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)

Sessions	47,238
Users	39,927
Page Views	63,668

Print Advertising Deadlines

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

Issue Date	Space Reservation	Materials Due
Spring 2023 (March)	02/10/2023	02/17/2023
Summer 2023 (June)	04/21/2023	04/28/2023
Fall 2023 (September)	08/04/2023	08/11/2023
Winter 2023 (December)	11/03/2023	11/10/2023

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	2X	3X	4X
4-Color–Full Page	$3395	$3195	$2795	$2295
2/3 Page Vertical	2495	2295	2195	1895
1/2 Page Horizontal	1995	1795	1595	1295
1/3 Page Vertical	1495	1295	1095	895
1/4 Page Square	1095	995	795	695

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	8-1/4"	x	10-7/8"
Bleed Size	8-1/2"	x	11-1/8"
Full Page, Non-Bleed	7"	x	9-3/8"
2/3 Page Vertical	4-5/8"	x	9-3/8"
1/2 Page Horizontal	7"	x	4-5/8"
1/3 Page Vertical	2-1/4"	x	9-3/8"
1/4 Page Square	3-7/16"	x	4-3/4"

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	$1000/Mo
Square Ad	160 x 160 IMU	$500/Mo

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