—as much of ACM's content is created by and specifically for them. The same decision makers and developers depend upon ACM Media Group's online communities to share their knowledge and remain connected around specific issues and topics. Simply, ACM Media Group plays an essential role in the work and lives of its high-quality audience.

ACM Media Group is the bond that ties software, hardware, and IT professionals together. As the essential bond, ACM Media Group provides a unique platform capable of helping brands have a true impact on those making important technology purchasing decisions.



Promotional Opportunities in 2016

ACM magazines, conferences, journals, newsletters and Digital Library provides the fuel that inspires tomorrow's innovation in computer science and IT. With nearly 100,000 members in 190 countries, ACM's 60 years of history has built foundation and network that is unmatched by any organization or commercial publishing company in these high technology fields. So, it stands to reason that ACM Media opportunities should be high on your list to consider when looking to broaden and target your company's brand in a media environment that is respected by computer science/IT practitioners and thought leaders everywhere.



Targeted, Integrated Results.

ACM Media Group customized marketing programs enable powerful brand exposure through its magazine titles, websites and newsletters.

ACM Media Group creates customized marketing programs that target top decision makers and developers with a level of effectiveness that other publications simply cannot match. By leveraging the value of the ACM brand, you can connect and interact with technology's most intelligent, influential, and active audience.

Whatever your strategic goals, ACM Media Group delivers the results you require, for branding campaigns and product launches. ACM Media Group's strategic distribution channels and high read- and click-through rates translate to a level of high visibility for your message. Whether you're seeking to raise awareness, market a new or existing product or attract top technology talent, ACM Media Group publications ensures that your message is targeted to the audience that best meets your promotional goals.

An Overview of Advertising and Sponsorship Opportunities in ACM Media for 2016

| | Print Advertising | Online Sponsorship Banners |
|--|-------------------|----------------------------|
| Communications of the ACM | X | X |
| Interactions | X | X |
| XRDS (Crossroads) | X | X |
| Inroads | X | X |
| Special Interest Group (SIG) Newsletters | X | X |
| ACM Digital Library | | X |
| Queue | | X |
| eLearn | | X |
| Ubiquity | | X |
| Computers in Entertainment | | X |
| ACM TechNews (3x per week) | | X |

About the ACM Digital Library

The ACM Digital Library is the premier source for computing literature. **Over 430,000 articles. Over 3,500 conference proceedings.** Content from 88 journals, magazines, and newsletters. All with a curated index containing over 2.3 million citations to the world's computing literature.

Our Complete Collection: The world's most renowned computer scientists, scholars, researchers and practitioners volunteer their time to help ACM provide the global computer science community with the highest quality resources from conferences and workshops, to magazines, newsletters, and many of the field's highest impact scholarly journals – all through a subscription to the ACM Digital Library.

Each year over 20,000 newly published articles from our journals, magazines, and newsletters, as well as over 500 annual conference volumes – representing nearly 20% of the world's scholarly computing literature – are added to the complete full-text archive of over 430,000 ACM articles dating back to 1951.

The Greatest Minds: ACM publishes research from the leading names in computing, much of which has proven crucial to developing technology in widespread use today – including key achievements from Vint Cerf, Shafi Goldwasser, Silvio Micali, Charles Thacker, Marvin Minsky, and other prominent researchers recognized by the A.M. Turing Award

Covering the Breadth of Computing: ACM's 37 Special Interest Groups (SIGs) represent virtually every major area

of computing, from Artificial Intelligence to the Web. Most SIGs publish regular newsletters designed for practitioners, in addition to sponsoring a number of conferences and workshops. The ACM Digital Library includes the complete archive of each SIG's publications, proceedings from relevant events, and supporting multimedia materials.

Key Facts about the ACM Digital Library: Every 2 seconds, a researcher, practitioner, educator or student downloads an article from the ACM Digital Library! Our users come from over 190 countries and rely heavily on the ACM Digital Library for their daily work.

