



GROUNDWATER RESOURCES ASSOCIATION  
OF CALIFORNIA

## Web Sponsorship Guidelines

### Banner Dimensions:

All banners will be formatted to a vertical orientation that is 340 pixels high by 170 pixels wide.

### Resolution:

The banner will be formatted at 72 dpi.

### Text and Images:

There is enough space for approximately 150-200 text characters (30 to 40 words) and a logo. Small images can be added in place of text. All images will be formatted to fit within the banner dimensions.

### Web Linkage:

The banner will be linked to the website address submitted on the web sponsor application form, unless otherwise requested.

### Animated Banners (home page sponsors only):

Home page sponsorships can be configured to cycle through 3 to 4 banners. All animations must be tasteful and not distract users from reading the rest of the page content, as determined by GRA. The background color must remain static. It is recommended that your logo and contact information remain static while certain text and image components of the banner are made dynamic. A fade effect will be applied to cycle through the banners at 7 to 10 second intervals.

### Sponsorship Time Frame:

Sponsorships are available in monthly increments. Your banner will be placed on the GRA website on the first day of the month and will be removed on the last day at COB.

### Process:

Sponsorship banners will be formatted to meet these guidelines by GRA's Web & Database Administrator, Kevin Blatt. Please send text content, images and existing banners to Kevin at [dbadmin@grac.org](mailto:dbadmin@grac.org).

