

cayman compass

PRINT MEDIA KIT

To inform, educate, celebrate, and convene our community through quality storytelling, all with the goal of making the Cayman Islands a better place, each and every day.



cayman compass

At the heart of the community since 1965.

The *Cayman Compass* is the islands' most-trusted news source. Published every Friday, the weekly newspaper is at the heart of the community, reflecting and celebrating the Cayman Islands' cultural diversity. Delivered in both print and digital format, the *Compass* brings the news to you as it happens, via our web and social media platforms, with in-depth analysis in the weekly edition of the paper.



cayman topics

In addition to breaking news, the *Compass* features sections on community news, local sport, living, and regularly takes an in-depth look at important topical issues.



Keeping you up to date and informed with the latest happenings in the Cayman Islands.



Covering our island lifestyle, focusing on community events, people and culture.



Taking an in-depth look at issues impacting our islands.



Reporting on the local business community, along with information and analysis on the financial services sector.



Comprehensive coverage of the local sports scene, highlighting our athletes, clubs and sporting events.



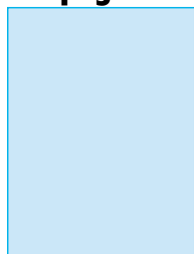
To enhance reader engagement, the print version is complemented by multimedia content along with its online counterpart, caymancompass.com

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display specifications

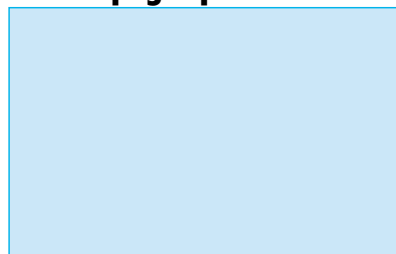
RATES & DEADLINES (CI\$)

full page



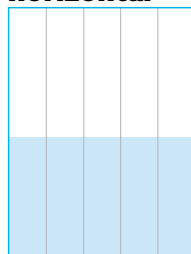
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\$1,360

double page spread



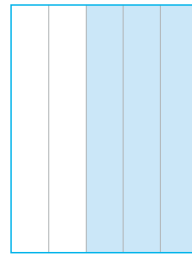
21.3792" x 13.6654"
\$2,500

half page horizontal



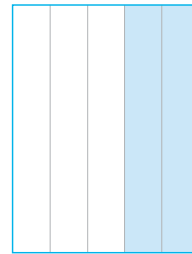
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\$780

3 column vertical



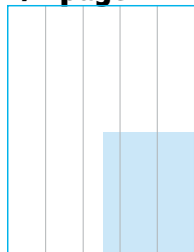
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\$820

2 column vertical



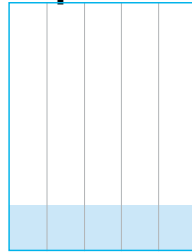
4.0218" x 13.6654"
\$620

1/4 page



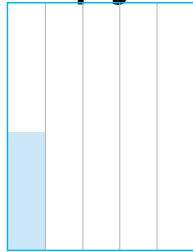
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\$440

strip ad



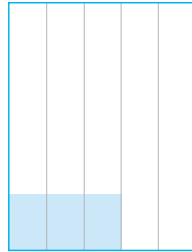
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\$350

1/10 page



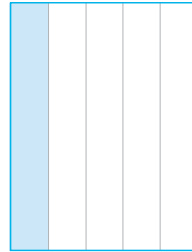
1.9305" x 6.7559"
\$280

small horizontal



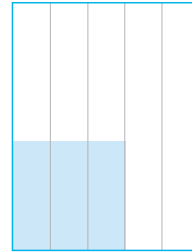
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\$320

1x10



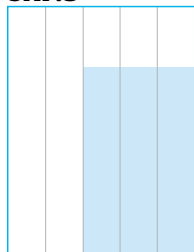
1.9305" x 13.6654"
\$580

3x5



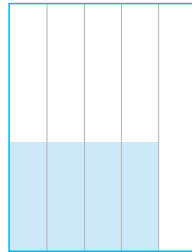
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\$660

3x7.5



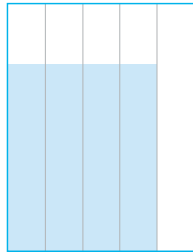
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\$790

4x5



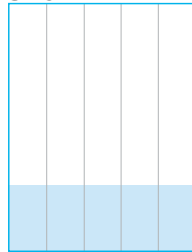
8.2046" x 6.7559"
\$760

4x7.5



8.2046" x 10.2107"
\$940

5x3



10.2959" x 3.9921"
\$650

All Prices CI\$

Premium pages 3, 5, 7, outside back cover or other fixed page request - \$1,600

Wraps and insert pricing available upon request

Advertising deadlines:

Publication Day Friday

Ad booking Deadline 10am Tuesday

Artwork Deadline 3pm Tuesday

Acceptable file formats

Art must be submitted CMYK @ 300 dpi (photos). Artwork submitted is presumed to be print-ready, and all art should be accompanied by a printed colour proof. We do not accept Pantone colours, please convert all colour to process. All black text and black vector artwork should be 100% process black.

