Connecting Your Brand With The Computer Industry’s Technology Elite

2023 Integrated Media Planner

www.acm.org
The Association for Computing Machinery (ACM) is the world’s largest and most influential computing society, serving nearly 100,000 members at companies and research institutions in both established and emerging areas of the software, hardware, and IT industries.

For over 75 years, ACM has been the place where the best minds in computing have come to meet, share ideas, publish their work, and advance computer technology.

Today, ACM continues to bring the discoveries of those working at the forefront of computer science to the attention of the world. Through its conferences, journals, magazines, newsletters and books, ACM provides the fuel that inspires tomorrow’s innovations.

ACM: Reaching Thought Leaders, Innovators, Decision Makers.

Through its diverse portfolio of print and online products, ACM connects your brand with a powerful community of must-reach software, hardware, and IT decision makers in an environment that they know and trust.

Top decision makers and developers depend on ACM’s portfolio of products when making recommendations for current and future technology purchases.

Over 2,700 institutions have access to the ACM Digital Library, providing additional exposure for your print ad appearing in ACM magazines.

Intelligence. Influence. Impact.

ACM Media provides a rare opportunity to target the industry elite in a context more meaningful than found in mainstream technology publications. With its unmatched credibility and long-standing presence, ACM has built an audience loyalty that places it in a unique position of influence.

Our audience trusts us as its source for critical information and insight because ACM’s content is created by and specifically for them. ACM Media plays an essential role in the work and lives of its consumers.

Targeted, Integrated Results.

ACM Media creates customized marketing programs that target top decision makers and developers with a level of effectiveness that other publications simply cannot match. By leveraging the value of the ACM brand, you can connect and interact with technology’s most intelligent, influential, and active audience.

ACM Media delivers the results you require for branding campaigns and product launches. ACM Media’s strategic distribution channels, high readership, and click-through rates translate to a level of high visibility for your message. Whether you’re seeking to raise awareness, market a new or existing product or attract top technology talent, ACM publications ensure that your message is targeted to the audience that best meets your promotional goals.

The A.M. Turing Award recognizes the key advances in computing and IT and comes with a $1,000,000 prize provided by Google.

ACM Digital Library 35 million full-text downloads each year

7 Magazines

Over 50 Journals and Transactions

170+ Conferences around the world

Over 1,100 Professional and student chapters worldwide

30 Newsletters
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 113,345

cacm.acm.org
Website Quickstats (September 2021–August 2022)
Sessions 1,267,033
Users 986,525
Page Views 3,341,220

m.cacm.acm.org
Mobile Website Quickstats (September 2021–August 2022)
Sessions 392,215
Users 313,771
Page Views 908,186

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 2023</td>
<td>11/11/2022</td>
<td>11/18/2022</td>
</tr>
<tr>
<td>February 2023</td>
<td>12/09/2022</td>
<td>12/16/2022</td>
</tr>
<tr>
<td>March 2023</td>
<td>01/13/2023</td>
<td>01/20/2023</td>
</tr>
<tr>
<td>April 2023</td>
<td>02/10/2023</td>
<td>02/17/2023</td>
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<tr>
<td>May 2023</td>
<td>03/10/2023</td>
<td>03/17/2023</td>
</tr>
<tr>
<td>June 2023</td>
<td>04/14/2023</td>
<td>04/21/2023</td>
</tr>
<tr>
<td>July 2023</td>
<td>05/12/2023</td>
<td>05/19/2023</td>
</tr>
<tr>
<td>August 2023</td>
<td>06/09/2023</td>
<td>06/16/2023</td>
</tr>
<tr>
<td>September 2023</td>
<td>07/07/2023</td>
<td>07/14/2023</td>
</tr>
<tr>
<td>October 2023</td>
<td>08/11/2023</td>
<td>08/18/2023</td>
</tr>
<tr>
<td>November 2023</td>
<td>09/15/2023</td>
<td>09/22/2023</td>
</tr>
<tr>
<td>December 2023</td>
<td>10/13/2023</td>
<td>10/20/2023</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>
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<td>6000</td>
<td>5700</td>
<td>5550</td>
<td>5400</td>
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<tr>
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<td>4900</td>
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<table>
<thead>
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<th>3X</th>
<th>6X</th>
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<th>12X</th>
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<tr>
<td>4-Color–Full Page</td>
<td>$9500</td>
<td>$9025</td>
<td>$8790</td>
<td>$8550</td>
<td>$8075</td>
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<tr>
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<td>7695</td>
<td>7495</td>
<td>7290</td>
<td>6885</td>
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<tr>
<td>1/2 Page</td>
<td>7000</td>
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<td>5700</td>
<td>5550</td>
<td>5400</td>
<td>5100</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>5000</td>
<td>4750</td>
<td>4625</td>
<td>4500</td>
<td>4250</td>
</tr>
<tr>
<td>1/6 Page</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>
<tr>
<td>2/3 Page</td>
<td>6800</td>
<td>6460</td>
<td>6290</td>
<td>6120</td>
<td>5780</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>5510</td>
<td>5365</td>
<td>5220</td>
<td>4930</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4600</td>
<td>4370</td>
<td>4255</td>
<td>4140</td>
<td>3910</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3700</td>
<td>3515</td>
<td>3425</td>
<td>3300</td>
<td>3145</td>
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<tr>
<td>1/6 Page</td>
<td>2700</td>
<td>2565</td>
<td>2500</td>
<td>2430</td>
<td>2195</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>
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<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)
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, is the magazine for professionals interested in the connections between experiences, people and technology.

