

# CPAtrack.com Banner Advertising

CPAtrack.com banner ads are displayed on every page of the Web site.

## Specifications:

- There are 3 spaces available to advertise with the opportunity to contract space for up to 1 year;
- Ads rotate randomly with each page load;
- File formats accepted: .gif, .gif89a and .jpeg;
- Ad must reside on MSCPA server; no outside links for image source;
- Dimensions: 120 x 60 pixels;
- File size limited to 12k.

## Target URL:

- Must be live at time of submission;
- May not exceed 200 characters;
- No more than one embedded question mark (?)

## Special Information:

- Client side image maps are not accepted;
- Ads cannot mislead the user, i.e. they may not mimic Windows/Mac/Unix dialog boxes, error messages, etc.
- Ads cannot resemble CPAtrack.com content or suggest endorsement by the MSCPA.

## Banner Rates:

- 1 Month \$350
- 3 Months \$300/month
- 1 Year \$250/month



## ARE YOU ON THE RIGHT TRACK?

Advertise with  
the MSCPA  
[Learn More »](#)



All advertisements will be reviewed by the MSCPA and are subject to availability and approval before placement on the site. Ads may be rejected if they cause our site to load slowly or if they do not meet our editorial standards.

CPAtrack.com experiences a fluctuation of site activity throughout the calendar year as we provide services for both member and non-members alike.

Since the inception of CPAtrack.com, the site has seen steady growth and we anticipate more of the same as we bring useful content and services to the Web site on a continuous basis.



The student Web site of the Massachusetts Society of Certified Public Accountants, Inc.®



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**Insertion Order for Banner Advertising**  
**(PLEASE PRINT)**

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
Client: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Web site: \_\_\_\_\_  
Authorized Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

<b>Banner Rates:</b>		
1 Month \$350	3 Months \$300/month	1 Year \$250/month
Start Date: __ / __ / __ End Date: __ / __ / __		

**Rates** are for tile ads, linking to a live site, with no more than one embedded question mark(?), and not exceeding 200 characters. Please e-mail ad (.gif, .gif89a or .jpeg - 120x60 pixels) to Julia Bowker, [jbowker@mcpaonline.org](mailto:jbowker@mcpaonline.org) and fax insertion order to the Society, 617.556.2995.

**PAYMENT TERMS:** Payment required in advance. Cancellations must be received on or before closing date. Advertisers will be pro-rated for portions of canceled contracts. A late payment charge of \$5 per month will be charged on all balances unpaid 30 days after billing due date. MSCPA reserves the right to refuse all advertising. When under contract, advertiser is responsible for notifying us of any changed related to your URL.

*Advertisers and advertising agencies (together "Advertisers") assume sole liability for content of advertisements and for claims arising therefrom against MSCPA. Each Advertiser warrants that it has the right to publish (and to authorize MSCPA to publish) its advertisements, and that its advertisements and all content and copy contained therein do not infringe, misappropriate, slander, defame, or otherwise violate the copyright, intellectual property, or other rights of any third party. Each Advertiser will indemnify, defend and hold harmless MSCPA (including its officers, directors, employees, members, and affiliates) and its customers and contractors from any and all liabilities, losses, costs, damages, judgments or expenses (including costs and reasonable attorneys' fees) resulting from or arising in any way out of any alleged breach of the agreements and warranties set forth above.*

Rate: \_\_\_\_ x Months(s) \_\_\_\_ = Total Cost \$ \_\_\_\_

Payment Information: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ AMEX \_\_\_\_\_ Check Enclosed  
Card# \_\_\_\_\_ ~ \_\_\_\_\_ ~ \_\_\_\_\_ ~ \_\_\_\_\_ Expiration Date MM/YY  
Name on Card \_\_\_\_\_ Signature \_\_\_\_\_