



# DIGITAL ADVERTISING RATES

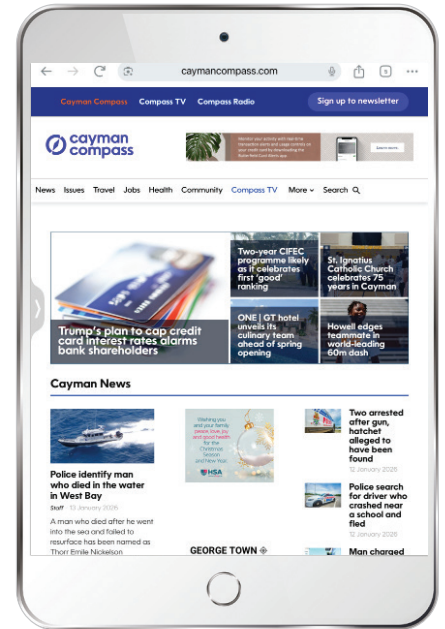
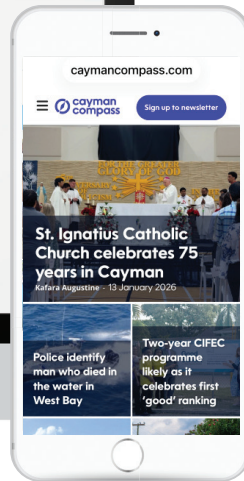
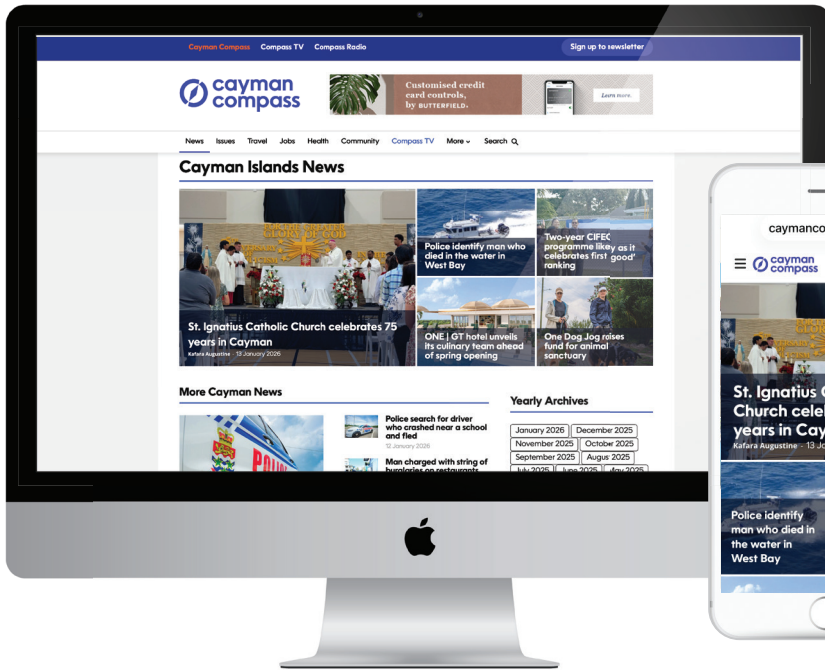
**W: [ADVERTISING.COMPASSMEDIA.KY](https://advertising.compassmedia.ky)**