Circulation

dl.acm.org

Website Quickstats (Jan-Dec 2015)

5,000,000 Users Worldwide Each Year

20 Million Full Text Downloads Per Year

19.5 Million Unique Searches in the ACM Digital Library

Online Advertising Opportunities

Search Results Pages and Citation Pages Positioning

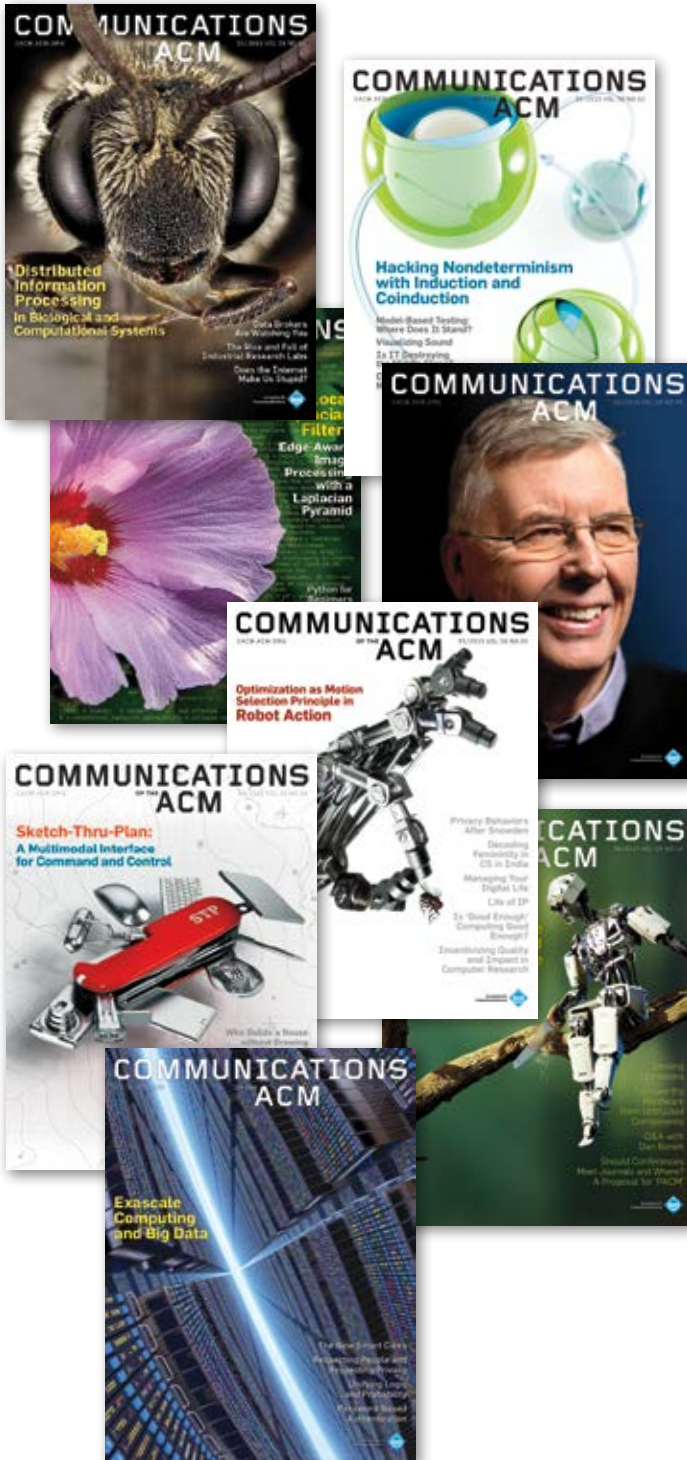
| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$200/M |
| Skyscraper | 160 x 600 IMU | \$180/M |
| Medium Rectangle | 300 x 250 IMU | \$165/M |

Maximum File Size: 40K

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



Unmatched Editorial



About Communications of the ACM Magazine

ACM's flagship magazine, *Communications of the ACM*, is the premier chronicler of computing technologies, covering the most important discoveries, innovations, and research that both inspire and influence the field. Each month, *Communications* brings readers in-depth stories of emerging areas of computer science, new trends in IT, and practical research applications. Industry leaders choose *Communications* to debate technology implications, public policies, engineering challenges, and market trends.

