



## ACM Media Print Rates & Specs - 2011

### Communications of the ACM

#### *Display Advertising*

##### **Black & White**

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>
Full Page	\$8500	\$8300	\$8100	\$7900	\$7700	\$7500
2/3 Page	\$7100	\$7000	\$6800	\$6600	\$6400	\$6200
1/2 Page	\$6000	\$5800	\$5700	\$5500	\$5300	\$5100
1/3 Page	\$4900	\$4880	\$4700	\$4500	\$4300	\$4100
1/4 Page	\$3800	\$3750	\$3700	\$3650	\$3600	\$3400
1/6 Page	\$2800	\$2750	\$2700	\$2650	\$2550	\$2500

##### **4-Color**

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>
Full Page	\$10000	\$9500	\$9400	\$9300	\$9100	\$8800
2/3 Page	\$8400	\$8300	\$8100	\$7900	\$7750	\$7500
1/2 Page	\$7300	\$7100	\$7000	\$6800	\$6600	\$6400
1/3 Page	\$6240	\$6200	\$6000	\$5800	\$5600	\$5400
1/4 Page	\$5100	\$5000	\$4900	\$4850	\$4800	\$4700
1/6 Page	\$4100	\$4000	\$3900	\$3850	\$3800	\$3750

##### **Covers/4-Color**

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>
Cover 2&3	\$10500	\$10450	\$10400	\$10350	\$10300	\$10250
Cover 4	\$11000	\$10700	\$10600	\$10500	\$10400	\$10200

### Communications of the ACM

#### *Recruitment Advertising Rates*

##### **Black & White**

	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>
Full Page	\$8200	\$8000	\$7800	\$7600	\$7400	\$7200
2/3 Page	\$6800	\$6650	\$6500	\$6350	\$6200	\$6050
1/2 Page	\$5800	\$5650	\$5500	\$5300	\$5000	\$4800
1/3 Page	\$4600	\$4500	\$4450	\$4400	\$4300	\$4100
1/4 Page	\$3700	\$3600	\$3500	\$3450	\$3400	\$3350
1/6 Page	\$2700	\$2600	\$2500	\$2450	\$2400	\$2350



## Communications of the ACM

### *Recruitment Advertising Rates*

<b>4-Color</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>
Full Page	\$9500	\$9300	\$9100	\$8800	\$8600	\$8500
2/3 Page	\$8100	\$8000	\$7800	\$7600	\$7400	\$7200
1/2 Page	\$7000	\$6900	\$6800	\$6600	\$6300	\$6200
1/3 Page	\$6000	\$5900	\$5800	\$5600	\$5500	\$5300
1/4 Page	\$5000	\$4900	\$4800	\$4700	\$4600	\$4500
1/6 Page	\$4000	\$3900	\$3800	\$3750	\$3700	\$3600

### Communications of the ACM Mechanical Requirements

<b>Ad Size in Inches</b>	<b>Width</b>	<b>Depth</b>
Bleed Size	8-3/8"	11-1/8"
Trim Size	8-1/8"	10-7/8"
Full Page	7"	10"
2/3 PAGE	4-5/16"	10"
1/2 PAGE	7"	4-5/8"
1/3 PAGE	4-5/8"	4-3/4"
1/4 PAGE	3-7/16"	4-3/4"
1/6 PAGE	2-1/4"	4-3/4"

### Ad Submission

The preferred method to submit your advertisement to ACM is via email. Ads must be sent prior to publication deadline as a high resolution PDFx-1A. Fonts must be embedded.

Ad files can be emailed to: [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org)



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## **Communications of the ACM Classified Recruitment Advertising**

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 (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**

ACM's Career 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.

View Jobs or 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. Its 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.

Additional print/online packages are available. Please contact the Advertising Account Executive, Jennifer Ruzicka at [jen.ruzicka@hq.acm.org](mailto:jen.ruzicka@hq.acm.org) for additional information or assistance. **Skyscrapers** also available on <http://jobs.acm.org> – please contact Jennifer Ruzicka at [jen.ruzicka@hq.acm.org](mailto:jen.ruzicka@hq.acm.org) for more information.