### Circulation

**Interactions**

Print and Electronic Circulation 2,948

**interactions.acm.org**

Website Quickstats (September 2021–August 2022)

| Sessions | 245,904 |
| Users | 197,894 |
| Page Views | 314,496 |

### Print Advertising Deadlines

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

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February 2023</td>
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</tr>
<tr>
<td>November/December 2023</td>
<td>09/15/2023</td>
<td>09/22/2023</td>
</tr>
</tbody>
</table>

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### Print Advertising Rates

<table>
<thead>
<tr>
<th>Display Ad Size/Frequency</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color–Full Page</td>
<td>$3295</td>
<td>$2795</td>
<td>$2295</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>2800</td>
<td>2300</td>
<td>1800</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>2295</td>
<td>1795</td>
<td>1295</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>1835</td>
<td>1435</td>
<td>1035</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>
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<tr>
<th>Ad Size in Inches</th>
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<tbody>
<tr>
<td>Trim Size</td>
<td>8-1/8”</td>
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</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>7-1/8”</td>
<td>9-7/8”</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4-5/8”</td>
<td>9-7/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-1/8”</td>
<td>4-7/8”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/4”</td>
<td>9-7/8”</td>
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### Online Advertising Opportunities

**Homepage and ROS Positioning**

<table>
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<tr>
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<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600 IMU</td>
<td>$2000/Mo</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$1000/Mo</td>
</tr>
</tbody>
</table>

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.
About XRDS: Crossroads

Established in 1994 and published quarterly, XRDS (formerly Crossroads) is the official ACM magazine for student members. XRDS is edited and written by students.

Attract Top Computing and Engineering Students

XRDS provides ACM’s student members with what they need to succeed in their current academic and future professional careers in computer science and engineering. Each issue of the quarterly publication is packed with interviews and profiles of leaders in the field, highlights from some of the most interesting research being done at universities and labs around the world, information about careers in computing, and more. XRDS is one of the most accessible and immediately useful resources for computing students in both undergraduate and graduate programs. More than half of ACM student members are graduate students and are among the top computing and engineering students in the world.

Circulation

XRDS
Print and Electronic Circulation 26,132
ACM Student Chapter Member Electronic Circulation 23,808

xrds.acm.org
Website Quickstats (September 2021–August 2022)

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>47,238</td>
<td>39,927</td>
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</tbody>
</table>

Print Advertising Deadlines

Deadlines below are for the print issue of XRDS display ads.

