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  85,860

cacm.acm.org

Website Quickstats (July 2018–June 2019)

Visits  1,389,477
Unique Users  1,068,186
Page Views  3,757,314

m.cacm.acm.org

Mobile Website Quickstats (July 2018–June 2019)

Visits  298,279
Unique Users  229,383
Page Views  743,046

Print Advertising Deadlines

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

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>11/15/2019</td>
<td>11/21/2019</td>
</tr>
<tr>
<td>February 2020</td>
<td>12/13/2019</td>
<td>12/20/2019</td>
</tr>
<tr>
<td>March 2020</td>
<td>01/10/2020</td>
<td>01/17/2020</td>
</tr>
<tr>
<td>April 2020</td>
<td>02/12/2020</td>
<td>02/19/2020</td>
</tr>
<tr>
<td>May 2020</td>
<td>03/13/2020</td>
<td>03/20/2020</td>
</tr>
<tr>
<td>June 2020</td>
<td>04/10/2020</td>
<td>04/17/2020</td>
</tr>
<tr>
<td>July 2020</td>
<td>05/13/2020</td>
<td>05/20/2020</td>
</tr>
<tr>
<td>August 2020</td>
<td>06/12/2020</td>
<td>06/19/2020</td>
</tr>
<tr>
<td>September 2020</td>
<td>07/14/2020</td>
<td>07/21/2020</td>
</tr>
<tr>
<td>October 2020</td>
<td>08/12/2020</td>
<td>08/19/2020</td>
</tr>
<tr>
<td>November 2020</td>
<td>09/11/2020</td>
<td>09/18/2020</td>
</tr>
<tr>
<td>December 2020</td>
<td>10/13/2020</td>
<td>10/20/2020</td>
</tr>
</tbody>
</table>

Deadline dates can and do change. For the most up-to-date deadline info please email acmmediasales@acm.org.
### Print Advertising Rates

<table>
<thead>
<tr>
<th>Display Ad Size/Frequency</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color–Full Page</td>
<td>$9800</td>
<td>$9310</td>
<td>$9065</td>
<td>$8820</td>
<td>$8330</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>8400</td>
<td>7980</td>
<td>7770</td>
<td>7560</td>
<td>7140</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7300</td>
<td>6935</td>
<td>6755</td>
<td>6570</td>
<td>6205</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>6300</td>
<td>5985</td>
<td>5830</td>
<td>5670</td>
<td>5355</td>
</tr>
<tr>
<td>Black/White–Full Page</td>
<td>$8500</td>
<td>$8075</td>
<td>$7865</td>
<td>$7650</td>
<td>$7225</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>7100</td>
<td>6745</td>
<td>6570</td>
<td>6390</td>
<td>6035</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6000</td>
<td>5700</td>
<td>5550</td>
<td>5400</td>
<td>5100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4900</td>
<td>4655</td>
<td>4535</td>
<td>4410</td>
<td>4165</td>
</tr>
</tbody>
</table>

### Recruitment Ad Size/Frequency

<table>
<thead>
<tr>
<th>Recruitment Ad Size/Frequency</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color–Full Page</td>
<td>$9500</td>
<td>$9025</td>
<td>$8790</td>
<td>$8550</td>
<td>$8075</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>8100</td>
<td>7695</td>
<td>7495</td>
<td>7290</td>
<td>6885</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7000</td>
<td>6650</td>
<td>6475</td>
<td>6300</td>
<td>5950</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>6000</td>
<td>5700</td>
<td>5550</td>
<td>5400</td>
<td>5100</td>
</tr>
<tr>
<td>1/4 Page (Recruitment ads only)</td>
<td>5000</td>
<td>4750</td>
<td>4625</td>
<td>4500</td>
<td>4250</td>
</tr>
<tr>
<td>1/6 Page (Recruitment ads only)</td>
<td>4000</td>
<td>3800</td>
<td>3700</td>
<td>3600</td>
<td>3400</td>
</tr>
<tr>
<td>Black/White–Full Page</td>
<td>$8200</td>
<td>$7790</td>
<td>$7585</td>
<td>$7380</td>
<td>$6970</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Ad Size in Inches</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8-1/8”</td>
<td>10-7/8”</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>8-3/8”</td>
<td>11-1/8”</td>
</tr>
<tr>
<td>Full Page, Non-Bleed</td>
<td>7”</td>
<td>9-1/2”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4-5/8”</td>
<td>9-1/2”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7”</td>
<td>4-11/16”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/4”</td>
<td>9-1/2”</td>
</tr>
<tr>
<td>1/3 Page (Recruitment ads only)</td>
<td>4-5/8”</td>
<td>4-11/16”</td>
</tr>
<tr>
<td>1/4 Page (Recruitment ads only)</td>
<td>3-7/16”</td>
<td>4-11/16”</td>
</tr>
<tr>
<td>1/6 Page (Recruitment ads only)</td>
<td>2-1/4”</td>
<td>4-11/16”</td>
</tr>
</tbody>
</table>

Keep live matter ¼” from trim. Offset print marks greater than 1/8”. Ad files can be emailed to acmmediasales@acm.org.

### Online Advertising Opportunities

#### Homepage and ROS Positioning

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600 IMU</td>
<td>$3000/Mo</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$2000/Mo</td>
</tr>
</tbody>
</table>

Maximum File Size: 40K
Accepted File Types: JPEG, GIF, Animated GIF. (No Flash)