Cayman’s tourism boom
Tad Stoner

Local farmers market
Turtle research

Government makes major decision

Health City developments

LOCAL NEWS

#1 NEWS WEBSITE IN THE CAYMAN ISLANDS

WWW.CAYMANCOMPASS.COM

Pinnacle Media  t. +1 345 949 5111  e. sales@pinnaclemedialtd.com  w. caymancompass.com
CAYMANCOMPASS.COM

CaymanCompass.com offers unparalleled local and global reach to over 128,000 readers per month who are looking for trusted local news and information in the Cayman Islands. With a captive audience that visits over 815,000 pages per month and a new 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.

TRAFFIC

- Sessions: 314,629
- Unique Visitors (Users): 128,018
- Page Views: 793,710
- Avg. Session Duration: 2:43

DEMOGRAPHICS

- Male: 53.58%
- Female: 46.2%
- 18-24: 7.10%
- 25-34: 23.58%
- 35-44: 21.48%
- 45-54: 20.57%
- 55-64: 16.88%
- 65+: 10.38%
HOME PAGE

LEADERBOARD (L1) $1,800/mo
Appears on all pages

BIG BOX
Highly visible presence
HB1 $1,000/mo
HB2 $600/mo
HB1 $600/mo
HB1 $750/mo

HOMEPAGE TAKEOVER (T1) $5,000/week
Billboard and background

INSIDE ARTICLES PAGE

ARTICLE BIG BOX (A1) $2,000/mo
Scrolls with content
IN-ARTICLE BANNER (A2) $1,500/mo
Appears within article
END-ARTICLE BANNER (A3) $1,000/mo
Appears at the end of article

SECTION SPONSORSHIP $600/mo
Appears on requested page

Local News
Business
Crime & Courts
Weather
Sports
Lifestyle
Video
HOME PAGE

LEADERBOARD
The 728 pixels x 90 pixels Leaderboard position offers a strong presence on every page. Increase your brand visibility and generate top of mind awareness by advertising on a run-of-site basis that maximizes impressions.

BIG BOX
The 300 pixels x 250 pixels Big Box offers a highly visible presence, excellent for branding and call-to-action messaging. The Big Box position and medium rectangle size offer a spacious format that provides great value for money.
HOME PAGE

RUN OF SITE LEADERBOARD (L1)
- 10 rotations (static)
- 728 pixels x 90 pixels
- $1,800/mo

HOME BIG BOX 1 (HB1)
- 10 rotations
- 300 pixels x 250 pixels
- $1,000/mo

HOME BIG BOX 2 (HB2)
- 10 rotations
- 300 pixels x 250 pixels
- $600/mo

HOME BIG BOX 3 (HB3)
- 10 rotations
- 300 pixels x 250 pixels
- $600/mo

HOME BIG BOX 4 (HB4)
- 10 rotations
- 300 pixels x 250 pixels
- $750/mo

Remains in view as the reader scrolls down the page
HOMEPAGE TAKEOVER

HOMEPAGE TAKEOVER (T1)
1 rotation (static)
$5,000/week
Includes billboard and background (Background size varies)

TAKEOVER (T1)
Billboard
970 pixels x 250 pixels
SECTION SPONSORSHIP

• 3 rotations
• 970 pixels x 90 pixels
$600/mo

Appears on requested page
Local News
Business
Crime & Courts
Weather
Sports
Lifestyle
Video