

# Caymanian Compass

The islands' favourite newspaper.

With a daily readership of 30,000, there is no better place to advertise than in the Caymanian Compass. Check out our rates below or call 949 5111 and speak to one of our sales representatives.

## Advertising deadlines

Publication Days	Advertising space deadlines	Artwork deadlines
Monday Edition	10am Wednesday	5pm Wednesday
Tuesday Edition	10am Thursday	5pm Thursday
Wednesday Edition	10am Friday	5pm Friday
Thursday Edition	10am Monday	5pm Monday
Friday Edition	10am Tuesday	5pm Tuesday

Cancellations after the sales deadline will incur an administration fee of up to 25% of the total space cost.

Artwork submitted after these deadlines will incur an administration fee of up to CI\$50

## Advertising rates

### Display and Classifieds. All prices are quoted in CI\$. (US\$ conversion rate is 0.82)

	B/W Advert		One Spot Colour Choose one of seven colours. Blue, cyan, green, magenta, orange, red, yellow.		Full Colour
Open Rate (per column inch)	10	+	100	+	\$200 = 24 inches or less
International Rate (per column inch)	11.76				\$300 = 25 to 48 inches
					\$400 = 49 to 96 inches

Colour rates are not discountable. Special position pages 2,3 & 5 will incur a 25% surcharge.

CFP offers a complimentary design service. It is the responsibility of the advertisers to provide all the necessary elements and concise design instructions. CFP reserves the right to charge for for speciality ad creations. All artwork designed by CFP remains the property of CFP, a copy of artwork can be obtained with the payment of a \$250 release fee. Artwork less than 5MB in size may be submitted via email. Larger files can be uploaded to the CFP ftp site, please ask your sales rep for details.

## Advertising incentives

### Volume:

150 to 300 column inches per month – 10%

301 to 450 column inches per month – 15%

451 to 600 column inches per month – 20%

601 plus column inches per month – 25%

### Term:

3 months - 5%

6 months - 10% less than quarter page

6 months – 15% quarter page or more

Registered Advertising Agencies will receive a 15% agency commission providing print ready digital files in PDF or EPS file formats are supplied within the artwork deadlines

Inserts (Flyers)	CI\$
Single unfolded piece	500
Up to four pages	560
Up to eight pages	620
12-16 pages	720
20-28 pages	820
32-36 pages	920
40 plus	POA
Perfect bound	POA

Maximum size 11" x 17"

Minimum size 5½" x 8½"

Cancellation fee – After space deadline = 25%

Late Fee – After artwork deadline = 25%

Flyers/Booklets – NOT delivered \$150

## Contact us

Sales – 949 5111, sales@cfp.ky

Editorial – Tammie Chisholm, 325 5078, tammie@cfp.ky

Accounts – James Clark, 323 0326, james@cfp.ky

Online – Maureen Davidson, 325 6836, maureen@cfp.ky

Production – David Logue, 325 6822, david@cfp.ky

[www.caycompass.com](http://www.caycompass.com)

# Caymanian **Compass** rate sheet

## Advertising rates and sizes

Advertising space units are defined:  
**Number of columns and depth (in inches)**

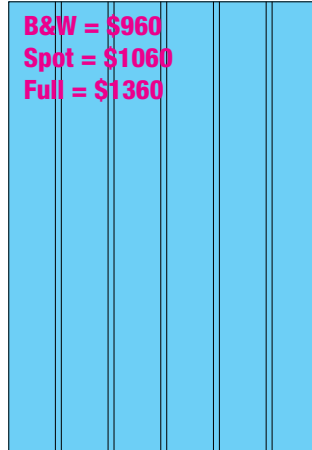
FOR EXAMPLE:

