

## RATES & DEADLINES

Advertising rates (CIS)

| AD<br>SIZE | COLUMN (Inches) |         | \$ PRICE |
|------------|-----------------|---------|----------|
|            | WIDTH           | HEIGHT  |          |
| 1x1        | 1.5597          | 1.2283  | 12       |
| 1x2        | 1.5597          | 2.6102  | 24       |
| 1x3        | 1.5597          | 3.9921  | 36       |
| 1x4        | 1.5597          | 5.374   | 48       |
| 1x5        | 1.5597          | 6.7559  | 85       |
| 1x6        | 1.5597          | 8.1378  | 102      |
| 1x7        | 1.5597          | 9.5197  | 119      |
| 1x8        | 1.5597          | 10.9016 | 136      |
| 1x9        | 1.5597          | 12.2835 | 153      |
| 1x10       | 1.5597          | 13.6654 | 170      |
| 2x1        | 3.307           | 1.2283  | 24       |
| 2x2        | 3.307           | 2.6102  | 48       |
| 2x3        | 3.307           | 3.9921  | 72       |
| 2x4        | 3.307           | 5.374   | 96       |
| 2x5        | 3.307           | 6.7559  | 170      |
| 2x6        | 3.307           | 8.1378  | 204      |
| 2x7        | 3.307           | 9.5197  | 238      |
| 2x8        | 3.307           | 10.9016 | 272      |
| 2x9        | 3.307           | 12.2835 | 306      |
| 2x10       | 3.307           | 13.6654 | 340      |
| 3x1        | 5.0542          | 1.2283  | 36       |
| 3x2        | 5.0542          | 2.6102  | 72       |
| 3x3        | 5.0542          | 3.9921  | 153      |
| 3x4        | 5.0542          | 5.374   | 204      |
| 3x5        | 5.0542          | 6.7559  | 255      |
| 3x6        | 5.0542          | 8.1378  | 306      |
| 3x7        | 5.0542          | 9.5197  | 357      |
| 3x8        | 5.0542          | 10.9016 | 408      |
| 3x9        | 5.0542          | 12.2835 | 459      |
| 3x10       | 5.0542          | 13.6654 | 510      |

| AD<br>SIZE | COLUMN (Inches) |         | \$ PRICE |
|------------|-----------------|---------|----------|
|            | WIDTH           | HEIGHT  |          |
| 4x1        | 6.8014          | 1.2283  | 48       |
| 4x2        | 6.8014s         | 2.6102  | 96       |
| 4x3        | 6.8014          | 3.9921  | 204      |
| 4x4        | 6.8014          | 5.374   | 272      |
| 4x5        | 6.8014          | 6.7559  | 340      |
| 4x6        | 6.8014          | 8.1378  | 408      |
| 4x7        | 6.8014          | 9.5197  | 476      |
| 4x8        | 6.8014          | 10.9016 | 544      |
| 4x9        | 6.8014          | 12.2835 | 612      |
| 4x10       | 6.8014          | 13.6654 | 680      |
| 5x1        | 8.5487          | 1.2283  | 85       |
| 5x2        | 8.5487          | 2.6102  | 170      |
| 5x3        | 8.5487          | 3.9921  | 255      |
| 5x4        | 8.5487          | 5.374   | 340      |
| 5x5        | 8.5487          | 6.7559  | 425      |
| 5x6        | 8.5487          | 8.1378  | 510      |
| 5x7        | 8.5487          | 9.5197  | 595      |
| 5x8        | 8.5487          | 10.9016 | 680      |
| 5x9        | 8.5487          | 12.2835 | 765      |
| 5x10       | 8.5487          | 13.6654 | 850      |
| 6x1        | 10.2959         | 1.2283  | 102      |
| 6x2        | 10.2959         | 2.6102  | 204      |
| 6x3        | 10.29592        | 3.9921  | 306      |
| 6x4        | 10.2959         | 5.374   | 408      |
| 6x5        | 10.2959         | 6.7559  | 510      |
| 6x6        | 10.2959         | 8.1378  | 612      |
| 6x7        | 10.2959         | 9.5197  | 714      |
| 6x8        | 10.2959         | 10.9016 | 816      |
| 6x9        | 10.29592        | 12.2835 | 918      |
| 6x10       | 10.2959         | 13.6654 | 1020     |