Read by nearly 100,000 computing researchers and practitioners worldwide, *Communications* is recognized as the most trusted and knowledgeable source of industry information for today's computing professional.

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

Circulation = 96,516

Communications of the ACM

| | |
|------------------------|---------------|
| Print Circulation | 61,125 |
| Electronic Circulation | 35,391 |
| Total | 96,516 |

cacm.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|-----------|
| Visits | 1,295,647 |
| Unique Users | 970,700 |
| Page Views | 2,009,904 |

Print Advertising Deadlines

Deadlines below are for the print issue of *Communications*. Both display and classified recruitment ads. Ad files can be emailed to: acmm mediasales@acm.org.

| Issue Date | Space Reservation | Materials Due |
|----------------|-------------------|---------------|
| January 2016 | 11/20/2015 | 11/25/2015 |
| February 2016 | 12/20/2015 | 12/26/2015 |
| March 2016 | 01/20/2016 | 01/25/2016 |
| April 2016 | 02/20/2016 | 02/25/2016 |
| May 2016 | 03/20/2016 | 03/25/2016 |
| June 2016 | 04/20/2016 | 04/25/2016 |
| July 2016 | 05/20/2016 | 05/25/2016 |
| August 2016 | 06/20/2016 | 06/25/2016 |
| September 2016 | 07/20/2016 | 07/25/2016 |
| October 2016 | 08/20/2016 | 08/25/2016 |
| November 2016 | 09/20/2016 | 09/25/2016 |
| December 2016 | 10/20/2016 | 10/25/2016 |

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates Communications of the ACM

| Display Ad Size/Frequency | 1X | 3X | 6X | 9X | 12X |
|--|---------|--------|--------|--------|--------|
| 4-Color-Full Page | \$10000 | \$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 |
| Recruitment Ad Size/Frequency | 1X | 3X | 6X | 9X | 12X |
| 4-Color-Full Page (Recruitment Only) | \$9500 | \$9300 | \$9100 | \$8800 | \$8600 |
| 2/3 Page (Recruitment Only) | 8100 | 8000 | 7800 | 7600 | 7400 |
| 1/2 Page (Recruitment Only) | 7000 | 6900 | 6800 | 6600 | 6300 |
| 1/3 Page (Recruitment Only) | 6000 | 5900 | 5800 | 5600 | 5500 |
| 1/4 Page (Recruitment Only) | 5000 | 4900 | 4800 | 4700 | 4600 |
| 1/6 Page (Recruitment Only) | 4000 | 3900 | 3800 | 3750 | 3700 |
| Black/White-Full Page (Recruitment Only) | \$8200 | \$8000 | \$7800 | \$7600 | \$7400 |
| 2/3 Page (Recruitment Only) | 6800 | 6650 | 6500 | 6350 | 6200 |
| 1/2 Page (Recruitment Only) | 5800 | 5650 | 5500 | 5300 | 5000 |
| 1/3 Page (Recruitment Only) | 4600 | 4500 | 4450 | 4400 | 4300 |
| 1/4 Page (Recruitment Only) | 3700 | 3600 | 3500 | 3450 | 3400 |
| 1/6 Page (Recruitment Only) | 2700 | 2600 | 2500 | 2450 | 2400 |

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" 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 (Recruitment ads only) | 4-5/8" x | 4-3/4" |
| 1/4 Page (Recruitment ads only) | 3-7/16" x | 4-3/4" |
| 1/6 Page (Recruitment ads only) | 2-1/4" x | 4-3/4" |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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



About Queue Magazine

Queue is the ACM's magazine for practicing software engineers. Written by engineers for engineers, *Queue* focuses on the technical problems and challenges that loom ahead, helping readers to sharpen their own thinking and pursue innovative solutions. *Queue* does not focus on either industry news or the latest "solutions." Rather, *Queue* takes a critical look at current and emerging technologies, highlighting problems that are likely to arise and posing questions and soliciting solutions from fellow software engineers.

