



RADIO STATION ADVERTISING



RADIO STATIONS



- Z99 99.9FM plays top 40 music complemented by an all-star line-up of the islands' top radio personalities.
- The first commercial radio station in the Cayman Islands with a heritage of more than 30 years.
- Listeners include primarily 18 to 35-year-old females, and listeners into their mid-40s who grew up with the station.
- Secondary audience for Z99 is parents during their commute to and from work.



- Rooster 101.9 FM is 'Cayman country', playing the best that country music has to offer.
- The station plays a combination of the classic hits that people grew up with, alongside today's hottest songs from core country artists.
- Rooster has a broad range of listeners, from 25 to 60 years of age, made up of Caymanians and expats.



- Island 98.9 FM is the number one radio station for soca, reggae and calypso.
- The station features a line-up of all-Caymanian announcers, with a focus on our people, music and culture.
- With the spotlight on the genres of Caribbean music, rather than the year of the songs, the Island FM audience is made up of all ages.
- Island FM is truly the rhythm of the Cayman Islands.



- Gold 94.9 plays the top songs from the 60s, 70s and 80s.
- Programmed for the female decision-maker, the target audience of this station is the 30 to 62-year-old female, with a male cross-over, due to the 'feel-good' nature of the station, giving exceptionally long listenership.
- Cayman's preferred 'at-work' station.

ACCESSIBILITY

Being accessible to our audiences has been a priority for Compass Media. In the past year, we have upgraded all our FM broadcast facilities ensuring our listeners can hear us across Grand Cayman.

On-line streaming choices are important to today's listeners.

All four of our station offer the following:

- **Website streaming:** Each station has a dedicated website.
- **Alexa skills:** More than 35% of homes now have smart speakers in them, increasing radio listening at home. Compass Media has the only radio stations in the Caribbean with Alexa skills.
- **Station apps:** Each station has a dedicated app so you can listen anywhere.
- **Three-month streaming average:**

Jan. to March

Z99
CAYMAN ISLANDS

ROOSTER

ISLAND FM
THE RHYTHM OF CAYMAN

GOLD
CAYMAN'S GREATEST HITS

RADIO SPOT RATES

BULK BUY SPOTS

BULK BUY SPOTS 6am-10pm	1,500 SPOTS	2,000 SPOTS	3,000 SPOTS
ACROSS ANY 4 RADIO STATIONS (price per spot)	\$13	\$12.50	\$12

DRIVE TIME

RADIO SPOTS	Z99 CAYMAN ISLANDS	ROOSTER CAYMAN ★ COUNTRY	ISLAND FM THE RHYTHM OF CAYMAN	GOLD CAYMAN'S GREATEST HITS
MORNING DRIVE 6-10am	\$35	\$35	\$35	\$35
MID-DAY 10am-3pm	\$25	\$25	\$25	\$25
AFTERNOON DRIVE 3-7pm	\$30	\$30	\$30	\$30

LIVE READS

Z99 CAYMAN ISLANDS	ROOSTER CAYMAN ★ COUNTRY	ISLAND FM THE RHYTHM OF CAYMAN	GOLD CAYMAN'S GREATEST HITS	\$50
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RADIO INTERVIEWS

Z99 CAYMAN ISLANDS	ROOSTER CAYMAN ★ COUNTRY	ISLAND FM THE RHYTHM OF CAYMAN	GOLD CAYMAN'S GREATEST HITS	Five-minute interview \$200 Based on availability 8:30-9:15am
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Rates are in CI dollars. Rates are subject to change depending on the time of year and length of commitment. Charity discounts available.

LIVE RADIO BROADCASTS

Utilise the power of a live radio broadcast and our on-air DJ talent pool to get your message out to the masses about your next event, promotion or sale. Simply select a day and time, radio station, and on-air talent choice, and let us take care of the rest.

WHAT IS INCLUDED?

- Pre-recorded promos for your event.
 - Live reads leading up to your broadcast.
 - 1 x social media post on the day before the event on your chosen radio station/s, Facebook and Instagram pages.
 - 3 x live on-air breaks per hour (1-2 minutes each) during the live broadcast, telling listeners about what is happening at your event.
 - 1 x social media video on the day of the event, showcasing what is going on and encouraging our loyal fan base to come along.
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PRICING

- ☐ Two-hour live broadcast: \$800
- ☐ Three-hour morning show: \$1,500

(additional talent fee for second announcer)

