

cayman
compass

DIGITAL ADVERTISING RATES



COMPASS MEDIA



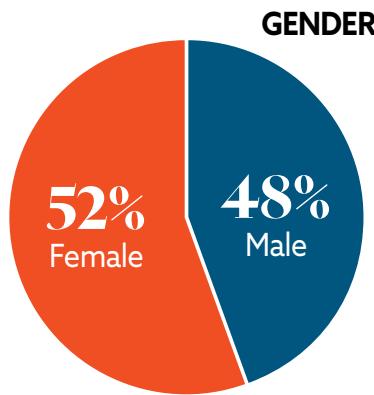
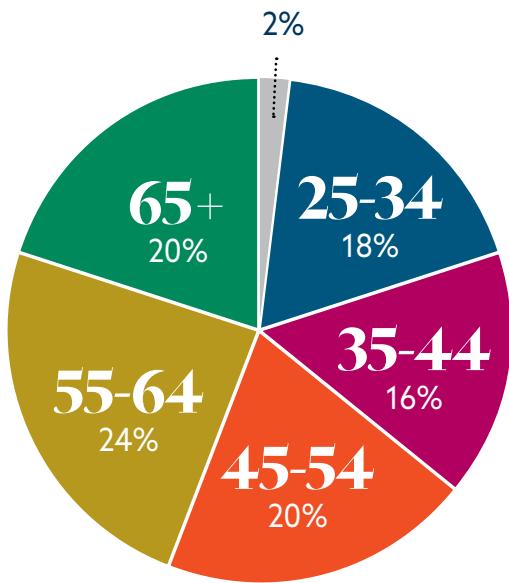
CAYMANCOMPASS.COM

#1 Website in the Cayman Islands

Caymancompass.com offers unparalleled local and global reach to readers who are looking for trusted local news and information in the Cayman Islands. With a captive audience and a mobile-friendly, responsive design layout, your advertising message will be delivered with great user experience across all devices. We are the #1 website in the Cayman Islands.