There's a new mobile app for acmqueue, available for download via Google Play and the Apple App Store. Also available as a desktop digital edition.

Circulation

queue.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|-----------|
| Visits | 911,781 |
| Unique Users | 632,683 |
| Page Views | 1,137,967 |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About TechNews

TechNews is ACM's e-newsletter/news briefing service distributed Monday, Wednesday, and Friday to a listserv of 100K. *TechNews* is an email digest of computing & tech news gathered from leading sources; concise summaries that are perfect for busy professionals who need and want to keep up with the latest industry developments. *TechNews* is regularly cited as one of ACM's most valued benefits and is one of the best ways to communicate with ACM members.

Circulation

| | |
|----------|---------|
| Listserv | 100,000 |
|----------|---------|

Online Advertising Opportunities

Right-hand sidebar position

| Size | Dimensions | Rates |
|------------|---------------|-------------------|
| Skyscraper | 160 x 600 IMU | \$6000/newsletter |

Maximum File Size: 40K

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



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 30,000 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

XRDS

| | |
|---|--------|
| Print Circulation | 11,261 |
| ACM Student Member Electronic Circulation | 32,475 |
| ACM Student Chapter Member Electronic Circulation | 28,175 |
| Total | 71,861 |

xrds.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|---------|
| Visits | 87,805 |
| Unique Users | 76,037 |
| Page Views | 156,822 |



Print Advertising Deadlines

Deadlines below are for the print issue of *XRDS*
Magazine for display ads. Ad files can be emailed to:
acmm mediasales@acm.org.

| Issue Date | Space Reservation | Materials Due |
|-------------------------------|-------------------|---------------|
| Spring 2016 (March) | | |
| Theme: Digital Fabrication | 01/16/2016 | 01/23/2016 |
| Summer 2016 (June) | | |
| Theme: Cultures in Computing | 04/03/2016 | 04/10/2016 |
| Fall 2016 (September) | | |
| Theme: Quantum Computing | 07/10/2016 | 07/17/2016 |
| Winter 2016 (December) | | |
| Theme: Future of Work | 10/09/2016 | 10/16/2016 |

Deadline dates can and do change. For the most up-to-date deadline info please email 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 9-1/2" |
| 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" |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About Interactions Magazine

IX ("Interactions") the **bi-monthly publication on human-computer interaction**. IX is the official publication of ACM's SIGCHI, the largest and most influential organization in the usability and user-experience fields which 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 a magazine intended for professionals interested in the connections between experiences, people and technology. This magazine includes timely articles, stories, and content related to these interactions.

Circulation

Interactions

Print Circulation 3,500

interactions.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|---------|
| Visits | 172,670 |
| Unique Users | 241,682 |
| Page Views | 293,465 |



Print Advertising Deadlines

Deadlines below are for the print issue of *Interactions* Magazine for display ads. Ad files can be emailed to: acmm mediasales@acm.org.

| Issue Date | Space Reservation | Materials Due |
|------------------------|-------------------|---------------|
| January/February 2016 | 12/01/2015 | 12/08/2015 |
| March/April 2016 | 02/02/2016 | 02/08/2016 |
| May/June 2016 | 04/01/2016 | 04/08/2016 |
| July/August 2016 | 06/01/2016 | 06/08/2016 |
| September/October 2016 | 08/03/2016 | 08/08/2016 |
| November/December 2016 | 10/01/2016 | 10/08/2016 |