We accept industry standard programmes such as Adobe products and press-ready PDFs. Illustrator EPS (with text converted to paths and linked files embedded), TIFF (flattened at 300 dpi) or PDF (with all fonts and graphics embedded).

There is a fee of CI\$100/hour for artwork requiring production services.



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TERMS AND CONDITIONS

1. This contract is made between the Advertiser, defined as either a company, legal partnership, individual or agency and Cayman Compass Ltd., hereinafter referred to as the Publisher.
2. Any contract cancelled by the Advertiser after publishing closing date and time is subject to a fee of 25% of the full advertisement cost in addition to any design fees incurred.
3. The Publisher has the right to refuse any advertising contract or specific creative execution at its sole discretion. The Publisher will not be held liable for any loss or damage caused directly or indirectly by such cancellation or refusal to publish.
4. It is the responsibility of the Advertiser to submit all advertising materials to the publication on a timely basis according to the artwork deadline in the Publication Media Kit. In the event that materials are not received on time, the Advertiser will be responsible for any overtime costs incurred and/or the full cost of the contracted space.
5. Publisher will provide basic design service for standard newspaper ads which includes a maximum of 3 proofs. CI\$100 for each additional proof. Basic design service does not include photography or logo design.
6. Design services that are beyond 'basic' are subject to fees based on time required.
Production Fees: Creative and Design CI\$120 (includes a maximum of 3 proofs, CI \$100 for each additional proof)
Writing Services: FP (400 - 600 words) CI\$500, DPS (600 - 700 words) CI\$600
Photography: One hour photo shoot CI\$300 (includes up to 4 hours of editing. Additional editing at CI\$150/hour)
7. A PDF copy of artwork produced by the Publisher can be obtained with the payment of a \$250 release fee.
8. The Advertiser authorises the Publisher to destroy all photographs, artwork, film or other materials after a period of 30 days from publication if return of said media is not requested on signing of this contract.
9. The Advertiser hereby indemnifies the Publisher in respect of any claims that may be made arising out of the publication of any advertisement. All advertisements are published on the assumption that the Advertiser has proper rights and consent for the use of photographs, testimonials, claims, etc. Advertiser further agrees to indemnify the Publisher and his agents from any liability including a full indemnity for its legal costs arising out of any claim made against the Publisher for breach of copyright, breach of intellectual property rights or otherwise arising from the Advertiser not having the required authority or permission to use such materials.
10. Any advertisement that, in the opinion of the Publisher, could be mistaken for editorial copy will be clearly labelled "Advertisement."
11. While the Publisher will make every effort to place advertisements in positions requested by the Advertiser, the Publisher is under no obligation to do so, except in cases where the Advertiser has paid a premium to reserve a preferred position.
12. All advertising contracts are contingent upon acts of God, strikes, mechanical breakdowns or any other unforeseen interruptions to the production schedule.
13. The Publisher will not be liable for any loss or damage arising out of failure to publish on a timely basis or inadvertent omission from any issue of the publication. Likewise, the Publisher will not be liable for any errors in telephone numbers, addresses, or any other information in any advertisement.
14. It is the responsibility of the Advertiser to notify the Publisher in writing of any error in advertisements within seven days of publication.
15. If the Publisher takes legal action to recover any sums due under this contract, the Advertiser will be responsible for the Publisher's legal costs on an indemnity basis in addition to all amounts due, including interest charges.
16. Payment is due in full on signing of contract. Account customers are extended 30 days net payment terms unless otherwise agreed in the contract. Any account that remains unpaid after 30 days from the date of the invoice will be subject to credit hold, and 5 per cent interest per month on a compounded basis.
17. Advertising rates are based on digital files being submitted to the Publisher in the correct high-resolution format outlined in the "Acceptable File Formats" portion of the publication's Media Kit. If additional services are necessary to prepare digital logos or files for high quality reproduction there will be an additional charge of CI\$100 per hour.



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