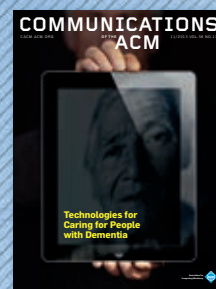
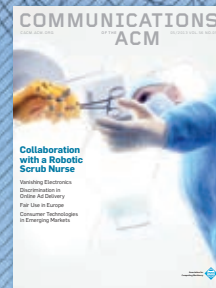
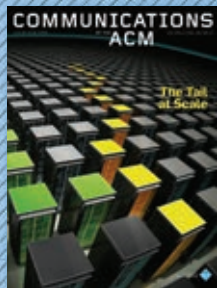
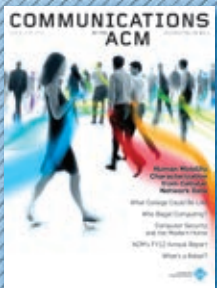




2014 Communications of the ACM

<http://cacm.acm.org>





Display Advertising Rates Communications of the ACM

Size/Frequency	1X	3X	6X	9X	12X	18X
BLACK/WHITE- 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-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
COVER 2&3-FULL PAGE	10500	10450	10400	10350	10300	10250
COVER 4- FULL PAGE	11000	10700	10600	10500	10400	10200

Recruitment Advertising Rates	1X	3X	6X	9X	12X	18X
BLACK/WHITE- 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
4-COLOR-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

Mechanical Requirements

Ad Size in Inches	Width	Depth
BLEED SIZE	8-3/8"	11-1/8"
TRIM SIZE	8-1/8"	10-7/8"
FULL PAGE	7"	9-1/2"
2/3 PAGE VERTICAL	4-5/16"	9-1/2"
1/3 PAGE VERTICAL	2-1/4"	9-1/2"
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"

Online Ad Opportunities

Type:	Skyscraper
SIZE	160 X 600 IMU
MAX FILE SIZE:	40K
RATE	\$ 60 CPM

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 after the first 6 (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. Rates are \$395.00 for the first 6-lines (based on 40-characters per line) and \$30 per additional line (based on 40-characters per line). 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.

Full access to the Job Center is for ACM members only, therefore ensuring a highly targeted audience of more than 108,000 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. 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 108,000 IT professionals and students.

Additional print/online packages are available. Please visit <http://jobs.acm.org> or please contact the advertising Account Executive for additional information: acmm mediasales@acm.org

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 ads. Ad files can be emailed to: acmm mediasales@acm.org

Issue:	Deadline for material:
January 2014	November 20, 2013
February 2014	December 20, 2013
March 2014	January 20, 2014
April 2014	February 20, 2014
May 2014	March 20, 2014
June 2014	April 21, 2014
July 2014	May 20, 2014
August 2014	June 20, 2014
September 2014	July 21, 2014
October 2014	August 20, 2014
November 2014	September 22, 2014
December 2014	October 20, 2014

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

About ACM

ACM is the world's oldest and largest educational and scientific computing society. Since 1947 ACM has provided a vital forum for the exchange of information, ideas, and discoveries. Today ACM serves a membership of computing professionals and students in over 100 countries in all areas of the computing industry, academia, and government.

ACM delivers resources that advance computing as a science and a profession. ACM provides the computing field's premier Digital Library and serves its members and the computing profession with leading-edge publications, conferences, and career resources.



Reader Profile

65% have 20 years+ computing experience

92% hold highest degrees of education: BA/BS, MA/MS, PhD/DSc, Post-Doc

63.8% hold a Bachelor's Degree in CS

59.2% are employed in a corporate or other for-profit organization

21.8% are employed in education (non-profit or for-profit)

6.3% are employed in government

52.9% read or look through 4 out of 4 issues of CACM, and spend 61.4 minutes reading each issue

77.9% read CACM to keep up with emerging technologies

65.9% read CACM to keep current with advances by leaders in the field

31.1% say CACM helps in their job

25.4% say CACM assists with their with research

Job Functions

37% Software Systems

25% Management

16% Education

Our readers are predominantly involved with software. According to our independent Reader Survey 75% design or write software, and the average annual budget for computer products at our reader's companies is \$853,252.

Ad Submission

The preferred method to submit your advertisement to ACM is via email. Ads must be sent prior to publication deadline as a PDFx-1A file with all fonts embedded.

Ad files can be emailed to: acmm mediasales@acm.org

Production Contact Information

ACM Advertising
2 Penn Plaza, Suite 701
New York, NY 10121-0701
T: (212) 626 0686
F: (212) 869 0481
E: acmm mediasales@acm.org

About Communications of the ACM

Communications of the ACM is the leading print and online magazine for the computing and information technology fields. Read by over 108,000 technology experts every month in print and electronic formats, *Communications* is recognized as the most trusted and knowledgeable source of industry information for today's computing professional. ACM's membership, recognized internationally as the "computing elite," is made up of the IT industry's most respected leaders and decision makers.

Every month *Communications* publishes insightful and topical industry news, opinion, interviews, research, and insight from those working at the forefront of the computing industry. Leaders from industry and academia use *Communications of the ACM* as a platform to present and debate various technology implications, public policies, engineering challenges, and market trends. The *Communications* brings its readers the latest in technology trends as written by the very creators and innovators of those technologies.

Communications offers feature articles on such hot topics as Web Science, Game Theory, Gaming, Transactional Memory, Power Management, IT Policy, Software Engineering, Computer System Performance, and CTO Roundtable discussions.

The prestige and unmatched reputation that *Communications of the ACM* enjoys today is built upon a 50-year commitment to high quality editorial content and a steadfast dedication to advancing the arts, sciences, and applications of computing and information technology.

CACM Online
<http://cacm.acm.org>

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