### Column inches

1 col = 1.5597 in"  
 2 col = 3.307 in"  
 3 col = 5.0542 in"  
 4 col = 6.8014 in"  
 5 col = 8.5487 in"  
 6 col = 10.2959 in"

### FULL COLOUR

(EXTRA COST)

\$400 full page  
 \$300 half page  
 \$300 3 and 2 column  
 \$200 quarter page & below

### SPOT COLOUR

\$100 for all sizes

### Advertising deadlines:

Publication day

Friday

Ad booking deadline

10am Tuesday

Artwork deadline

3pm Tuesday

### Spot colours:



Blue  
C100 M65



Cyan  
C100



Green  
C100 Y100



Red  
M100 Y100



Magenta  
M100



Orange  
M65 Y100



Yellow  
M25 Y100

# AD specifications with grid

|                                      |                                      |                                      |                           |                            |  |
|--------------------------------------|--------------------------------------|--------------------------------------|---------------------------|----------------------------|--|
| 1x1                                  | 1x2                                  | 1x3                                  | 1x4                       | 1x5                        |  |
| W 1.5597 in<br>H 1.2283 in           | W 1.5597 in<br>H 2.6102 in           | W 1.5597 in<br>H 3.9921 in           | W 1.5597 in<br>H 5.374 in | W 1.5597 in<br>H 6.7559 in |  |
| \$12                                 | \$24                                 | \$36                                 | \$48                      | \$85                       |  |
|                                      |                                      |                                      |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
| 2x4                                  | 2x3                                  | 2x5                                  |                           |                            |  |
| Width: 3.307 in<br>Height: 5.374 in  | Width: 3.307 in<br>Height: 3.9921 in | Width: 3.307 in<br>Height: 6.7559 in |                           |                            |  |
| \$96                                 | \$72                                 | \$170                                |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
|                                      |                                      |                                      |                           |                            |  |
| 2x1                                  | 2x2                                  |                                      |                           |                            |  |
| Width: 3.307 in<br>Height: 1.2283 in | Width: 3.307 in<br>Height: 2.6102 in |                                      |                           |                            |  |
| \$24                                 | \$48                                 |                                      |                           |                            |  |

|                             |                            |                                      |                                       |      |
|-----------------------------|----------------------------|--------------------------------------|---------------------------------------|------|
| 1x10                        |                            |                                      | 4x2                                   | \$96 |
| W 1.5597 in<br>H 13.6654 in |                            |                                      | Width: 6.8014 in<br>Height: 2.6102 in |      |
| \$170                       |                            |                                      |                                       |      |
|                             |                            |                                      |                                       |      |
|                             | 1x7                        |                                      | 2x7                                   |      |
|                             | W 1.5597 in<br>H 9.5197 in |                                      | Width: 3.307 in<br>Height: 9.5197 in  |      |
|                             | \$119                      |                                      | \$238                                 |      |
|                             |                            | 2x6                                  |                                       |      |
|                             |                            | Width: 3.307 in<br>Height: 8.1378 in |                                       |      |
|                             |                            | \$204                                |                                       |      |
|                             |                            |                                      |                                       |      |
|                             |                            |                                      |                                       |      |
|                             |                            |                                      |                                       |      |
|                             |                            |                                      |                                       |      |
|                             |                            |                                      |                                       |      |

|                                       |  |                                       |  |
|---------------------------------------|--|---------------------------------------|--|
| 2x10                                  |  | 4x3                                   |  |
| Width: 3.307 in<br>Height: 13.6654 in |  | Width: 6.8014 in<br>Height: 3.9921 in |  |
| \$340                                 |  | \$204                                 |  |
|                                       |  |                                       |  |
|                                       |  |                                       |  |
|                                       |  | 3x4                                   |  |
|                                       |  | Width: 5.0542 in<br>Height: 5.374 in  |  |
|                                       |  | \$204                                 |  |
|                                       |  |                                       |  |
|                                       |  |                                       |  |
|                                       |  |                                       |  |
|                                       |  | 3x3                                   |  |
|                                       |  | Width: 5.0542 in<br>Height: 3.9921 in |  |
|                                       |  | \$153                                 |  |

