

## RATES & DEADLINES

### Advertising rates (C\$)

#### Advertising deadlines:

Publication day

Friday

Ad booking deadline

10am Tuesday

AD SIZE	COLUMN (Inches)		\$ PRICE
	WIDTH	HEIGHT	
1x1	1.5597	1.2283	12
1x2	1.5597	2.6102	24
1x3	1.5597	3.9921	36
1x4	1.5597	5.374	48
1x5	1.5597	6.7559	85
2x1	3.307	1.2283	24
2x2	3.307	2.6102	48
2x3	3.307	3.9921	72
2x4	3.307	5.374	96
2x5	3.307	6.7559	170
2x6	3.307	8.1378	204
2x7	3.307	9.5197	238
2x8	3.307	10.9016	272
2x9	3.307	12.2835	306
2x10	3.307	13.6654	340
3x2	5.0542	2.6102	72
3x3	5.0542	3.9921	153
3x4	5.0542	5.374	204
3x5	5.0542	6.7559	255
3x6	5.0542	8.1378	306
3x7	5.0542	9.5197	357
3x8	5.0542	10.9016	408
3x9	5.0542	12.2835	459
3x10	5.0542	13.6654	510

AD SIZE	COLUMN (Inches)		\$ PRICE
	WIDTH	HEIGHT	
4x3	6.8014	3.9921	204
4x4	6.8014	5.374	272
4x5	6.8014	6.7559	340
4x6	6.8014	8.1378	408
4x7	6.8014	9.5197	476
4x8	6.8014	10.9016	544
4x10	6.8014	13.6654	680
5x4	8.5487	5.374	340
5x5	8.5487	6.7559	425
5x6	8.5487	8.1378	510
5x7	8.5487	9.5197	595
5x8	8.5487	10.9016	680
5x9	8.5487	12.2835	765
5x10	8.5487	13.6654	850
6x4	10.2959	5.374	408
6x5	10.2959	6.7559	510
6x8	10.2959	10.9016	816
6x9	10.2959	12.2835	918
6x10	10.2959	13.6654	1,020

#### Column inches

1 col = 1.5597 in"

2 col = 3.307 in"

3 col = 5.0542 in"

4 col = 6.8014 in"

5 col = 8.5487 in"

6 col = 10.2959 in"

#### FULL COLOUR

(EXTRA COST)

\$400 full page

\$300 half page

\$300 3 and 2 column

\$200 quarter page & below

#### SPOT COLOUR

\$100 for all sizes

#### Spot colours:



blue  
C100 M65



cyan  
C100



green  
C100 Y100



red  
M100 Y100



magenta  
M100



orange  
M65 Y100



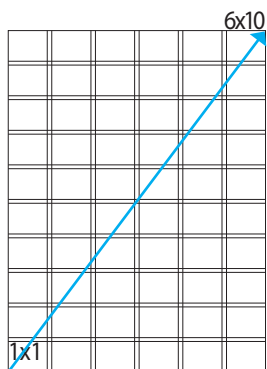
yellow  
M25 Y100

# AD specifications with grid

1x1	1x2	1x3	1x4	1x5	
W 1.5597 in H 1.2283 in \$12	W 1.5597 in H 2.6102 in \$24	W 1.5597 in H 3.9921 in \$36	W 1.5597 in H 5.374 in \$48	W 1.5597 in H 6.7559 in \$85	
2x4				2x5	
Width: 3.307 in Height: 5.374 in \$96				Width: 3.307 in Height: 6.7559 in \$170	
2x1		2x2			
Width: 3.307 in Height: 1.2283 in \$24		Width: 3.307 in Height: 2.6102 in \$48			

[illegible][illegible][illegible]

# Newspaper grid



The Cayman Compass strives to offer our advertisers the very best value for their money. The ads on this page open up new opportunities for creative customisable use of space with a focus on IMPACT, not inches.

- Easy to read
- Allow for innovative and flexible use of newspaper space
- Result in a cleaner looking paper with stronger impact, leading to better ad response
- Allow for a pricing structure that rewards clients

