Your most trusted news source

cayman compass

#1 Website in the Cayman Islands

Digital Media Kit

February 2020

*Alexa.com, January 2020*
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 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. We are the #1 website in the Cayman Islands.

**Metrics**

**caymancompass.com**  
#1 Website in the Cayman Islands

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**Age overview**

- 18-24: 2%
- 25-34: 18%
- 35-44: 16%
- 45-54: 20%
- 55-64: 24%
- 65+: 20%

**Gender**

- Female: 52%
- Male: 48%

**Weekly**

- 66,000 users
- 180,000 pageviews
- 1:44 avg. session duration

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, emphasizing 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.

$350/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.)

B2 Filmstrip

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

$650/week (10 spots)
300 x 600 pixels

** All statistics provided are based on Google Analytics and Alexa, for the week of Jan 2, 2020 – Jan 8, 2020. **Ads are resized to fit mobile devices.
**HB1, HB2 & HB3**

3 large billboard ads

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

HB1: $750/week

10 spots available,

displaying 3 random ads at once

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**MB1**

Main Billboard

Premium position above all news content provides massive exposure.

$2,500/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.)

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**Weekly**

50,000 pageviews/week
Article Pages

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

In-Article banner

Premium position inside the article after paragraph 5.

$300/week (10 spots)

696 x 200 pixels

Article-end banner

Premium position inside the article after paragraph 5.

$300/week (10 spots)

696 x 200 pixels

** All statistics provided are based on Google Analytics and Alexa, for the week of Jan 2, 2020 – Jan 8, 2020. **Ads are resized to fit mobile devices.
Weekday e-Newsletter
Sent daily, with each newspaper edition

Top Ad
Premium position above all news content provides massive exposure.
$250/day
696 x 200 pixels

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

Newsletter subscribers: 12,000
Open rate: 40%
(source: Hubspot, January 2020.)

Middle Ad

Bottom Ad

Digital Inventory

** All statistics provided are based on Google Analytics and Alexa, for the week of Jan 2, 2020 – Jan 8, 2020. **Ads are resized to fit mobile devices.
Social Packages
More ways to boost campaigns

Social Media Ads
An average of 10,000 impressions for a one day post. Must be purchased as part of a site buy.

- $150 / 1 day
- $400 / 3 days
- $700 / 7 days

Desktop recommended image size: 1200 x 628px
Mobile minimum aspect ratio: 400x500px
Images must have no more than 20% text.
See your representative for details.

Each week, Compass social sites receive more than
250,000 Impressions,
25,000 Engagements,
5,000 Link Clicks

Source: Sprout Social

Followers
Facebook: 19,000+
Instagram: 2,700+
Twitter: 7,000+
YouTube: 1,100+

Consulting/strategy
Campaign management also available.
Contact us for more information.
Digital Packages
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.

<table>
<thead>
<tr>
<th>Reach Package</th>
<th>Impact Package</th>
<th>Engagement Pkg.</th>
<th>Custom Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$1,200</strong></td>
<td><strong>$3,400</strong></td>
<td><strong>$4,200</strong></td>
<td>talk to us</td>
</tr>
<tr>
<td>• Leaderboard for broad based site exposure on every page $450/week</td>
<td>• Homepage Billboard, largest ad unit on site $2500/week</td>
<td>• Sponsored content article – Cayman Compass (Full Page - Print) $2260</td>
<td>• contact us for custom packages, large and small, suitable to your budget and timelines.</td>
</tr>
<tr>
<td></td>
<td>• Filmstrip for exposure throughout the site with new larger size $650/wk</td>
<td>• Sponsored article online placement $1200</td>
<td>Cheryl Birch</td>
</tr>
<tr>
<td></td>
<td>• Social package on Facebook and Instagram $400 (3 days)</td>
<td>• Social package $400 (3 days)</td>
<td><a href="mailto:cbirch@compassmedia.ky">cbirch@compassmedia.ky</a></td>
</tr>
<tr>
<td></td>
<td>• e-Newsletter $250 (1 day)</td>
<td>• e-Newsletter $750 (3 days)</td>
<td>(345) 815-0027</td>
</tr>
<tr>
<td></td>
<td>• ($1,450 if purchased separately)</td>
<td>• ($4,300 if purchased separately)</td>
<td></td>
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</tbody>
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**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 sponsorships**

Existing content, on dedicated pages, will be available for sponsorship:

*Weekly poll, photo of the week, student of the week/month, pet of the week, etc...*

*Pricing Available Upon Request*

**Live streaming sponsorships**

The Cayman Compass will begin live streaming coverage of events.

*Please speak with your representative for details.*

**Sponsored articles and other content**

Content will be clearly labelled as ‘sponsored.’ Articles must be relevant and valuable to the readers and will be reviewed for content. (Ex. Expert Advice on Subject X.)

*Pricing Available Upon Request*

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**Talk to us**

**We would love to hear from you**

**Cheryl Birch**

*Head of Sales*

(345) 815-0027

cbirch@compassmedia.ky
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