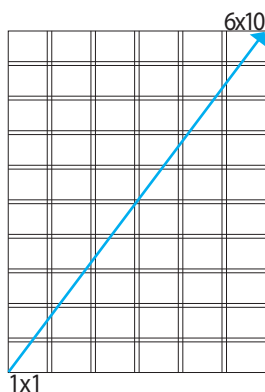
|                                       |  |                                        |       |
|---------------------------------------|--|----------------------------------------|-------|
|                                       |  | 6x2                                    | \$204 |
|                                       |  | Width: 10.2959 in<br>Height: 2.6102 in |       |
|                                       |  |                                        |       |
|                                       |  |                                        |       |
|                                       |  |                                        |       |
|                                       |  | 3x7                                    |       |
|                                       |  | Width: 5.0542 in<br>Height: 9.5197 in  |       |
|                                       |  | \$357                                  |       |
| 3x6                                   |  |                                        |       |
| Width: 5.0542 in<br>Height: 8.1378 in |  |                                        |       |
| \$306                                 |  |                                        |       |
|                                       |  |                                        |       |
|                                       |  |                                        |       |
|                                       |  |                                        |       |
|                                       |  |                                        |       |

# AD SIZES

At the Cayman Compass we strive to offer our advertisers the very best value for their money. The ads on this page open up new opportunities for creative customisable use of space with a focus on IMPACT, not inches.

- Easy to read
- Allow for innovative and flexible use of newspaper space
- Result in a cleaner looking paper with stronger impact, leading to better ad response
- Allow for a pricing structure that rewards clients

