

AP[®] Computer Science Principles Web Banners



These banner ads are part of the AP CSPToolkit, designed to support counselors, teachers and other education professionals in spreading the word about CSP and developing a computer science program in their schools. We encourage you to post these ads on school or school district websites.

Banners

The individual banners below are available as JPEGs at: collegeboard.org/apcspresources

Banner #1: 728x90



Banner #2: 160x600



Banner #3: 250x300



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Links

Please have these banners link to the AP CSP course web page developed by the AP Program. Each banner size has an individual tracked link:

Banner Ad #1: 728x90:

apstudent.collegeboard.org/apcourse/ap-computer-science-principles?excmpid=OC175-ST-1-apcsphs

Banner Ad #2: 160x600:

apstudent.collegeboard.org/apcourse/ap-computer-science-principles?excmpid=OC175-ST-3-apcsphs

Banner Ad #3: 300x250:

apstudent.collegeboard.org/apcourse/ap-computer-science-principles?excmpid=OC175-ST-2-apcsphs

Please use the exact URL syntax provided. Do not truncate or modify these URLs in any way. These are tracked URLs so the College Board can monitor the traffic coming back to our Web page.

HTML Example

Once you've picked the right banner size for your website(s), it's time to code the Web page where these banners will display.

In the example below, a school selected the 728x90 banner to add to its website. The code example shows the banner size and the associated link for the selected banner size.

```
<!DOCTYPE html>
```

```
<html>
```

```
<body>
```

```
<p> Explore AP Computer Science Principles
```

```
<a href=" https://apstudent.collegeboard.org/apcourse/ap-computer-science-principles?excmpid=OC175-ST-1-apcsphs"> </a></p>
```

```
</body>
```

```
</html>
```

You are now ready to publish the banner ads and help students explore AP Computer Science Principles.