

# Technical Requirements and Display Options

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## Technical Requirements

### Acceptable files

- All website ads need to be JPG or PNG files at 100% size of the ad.
- Text for Product & Service listings should be sent in a Microsoft Word document or in the text of an email.

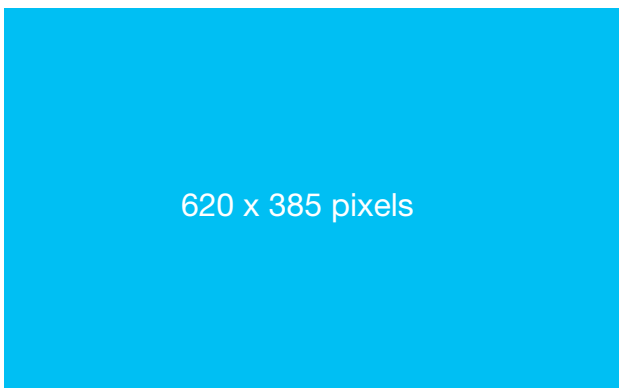
### Specifications

- All images should be 240 dpi and saved as RGB images. Maximum file size: 2MB.

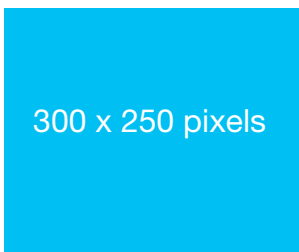
For technical requirements, contact [webmaster@calcpa.org](mailto:webmaster@calcpa.org).

## Display Options **Cancellations are not allowed once space has been reserved.**

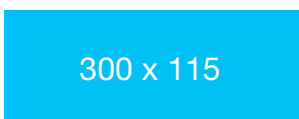
### Homepage



### Leaderboard

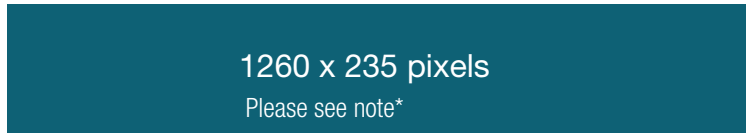


### Medium Rectangle

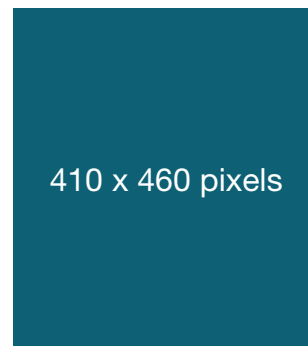


### Half Rectangle

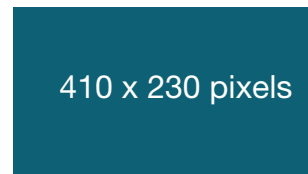
### Internal Pages



### Leaderboard



### Medium Rectangle



### Half Rectangle

\*CalCPA.org utilizes responsive design which allows optimal viewing across a wide range of devices. For the Leaderboard for internal pages, please place text or calls-to-action within the first 500 pixels since the right side is subject to drop off for some mobile devices. Or provide text to be placed inside an overlay text box which ensures that the accompanying message will always be visible. Upon switching to mobile view, this text box is adjusted to be a text-content area below the banner.