AGE OVERVIEW 18-24

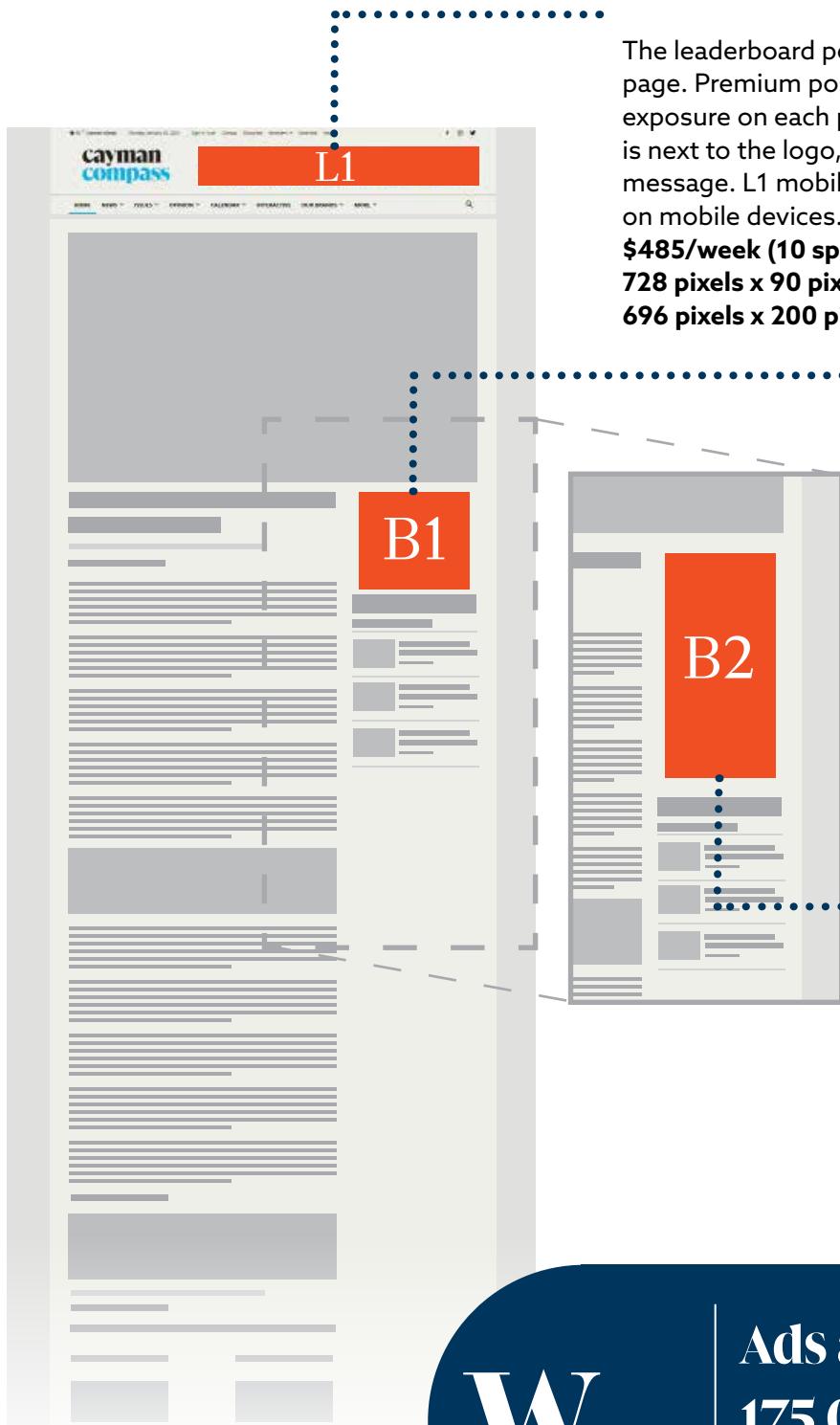


** All statistics provided are based on Google Analytics 4, June 2024

ALL PAGES

Run-of-site, on every page

**cayman
compass**



L1 LEADERBOARD

The leaderboard position offers a strong presence on every page. Premium position above all content provides massive exposure on each page of the website (ROS). Your brand is next to the logo, emphasising the importance of your message. L1 mobile is an optional extra for better viewing on mobile devices.

\$485/week (10 spots)

728 pixels x 90 pixels

696 pixels x 200 pixels (mobile)

B1 BIG BOX

Premium position on home page and next to all articles provides massive exposure

\$485/week (*10 spots)

300 x 250 pixels

(Sticky sidebar on desktops keeps the ad next to the article as reader scrolls)



B2 FILMSTRIP

Sidebar can now also accommodate 300 x 600 ad on all pages including home page.

\$700/week (*10 spots)

