

WebsiteRates

Where CPAs Go to Stay Informed

CalCPA.org is the official website of the California Society of CPAs and the CalCPA Education Foundation. 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.

Banner & Panel Ads

CalCPA Home Page	1 year	3 months	1 Month
Wide Skyscraper	\$33,000	\$11,000	\$4,500
Medium Rectangle	\$30,000	\$10,000	\$4,000
Rectangle	\$17,000	\$7,500	\$3,000
Full Banner	\$19,000	\$8,500	\$3,500
Half Banner (towards top of page)	\$17,000	\$7,500	\$3,000
Button	\$10,000	\$4,000	\$1,500

All Other Website Pages

	1 year	3 months	1 Month
Wide Skyscraper	\$12,000	\$4,000	N/A
Medium Rectangle	\$10,000	\$3,500	N/A
Rectangle	\$6,000	\$2,500	N/A
Full Banner	\$7,000	\$3,000	N/A
Half Banner (towards top of page)	\$6,000	\$2,500	N/A
Button	\$5,000	\$2,000	N/A

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

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. CalCPA reserves the right to decline any advertisement considered unethical or unsuitable, regardless of contract. Agency and advertiser expressly warrant that they have the right to publish the advertising. Agency and advertiser shall indemnify publisher against all damages and related expenses (including legal fees) arising from the publication of the advertising.

Technical Requirements

Acceptable Files

- All banner ads can be JPG, GIF, animated GIF or Flash files. Any ads with animation must stop after 3 rotations or 20 seconds.
- 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.



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

Display Options

Banners & Panels



Button
120x60 pixels



Half Banner
234x60 pixels



Full Banner
468x60 pixels



Rectangle
180x150 pixels



Medium Rectangle
300x250 pixels



Wide Skyscraper
160x600 pixels

Products & Services

In Demand, Relevant and Targeted to CPAs

A Products & Services website advertisement consists of a company or product name that links to a full-screen ad, featuring your product image or logo and a written description of your product or service, plus your website link. For an example of a Products & Services ad, visit www.calcpa.org/products.

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Products & Services Listing

Text Link & Web Page

1 year

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

Please e-mail your text link, graphics, 100-word text (in a Microsoft Word document or in the text of an e-mail) and URL to: bobbi.petrov@calcpa.org

Order Form

Please start my ad as of _____ (month/year) Product _____ Service _____

Billing Information

Name: _____ Contact: _____

Address: _____ City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail: _____ Company Website: _____

Authorized Signature

Name (print)

Date



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