

Cayman's most trusted news source

# cayman compass

*Compass Digital brings the community local news and information in real time, with the largest website in Cayman, our exclusive video player, broad social media reach and the most comprehensive email database available.*

## Digital Media Kit 2023

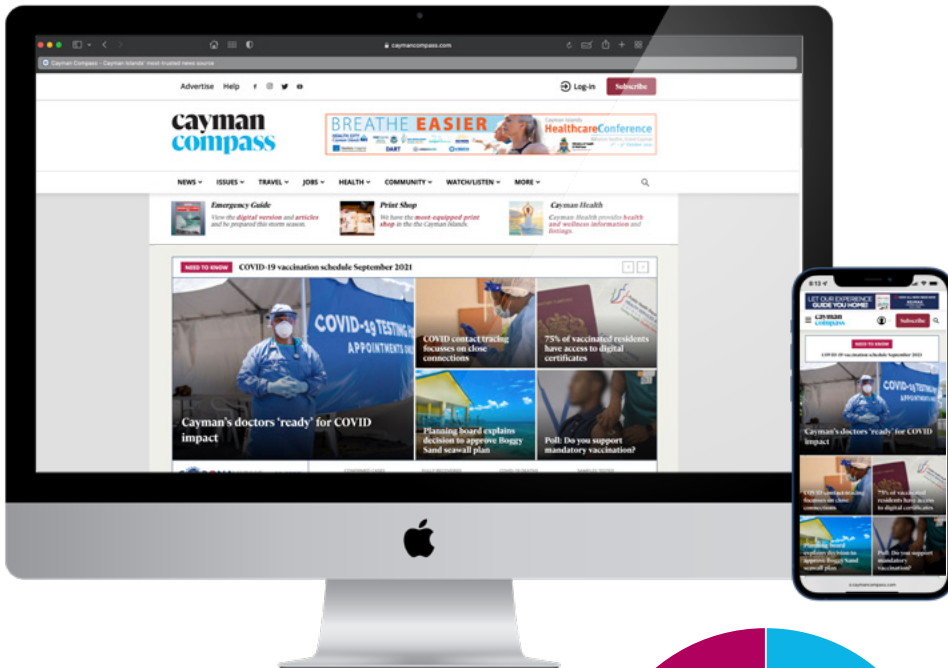
*In photo: example of custom sponsored content, pg. 9*



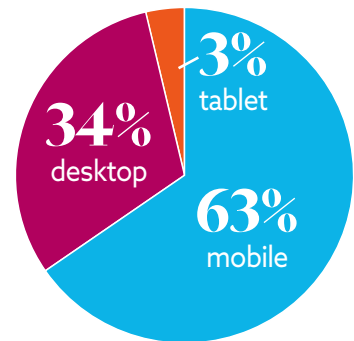
# Compass Digital

*#1 website in the Cayman Islands. Period.*

**C**aymanCompass.com offers unparalleled local and global reach to **more than 150,000 readers per month**, who are looking for trusted local news and information in the Cayman Islands. With a captive audience that visits **more than 700,000 pages per month** and a mobile-friendly, responsive design layout, your advertising message will reach a high-quality audience and be delivered with a great user-experience across all devices. Figurews above are from Google Analytics 4 with Google's privacy 'thresholds applied.' Actual figures are higher.



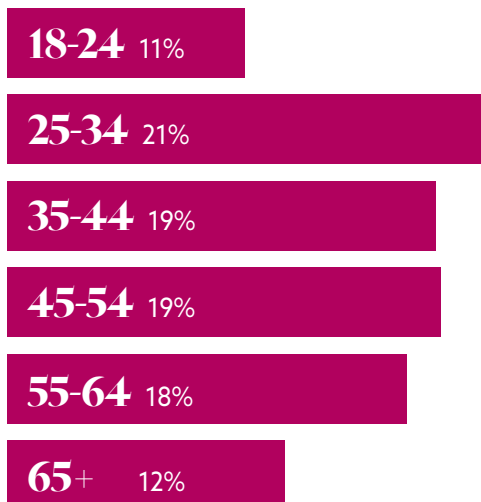
## Device type



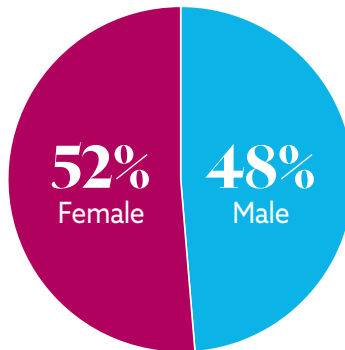
## What we offer:

- Display advertising
- Sponsored content
- Social media
- Video Preroll
- Contests
- Sponsorship packages
- Live-streaming

## Age



## Gender



**M**onthly

**150,000** users (min.)

**700,000** pageviews (min.)

**2:26** avg. engagement time

# Ads on all pages

*Run-of-Site, on every page*



## L1 Leaderboard

The Leaderboard position offers a strong presence on every page. Premium position above all content provides massive exposure on every page of the website (ROS). Your brand is next to the logo, emphasising the importance of your message.

**\$450/week (10 spots)**

**728 pixels x 90 pixels\*\***

## B1 Big Box

Premium position on Home Page and next to all articles provides massive exposure.

**\$450/week (10 spots)**

**300 x 250 pixels\*\***

*(Sticky sidebar on desktops keeps the ad next to the article as reader scrolls. Not avail. on mobile or iPads.)*

or

## B2 Filmstrip

Side bar can now also accommodate 300x600 ad on all pages including Home Page.

**\$650/week (10 spots)**

**300 x 600 pixels\*\***

**W** Weekly

**Ads are on every page**

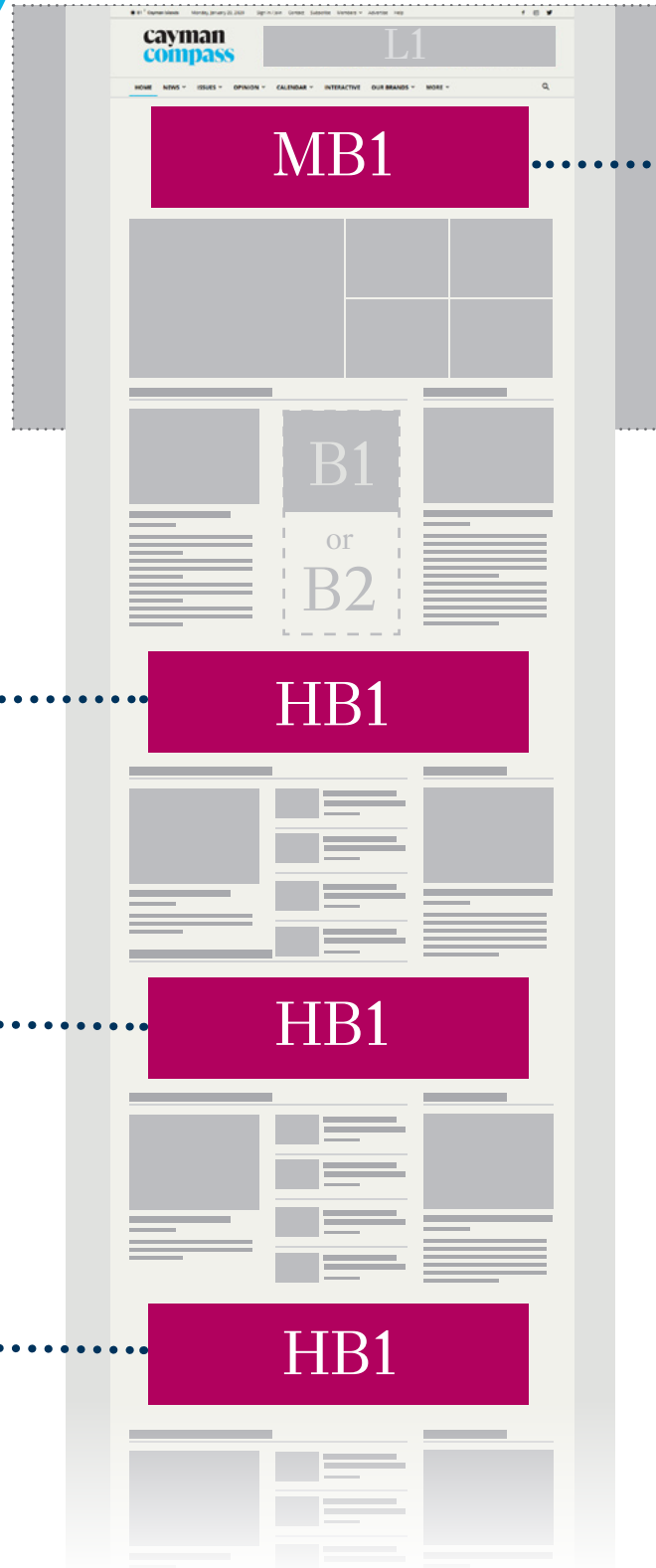
**150,000** pageviews weekly (min.)

