

# Website Rates

## CalCPA.org: 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 news, links and information CPAs need and want.

“At a minimum, I go to the CalCPA website several times per week, but there are times when I get material off the website several times a day.”

Rusty Roy, CPA  
Shareholder and President, Roy & O'Connor, CPAs Inc.  
CalCPA Member, Paso Robles

### Banner & Panel Ads

CalCPA Home Page	1 year	3 months	1 Month
Leaderboard	\$55,000	\$17,000	\$7,500
Medium Rectangle	\$40,000	\$13,000	\$5,000
Half Rectangle	\$26,000	\$8,000	\$3,500
Internal Website Pages	1 year	3 months	1 Month
Leaderboard	\$12,000	\$5,000	N/A
Medium Rectangle	\$10,000	\$3,500	N/A
Half Rectangle	\$8,000	\$3,500	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	\$995

### Online Classifieds

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

[www.calcpa.org/classifieds](http://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.



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# 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.

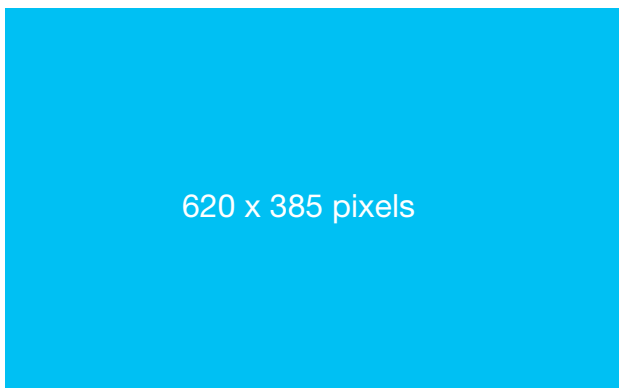
### Specifications

- All images should be 72 dpi, 100% size and saved as RGB images. Maximum file size: 2MB.

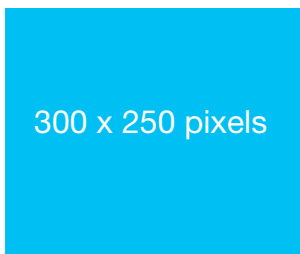
For technical requirements, contact [lisa.brown@calcpa.org](mailto:lisa.brown@calcpa.org).

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

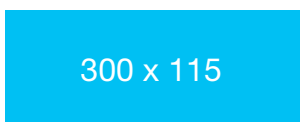
### Homepage



**Leaderboard**

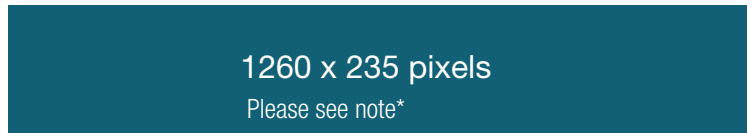


**Medium Rectangle**

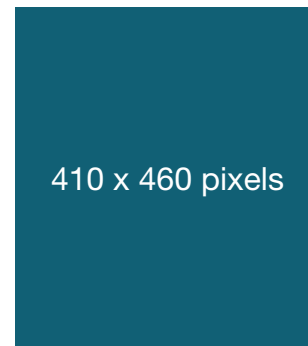


**Half Rectangle**

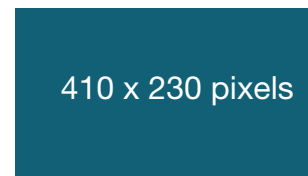
### Internal Pages



**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.