## Newspaper grid



|                                                       |                                                      |                                                       |                                                       |                                                       |                                                        |
|-------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------|
| <b>1x10</b><br>Width: 1.5597 in<br>Height: 13.6654 in | <b>2x10</b><br>Width: 3.307 in<br>Height: 13.6654 in | <b>3x10</b><br>Width: 5.0542 in<br>Height: 13.6654 in | <b>4x10</b><br>Width: 6.8014 in<br>Height: 13.6654 in | <b>5x10</b><br>Width: 8.5487 in<br>Height: 13.6654 in | <b>6x10</b><br>Width: 10.2959 in<br>Height: 13.6654 in |
| <b>1x9</b><br>Width: 1.5597 in<br>Height: 12.2835 in  | <b>2x9</b><br>Width: 3.307 in<br>Height: 12.2835 in  | <b>3x9</b><br>Width: 5.0542 in<br>Height: 12.2835 in  | <b>4x9</b><br>Width: 6.8014 in<br>Height: 12.2835 in  | <b>5x9</b><br>Width: 8.5487 in<br>Height: 12.2835 in  | <b>6x9</b><br>Width: 10.2959 in<br>Height: 12.2835 in  |
| <b>1x8</b><br>Width: 1.5597 in<br>Height: 10.9016 in  | <b>2x8</b><br>Width: 3.307 in<br>Height: 10.9016 in  | <b>3x8</b><br>Width: 5.0542 in<br>Height: 10.9016 in  | <b>4x8</b><br>Width: 6.8014 in<br>Height: 10.9016 in  | <b>5x8</b><br>Width: 8.5487 in<br>Height: 10.9016 in  | <b>6x8</b><br>Width: 10.2959 in<br>Height: 10.9016 in  |
| <b>1x7</b><br>Width: 1.5597 in<br>Height: 9.5197 in   | <b>2x7</b><br>Width: 3.307 in<br>Height: 9.5197 in   | <b>3x7</b><br>Width: 5.0542 in<br>Height: 9.5197 in   | <b>4x7</b><br>Width: 6.8014 in<br>Height: 9.5197 in   | <b>5x7</b><br>Width: 8.5487 in<br>Height: 9.5197 in   | <b>6x7</b><br>Width: 10.2959 in<br>Height: 9.5197 in   |
| <b>1x6</b><br>Width: 1.5597 in<br>Height: 8.1378 in   | <b>2x6</b><br>Width: 3.307 in<br>Height: 8.1378 in   | <b>3x6</b><br>Width: 5.0542 in<br>Height: 8.1378 in   | <b>4x6</b><br>Width: 6.8014 in<br>Height: 8.1378 in   | <b>5x6</b><br>Width: 8.5487 in<br>Height: 8.1378 in   | <b>6x6</b><br>Width: 10.2959 in<br>Height: 8.1378 in   |
| <b>1x5</b><br>Width: 1.5597 in<br>Height: 6.7559 in   | <b>2x5</b><br>Width: 3.307 in<br>Height: 6.7559 in   | <b>3x5</b><br>Width: 5.0542 in<br>Height: 6.7559 in   | <b>4x5</b><br>Width: 6.8014 in<br>Height: 6.7559 in   | <b>5x5</b><br>Width: 8.5487 in<br>Height: 6.7559 in   | <b>6x5</b><br>Width: 10.2959 in<br>Height: 6.7559 in   |
| <b>1x4</b><br>Width: 1.5597 in<br>Height: 5.374 in    | <b>2x4</b><br>Width: 3.307 in<br>Height: 5.374 in    | <b>3x4</b><br>Width: 5.0542 in<br>Height: 5.374 in    | <b>4x4</b><br>Width: 6.8014 in<br>Height: 5.374 in    | <b>5x4</b><br>Width: 8.5487 in<br>Height: 5.374 in    | <b>6x4</b><br>Width: 10.2959 in<br>Height: 5.374 in    |
| <b>1x3</b><br>Width: 1.5597 in<br>Height: 3.9921 in   | <b>2x3</b><br>Width: 3.307 in<br>Height: 3.9921 in   | <b>3x3</b><br>Width: 5.0542 in<br>Height: 3.9921 in   | <b>4x3</b><br>Width: 6.8014 in<br>Height: 3.9921 in   | <b>5x3</b><br>Width: 8.5487 in<br>Height: 3.9921 in   | <b>6x3</b><br>Width: 10.2959 in<br>Height: 3.9921 in   |
| <b>1x2</b><br>Width: 1.5597 in<br>Height: 2.6102 in   | <b>2x2</b><br>Width: 3.307 in<br>Height: 2.6102 in   | <b>3x2</b><br>Width: 5.0542 in<br>Height: 2.6102 in   | <b>4x2</b><br>Width: 6.8014 in<br>Height: 2.6102 in   | <b>5x2</b><br>Width: 8.5487 in<br>Height: 2.6102 in   | <b>6x2</b><br>Width: 10.2959 in<br>Height: 2.6102 in   |
| <b>1x1</b><br>Width: 1.5597 in<br>Height: 1.2283 in   | <b>2x1</b><br>Width: 3.307 in<br>Height: 1.2283 in   | <b>3x1</b><br>Width: 5.0542 in<br>Height: 1.2283 in   | <b>4x1</b><br>Width: 6.8014 in<br>Height: 1.2283 in   | <b>5x1</b><br>Width: 8.5487 in<br>Height: 1.2283 in   | <b>6x1</b><br>Width: 10.2959 in<br>Height: 1.2283 in   |

# Compass Media

## 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 rate sheet. 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. \$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 \$120 (includes a maximum of 3 proofs, \$100 for each additional proof)  
Writing services: FP (400 to 600 words) \$500, DPS (600 to 700 words) \$600  
Photography: One hour photo shoot \$300 (includes up to 4 hours of editing. Additional editing at \$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' or 'sponsored content'.
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% 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 rate sheet. If additional services are necessary to prepare digital logos or files for high quality reproduction, there will be an additional charge of \$100 per hour.