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

**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, emphasising the importance of your message.

$450/week (10 spots)

728 pixels x 90 pixels**

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**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.)

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**B2 Filmstrip**

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

$650/week (10 spots)

300 x 600 pixels**

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**Age overview**

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

---

**Weekly**

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

---

**Ads are on every page**

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

---

**Digital Inventory**

**Home Page**

*Large billboards for brand messages*

- **HB1, HB2 & HB3**
  - 3 large billboard ads
  - Placed among the top content of the day, every day.
  - HB1: $750/week
  - 3 spots available
  - Rotating randomly

**Article Pages**

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

- **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.)

- **A-1 In-Article banner**
  - Premium position inside the article after paragraph 5.
  - $300/week (10 spots)
  - 696 x 200 pixels

- **A-2 Article-end banner**
  - Premium position inside the article after paragraph 5.
  - $300/week (10 spots)
  - 696 x 200 pixels

**Weekly Pageviews**

- **120,000 pageviews weekly**
  - Most popular page on site

**Weekly Pageviews**

- **50,000 pageviews/week**

**Note:** 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**

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

- **Middle Ad & Bottom Ad**
  - Middle ad $175/day
  - Bottom ad $125/day
  - 696 x 200 pixels **

Social Media Ads

**In-Feed Campaign Delivery**

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

**Ad Types**

- Image Ads
  - Facebook Feed: 1200X628
  - Instagram Feed: 1080X1080
  - FB/IG Story Ads: 1080X1920
- Video Ads (.MP4/.MOV)
  - Feeds: 1280X720, 16:9 aspect ratio (15-30 seconds recommended)
  - Story: 1080X1920, 9:16 aspect ratio (15 seconds max)

**Newsletter subscribers:**

- **23,000**

**Open rate:**

- **40%**

(source: Hubspot, June 2020)

**Facebook/Instagram Placements**

<table>
<thead>
<tr>
<th>Reach</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$150</td>
</tr>
<tr>
<td>30,000</td>
<td>$400</td>
</tr>
<tr>
<td>60,000</td>
<td>$700</td>
</tr>
</tbody>
</table>

**Consulting/strategy**

Campaign management also available. Contact us for more information.

**Digital Inventory**

- **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

**50,000 Social Followers**

- Facebook: 32,000+
- Instagram: 8,300+
- Twitter: 8,300+
- YouTube: 2,500+

**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.
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.

### Reach Package
**$1,200**
- Leaderboard for broad based site exposure on every page $450/week
- Big Box across site for reach and efficiency $350/week
- Social package on Facebook and Instagram $400 (3 days)
- e-Newsletter $250/week
- ($4,450 if purchased separately)

### Impact Package
**$3,400**
- Homepage Billboard, largest ad unit on site $2,500/week
- Filmstrip for exposure throughout the site with new larger size $500/week
- Social package $400 (3 days)
- e-Newsletter $750 (3 days)
- ($4,300 if purchased separately)

### Engagement Pkg.
**$4,200**
- Sponsored content article – Cayman Compass (Full Page - Print) $2,260
- Sponsored article online placement $200
- Article Social amplification $500
- e-Newsletter distribution $250/day
- In-Article banners $500/week
- Promo Page/Contest with email collection $750 (2 weeks - minimum prize value $300)
- $5,260 if purchased separately

### Custom Packages
**谈 to us**
- contact us for custom packages, large and small, suitable to your budget and timelines.

### Special Packages
There is a package for every budget

#### Promotions and contests
- Popular promotional vehicle
- Custom packages available
- Contest section is linked from homepage
- Client receives list of emails from users who opted in to participate
- Greater the prize, greater the impact - prize minimums apply

#### Content sponsorship
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 content
Content will be clearly labelled as ‘sponsored.’ Articles must be relevant and valuable to the readers and will be reviewed for content.
**Pricing: Available Upon Request**
Talk to us
*We would love to hear from you*

Cheryl Birch
*Head of Sales*
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