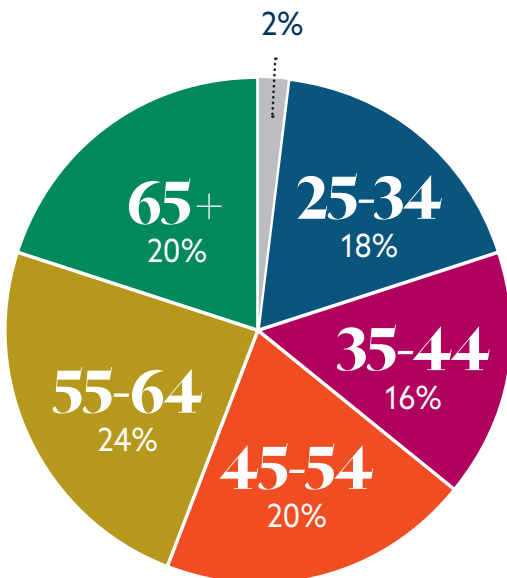
# CAYMANCOMPASS.COM

#1 Website in the Cayman Islands

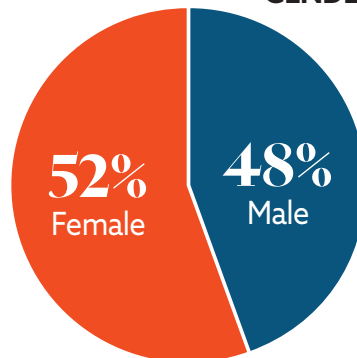
Caymancompass.com offers unparalleled local and global reach to readers who are looking for trusted local news and information in the Cayman Islands. With a captive audience and a mobile-friendly, responsive design layout, your advertising message will be delivered with great user experience across all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