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

Print Advertising Rates Interactions

| 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 | 2500 | 2000 | 1500 |

*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 9-5/8" |
| 2/3 Page Vertical | 4-5/8" | x 9-5/8" |
| 1/2 Page Horizontal | 7-1/8" | x 4-5/8" |
| 1/3 Page Vertical | 2-1/4" | x 9-5/8" |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About Computers in Entertainment (CiE)

ACM *Computers in Entertainment (CiE)* aims to foster critical discussions and innovative thoughts among entertainment computing scholars and professionals as well as creative executives, writers, producers, directors, artists, designers, and other talents. CiE features both peer-reviewed articles as well as non-refereed content in all aspects of entertainment technology and applications. It serves as a place to build community, find research partners, discover new possibilities, and share cutting-edge ideas. CiE accepts submissions of articles, interviews, commentaries, industry news, product reviews, book critiques, games, and blogs posts.

Circulation

cie.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|---------|
| Visits | 136,211 |
| Unique Users | 129,078 |
| Page Views | 173,221 |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 970 x 66 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About Ubiquity

Ubiquity ACM's weekly Web-based publication, dedicated to fostering critical analysis and in-depth commentary on issues relating to the nature, constitution, structure, science, engineering, technology, practices and paradigms of the IT profession.

Circulation

ubiquity.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|---------|
| Visits | 380,262 |
| Unique Users | 339,216 |
| Page Views | 508,062 |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About eLearn

eLearn Magazine is the online publication that is the place where practice informs research and research informs practice. *eLearn Magazine* engages a broad set of readers to include readers interested in eLearning in higher education, K-12 educators (those interested in K-12 blended and online learning), corporate, government, not-for-profit, and non-profit. *eLearn Magazine* provides content for these audiences by publishing articles in specific context areas as well as content that is more general such as management, instructional design, emerging technologies, and instructor development.

Circulation

elearnmag.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|---------|
| Visits | 216,363 |
| Unique Users | 192,093 |
| Page Views | 337,392 |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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



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

Inroads

Print Circulation 2,000

inroads.acm.org

Website Quickstats (Jan-Dec 2015)

| | |
|--------------|--------|
| Visits | 46,025 |
| Unique Users | 43,456 |
| Page Views | 93,893 |



Print Advertising Deadlines

Deadlines below are for the print issue of Inroads Magazine for display ads. Ad files can be emailed to: acmm mediasales@acm.org.

| Issue Date | Space Reservation | Materials Due |
|------------------------|-------------------|---------------|
| Spring 2016 (March) | 01/05/2016 | 01/12/2016 |
| Summer 2016 (June) | 04/01/2016 | 04/08/2016 |
| Fall 2016 (September) | 07/01/2016 | 07/08/2016 |
| Winter 2016 (December) | 10/01/2016 | 10/07/2016 |

Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org.

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 Square | 475 | 425 | 395 | 385 |

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 | 8-1/2" | 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" |

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions | Rates |
|------------------|---------------|---------|
| Leaderboard | 728 x 90 IMU | \$160/M |
| Skyscraper | 160 x 600 IMU | \$150/M |
| Medium Rectangle | 300 x 250 IMU | \$125/M |

Maximum File Size: 40K

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

About Special Interest Group Newsletters

ACM's 37 Special Interest Groups (SIGs) represent the major disciplines of the dynamic computing field.