300 x 600 pixels

***A total of 10 placements**

**W
eekly**

Ads are on every page

175,000 page views weekly

2:43 average engagement time

Ads resized to fit mobile devices

** All statistics provided are based on Google Analytics 4, June 2024



HOME PAGE

Large billboards for brand messages

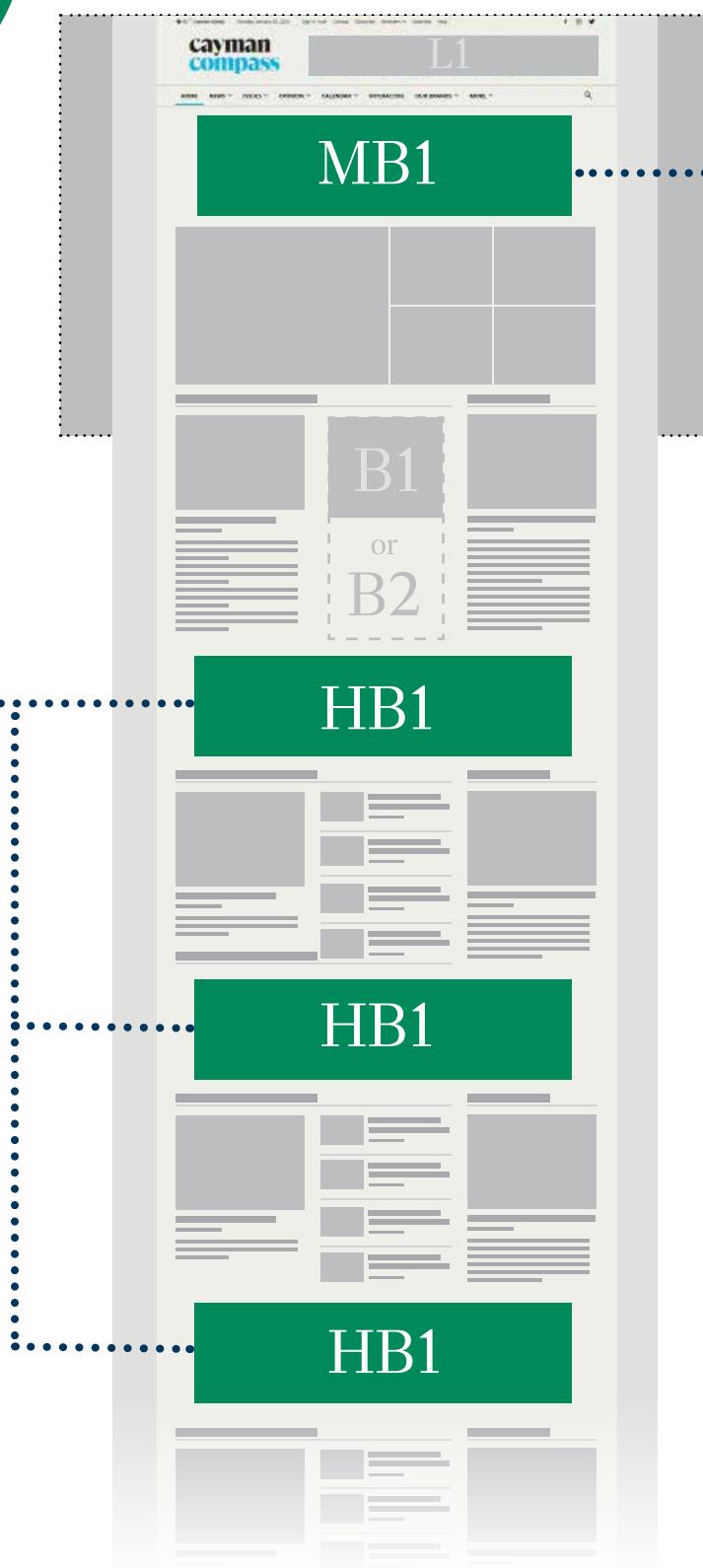
HB1 3 LARGE BILLBOARD ADS

970 x 250 pixels

Placed among the top content of the day, every day

HB1: \$800/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)

W Weekly

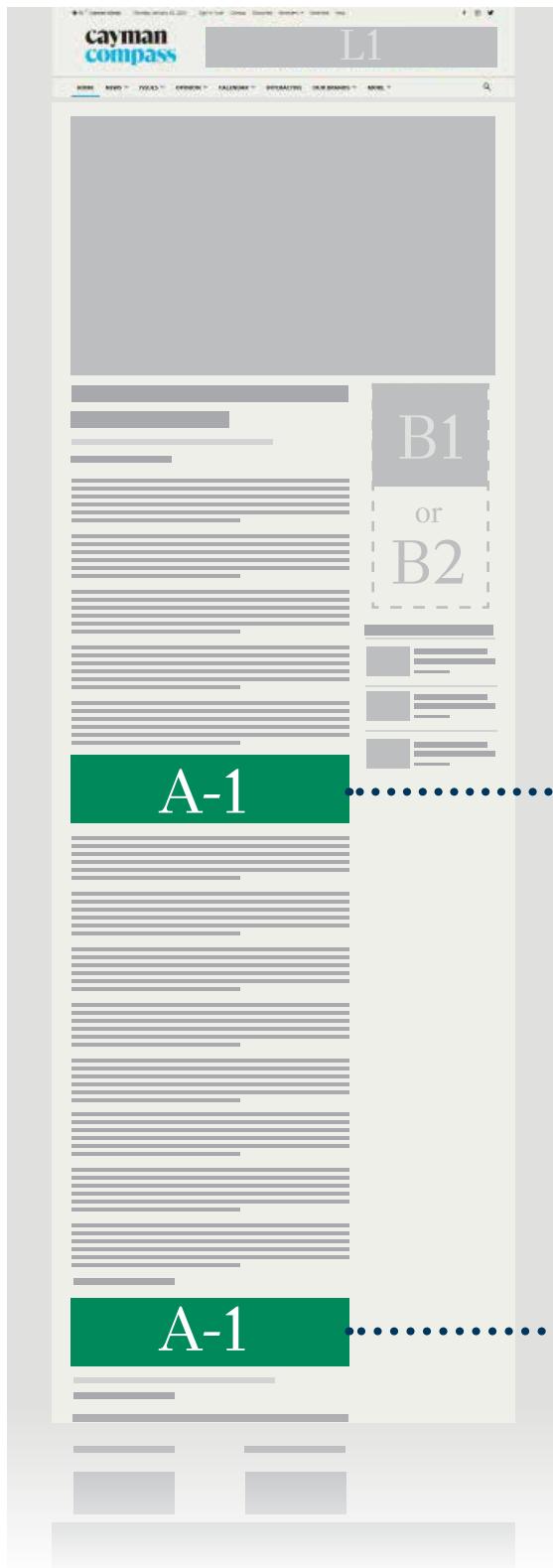
40,000
page views/week
(minimum)