**2:26** avg. engagement time



# Home Page Ads

*Large billboards for brand messages*



## HB1, HB2 & HB3 3 large billboard ads

Placed among the top content of the day, every day.

**HB1: \$750/week**

**3 spots available**

**rotating randomly**

## MB1 Main Billboard

Premium position above all news content provides massive exposure.

**\$2,000/week (1 spot)**

**970 x 250 pixels \*\***

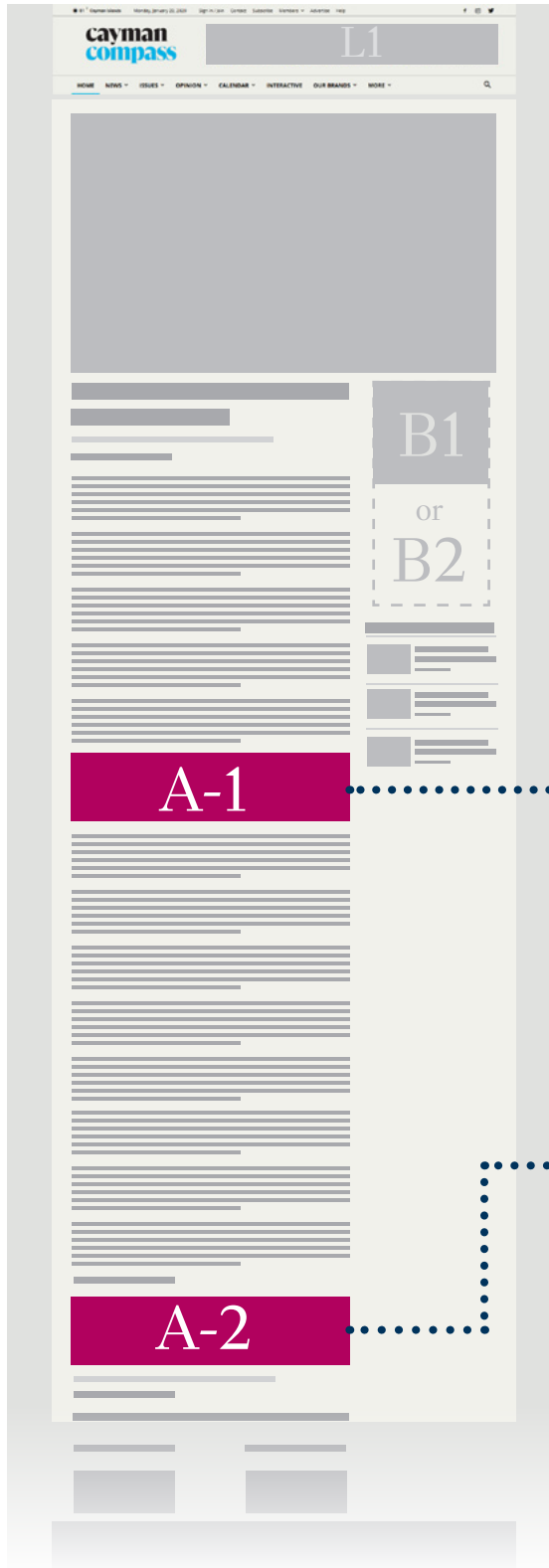
(Background, visible on desktop monitors, is available upon request. Please talk to your sales representative for availability and pricing.)

# Weekly

**40,000**  
pageviews/week  
(min.)

# Article Page

*The majority of time spent is on the article pages throughout the site*



**W**eekly

**110,000**  
pageviews weekly (min.)  
**Most popular**  
**page on site**

**A-1**

**A-1**

## **In-Article banner**

Premium position inside the article after paragraph 5.