ACM's SIGs are invested in advancing the skills of their members, keeping them abreast of emerging trends. ACM's SIGs drive innovation across a broad spectrum of computing disciplines, including: **programming languages, graphics and interactive techniques, computer-human interaction, data science, mobile communications, artificial intelligence, education, and theory, among many others.**

| |
|---|
| SIGACCESS: Special Interest Group on Accessible Computing |
| SIGACT: Special Interest Group on Algorithms & Computation Theory |
| SIGAda: Special Interest Group on Ada Programming Language |
| SIGAI: Special Interest Group on Artificial Intelligence |
| SIGAPP: Special Interest Group on Applied Computing |
| SIGARCH: Special Interest Group on Computer Architecture |
| SIGBED: Special Interest Group on Embedded Systems |
| SIGBio: Special Interest Group on Bioinformatics, Computational Biology and Biometrical Informatics |
| SIGCAS: Special Interest Group on Computers and Society |
| SIGCHI: Special Interest Group on Computer-Human Interaction |
| SIGCOMM: Special Interest Group on Data Communication |
| SIGCSE: Special Interest Group on Computer Science Education |
| SIGDA: Special Interest Group on Design Automation |
| SIGDOC: Special Interest Group on Design of Communication |
| SIGecom: Special Interest Group on Electronic Commerce |
| SIGEVO: Special Interest Group on Genetic and Evolutionary Computation |
| SIGGRAPH: Special Interest Group on Computer Graphics |
| SIGHPC: Special Interest Group on High Performance Computing |
| SIGIR: Special Interest Group on Information Retrieval |
| SIGITE: Special Interest Group on Information Technology Education |
| SIGKDD: Special Interest Group on Knowledge Discovery in Data |
| SIGLOG: Special Interest Group on Logic and Computation |
| SIGMETRICS: Special Interest Group on Measurement and Evaluation |
| SIGMICRO: Special Interest Group on Microarchitecture |
| SIGMIS: Special Interest Group on Management Information Systems |
| SIGMM: Special Interest Group on Multimedia Systems |
| SIGMOBILE: Special Interest Group on Mobility of Systems, Users, Data & Comp |
| SIGMOD: Special Interest Group on Management of Data |
| SIGOPS: Special Interest Group on Operating Systems |
| SIGPLAN: Special Interest Group on Programming Languages |
| SIGSAC: Special Interest Group on Security, Audit and Control |
| SIGSAM: Special Interest Group on Symbolic & Algebraic Manipulation |
| SIGSIM: Special Interest Group on Simulation |
| SIGSOFT: Special Interest Group on Software Engineering |
| SIGSPATIAL: Special Interest Group on Spatial Information |
| SIGUCCS: Special Interest Group on University & College Computing Services |
| SIGWEB: Special Interest Group on Hypertext, Hypermedia and Web |

Print Advertising Rates for ACM SIG Newsletters

| Display Ad Size/Frequency | 1X | 4X |
|---------------------------|--------|--------|
| 4-Color-Full Page | \$1350 | \$1100 |
| 1/2 Page | 800 | 660 |

Ad rates are Gross;

No extra charge for bleed on full page ads and covers.

Mechanical Requirements

| Ad Size in Inches | Width | Depth |
|---------------------|-----------|----------|
| Trim Size | 8-1/8" x | 10-7/8" |
| Bleed Size | 8-3/4" x | 11-1/8" |
| Full Page Non-Bleed | 7" x | 10" |
| 1/2 Page Horizontal | 7" x | 4-15/16" |
| 1/2 Page Vertical | 3-7/16" x | 10" |

Please contact your ad sales representative for issue dates, deadlines and availability.

Online Advertising Opportunities

Homepage and ROS Positioning

| Size | Dimensions |
|------------------|---------------|
| Leaderboard | 728 x 90 IMU |
| Skyscraper | 160 x 600 IMU |
| Medium Rectangle | 300 x 250 IMU |

Maximum File Size: 40K

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

Please contact your ad sales representative for rates and availability.



ACM and its Special Interest Groups Host Hundreds of Events Worldwide

ACM conferences, workshops and symposia unite innovators to push computing technology forward and to continue the legacy that unites like-minded thinkers and innovators.

Capturing Innovation in Computing

ACM's Special Interest Groups (SIGs) sponsor hundreds of computing conferences, workshops, and symposia around the world each year. These events, which mirror the state-of-the-art in their respective fields, attract renowned experts from a broad range of computing disciplines. Many of these conferences have earned preeminent status in their respective fields, attracting attendees from around the world to meet with colleagues, discover innovative trends, and address pressing issues in the digital world.