	<b>2x10</b> Width: 3.307 in Height: 13.6654 in	<b>3x10</b> Width: 5.0542 in Height: 13.6654 in	<b>4x10</b> Width: 6.8014 in Height: 13.6654 in	<b>5x10</b> Width: 8.5487 in Height: 13.6654 in	<b>6x10</b> Width: 10.2959 in Height: 13.6654 in
	<b>2x9</b> Width: 3.307 in Height: 12.2835 in	<b>3x9</b> Width: 5.0542 in Height: 12.2835 in		<b>5x9</b> Width: 8.5487 in Height: 12.2835 in	<b>6x9</b> Width: 10.2959 in Height: 12.2835 in
	<b>2x8</b> Width: 3.307 in Height: 10.9016 in	<b>3x8</b> Width: 5.0542 in Height: 10.9016 in	<b>4x8</b> Width: 6.8014 in Height: 10.9016 in	<b>5x8</b> Width: 8.5487 in Height: 10.9016 in	<b>6x8</b> Width: 10.2959 in Height: 10.9016 in
	<b>2x7</b> Width: 3.307 in Height: 9.5197 in	<b>3x7</b> Width: 5.0542 in Height: 9.5197 in	<b>4x7</b> Width: 6.8014 in Height: 9.5197 in	<b>5x7</b> Width: 8.5487 in Height: 9.5197 in	
	<b>2x6</b> Width: 3.307 in Height: 8.1378 in	<b>3x6</b> Width: 5.0542 in Height: 8.1378 in	<b>4x6</b> Width: 6.8014 in Height: 8.1378 in	<b>5x6</b> Width: 8.5487 in Height: 8.1378 in	
<b>1x5</b> Width: 1.5597 in Height: 6.7559 in	<b>2x5</b> Width: 3.307 in Height: 6.7559 in	<b>3x5</b> Width: 5.0542 in Height: 6.7559 in	<b>4x5</b> Width: 6.8014 in Height: 6.7559 in	<b>5x5</b> Width: 8.5487 in Height: 6.7559 in	<b>6x5</b> Width: 10.2959 in Height: 6.7559 in
<b>1x4</b> Width: 1.5597 in Height: 5.374 in	<b>2x4</b> Width: 3.307 in Height: 5.374 in	<b>3x4</b> Width: 5.0542 in Height: 5.374 in	<b>4x4</b> Width: 6.8014 in Height: 5.374 in	<b>5x4</b> Width: 8.5487 in Height: 5.374 in	<b>6x4</b> Width: 10.2959 in Height: 5.374 in
<b>1x3</b> Width: 1.5597 in Height: 3.9921 in	<b>2x3</b> Width: 3.307 in Height: 3.9921 in	<b>3x3</b> Width: 5.0542 in Height: 3.9921 in	<b>4x3</b> Width: 6.8014 in Height: 3.9921 in		
<b>1x2</b> Width: 1.5597 in Height: 2.6102 in	<b>2x2</b> Width: 3.307 in Height: 2.6102 in	<b>3x2</b> Width: 5.0542 in Height: 2.6102 in			
<b>1x1</b> Width: 1.5597 in Height: 1.2283 in	<b>2x1</b> Width: 3.307 in Height: 1.2283 in				

# Compass Media

## TERMS AND CONDITIONS

1. This contract is made between the advertiser, defined as either a company, legal partnership, individual or agency and Cayman Compass Ltd., hereinafter referred to as the publisher.
2. It is the responsibility of the advertiser to submit all advertising materials to the publication on a timely basis according to the artwork deadline in the publication media kit or rate sheet. In the event that materials are not received on time, or any contract cancelled by the advertiser after publishing closing date and time, the advertiser will be responsible for any overtime costs incurred and/or the full cost of the contracted space.
3. The publisher has the right to refuse any advertising contract or specific creative execution at its sole discretion. The publisher will not be held liable for any loss or damage caused directly or indirectly by such cancellation or refusal to publish.
4. Publisher will provide basic design service for standard newspaper ads which includes a maximum of two proofs. CI\$25 for each additional proof. Basic design service does not include photography or logo design.
5. Design services that are beyond 'basic' are subject to fees based on time required.  
Production fees: Creative and design CI\$120 (includes a maximum of three proofs, CI\$100 for each additional proof);  
writing services: Full page (400 to 600 words) CI\$500, double page spread (600 to 700 words) CI\$600  
Photography: One-hour photoshoot CI\$300 (includes up to four hours of editing. Additional editing at CI\$150/hour)
6. A PDF copy of artwork produced by the publisher can be obtained with the payment of a \$250 release fee.
7. The advertiser authorises the publisher to destroy all photographs, artwork, film or other materials after a period of 30 days from publication if return of said media is not requested on signing of this contract.
8. The advertiser hereby indemnifies the publisher in respect of any claims that may be made arising out of the publication of any advertisement. All advertisements are published on the assumption that the advertiser has proper rights and consent for the use of photographs, testimonials, claims, etc. Advertiser further agrees to indemnify the publisher and his agents from any liability including a full indemnity for its legal costs arising out of any claim made against the publisher for breach of copyright, breach of intellectual property rights or otherwise arising from the advertiser not having the required authority or permission to use such materials.
9. Any advertisement that, in the opinion of the publisher, could be mistaken for editorial copy will be clearly labelled 'Advertisement' or 'Sponsored content'.
10. While the publisher will make every effort to place advertisements in positions requested by the advertiser, the publisher is under no obligation to do so, except in cases where the advertiser has paid a premium to reserve a preferred position.
11. All advertising contracts are contingent upon acts of God, strikes, mechanical breakdowns or any other unforeseen interruptions to the production schedule.
12. The publisher will not be liable for any loss or damage arising out of failure to publish on a timely basis or inadvertent omission from any issue of the publication. Likewise, the publisher will not be liable for any errors in telephone numbers, addresses, or any other information in any advertisement.
13. It is the responsibility of the advertiser to notify the publisher in writing of any error in advertisements within seven days of publication.
14. If the publisher takes legal action to recover any sums due under this contract, the advertiser will be responsible for the publisher's legal costs on an indemnity basis in addition to all amounts due, including interest charges.
15. Payment is due in full on signing of contract. Account customers are extended 30 days net payment terms unless otherwise agreed in the contract. Any account that remains unpaid after 30 days from the date of the invoice, will be subject to credit hold, and 5% interest, per month, on a compounded basis.
16. Advertising rates are based on digital files being submitted to the publisher in the correct high-resolution format outlined in the 'Acceptable file formats' portion of the publication's media kit or rate sheet. If additional services are necessary to prepare digital logos or files for high quality reproduction, there will be an additional charge of CI\$100 per hour.

**T: 949-5111**

**E: [classifieds@compassmedia.ky](mailto:classifieds@compassmedia.ky)**

