

Website Rates

Where CPAs Go to Stay Informed

CalCPA.org is the official website of the California Society of CPAs. Get your products and services in the minds of California CPAs.

Ever-changing and always informative, CalCPA.org is full of the news, links and information CPAs need and want.

banners&panels

Three-month minimum

Banner & Panel Ads

CalCPA Home Page

	1 year	3 months	1 Month
Skyscraper Panel Ad	\$33,000	\$11,000	\$4,500
Double Panel Ad	\$16,000	\$7,000	\$3,000
Single Panel Ad	\$13,000	\$5,000	\$2,000
Banner Ad	\$19,000	\$8,500	\$3,500

All Other Website Pages

	1 year	3 months	1 Month
Skyscraper Panel Ad	\$12,000	\$4,000	N/A
Double Panel Ad	\$6,000	\$2,000	N/A
Single Panel Ad	\$4,500	\$1,500	N/A

products&services

Products & Services Listings

Text Link & Web Page

	1 year
(100-word ad plus product graphic or company logo and link to company's website)	\$990

classifieds

Online Classifieds

For information and rates for our popular CalCPA Classifieds, please visit

www.calcpa.org/classifieds.

All advertising is subject to approval by the California Society of CPAs



California Certified Public
Society Accountants

To place a CalCPA web ad, contact **Bobbi Petrov** at **(650) 802-2430** or bobbi.petrov@calcpa.org; Fax: (650) 802-2230

Display Options

Mechanical Requirements

banners & panels



Banner Ad
468x60 pixels



Single Panel Ad
125x125 pixels



Double Panel Ad
125x250 pixels



Skyscraper Ad
125x625 pixels

Descriptions

Banner Ads

The most traditional form of online advertising. Placement is under the navigation bar and above the page header (homepage only).

Panel Ads

Panel ads can be placed on any page—home or second-level. They can be single, double or for maximum impact, skyscraper size.

Products & Services Listing

Content-specific, text-based ads that act as a link to a full-screen ad on the CalCPA website. The full-screen ad includes a headline (your company or product name), 100 words of text, your company logo or product image and a link to your company's website. Ads will be edited for grammar, style and word length and are subject to approval by the California Society of CPAs.

CalCPA Classifieds

For all the latest information on our unparalleled classified advertising program, visit www.calcpa.org/classifieds.

Technical Requirements

Acceptable Files

- All banner and panel ads can be JPG, GIF, animated GIF or Flash files. Any ads with animation must stop after 3 rotations.
- Text for Product & Service Listings should be sent in a Microsoft Word document or in the text of an e-mail.

Specifications

- All images should be 72 dpi and saved as RGB images. Maximum file size: 40KB.

For technical requirements, contact Barbara Maciel at (650) 802-2305 or webmaster@calcpa.org.



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