

About Interactions Magazine

IX (“Interactions”) is 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 - reaching 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 (as of January 31, 2017) Interactions

Print & Online Circulation	3,514
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interactions.acm.org

Website Quickstats (January – December 2016)

Visits	166,449
Unique Users	133,097
Page Views	271,783

Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
January/February 2017	11/28/16	12/05/16
March/April 2017	01/30/17	02/06/17
May/June 2017	03/27/17	04/03/17
July/August 2017	05/29/17	06/05/17
September/October 2017	07/31/17	08/07/17
November/December 2017	09/25/17	10/02/17

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

2017 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	1835	1435	1035

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"

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to 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.

