



Association for
Computing Machinery

Advancing Computing as a Science & Profession

ACM Media Online Rates & Specs - 2011

Communications of the ACM

Classified Recruitment Advertising (jobs.acm.org)

Classified line ads are accepted for positions wanted or offered. Line ads are printed in the Career Opportunities section in Communications magazine. Rates are \$325.00 for the first 6-lines of text (based on 40-characters per line) and \$32.50 for each additional line (also 40-characters per line). Classified ads in the print issue of Communications will also appear on the **Career and Job Center** free of charge at:

<http://jobs.acm.org>

Online Only Recruitment Advertising (jobs.acm.org)

ACM's Career & Jobs Center also offers online-only job posting opportunities. Advertisers and employers now have the option of posting online-only ads on the Job Center. Ads will appear online immediately and be posted for 30 days.

Online Only postings rates are \$395.00 for the first 6-lines (based on 40-characters per line) and \$30.00 for each additional line (also 40-characters per line).

Full access to the Job Center is for ACM members only, therefore ensuring a highly targeted audience of more than 95,000 IT professionals and students.

For more information visit the Job Center at: <http://jobs.acm.org>

Post a Job Online or Place a Print Ad

To place a recruitment ad online or in print visit: <http://jobs.acm.org>

Log onto your account or create one. It's fast and simple to do. Your position will reach a highly targeted audience of computing professionals and students. Full access to the Job Center is for ACM members only, therefore ensuring a highly targeted audience of more than 95,000 IT professionals and students.



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Additional print/online packages are available. Please contact Jennifer Ruzicka at jen.ruzicka@hq.acm.org for additional questions or further assistance.

Agency Discount

15% on gross billing to recognized agencies on display, advertisements; classified recruitment (line) advertising is not subject to agency commission.

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. Cancellations accepted only after 30 days notice in writing.

Ad Deadlines

Deadlines below are for the print issue of Communications. Both display and classified recruitment ads. Ad files can be emailed to: acmm mediasales@acm.org

<u>Issue Date</u>	<u>Deadline for materials</u>
<u>January 2011</u>	<u>November 22, 2010</u>
<u>February 2011</u>	<u>December 20, 2010</u>
<u>March 2011</u>	<u>January 20, 2011</u>
<u>April 2011</u>	<u>February 21, 2011</u>
<u>May 2011</u>	<u>March 21, 2011</u>
<u>June 2011</u>	<u>April 20, 2011</u>
<u>July 2011</u>	<u>May 20, 2011</u>
<u>August 2011</u>	<u>June 20, 2011</u>
<u>September 2011</u>	<u>July 20, 2011</u>
<u>October 2011</u>	<u>August 22, 2011</u>
<u>November 2011</u>	<u>September 20, 2011</u>
<u>December 2011</u>	<u>October 20, 2011</u>

Deadline dates can and do change. For the most up-to-date listings visit: www.acm.org/publications or contact Jennifer Ruzicka at jen.ruzicka@hq.acm.org



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Communications of the ACM online **cacm.acm.org**

Online Advertising Opportunities

Type	Wide Skyscraper
Size:	160 X 600 IMU
Max File Size:	40K
Rate:	\$60 CPM

Type:	Button
Size:	160 X 160 IMU
Max File Size:	24K
Rate:	\$30 CPM

Formats accepted include: GIF images (.gif), JPEG images (.jpg)

ACM TechNews **technews.acm.org**

Newsletter Ad Rates

Wide Skyscraper Right Column (160 X 600)

Max File Size 40k

Rate \$60 CPM

Closing Dates

Ads must be sent at least seven (7) working days prior to publication deadline.

Ad Submission

The preferred method to submit your advertisement to ACM is via email. Please send completed digital ads to acmm mediasales@acm.org (or jen.ruzicka@hq.acm.org). Formats accepted include: GIF images (.gif), JPEG images (.jpg). No flash.

Cancellations

Advertising booked may be cancelled without penalty if the cancellation is made at least seven (7) working days written notice prior to the art files submission deadline.



