Compass Digital brings the community local news and information in real time, with the largest website in Cayman, our exclusive video player, broad social media reach and the most comprehensive email database available.
Compass Digital

#1 website in the Cayman Islands. Period.

CaymanCompass.com offers unparalleled local and global reach to more than 200,000 readers per month, who are looking for trusted local news and information in the Cayman Islands. With a captive audience that visits more than 1 million 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.

**Metrics**

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**Device type**

- 65% mobile
- 31% tablet
- 4% desktop

**What we offer:**

- Display advertising
- Sponsored content
- Social media
- Video Preroll
- Contests
- Sponsorship packages
- Live-streaming

**Age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10.6%</td>
</tr>
<tr>
<td>25-34</td>
<td>21.2%</td>
</tr>
<tr>
<td>35-44</td>
<td>19.0%</td>
</tr>
<tr>
<td>45-54</td>
<td>19.3%</td>
</tr>
<tr>
<td>55-64</td>
<td>17.7%</td>
</tr>
<tr>
<td>65+</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

**Gender**

- 51% Female
- 49% Male

**Monthly**

- 200,000 users (min.)
- 1 million+ pageviews (min.)
- 1:48 avg. session duration

Source: Google Analytics, 2021
Ads on 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 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

**B1 Big Box**

Premium position on Home Page and next to all articles provides massive exposure.

$450/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**

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

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

**Ads are on every page**

220,000 pageviews weekly
1:48 avg. session duration

All statistics provided are based on Google Analytics. **Ads are resized to fit mobile devices.**
Home Page Ads
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

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.)

Weekly
60,000 pageviews/week (min.)
Article Page
The majority of time spent is on the article pages throughout the site

160,000 pageviews weekly (min.)
Most popular page on site

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**

** All statistics provided are based on Google Analytics, 2021. **Ads are resized to fit mobile devices.
New: Video Preroll

Engage with video ads

5-second no-skip rule
Video player on each article
Dedicated video page
$450/week (10 spots)
:15 s max length

1,000
Daily plays at launch and growing

Statistics provided by JW Player. **Ads are resized to fit mobile devices.
Social Media Ads
Global and In-Feed Campaign Delivery

**Facebook/Instagram Placements**
Reach | Cost
---|---
10,000 | $150
30,000 | $400
60,000 | $700

**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)

**70,100 Social Followers**
- Facebook: 42,600+
- Instagram: 14,700+
- Twitter: 9,200+
- YouTube: 4,400+

**Consulting/strategy**
Campaign management also available.
Contact us for more information.
Daily e-Newsletter
Sent on weekdays

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:
28,000+
Open rate:
37%

Source: HubSpot. **Ads are resized to fit mobile devices.
Special Packages

* A package for every budget *

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 sponsorship

Content available for sponsorship includes:
Storm centre, polls, issues affecting Cayman, photo of the week, student of the month, pet of the week, etc...

*Ask how we can match suitable packages for your business.*

Sponsored content (articles)

Showcase your company or product with a custom post on the Cayman Compass. Benefit from trusted brand association and premium home page exposure.
Brand your page with custom ads with add-on packages.

"Please note that content will be clearly labelled as ‘sponsored,’ or ‘partner content.’

**Articles must be relevant and valuable to the readers and will be reviewed for content.

*Talk to us and we can create a package to suit your budget.*

Live streaming sponsorships

The Cayman Compass provides live streaming coverage of events.

*Please speak with your representative for details.*
**Digital Bundles**

**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><strong>talk to us</strong></td>
</tr>
</tbody>
</table>
| - Leaderboard for broad based site exposure on every page $450/week  
- Big Box across site for reach and efficiency $450/wk  
- Social package on Facebook and Instagram $400 (3 days)  
- e-Newsletter $250 (1 day)  
- ($1,550 if purchased separately) | - Homepage Billboard, largest ad unit on site $2000/wk  
- Filmstrip for exposure throughout the site with new larger size $650/wk  
- Social package $400 (3 days)  
- e-Newsletter $750 (3 days)  
- ($3,800 if purchased separately) | - Sponsored content article – *Cayman Compass* (Full Page - Print) $2260  
- Sponsored article online placement $1200  
- Article Social amplification $500  
- e-Newsletter distribution $250/day  
- In-Article banners $300/wk  
- Promo Page/Contest with email collection $750 (2 weeks - minimum prize value $300)  
- $5,260 if purchased separately | - contact us for custom packages, large and small, suitable to your budget and timelines. |

**Cheryl Birch**

cbirch@compassmedia.ky  
(345) 815-0027
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

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, A2 (in-article ads) - 696x200 px
JPG, PNG, GIF: 150KB max file size, GIF: 4 frames max.

Newsletter ads - 696x200 px
JPG, PNG: 40 KB max file size. We will resample A1/A2 ads, if required.

Video Preroll
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.
Talk to us
We would love to hear from you

Cheryl Birch-Giles
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