## AGE OVERVIEW 18-24



## GENDER



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

# 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 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

**\$500/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.

**\$785/week (\*10 spots)**  
**300 x 600 pixels**  
**\*A total of 10 placements**

W

eekly

**Ads are on every page**

**175,000** page views weekly

**3m 23s** average engagement time

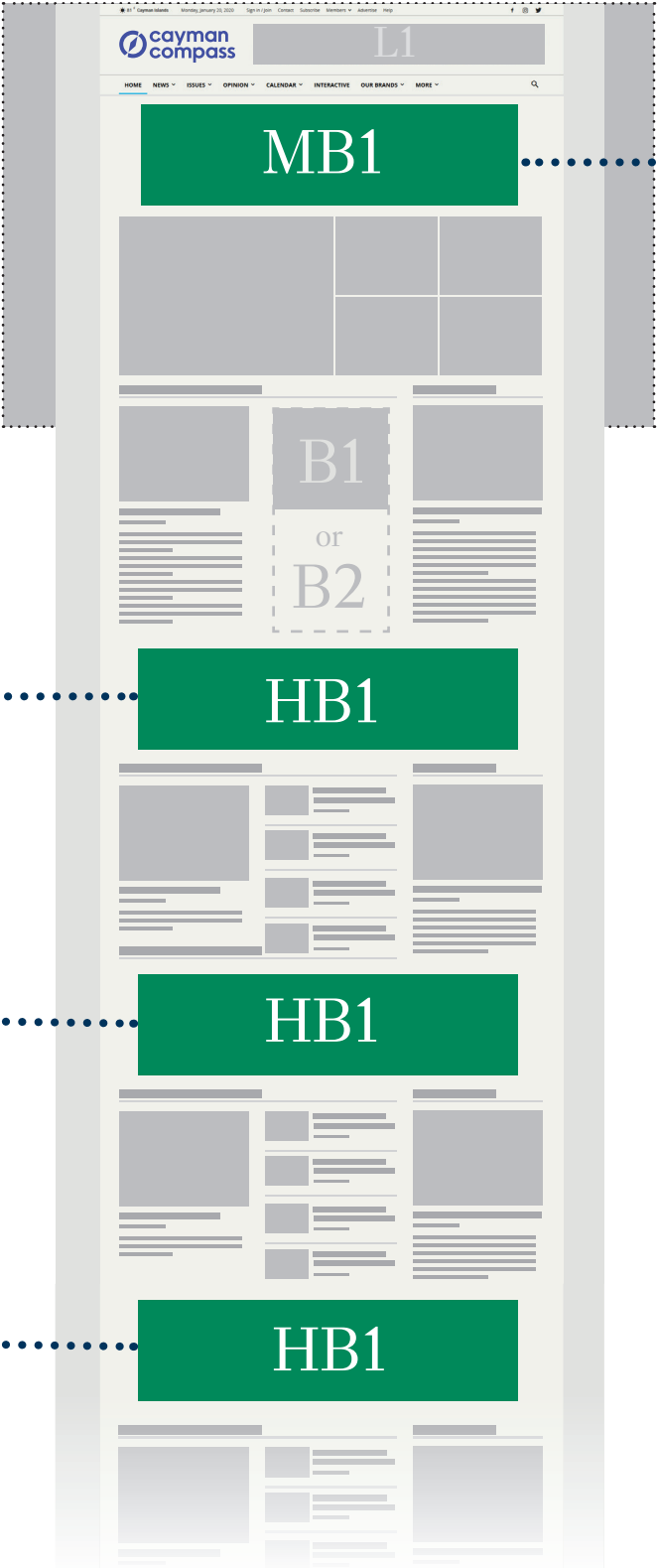
**Ads resized to fit mobile devices**

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



# HOME PAGE

Large billboards for brand messages



## 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)

## 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

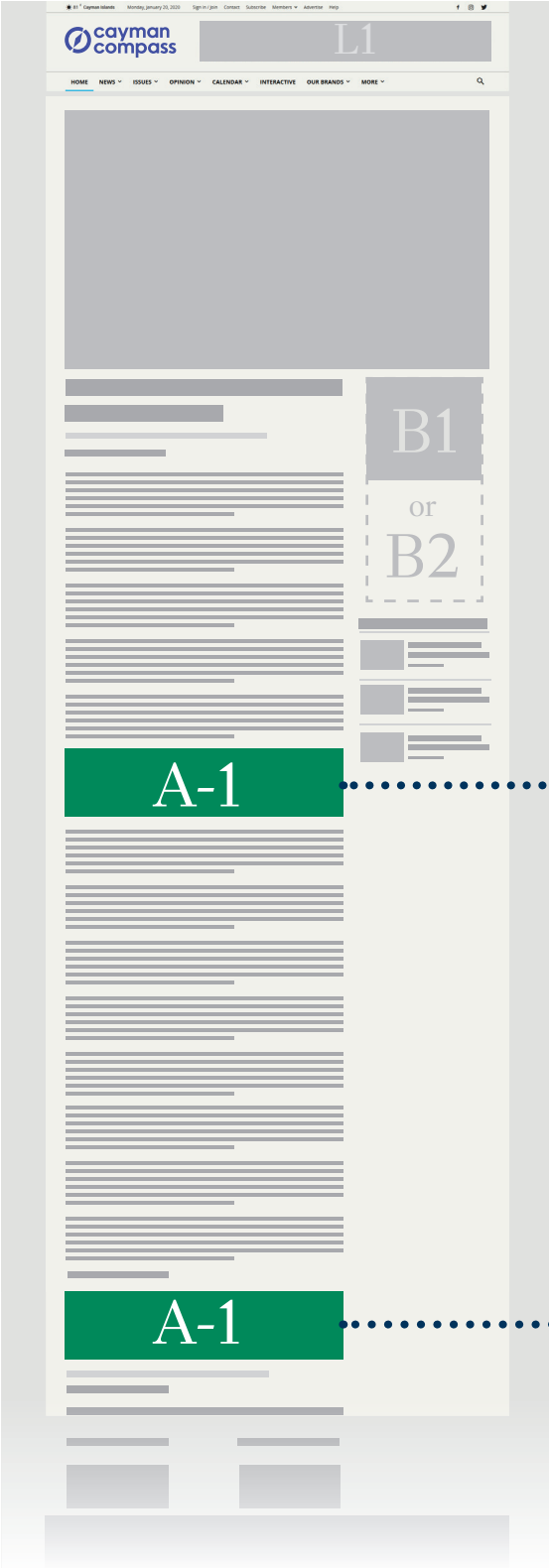
**W** Weekly  
**40,000**  
page views/week  
(minimum)

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*



**W**eekly

**110,000**  
page views weekly

**Most popular  
page on 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



# DAILY E-NEWSLETTER

**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  
**\$290/day**  
Additional site buy required

**MIDDLE AD & BOTTOM AD**  
Middle ad \$210/day  
Bottom ad \$150/day  
**696 x 200 pixels**

CAIMAN'S MOST TRUSTED NEWS SOURCE  
@caymancompass  
**Today's News**

## Top Ad



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

Low income workers reacted with shock and disappointment Monday as government announced it would not be following the recommendations of an expert committee to increase the \$6-an-hour wage for most workers.

Sponsored content -  
**Premier launches 'Caymanians 2025' app**

Premier Alden McLaughlin has launched a new app called Caymanians 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 Reshma Ragoonath • 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 tyres of a vehicle belonging to one of the leaders of the group was slashed Monday night.

By Reshma Ragoonath • Read more >>



## Middle Ad

**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**

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

By Seaford 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 pre-season tournament – tournament organisers are already turning their attention to next year.