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eLearn Magazine elearnmag.org

Online Ad Submission

Type	Skyscraper
Size	160 x 600 IMU
Max File Size	40k
Rate	\$50 CPM

Note: Other units available on a case by case basis

General Advertising Guidelines

All advertising bookings are subject to availability at time of booking

For availability please contact Jennifer Ruzicka at jen.ruzicka@hq.acm.org

All creative is subject to approval by publisher

Closing Dates

Ads must be sent at least seven (7) working days prior to publication deadline.

Ad Submission

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XRDS (Crossroads) Magazine

xrds.acm.org

Wide Skyscraper Right Column (160 X 600)

Max File Size 40k

Rate \$30 CPM

Formats accepted include: GIF images (.gif), JPEG images (.jpg)

Closing Dates

Ads must be sent at least seven (7) working days prior to publication deadline. Publisher is not responsible for reproduction or positioning if material is received after closing date.

Ad Submission

The preferred method to submit your advertisement to ACM is via email. Please send completed digital ads to jen.ruzicka@hq.acm.org

Formats accepted include: GIF images (.gif), JPEG images (.jpg). No Flash.

Cancellations

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Queue Magazine

www.acmqueue.org

Online Ad Opportunities

Two positions devoted to buttons, using any of the following sizes:

120 x 90 IMU (Button 1) max file size: 20k

120 x 60 IMU (Button 2) max file size: 20k

120 x 240 IMU (Vertical Banner) max file size: 30k

125 x 125 IMU (Square Button) max file size: 30k

One position devoted to a skyscraper, using any of the following sizes:

160 x 600 IMU (Wide Skyscraper) max file size: 40k

120 x 600 IMU (Skyscraper) max file size: 40k

Online Advertising Rates

Buttons

Type Size Max File Size Rate

Button 1 120 x 90 IMU 20K \$40 CPM

Button 2 120 x 60 IMU 20K \$40 CPM

Square Button 125 x 125 IMU 30K \$40 CPM

Vertical Banner 120 x 240 IMU 30K \$50 CPM

Skyscrapers (Verticals)

Type Size Max File Size Rate

Wide Skyscraper 160 x 600 IMU 40K \$50 CPM

Skyscraper 120 x 600 IMU 40K \$50 CPM

General Advertising Guidelines

Text Format: 25 words or less with one link

All advertising bookings are subject to availability at time of booking

For advertising rates please contact acmm mediasales@acm.org

Prior to submission creative should be tested for stability across all browser platforms



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Ad Submission

The preferred method to submit your advertisement to ACM is via email. Please send completed digital ads to acmm mediasales@acm.org.

Formats accepted include: GIF images (.gif), JPEG images (.jpg)

Cancellations

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Special Interest Groups (SIGs)

SIGSOFT: Software Engineering

SIGACCESS: Accessible Computing

SIGWEB: Hypertext, Hypermedia and Web

SIGOPS: Operating Systems

SIGPLAN: Programming Languages

SIGARCH: Computer Architecture

SIGGRAPH: Computer Graphics and Interactive Techniques

SIGMOBILE: Mobility of Systems, Users, Data and Computing

Online Advertising Rates

Monthly Sponsorship Flat Fee: \$8000

Includes any size ad unit on SIG Web site (subject to approval by SIG board)

One page in print SIG newsletter

Button or text link in SIG email newsletter

Online Advertising Guidelines



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Text Format: 25 words or less with one link

All advertising bookings are subject to availability at time of booking. All creative is subject to approval by publisher.

Closing Dates

Ads must be sent at least seven (7) working days prior to publication deadline.

Media

The preferred method to submit your advertisement to ACM is via email (for files under 2MB). Please send completed digital ads to acmm mediasales@acm.org. Formats accepted include: GIF images (.gif), JPEG images. No Flash.

Cancellations

Advertising booked may be cancelled without penalty if the cancellation is made at least seven (7) working days written notice prior to art files submission deadline.

Publication & Production Contact Information

ACM Advertising
2 Penn Plaza, Suite 701
New York, NY 10121

T: (212) 626-0654

F: (212) 829-0481

E: acmm mediasales@acm.org
acm-media.org