

# Political Advertising 2021

**cayman  
compass**

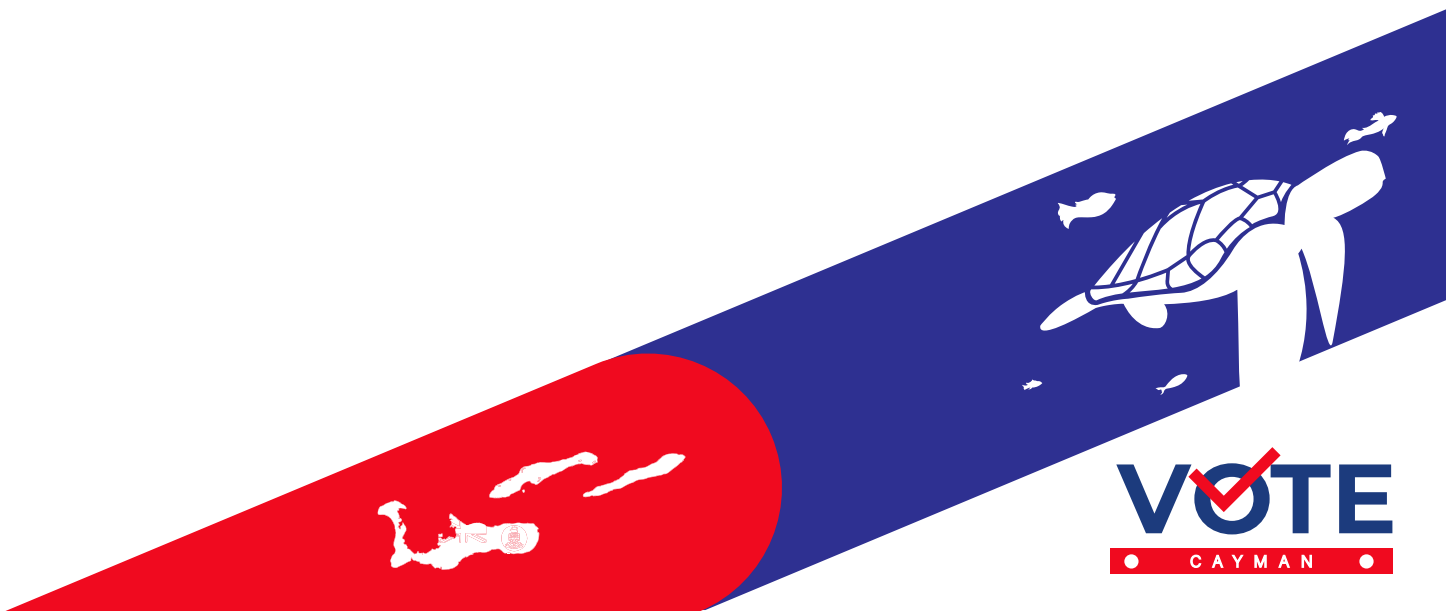
**Z99.9**  
*Grand Cayman*

**IRIE**  
FM 98.9

**94.9  
BOB  
FM**  
80's...90's  
WHATEVER!

**ROOSTER  
101.9**  
*Cayman Country*

**cayman  
crosstalk**



**VOTE**  
CAYMAN

# 2021 Political Advertising Regulations

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All political airtime must be paid in full prior to airing.

Reservations of bulk airtime, pre-produced or live, will require a signed contract as well as deposit of the total airtime cost. Changing or cancelling bulk airtime (pre-produced or live) less than 30 days prior to scheduled broadcast date will result in a loss of payment. Prior to 30 days, payment will be refunded at 50%.

Availability of airtime (radio and live stream) is limited and will be offered on a first come, first served basis, by appointment. In the event all inventory is sold, Compass Media reserves the right to refuse airtime to any and all candidates.

Airtime rates for commercial announcements and bulk airtime are listed in the attached document. Pre-produced commercials and programmes must be received by Compass Media at least three working days prior to the desired start date. The video files should be provided in 264 format (mp4) HD 1920x1080 and conform with time restrictions.

Commercials being produced by Compass Media must have an approved script and all components of production to Compass Media at least two weeks prior to the desired start date.

Compass Media are not responsible for failure to run any political commercial or programme due to technical difficulties or any other reason.

All advertising, either in commercial advertising or paid programming shall adhere to the Cayman Islands Election Law and ICTA regulations.

No advertising is permitted on Election Day. Compass Media will air the following disclaimer before and after all live and pre-taped political programming and advertising. "This is a paid political announcement/programme by (insert name). The views and opinions expressed by candidates and/or their parties are not endorsed by Compass Media."

\*\*\*Rates and available times are subject to change.

All candidates shall acknowledge and agree to the above terms by signing below.