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<thead>
<tr>
<th>Issue Date</th>
<th>Reservation Due</th>
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<td>02/10/2023</td>
</tr>
<tr>
<td>Summer 2023 (June)</td>
<td>04/21/2023</td>
</tr>
<tr>
<td>Fall 2023 (September)</td>
<td>08/04/2023</td>
</tr>
<tr>
<td>Winter 2023 (December)</td>
<td>11/03/2023</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>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Color–Full Page</td>
<td>$3395</td>
<td>$3195</td>
<td>$2795</td>
<td>$2295</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>$2495</td>
<td>$2295</td>
<td>$2195</td>
<td>$1895</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1995</td>
<td>$1795</td>
<td>$1595</td>
<td>$1295</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>$1495</td>
<td>$1295</td>
<td>$1095</td>
<td>$ 895</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>$1095</td>
<td>$ 995</td>
<td>$ 795</td>
<td>$ 695</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>
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<tbody>
<tr>
<td>Trim Size</td>
<td>8-1/4&quot;</td>
<td>10-7/8&quot;</td>
</tr>
<tr>
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<td>8-1/2&quot;</td>
<td>11-1/8&quot;</td>
</tr>
<tr>
<td>Full Page, Non-Bleed</td>
<td>7&quot;</td>
<td>9-3/8&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4-5/8&quot;</td>
<td>9-3/8&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot;</td>
<td>4-5/8&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/4&quot;</td>
<td>9-3/8&quot;</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>3-7/16&quot;</td>
<td>4-3/4&quot;</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>
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</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600 IMU</td>
<td>$1000/Mo</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$500/Mo</td>
</tr>
</tbody>
</table>

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

ACM Inroads magazine (quarterly, print) and website (inroads.acm.org) serves professionals interested in advancing computing education on a global scale. The goal of the publication is to generate new inroads in the theory and practice of computing education and to share those discoveries by fostering dialogue, cooperation, and collaboration with educators worldwide.

Reach Educators Responsible for Advancing Computing Education.

Each issue of ACM Inroads presents the latest work, insights, and research in computing education as written by educators and professionals for educators. Authors represent an international community of scholars and professionals who reflect on and contribute to the computing profession. Every edition offers an array of thought-provoking commentaries from many leading luminaries together with a diverse collection of articles that examine in detail current research and practices within the computing community. The magazine is a member benefit of ACM’s Special Interest Group on Computer Science Education (SIGCSE).

Circulation

Inroads

Print and Electronic Circulation 2,620

inroads.acm.org

Website Quickstats (September 2021–August 2022)

Sessions 4,300

Users 3,262

Page Views 9,712

Print Advertising Deadlines

Deadlines below are for the print issue of Inroads display ads.

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Space Reservation</th>
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<tbody>
<tr>
<td>Spring 2023 (March)</td>
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<td>01/13/2023</td>
</tr>
<tr>
<td>Summer 2023 (June)</td>
<td>04/07/2023</td>
<td>04/14/2023</td>
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</tbody>
</table>

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Print Advertising Rates

Display Ad Size/Frequency 1X 2X 3X 4X

4-Color–Full Page $1350 $1200 $1100 $1000

1/2 Page 800 700 660 650

1/4 Page Square 475 425 395 385

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>8-1/2”</td>
<td>11”</td>
</tr>
<tr>
<td>Bleed Size</td>
<td>8-3/4”</td>
<td>11-1/4”</td>
</tr>
<tr>
<td>Full Page, Non-Bleed</td>
<td>7-1/4”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-3/16”</td>
<td>4-5/8”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/2”</td>
<td>9-1/2”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2”</td>
<td>4-5/8”</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>$800/Mo</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$500/Mo</td>
</tr>
</tbody>
</table>

Maximum File Size: 40K

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

Create a custom marketing campaign that combines print, online and newsletters. Call +1-212-626-0686 for more information.
About the ACM Career and Job Center

The ACM Career and Job Center provides ACM members with the resources they need to advance their careers. These highly qualified software, hardware and IT professionals are the most sought-after candidates for industry employers looking to recruit top technology talent. The ACM Career and Job Center is also where engineering and computer science departments at many universities come to source candidates to enhance their faculty and research lab staff.

Recruit the Most Qualified Candidates for Your Open Positions!

The newly redesigned ACM Career and Job Center helps your organization better identify and attract talented individuals who will drive your team's success.

