

Your most trusted news source

cayman compass

#1 Website in the Cayman Islands

Digital Media Kit

2020

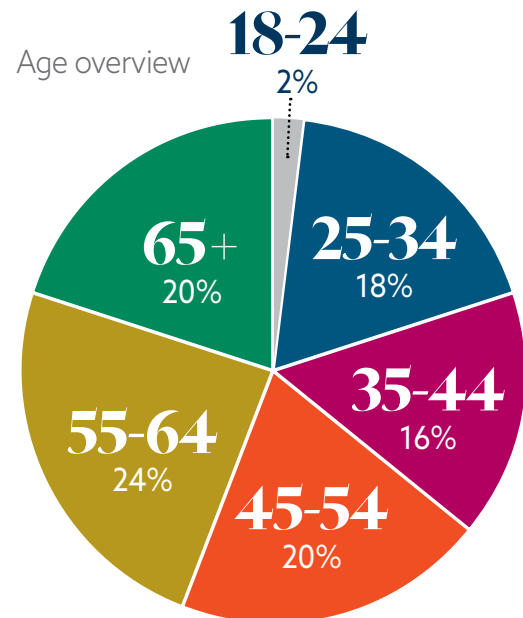
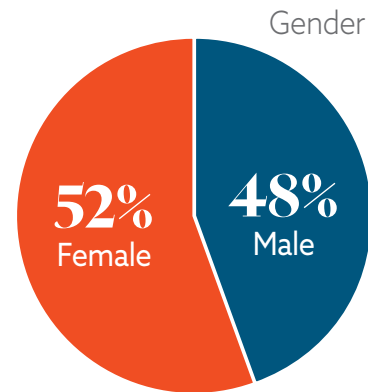
*Alexa.com, January 2020



caymancompass.com

#1 Website in the Cayman Islands

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.



Weekly

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

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.

\$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.)

or

B2 Filmstrip

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

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

Weekly

- Ads are on every page
- 180,000 pageviews weekly
- 1:44 avg. session duration

Source: Google Analytics. Jan 2 - Jan 8, 2020.

