



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.



- 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.



- 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.



- Delivers the biggest hits of the 80s, 90s and 00s, connecting brands with one of Cayman's most engaged and influential audiences.
- Targets adults aged 35–65, established consumers with strong purchasing power and significant influence over household spending and lifestyle decisions.
- As Cayman's preferred at-work station, Rewind 94.9 FM provides advertisers with consistent weekday reach, engaging listeners throughout the workday when they are making purchasing decisions and planning their leisure time.

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 and the Sister Islands.

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 households now have smart speakers, increasing 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.
- **Quarterly streaming average:**

  **25,000**

  **32,000**

  **26,000**

  **23,000**



Radio spot rates

RUN OF STATION

Access any 4 radio stations (price per spot)



PRICE PER SPOT

6AM-MIDNIGHT

\$13

DRIVE TIME

Across any 4 radio stations (price per spot)



MORNING DRIVE
6-10AM

\$35



MIDDAY
10AM-3PM

\$25



AFTERNOON DRIVE
3-7PM

\$30



LIVE READS



\$50



RADIO
INTERVIEWS



\$300

8:10-8.50am

\$200

9:10-9:50am (non-profit)

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)

