

# Unmatched Editorial

## About *Communications of the ACM Magazine*

ACM's flagship magazine, *Communications of the ACM*, is the **leading print and online publication for the computing and technology fields**. Each month, *Communications* brings readers in-depth coverage of emerging areas of computer science, new trends in information technology, and practical 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 and Electronic Circulation	92,730
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### cacm.acm.org

Website Quickstats (Sept 2017-Oct 2018)

Visits	1,650,032
Unique Users	1,240,322
Page Views	2,851,244

### m.cacm.acm.org

Mobile Website Quickstats (Sept 2017-Oct 2018)

Visits	297,052
Unique Users	230,149
Page Views	451,757

## 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 2019	11/16/2018	11/21/2018
February 2019	12/14/2018	12/21/2018
March 2019	01/15/2019	01/22/2019
April 2019	02/13/2019	02/20/2019
May 2019	03/15/2019	03/22/2019
June 2019	04/12/2019	04/19/2019
July 2019	05/15/2019	05/22/2019
August 2019	06/14/2019	06/21/2019
September 2019	07/16/2019	07/23/2019
October 2019	08/14/2019	08/21/2019
November 2019	09/13/2019	09/20/2019
December 2019	10/15/2019	10/22/2019

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 Communications of the ACM**

Display Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color, Full Page	\$9800	\$9310	\$9065	\$8820	\$8330
2/3 Page Vertical	8400	7980	7770	7560	7140
1/2 Page Horizontal	7300	6935	6755	6570	6205
1/3 Page Vertical	6300	5985	5830	5670	5355
Black/White, Full Page	\$8500	\$8075	\$7865	\$7650	\$7225
2/3 Page	7100	6745	6570	6390	6035
1/2 Page	6000	5700	5550	5400	5100
1/3 Page	4900	4655	4535	4410	4165
Recruitment Ad Size/Frequency	1X	3X	6X	9X	12X
4-Color-Full Page	\$9500	\$9025	\$8790	\$8550	\$8075
2/3 Page	8100	7695	7495	7290	6885
1/2 Page	7000	6650	6475	6300	5950
1/3 Page	6000	5700	5550	5400	5100
1/4 Page	5000	4750	4625	4500	4250
1/6 Page	4000	3800	3700	3600	3400
Black/White, Full Page	\$8200	\$7790	\$7585	\$7380	\$6970
2/3 Page	6800	6460	6290	6120	5780
1/2 Page	5800	5510	5365	5220	4930
1/3 Page	4600	4370	4255	4140	3910
1/4 Page	3700	3515	3425	3300	3145
1/6 Page	2700	2565	2500	2430	2195

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](mailto: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)