Ads resized to fit mobile devices

** All statistics provided are based on Google Analytics 4, June 2024

ARTICLE PAGES

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



A-1 ARTICLE BANNERS

Premium position inside the article after paragraph 5 and at the end of the article.

\$350/week (10 spots)

696 x 200 pixels

To maximise exposure, your ad will rotate randomly between A1 positions



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

\$270/day

Additional site buy required

MIDDLE AD & BOTTOM AD

Middle ad \$190/day

Bottom ad \$135/day

696 x 200 pixels

DAILY E-NEWSLETTER

Top Ad

'A slap in the face': Shock and dismay among low-income workers over minimum wage decision

Police presence for CPSS meetings

Middle Ad

Bottom Ad

.....TOP AD

Premium position above all news content provides massive exposure

\$270/day

696 x 200 pixels

Newsletter subscribers:

22,000

Open rate:

23%

(source: Hubspot, June 2024)

Ads resized to fit mobile devices

** All statistics provided are based on Google Analytics 4, June 2024

SOCIAL MEDIA ADS

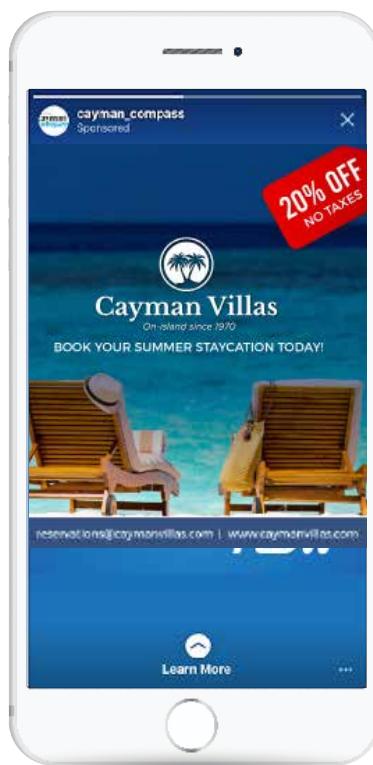
Global and in-feed campaign delivery



FACEBOOK/INSTAGRAM PLACEMENTS

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

*Must be part of a campaign



CONSULTING/STRATEGY

Campaign management also available.
Contact us for more information

AD TYPES

IMAGE ADS

Facebook feed: 1200 X 628
Instagram feed: 1080 X 1080
FB/IG story ads: 1080 X 1920

VIDEO ADS (.MP4/.MOV)

Feeds: 1280 X 720, 16:9 aspect ratio
(15-30 seconds recommended)
Story: 1080 X 1920, 9:16 aspect ratio
(15 seconds max.)

