

# Technical Requirements and Display Options

## 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) 522-3205 or [webmaster@calcpa.org](mailto:webmaster@calcpa.org).

## Display Options



### Button

120x60 pixels



### Half Banner

234x60 pixels



### Full Banner

468x60 pixels



### Rectangle

180x150 pixels



### Medium Rectangle

300x250 pixels



### Wide Skyscraper

160x600 pixels