**\$300/week (10 spots)**

**696 x 200 pixels\*\***

**A-2**

**A-2**

## **Article-end banner**

Popular position at the end of the article.

**\$280/week (10 spots)**

**696 x 200 pixels\*\***





# Video Preroll

*Engage with video ads*

## Latest Videos

Cayman Spirits Company's Sanitisers

Distilling and disinfecting  
George Town

**Related Videos**

- Welcome to Cayman: Navigating Cayman Travel Procedures
- Deputy Premier Chris Saunders On Legalising Marijuana
- Chita- Expanded Vaccine List A 'Small Step' But Not Enough
- Olympic Recap Final
- Jillian Crooks Heats

5-second no-skip rule

Video player on each article

Dedicated video page

**\$450/week (10 spots)**

**:15 s max length**

**1,800**  
weekly plays

**Related Videos**

- Cayman Spirits Co Sanitisers
- Catching up with the queen: Georgina Scriver
- Cayman's doctors talk vaccines & COVID-19
- CaymanKind On A Global Stage
- Covid 19 Community Morning (update 21 September 2021) 7:20pm

**GOLD**  
CAYMAN'S GREATEST HITS

**94.9FM**  
OR CLICK TO  
**LISTEN LIVE**

**Related Videos**

**Border reopening on hold as local COVID cases rise to 8**

**This week**

- Celebrate seniors on Seniors Rock Dress Down Day  
September 21, 2021
- Planning board explains decision to approve Boggy Sand seawall plan  
September 20, 2021
- Eight travellers test positive in latest COVID-19 results  
September 20, 2021

# Social Media Ads

*Global and In-Feed Campaign Delivery*



## Facebook/Instagram Placements

Reach	Cost
10,000	\$150
30,000	\$400
60,000	\$700



## Ad Types

### Image Ads

Facebook Feed: 1200X628  
Instagram Feed: 1080X1080  
FB/IG Story Ads: 1080X1920

### Video Ads (.MP4/.MOV)

Feeds: 1280X720, 16:9 aspect ratio  
(15-30 seconds recommended)  
Story: 1080X1920, 9:16 aspect ratio  
(15 seconds max)

# 70,100 Social Followers

**Facebook: 46,000+**

**Instagram: 19,200+**

**Twitter: 10,100+**

**YouTube: 5,500+**



## Consulting/strategy

Campaign management also available.  
Contact us for more information.



# Daily e-Newsletter

*Sent on weekdays*

*Top stories of the day  
sent directly to the  
e-mail of our most  
engaged readers.*

*Loyal audience*

*Twice the average  
open rate*

## Sponsored Content

Your message, sent to  
our loyal subscribers.

**\$250/day,**  
**Additional site buy required**

## Middle Ad & Bottom Ad

**Middle ad \$175/day**

**Bottom ad \$125/day**

**696 x 200 pixels \*\***

## Today's News

### Top



#### In photos: Pomp, ceremony and garden party mark King Charles's birthday

It was a day of firsts in Cayman, with the island's new governor hosting a parade and garden party to mark the first official birthday of the United Kingdom's new king, Charles III.

By Norma Connolly • Read more >>

#### - Sponsored content -

##### Premier launches 'Caymans 2025' app

Premier Alden McLaughlin has launched a new app called Caymans 2025, which allows the public to ask him questions directly.

By Alden M • Read more >>



##### 116 work permit probes to date

More than \$289,475 in administrative immigration fees have been levied for 116 work permit offences for 2019 to date.

By Renisha Ragsworth • Read more >>



##### Police presence for CPR meetings

The Royal Cayman Islands Police Service (RCIPS) said it will maintain a presence at Cruise Port Referendum Cayman meetings after the driver of a vehicle belonging to one of the leaders of the group was slashed Monday night.

By Renisha Ragsworth • Read more >>



### Middle

##### Government: Cheque-cashing fees not illegal

Minister for Financial Services Tara Rivers has confirmed that the current practice of some retail banks charging to cash cheques is within the law.