88,320+*
SOCIAL FOLLOWERS

Facebook: 49,000+

Instagram: 22,300+

X (formerly Twitter) 10,200+

Youtube: 6,820+

ADDITIONAL OPTIONS

SPONSORED CONTENT

- Content will be clearly labelled as 'sponsored content'. Articles must be relevant and valuable to the readers and will be reviewed for content
- Text will be edited to Compass Media editorial style
- For newsletter sponsored content, the guidelines are as follows:
 - Heading no more than 65 characters
 - Paragraph no more than 250 characters
 - Photo which can be cropped to a square
- Website sponsored content has no restrictions as per above but should follow the print sponsored content guidelines, as outlined on the *Cayman Compass* sponsored content rate sheet

GEOGRAPHIC TARGETING

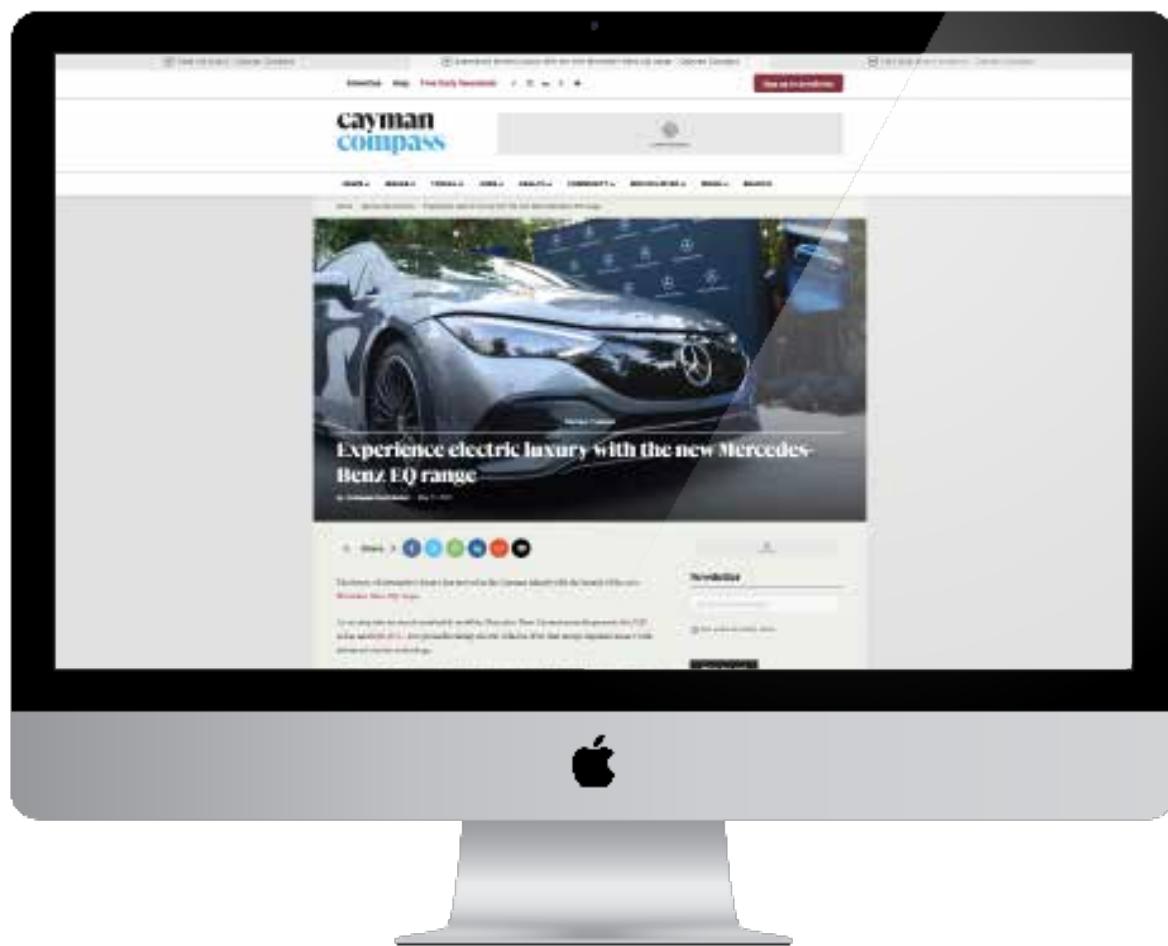
- At no extra cost, your ads can be set up with a geo target
- For example, you might want to target only Cayman users for resident staycation ads

SPECIAL PACKAGES

- There is a package for every budget

PROMOTIONS AND CONTESTS

- Popular promotional vehicle
- Custom packages available
- Contest section is linked from home page
- Greater the prize, greater the impact



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 (ARTICLE ADS): 696X200 PX

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

NEWSLETTER ADS: 696X200 PX

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

VIDEO PRE-ROLL

- 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.



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