## **Agency Discount**

15% on gross billing to recognized agencies on display, space, color, and position charges. Classified recruitment 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. Deadline dates can and do change. For updated deadlines and/or extensions, please contact the Advertising Account Executive, Jennifer Ruzicka at [jen.ruzicka@hq.acm.org](mailto:jen.ruzicka@hq.acm.org)

## **Communications of the ACM**

<b><u>Issue Dates</u></b>	<b><u>Deadline for material</u></b>
January 2011	November 22, 2010
February 2011	December 20, 2010
March 2011	January 20, 2011
April 2011	February 21, 2011
May 2011	March 21, 2011
June 2011	April 20, 2011
July 2011	May 20, 2010 <sup>1</sup>
August 2011	June 20, 2011
September 2011	July 20, 2011
October 2011	August 22, 2011
November 2011	September 20, 2011
December 2011	October 20, 2011



## Interactions Magazine

### Display Advertising Rates

<b>Type</b>	<b>Size</b>	<b>Rate</b>
FULL PAGE	7-1/8" x 9-5/8"	\$3295
2/3 PAGE	4-5/8" x 9-5/8"	\$2800
1/2 PAGE ISLAND	6-15/16" x 4-11/16" or 3-3/4" x 9-5/8"	\$2295
1/3 PAGE	2-5/8" x 9-5/8"	\$2000
1/4 PAGE	3-3/8" x 4-11/16"	\$1800

### Interactions Magazine Mechanical Requirements

BLEED SIZE	8-3/8" x 11-1/8"
TRIM SIZE	8-1/8" x 10-7/8"
Live Matter 1/4" from trim	

### Ad Deadlines

Deadlines below are for the print issue of Interactions Magazine for display ads. Ad files can be emailed to: [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org).

<b>Issue Date</b>	<b>Deadline</b>
January / February 2011	December 1, 2010
March / April 2011	February 1, 2011
May / June 2011	April 1, 2011
July / August 2011	June 1, 2011
September / October 2011	August 1, 2011
November / December 2011	October 1, 2011

Deadline dates can and do change. For updated deadlines and/or extensions, please contact the Advertising Account Executive, Jennifer Ruzicka at [jen.ruzicka@hq.acm.org](mailto:jen.ruzicka@hq.acm.org)



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## Crossroads Magazine

XRDS: Crossroads, the ACM Magazine for Students, gives students 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.acm.org](http://xrds.acm.org)

### Display Ad Rates

	1X	2X	3X	4X
Cover 4	\$3895	\$3695	\$2995	\$2695
Cover 2 or 3	\$3595	\$3395	\$2795	\$2495
Full Page	\$3395	\$3195	\$2895	\$2295
2/3 Page	\$2495	\$2295	\$2195	\$1895
1/2 Page	\$1995	\$1795	\$1595	\$1295
1/3 Page	\$1495	\$1295	\$1095	\$895
1/4 Page	\$1095	\$995	\$795	\$695
1/6 Page	\$695	\$595	\$495	\$395

### XRDS Issue/Closing Dates

Issue Date	Space Reservations	Materials Deadline
Spring 2011	12/30/10	1/5/11
Summer 2011	3/30/11	4/4/11
Fall 2011	7/5/11	7/8/11
Winter 2011	9/29/11	10/4/11
Spring 2012	1/5/12	1/11/12



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## **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.

For more information on advertising rates and specifications please email the Advertising Account Executive, Jennifer Ruzicka at [jen.ruzicka@hq.acm.org](mailto:jen.ruzicka@hq.acm.org) or call 212-626-0686.

## **Publications & Production Contact Information**

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

T: (212) 626-0686

F: (212) 829-0481

E: [acmm mediasales@acm.org](mailto:acmm mediasales@acm.org)

<http://acm-media.org>