By Michael Klein • Read more >>



##### Bodden Town tops North Side in battle of eastern districts squads

Rioch Brown scored a hat trick and four others chipped in one goal apiece as Bodden Town breezed past eastern district rival North Side 7-0 Sunday at King Bodden Stadium, in Bodden Town.

By Stefford Russell Jr • Read more >>



##### Power conference teams slated for 2020 Cayman Classic

As the 2019 Cayman Islands Classic gears up for its final day on Wednesday - and ready to crown a champion of the third-annual college basketball preseason tournament - tournament organizers are already turning their attention to next year.

By Kevin Morales • Read more >>



### Bottom

## ..... Top Ad

Premium position above all news content provides massive exposure.

**\$250/day**

**696 x 200 pixels \*\***

**Newsletter  
subscribers:**

**23,000 +**

**Open rate:**

**22%**



# Special Packages

*A package for every budget*

## Promotions and contests

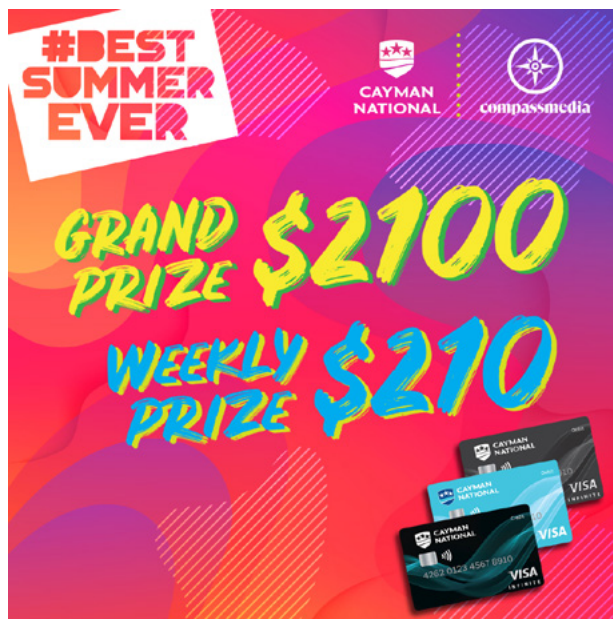
- Popular promotional vehicle
- Custom packages available
- Contest section is linked from home page
- Client receives list of emails from users who opted in to participate.
- Greater the prize, greater the impact - prize minimums apply.

## Content sponsorship

Content available for sponsorship includes:

Storm centre, polls, issues affecting Cayman, photo of the week, student of the month, pet of the week, etc...

*Ask how we can match suitable packages for your business,*



## Sponsored content (articles)

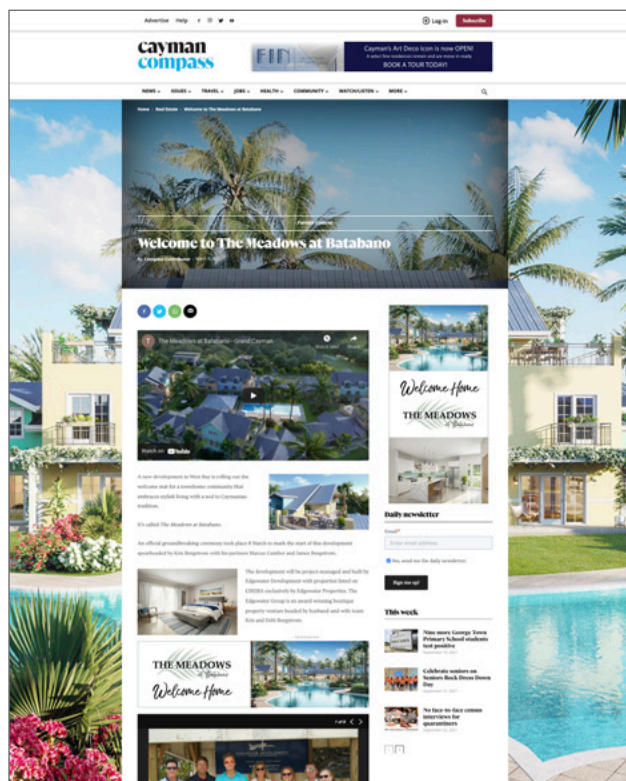
Showcase your company or product with a custom post on the Cayman Compass. Benefit from trusted brand association and premium home page exposure.