Name (please print) \_\_\_\_\_

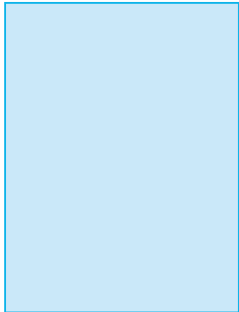
Authorised Signature \_\_\_\_\_



# Cayman Compass Advertising

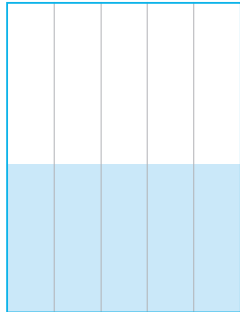
## PRINT ADVERTISEMENTS (PRINTS EVERY FRIDAY)

full page



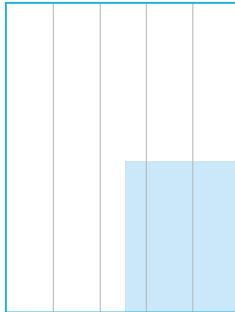
10.2959" x  
13.6654"  
\$1,360

half page  
horizontal

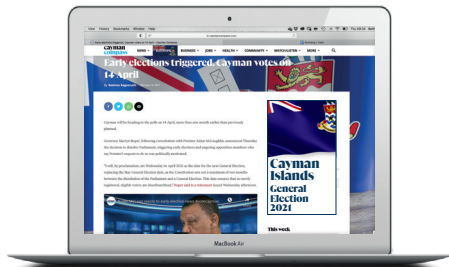


10.2959" x  
6.7559"  
\$780

1/4 page

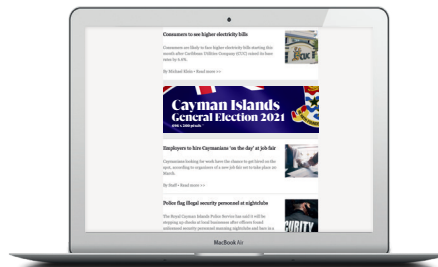


5.0542" x  
6.7559"  
\$440

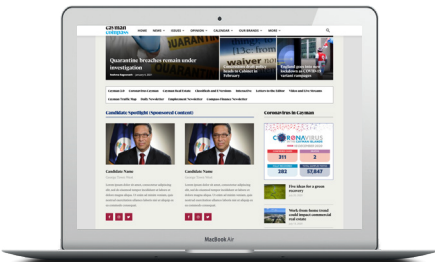


**HOMEPAGE B2**  
**300 X 600: \$650/wk**  
**CAYMANCOMPASS.COM**

1/10 ROTATION

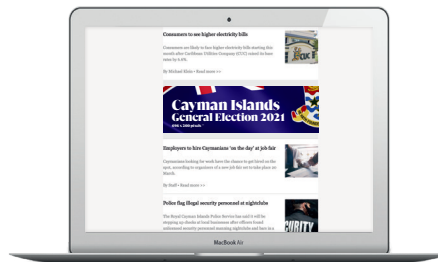


**DAILY E-NEWSLETTER**  
**TOP AD \$250/DAY**  
**MIDDLE AD \$175/DAY**  
**BOTTOM AD \$125/DAY,**  
**(25,000 SUBSCRIBERS)**



**ONLINE CANDIDATE PROFILE: \$1000/wk**

HOMEPAGE PLACEMENT,  
1/10 ROTATION,  
SUBMITTED CONTENT







**WEEKLY VOTE CAYMAN E-NEWSLETTER AD,**  
**25,000 SUBSCRIBERS:**  
**\$490/ PER PLACEMENT**

SINGLE SPONSOR, TOP POSITION





# Radio Advertising

	30/15 SECS	30/15 SECS	30/15 SECS	30/15 SECS
<b>RADIO SPOTS</b>				
<b>MORNING DRIVE</b> 6am - 10am	\$35/\$26	\$60/\$45	\$35/\$26	\$35/\$26
<b>MIDDAY</b> 10am - 3pm	\$30/\$22	\$30/\$22	\$30/\$22	\$30/\$22
<b>AFTERNOON DRIVE</b> 3pm - 7pm	\$35/\$26	\$40/\$30	\$35/\$26	\$35/\$26
<b>GENERIC</b> 6am - 10pm	\$25/\$19	\$25/\$19	\$20/\$19	\$20/\$19

## INTERVIEW RATES



ALLOCATED TIME SLOT	INTERVIEW DURATION	COST
9.15am	5 Minutes	\$200

## INTERVIEW RATES



ALLOCATED TIME SLOT	INTERVIEW DURATION	COST
7am - 8am	20 Minutes	\$800
8am - 9am	20 Minutes	\$700
7am - 8am	40 Minutes	\$1200
8am - 9am	40 Minutes	\$1100
7am - 8am	60 Minutes	\$1600
8am - 9am	60 Minutes	\$1500



# Cinema Advertising

Cinema Advertising continues to be the #1 chosen advertising medium for ad attention, awareness and recall due to the highly captive nature of movie goers. Ads are designed to take full advantage of the BIG screens and premium surround sound, offering the audience an experience they cannot ignore.

