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Web Space Advertising Specs and Pricing

Member Roster Web Page

Sponsor.... 120 W x 115 H (pixels).....	Corporate Sponsor .	\$15/day
		\$450/month
		\$1,200/quarter
	A-La Carte.....	\$30/day
		\$900/month
		\$2,500/quarter

CPE Search Web Page

Sponsor.... 120 W x 115 H (pixels).....	Corporate Sponsor...	\$20/day
		\$600/month
		\$1,650/quarter
	A-La Carte.....	\$40/day
		\$1,050/month
		\$3,000/quarter

Deadlines

Ads must be received at least five business days prior to the first day you want your ad to be posted.

Specifications

The file size for ads should be 20K or less and in .GIF file format (for faster download times). Interactive ads with .GIF animation should be kept at 15K for initial load and subsequent loads. Other acceptable file formats include .JPEG or .BMP. All file types need RGB color, 300 DPI or larger, exact size of ad space and all fonts and art embedded. Advertisers should be aware that certain file types (i.e., Java, Shockwave and other similar file types) may increase download times, are not supported by some browsers, and may not be accepted by the MACPA.

Policies and Procedures

All materials submitted as advertising are subject to acceptance for publication at the sole discretion of the publisher. The publisher reserves the right of refusal. Continuing professional education advertising is not accepted unless it is an MACPA-sponsored program. Advertisers and agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therein against the publisher.