Brand your page with custom ads with add-on packages.

\*Please note that content will be clearly labelled as 'sponsored,' or 'partner content.'

\*\*Articles must be relevant and valuable to the readers and will be reviewed for content.

*Talk to us. We can create a package to suit your budget,*





# Digital Bundles

*Discounted bundles with unparalleled impact*

**Cayman Compass** now offers discounts on packages of print and digital media bundles. Leverage the biggest name in media in the Cayman Islands to bring your business, or campaign, in front of a massive daily, weekly, or monthly audience. When you advertise with us, your message will be delivered loud and clear for both Caymanian residents and visitors from abroad.

Reach Package \$1,200	Impact Package \$3,400	Engagement Pkg. \$4,200	Custom Packages talk to us
<ul style="list-style-type: none"> <li>• Leaderboard for broad based site exposure on every page \$450/week</li> <li>• Big Box across site for reach and efficiency \$450/wk</li> <li>• Social package on Facebook and Instagram \$400 (3 days)</li> <li>• e-Newsletter \$250 (1 day)</li> <li>• <b>(\$1,550 if purchased separately)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Homepage Billboard, largest ad unit on site \$2000/week</li> <li>• Filmstrip for exposure throughout the site with new larger size \$650/wk</li> <li>• Social package \$400 (3 days)</li> <li>• e-Newsletter \$750 (3 days)</li> <li>• <b>(\$3,800 if purchased separately)</b></li> </ul>	<ul style="list-style-type: none"> <li>• Sponsored content article – Cayman Compass (Full Page - Print) \$2260</li> <li>• Sponsored article online placement \$1200</li> <li>• Article Social amplification \$500</li> <li>• e-Newsletter distribution \$250/day</li> <li>• In-Article banners \$300/wk</li> <li>• Promo Page/Contest with email collection \$750 (2 weeks - minimum prize value \$300)</li> <li>• <b>\$5,260 if purchased separately)</b></li> </ul>	<ul style="list-style-type: none"> <li>• <i>contact us for custom packages, large and small, suitable to your budget and timelines.</i></li> </ul> <p><b>Cheryl Birch</b> cbirch@compassmedia.ky <b>(345) 815-0027</b></p>

# Digital Spec Sheet

*Technical details for your designer, or videographer*

## **Accepted file types: JPG, PNG, GIF**

We do not accept HTML5 ads at this time. PDF files will be converted to JPG or PNG.

Please contact your sales representative for any additional questions.

## **L1 (top leaderboard ad) - 728x90 px**

JPG, PNG, GIF: 100KB max file size, GIF: 4 frames max

## **MB1, HB1 (Home pg billboard ads) - 970x250 px**

JPG, PNG, GIF: 250KB max file size, GIF: 4 frames max

## **B1 (Big Box, sidebar & home pg) - 300x250 px**

JPG, PNG, GIF: 100KB max file size, GIF: 4 frames max

## **B2 (Filmstrip, sidebar & home pg) - 300x600 px**

JPG, PNG, GIF: 200KB max file size, GIF: 4 frames max

## **A1, A2 (in-article ads) - 696x200 px**

JPG, PNG, GIF: 150KB max file size, GIF: 4 frames max.

## **Newsletter ads - 696x200 px**

JPG, PNG: 40 KB max file size. We will resample A1/A2 ads, if required.

## **Video Preroll**

Recommended video size: 3 - 5MB, 15 seconds max, 720p/1080p max, MP4.

Multiple renditions for slow & mobile connections will be created.

First 2 to 3 seconds of any video, especially ads, are crucial. This is when viewers determine whether to skip watching the video, after the 5-second mandatory ad view timer expires. Include compelling message, inviting to click through to a webpage explaining your message in more detail, leading to conversions.



# Talk to us

*We would love to hear from you*

**Cheryl Birch-Giles**

*Head of Sales*

*(345) 815-0027*

*cbirch@compassmedia.ky*



**COMPASS MEDIA**

For a custom proposal, or Compass Content advertising services, please contact Cheryl Birch-Gillies, Head of Sales,  
(345) 815-0027 or [cbirch@compassmedia.ky](mailto:cbirch@compassmedia.ky)