By Kevin Morales • Read more >>



## Bottom Ad

### .....TOP AD

Premium position above all news content provides massive exposure  
**\$290/day**  
**696 x 200 pixels**

**Newsletter subscribers:**

# 23,800

**Open rate:**

# 37%

(Source: ActiveCampaign, Jan. 2026)

**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



## 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.)

# ADDITIONAL OPTIONS

## SPONSORED CONTENT

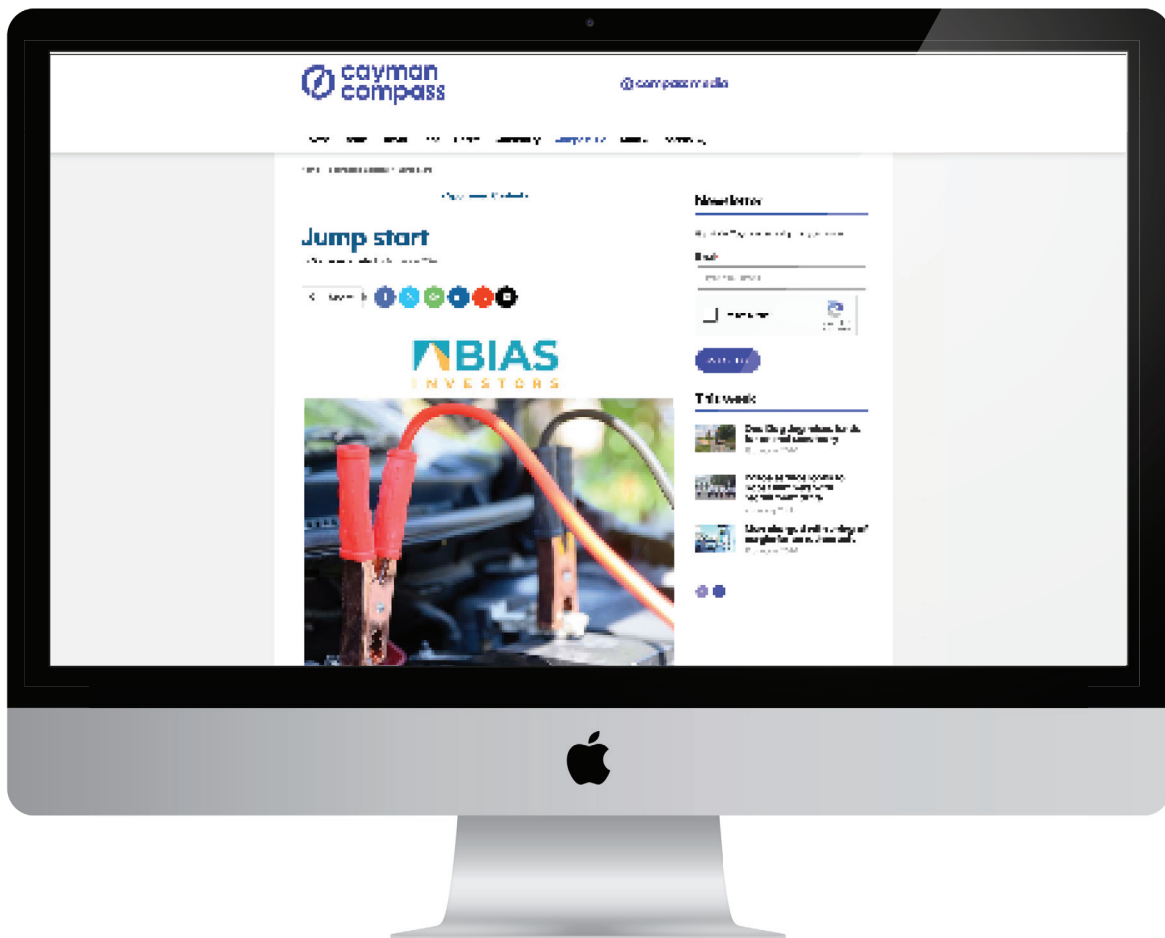
- Content will be clearly labelled as 'sponsored content'. Articles must be relevant and valuable to the readers and will be reviewed for content
- Text will be edited to Compass Media editorial style
- For newsletter sponsored content, the guidelines are as follows:
  - Heading no more than 65 characters
  - 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

## 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



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# 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.

Mobile version can also be submitted: 696X200 PX (same format/max size as above).

## **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.

**E: SALES@COMPASSMEDIA.KY**  
**W: ADVERTISING.COMPASSMEDIA.KY**