

Unmatched Editorial

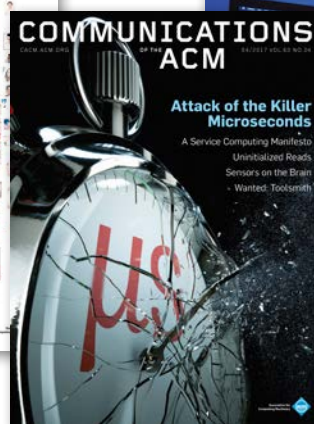
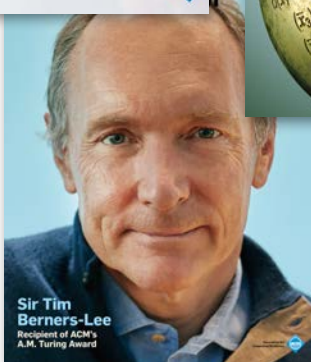
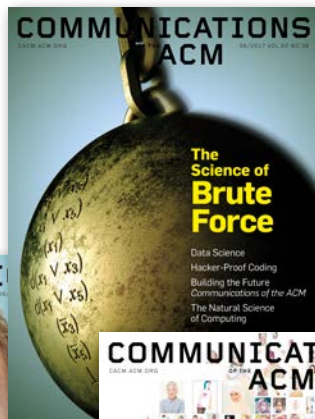
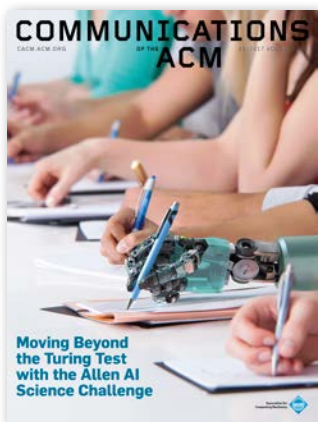
About *Communications of the ACM Magazine*

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.

Reach Purchasing Decision Makers

For IT and technology marketers, *Communications* is a powerful tool for impacting the very people who are shaping the future of technology and making purchasing decisions for their respective organizations.

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.



Circulation

Communications of the ACM

Print Circulation	59,600
Electronic Circulation	37,800

cacm.acm.org

Website Quickstats (Jan-Dec 2016)

Visits	1,289,840
Unique Users	968,552
Page Views	2,013,479

m.cacm.acm.org

Mobile Website Quickstats (Jan-Dec 2016)

Visits	323,959
Unique Users	255,345
Page Views	404,892

Print Advertising Deadlines

Deadlines below are for the print issue of *Communications* — for both display and classified recruitment ads.

Issue Date	Space Reservation	Materials Due
January 2018	11/14/2017	11/21/2017
February 2018	12/15/2017	12/22/2017
March 2018	01/12/2018	01/22/2018
April 2018	02/13/2018	02/20/2018
May 2018	03/16/2018	03/23/2018
June 2018	04/13/2018	04/20/2018
July 2018	05/15/2018	05/22/2018
August 2018	06/15/2018	06/22/2018
September 2018	07/16/2018	07/23/2018
October 2018	08/14/2018	08/21/2018
November 2018	09/14/2018	09/21/2018
December 2018	10/15/2018	10/22/2018

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	\$9800	\$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
Black/White, Full Page	\$8500	\$8300	\$8100	\$7900	\$7700
2/3 Page	7100	7000	6800	6600	6400
1/2 Page	6000	5800	5700	5500	5300
1/3 Page	4900	4880	4700	4500	4300
Recruitment Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color-Full Page	\$9500	\$9300	\$9100	\$8800	\$8600
2/3 Page	8100	8000	7800	7600	7400
1/2 Page	7000	6900	6800	6600	6300
1/3 Page	6000	5900	5800	5600	5500
1/4 Page	5000	4900	4800	4700	4600
1/6 Page	4000	3900	3800	3750	3700
Black/White, Full Page	\$8200	\$8000	\$7800	\$7600	\$7400
2/3 Page	6800	6650	6500	6350	6200
1/2 Page	5800	5650	5500	5300	5000
1/3 Page	4600	4500	4450	4400	4300
1/4 Page	3700	3600	3500	3450	3400
1/6 Page	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	4-5/8" x	9-1/2"
1/2 Page Horizontal	7" x	4-11/16"
1/3 Page Vertical	2-1/4" x	9-1/2"
1/3 Page (Recruitment ads only)	4-5/8" x	4-11/16"
1/4 Page (Recruitment ads only)	3-7/16" x	4-11/16"
1/6 Page (Recruitment ads only)	2-1/4" x	4-11/16"

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	\$3000/Mo
Square Ad	160 x 160 IMU	\$2000/Mo

Maximum File Size: 40K

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