These events span a host of technologies that drive the dynamic computing discipline, including Artificial Intelligence, Computing Applications, Digital Content, Computer Science Education, Hardware Design, Interaction, Networking, Software, Operations and Management, Performance, Theory and more.



Advertising Guidelines

- Advertising is accepted at the discretion of the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.
- All creative is subject to approval by publisher. Advertisers and advertising agencies assume liability for content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
- No advertising will be placed without a signed insertion order.
- All advertising bookings are subject to availability at the time of booking.
- Deadline dates can and do change. For the most up-to-date deadline info please email acmm mediasales@acm.org
- Agency Discount: 15% on gross billing to recognized agencies on display space. Classified recruitment advertising is not subject to agency commission.
- Prior to submission of digital advertisements, creative should be tested for stability across all browser platforms

Contract and Copy Regulations

The publisher reserves the right to increase advertising rates without advance notice and the right to cancel or reject any advertising at any time.

Closing Dates

Ads must be sent seven (7) working days prior to publication deadline. Publisher not responsible for reproduction or production if material is received after closing date.

Media

The preferred method to submit advertisements to ACM is via email. Please send digital ads to acmm mediasales@acm.org. Formats accepted include PDFx-1A with all fonts embedded for print; GIF images (.gif), and JPEG (.jpg) images for online ads.

Cancellations

Cancellations not accepted after closing dates. Advertising booked may be cancelled without penalty if the cancellation is made at least seven (7) working days written notice prior to the art files deadline.

Production Contact Information

ACM Advertising
2 Penn Plaza, Suite 701
New York, NY 10121-0701
T: (212) 626 0686
F: (212) 869 0481
E: acmm mediasales@acm.org

Advertising Policy

ACM is committed to upholding the highest ethical and professional standards consistent with its mission to advance computing as a science and a profession, enable professional development, and promote policies and research that benefit society. ACM Publications accept advertising as a supplementary income stream, not as a primary income stream. As such, ACM is not dependent upon advertising to maintain its publications or broader society operations, but views advertising primarily as a way to educate our readership about products and services available to them as consumers and professionals. ACM is a non-political organization and as such will not refuse or reject advertising based on political considerations, the popularity of the advertiser, or the stated opinions of ACM readership. Advertisements published in ACM publications and websites are recruitment-based and non-recruitment-based.

ACM accepts **recruitment advertising** under the basic premise that the advertising employer does not discriminate on the basis of age, color, race, religion, gender, sexual preference or national origin. ACM recognizes however, that laws on such matters vary from country to country and contain exceptions, inconsistencies or contradictions. This is as true of laws of the United States of America as it is of other countries. Thus, ACM requires each advertising employer to state explicitly in the advertisement any employment restrictions that may apply with respect to age, color, race, religion, gender, sexual preference, or national origin. Observance of the legal retirement age in the employer's country is not considered discrimination under this policy.

For non-recruitment-based advertising, ACM will only sell and publish ads that are generally consistent with its scientific and educational mission and that are of professional or educational interest to the wider computing community. ACM reserves the right to refuse or reject advertising that is deemed to be "objectively" offensive or inappropriate. In addition, ACM avoids any interaction between advertising sales staff and editorial staff or volunteer decision makers that could influence content published in ACM Publications, although it is possible that editorial staff will inform advertising sales staff of content that will appear in upcoming issues after editorial decisions have been taken. Any such communication is carefully managed to avoid any potential conflicts of interest that could be viewed as inappropriate editorial influence. As a practical matter, only ACM sales staff is responsible for selling advertising and only ACM Volunteers are responsible for making editorial decisions in ACM Publications, so this division of responsibility ensures that there is no conflict of interest with respect to editorial decision making.





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