

## About Interactions Magazine

*Interactions (IX)* is the **bi-monthly publication on human-computer interaction**. *IX* is the official publication of ACM's Special Interest Group on Computer-Human Interaction, the largest and most influential organization in the usability and user-experience fields. *IX* 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](http://interactions.acm.org), is the magazine for professionals interested in the connections between experiences, people and technology.

### Circulation

#### Interactions

Print and Electronic Circulation 3,910

#### [interactions.acm.org](http://interactions.acm.org)

Website Quickstats (Sept 2017-Oct 2018)

Visits	246,783
Unique Users	196,129
Page Views	366,366



## Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
January/February 2019	11/19/2018	11/26/2018
March/April 2019	01/21/2019	01/28/2019
May/June 2019	03/18/2019	03/25/2019
July/August 2019	05/20/2019	05/27/2019
September/October 2019	07/22/2019	07/29/2019
November/December 2019	09/23/2019	09/30/2019

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

Keep live matter 1/4" from trim. Offset print marks greater than 1/8". Ad files can be emailed to [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org).

## Online Advertising Opportunities

Homepage and ROS Positioning

Size	Dimensions	Rates
Skyscraper	160 x 600 IMU	\$2000/Mo
Square Ad	160 x 160 IMU	\$1000/Mo

Maximum File Size: 40K

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

Target your marketing message to influential technology professionals.  
**Call +1-212-626-0686**  
 for more information.