** 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.

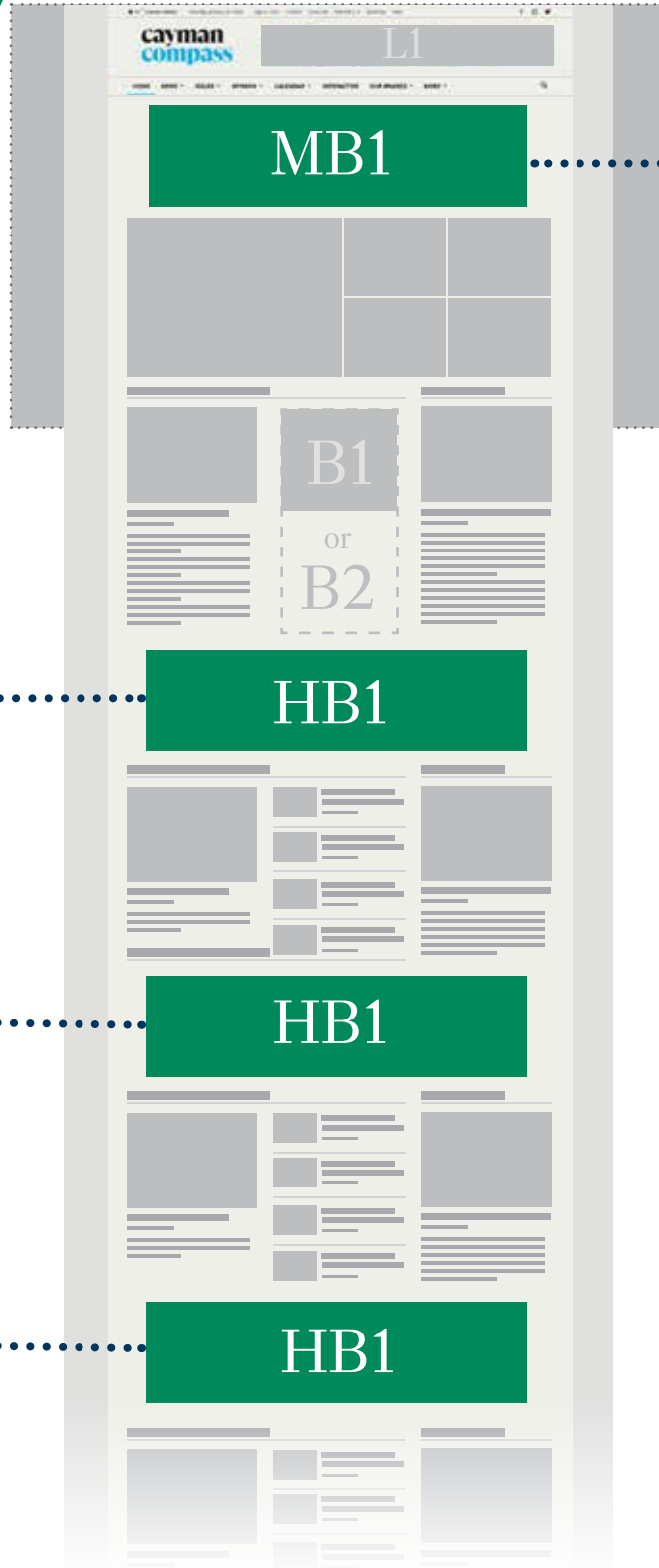


Home Page

Large billboards for brand messages

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.)

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

Weekly
50,000
pageviews /week



Weekly
120,000
pageviews weekly
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 and Alexa, for the week of Jan 2, 2020 - Jan 8, 2020. **Ads are resized to fit mobile devices.



Weekday e-Newsletter

Sent daily

Social Media Ads

In-Feed Campaign Delivery

Top stories of the day sent directly to the e-mail of our most engaged readers.

Loyal audience

Twice the average open rate

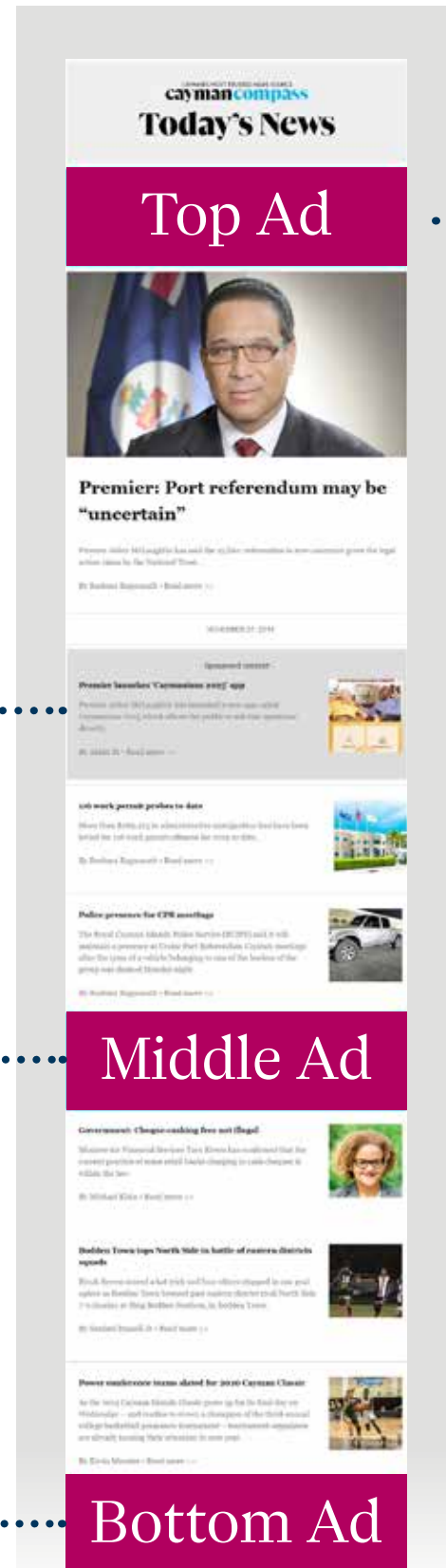
Sponsored Content

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 **



Top Ad

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

Middle Ad

Bottom Ad

Newsletter subscribers:
23,000

Open rate:
40 %

(source: Hubspot, June 2020)



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)



50,000 Social Followers

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

Consulting/strategy

Campaign management also available.
Contact us for more information.

** 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	Impact Package \$3,400	Engagement Pkg. \$4,200	Custom Packages talk to us
<ul style="list-style-type: none"> • Leaderboard for broad based site exposure on every page \$450/week • Big Box across site for reach and efficiency \$350/wk • Social package on Facebook and Instagram \$400 (3 days) • e-Newsletter \$250 (1 day) • (\$1,450 if purchased separately) 	<ul style="list-style-type: none"> • Homepage Billboard, largest ad unit on site \$2500/week • Filmstrip for exposure throughout the site with new larger size \$650/wk • Social package \$400 (3 days) • e-Newsletter \$750 (3 days) • (\$4,300 if purchased separately) 	<ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> • contact us for custom packages, large and small, suitable to your budget and timelines. <p>Cheryl Birch cbirch@compassmedia.ky (345) 815-0027</p>

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
- 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

(345) 815-0027

cbirch@compassmedia.ky



compassmedia

For a custom proposal, or Compass Content advertising services, please contact Cheryl Birch-Gillies, Head of Sales, (345) 815-0027 or cbirch@compassmedia.ky