The ACM Career and Job Center also provides an outlet for employers to promote their internship and co-op programs to ACM student members and recruit graduate student members eager to enter today's global job market.

Jobs posted on the ACM Career and Job Center appear online immediately—reaching a highly-targeted audience of computing professionals and students.

The Careers section of Communications of the ACM enables employers to reach passive job seekers and brand their organization as a great place to work. Classified line ads are accepted for positions wanted or offered.

Circulation

jobs.acm.org
Website Quickstats (September 2021–August 2022)

| Sessions | 39,201 |
| Users    | 81,076 |
| Page Views | 149,346 |

2023 Job Posting Rates

Flat Pricing Option | Cost
--- | ---
Single 30-Day Job Posting Web Only | $699.00
Single 60-Day Job Posting Web Only | $1099.00
Single 90-Day Job Posting Web Only | $1399.00
Communications of the ACM Print Publication PLUS 30-Day Job Posting Online | $1799.00
Communications of the ACM Print Publication PLUS 60-Day Job Posting Online | $2199.00
Communications of the ACM Print Publication PLUS 90-Day Job Posting Online | $2499.00

All print/online combos include unlimited characters for online posting and 3,000 characters max for one month in print.

For additional job posting options, visit our website at https://jobs.acm.org/employer/pricing/ or email acmmediasales@acm.org.

Online Advertising Opportunities

Homepage

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Ad</td>
<td>300 x 250 IMU</td>
<td>$1500/Mo</td>
</tr>
</tbody>
</table>

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

eLearn Magazine is where research and practice meet to address how online learning strategies are used in a variety of contexts for a variety of audiences.

eLearn Magazine is a digital publication that engages a broad audience of industry professionals, researchers, and educators interested in online learning in higher education, K-12 settings, corporate environments, government, and non-profits. eLearn publishes articles addressing online learning in these specific context areas as well as content that is more general, such as instructional design, faculty management, emerging technologies, workplace training, and instructor development.

Circulation

elearnmag.acm.org
Website Quickstats (September 2021–August 2022)

| Sessions | 79,087 |
| Users    | 66,024 |
| Page Views | 116,748 |

Online Advertising Opportunities
Homepage and ROS Positioning

<table>
<thead>
<tr>
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<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600 IMU</td>
<td>$2000/Mo</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$1000/Mo</td>
</tr>
</tbody>
</table>

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

About TechNews

TechNews is an email digest of computing and technology news gathered from leading sources; distributed Monday, Wednesday, and Friday to a circulation of over 105,000 subscribers. Its concise summaries are perfect for busy professionals who need and want to keep up with the latest industry developments.

TechNews is regularly cited as one of ACM’s most valued benefits and is one of the best ways to communicate with ACM members.

Circulation

Listserv 105,000

Online Advertising Opportunities
Right-hand sidebar position

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>468 x 60 IMU</td>
<td>$6500/Month*</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 IMU</td>
<td>$6000/Month*</td>
</tr>
<tr>
<td>Square Ad</td>
<td>160 x 160 IMU</td>
<td>$3000/Month*</td>
</tr>
</tbody>
</table>

* 12 Transmissions
Maximum File Size: 40K
Accepted File Types: JPEG and GIF. (No Animation or Flash)

About SIG Newsletters

ACM’s 37 Special Interest Groups (SIGs) represent the major disciplines of the dynamic computing field.

ACM’s SIGs are invested in advancing the skills of their members, keeping them abreast of emerging trends and driving innovation across a broad spectrum of computing disciplines.

As a member benefit, many ACM SIGs provide its members with a print or online newsletter covering news and events within the realm of their fields.

For a complete list of print or online newsletters available, email acmmediasales@acm.org.

Print Advertising Rates

<table>
<thead>
<tr>
<th>Display Ad Size/Frequency</th>
<th>1X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1350</td>
<td>$1100</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>800</td>
<td>660</td>
</tr>
</tbody>
</table>

Ad rates are Gross. Color may be unavailable for some newsletters.

