Unmatched Editorial

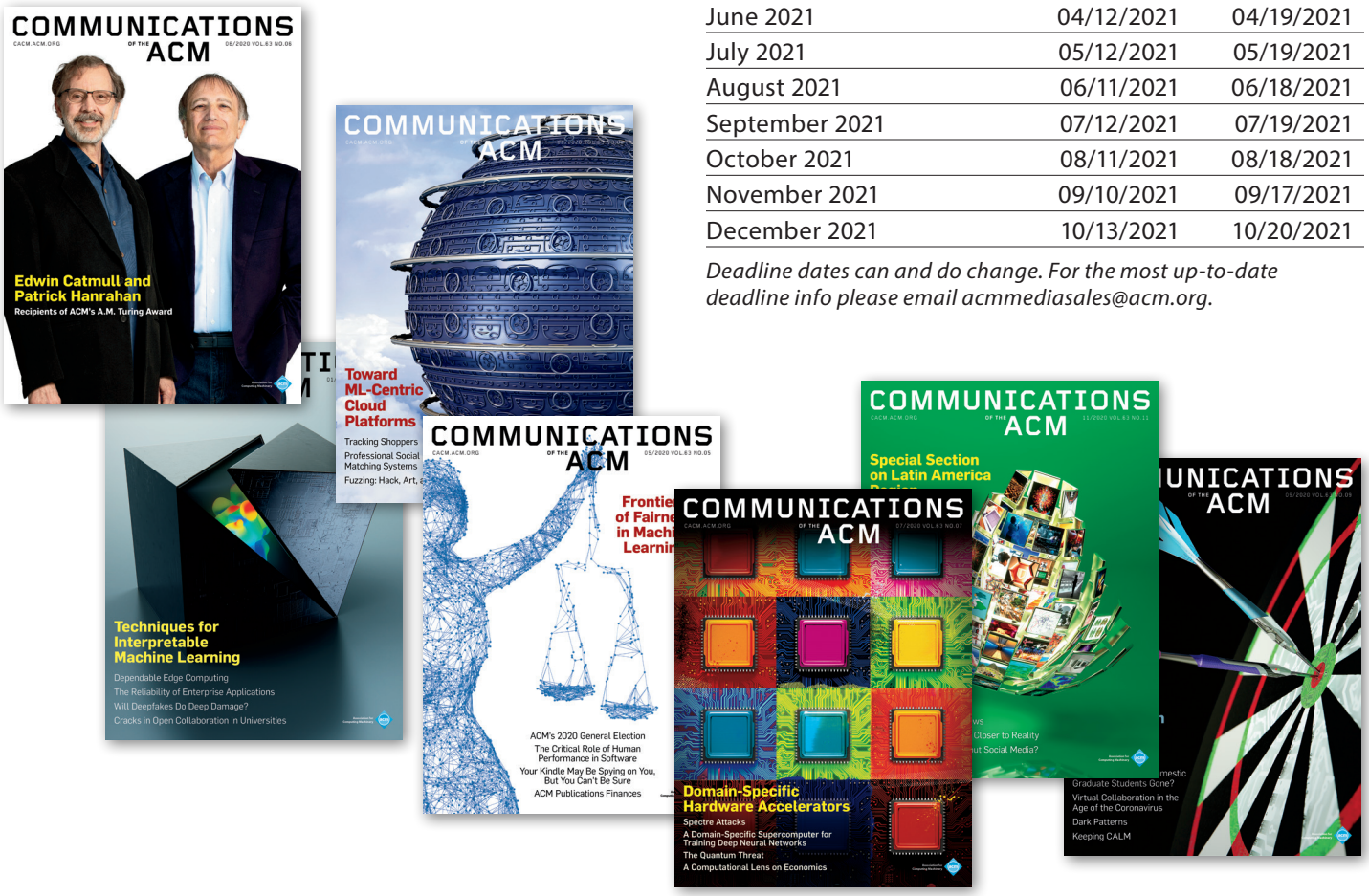
About *Communications of the ACM* Magazine

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	94,826

cacm.acm.org
Website Quickstats (January 2019–December 2019)

Visits	1,283,146
Unique Users	996,114
Page Views	3,676,851

m.cacm.acm.org
Mobile Website Quickstats (January 2019–December 2019)

Visits	347,476
Unique Users	274,000
Page Views	856,922

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 2021	11/13/2020	11/20/2020
February 2021	12/11/2020	12/18/2020
March 2021	01/11/2021	01/18/2021
April 2021	02/12/2021	02/19/2021
May 2021	03/12/2021	03/19/2021
June 2021	04/12/2021	04/19/2021
July 2021	05/12/2021	05/19/2021
August 2021	06/11/2021	06/18/2021
September 2021	07/12/2021	07/19/2021
October 2021	08/11/2021	08/18/2021
November 2021	09/10/2021	09/17/2021
December 2021	10/13/2021	10/20/2021

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

Print Advertising Rates

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 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

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)