## WHY IT WORKS

### LOCATION LOCATION LOCATION!

Your advertisement will be presented in front of EVERY single person who steps into the cinema as the digital billboard commercials are playing constantly on a 10 min loop.

### NOT JUST ONCE

Another powerful advantage is that you are targeting people through the whole cinema experience right from entry to the restrooms to the exit.

## RATES

DURATION (FIRST 10 MINS)	RATE/WEEK (PRICES IN CI)	DURATION (LAST 10 MINS)	RATE/WEEK (PRICES IN CI)
10 Seconds	\$165	10 Seconds	\$200
15 Seconds	\$248	15 Seconds	\$300
30 Seconds	\$498	30 Seconds	\$600
60 Seconds	\$875	60 Seconds	\$998



# Live Coverage



<b>LIVE STREAM ON CAYMAN COMPASS FACEBOOK PAGE, CAYMAN CROSSTALK FACEBOOK PAGE AND 101.9FM</b>	1 hour	\$3,600
	2 hours	\$6,000
	3 hours	\$7,500
<b>LIVE STREAM ON ONE FACEBOOK PAGE, CAYMAN CROSSTALK OR CAYMAN COMPASS</b>	1 hour	\$1,500
	2 hours	\$3,000
	3 hours	\$4,500



## ADDITIONAL LIVE AD PLACEMENT AND INTERVIEWS

<b>THE RESH HOUR EVERY WEDNESDAY @ 5PM PRE-ROLL &amp; FOUR COMMERCIAL BREAKS PRESHOW UP TO 60 SECOND COMMERCIAL</b>	\$650	
<b>LIVE INTERVIEWS WITH BARRIE AIRED ON CAYMAN COMPASS FACEBOOK &amp; CAYMAN CROSSTALK: 15 MINS</b>	\$800 (ONE FACEBOOK PAGE)	\$1,250 (BOTH FACEBOOK PAGES)
<b>LIVE INTERVIEWS WITH BARRIE QUAPPE AIRED ON CAYMAN COMPASS FACEBOOK &amp; CAYMAN CROSSTALK: 30 MINS</b>	\$1,600 (ONE FACEBOOK PAGE)	\$2,500 (BOTH FACEBOOK PAGES)





# TV Commercial Advertising

Compass Media has the ability to insert local TV commercials on some of the worlds most popular cable channels such as CNN, HGTV, A&E, Food Network ect. The advantage of this is that you are getting your companies message across to avid TV viewers who are loyal to those brands and can reach much wider and specific demographic groups.

With Fox New, CNN, HGTV, A&E, Food Network, and the History channels all ranking in the top 25 most viewed networks for 2019 you can be assured that we make sure you get the viewership you are after.

## Tier 1.



## Tier 2.



	PRIMETIME 6pm - Midnight	DAYTIME 6am - 6pm	RUN OF STATION 6am - 6am
TIER	PRIMETIME 6pm - Midnight	FIXED	ROTATOR
1	\$10	\$8	\$6
2	\$8	\$6	\$4

Based on 30-second commercials  
For 60 second rates multiply the 30-second rate by 1.75

Rates are in CI dollars  
Convert to USD at .82

# ADDITIONAL SERVICES BY CAYMAN COMPASS

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## CONTENT

Compass Media is pleased to offer writing, video, design, digital and print services to candidates and political parties/organisations.

A division of Compass Media offers services independently of the Cayman Compass newspaper and its online news platforms. Services are provided for clients' own use, and/or for inclusion on Compass Media platforms.

## PRINTING

Compass Media offers custom printing services including posters, brochures, flyers, business cards and manifestos. Services can be ordered individually or as a combination package with custom pricing upon enquiry.

## EVENT FACILITY

Compass Media can offer a facility to host a candidate rally in the Compass Centre event space for \$1,500 per day.

## ADDITIONAL PRINT ADVERTISING

Inserts, wraps and double page spreads are available upon request. We can handle the creation, printing and insertion on our client's behalf. Set up a meeting with our content team to discuss what options are available to you.

TO ENQUIRE ABOUT ANY OF THE ABOVE SERVICES,  
EMAIL [SALES@COMPASSMEDIA.KY](mailto:SALES@COMPASSMEDIA.KY)