Mechanical Requirements

<table>
<thead>
<tr>
<th>Ad Size in Inches</th>
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<tbody>
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<td>10-7/8&quot;</td>
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<td>8-3/4&quot;</td>
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</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7&quot;</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot;</td>
<td>4-15/16&quot;</td>
</tr>
</tbody>
</table>

For issue dates, deadlines and availability, email acmmediasales@acm.org
Advertising Policy

ACM is committed to upholding the highest ethical and professional standards consistent with its mission to advance computing as a science and a profession, enable professional development, and promote policies and research that benefit society. ACM Publications accept advertising as a supplementary income stream, not as a primary income stream. As such, ACM is not dependent upon advertising to maintain its publications or broader society operations, but views advertising primarily as a way to educate our readership about products and services available to them as consumers and professionals. ACM is a non-political organization and as such will not refuse or reject advertising based on political considerations, the popularity of the advertiser, or the stated opinions of ACM readership. Advertisements published in ACM publications and websites are recruitment-based and non-recruitment-based.

ACM accepts recruitment advertising under the basic premise that the advertising employer does not discriminate on the basis of age, color, race, religion, gender, sexual preference or national origin. ACM recognizes however, that laws on such matters vary from country to country and contain exceptions, inconsistencies or contradictions. This is as true of laws of the United States of America as it is of other countries. Thus, ACM requires each advertising employer to state explicitly in the advertisement any employment restrictions that may apply with respect to age, color, race, religion, gender, sexual preference, or national origin. Observance of the legal retirement age in the employer’s country is not considered discrimination under this policy.

For non-recruitment-based advertising, ACM will only sell and publish ads that are generally consistent with its scientific and educational mission and that are of professional or educational interest to the wider computing community. ACM reserves the right to refuse or reject advertising that is deemed to be “objectively” offensive or inappropriate. In addition, ACM avoids any interaction between advertising sales staff and editorial staff or volunteer decision makers that could influence content published in ACM Publications, although it is possible that editorial staff will inform advertising sales staff of content that will appear in upcoming issues after editorial decisions have been taken. Any such communication is carefully managed to avoid any potential conflicts of interest that could be viewed as inappropriate editorial influence. As a practical matter, only ACM sales staff is responsible for selling advertising and only ACM Volunteers are responsible for making editorial decisions in ACM Publications, so this division of responsibility ensures that there is no conflict of interest with respect to editorial decision making.

Advertising Guidelines

- Advertising is accepted at the discretion of the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication’s standards.
- All creative is subject to approval by publisher. Advertisers and advertising agencies assume liability for content (including text, representations, illustrations, sketches, maps, labels, trademarks or other copyrighted matter) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
- No advertising will be placed without a signed insertion order.
- All advertising bookings are subject to availability at the time of booking.
- Deadline dates can and do change. For the most up-to-date deadline info please email acmmediasales@acm.org
- Agency Discount: 15% on gross billing to recognized agencies on display space. Classified recruitment advertising is not subject to agency commission.
- Prior to submission of digital advertisements, creative should be tested for stability across all browser platforms.

Contract and Copy Regulations

The publisher reserves the right to increase advertising rates without advance notice and the right to cancel or reject any advertising at any time.

Supplied Advertising Material

Press-ready Adobe PDF files preferred.

The file should have a minimum resolution of 300 DPI for optimum printing and should be in CMYK color only. When creating your PDF file, please export it with the PDF/X-1a preset with all fonts embedded for print.

Please send digital ads to acmmediasales@acm.org.

Cancellations

Cancellations not accepted after closing dates. Advertising booked may be cancelled without penalty if the cancellation is made at least seven (7) working days by written notice prior to the art files deadline.

Production Contact Information

ACM Advertising Production Department
1601 Broadway, 10th Floor
New York, NY 10019-7434
T: +1-212-626-0679
F: +1-212-869-0481
E: acmmediasales@acm.org
Connect with the Computer Industry’s Technology Elite Today!

Please contact your Account Executive to discuss an ad campaign that best meets your advertising goals today!

For Advertising Information:
Ilia Rodriguez  E: ilia.rodriguez@hq.acm.org  T: +1-212-626-0686

ACM Media Sales
1601 Broadway, 10th Floor, New York, NY 10019-7434