**1x1 classifieds = 1 col (1.5833) x .966"**  
**1x1 display = 1 col (1.5556) x .8975"**

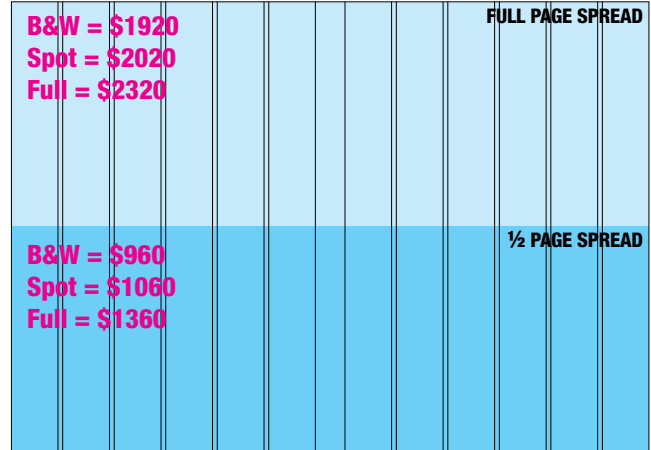
### Column Sizes

One column inch can contain a maximum of 20 words

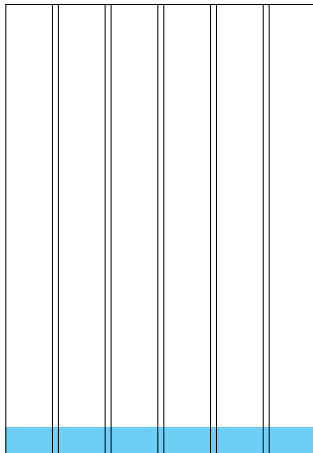
WIDTH-CLASSIFIED	WIDTH DISPLAY
1 col = 1.583"	1 col = 1.5556"
2 col = 3.333"	2 col = 3.3111"
3 col = 5.083"	3 col = 5.0667"
4 col = 6.833"	4 col = 6.8222"
5 col = 8.583"	5 col = 8.5778"
6 col = 10.333"	6 col = 10.333"
Gutter=0.166in	Gutter =0.2in



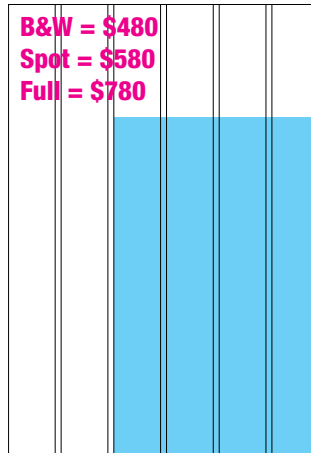
**FULL PAGE**  
 (6 col. x 16")  
**C: 10.333" X 15.966"**  
**D: 10.333" X 15.8975"**



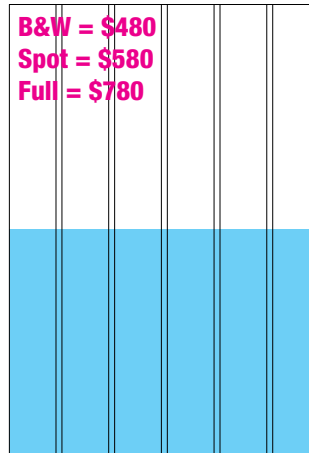
**FULL PAGE SPREAD (12 col. x 16")**  
**C: 21.666" X 15.966" D: 21.666" X 15.8975**  
**½ PAGE SPREAD (12 col. x 8")**  
**C: 21.666" X 7.966" D: 21.666" X 7.8975**



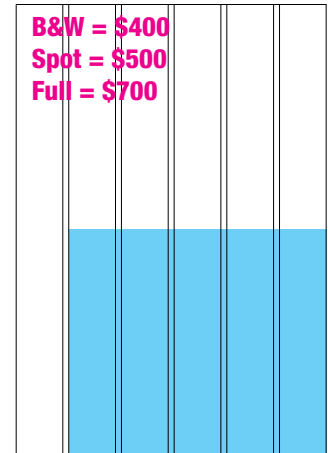
**FRONT PAGE STRIP**  
 (6 col. x 1.5")  
**10.333" X 1.4966"**



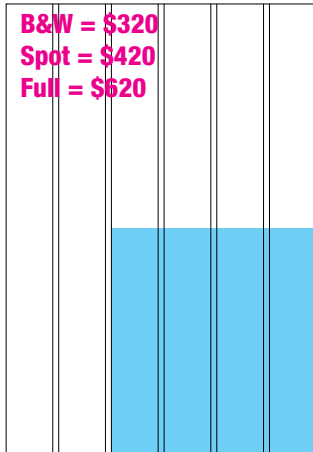
**½ PAGE VERTICAL**  
 (4 col. x 12")  
**C: 6.833" X 11.966"**  
**D: 6.822" X 11.8975"**



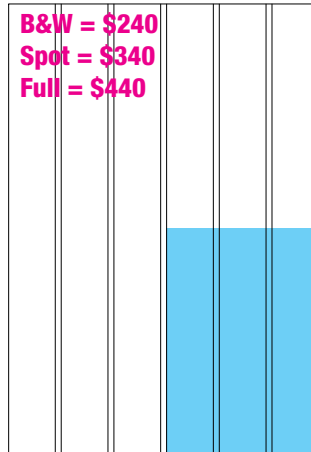
**½ PAGE HORIZONTAL**  
 (6 col. x 8")  
**C: 10.333" X 7.966"**  
**D: 10.333" X 7.8975"**



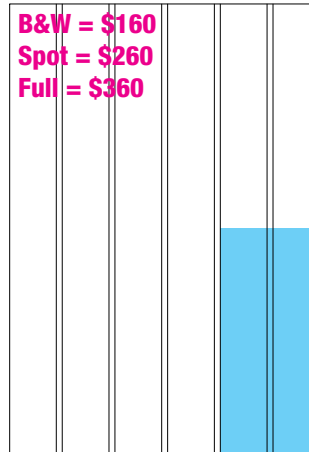
**5-COLUMN**  
 (5 col. x 8")  
**C: 8.583" X 7.966"**  
**D: 8.5778" X 7.8975"**



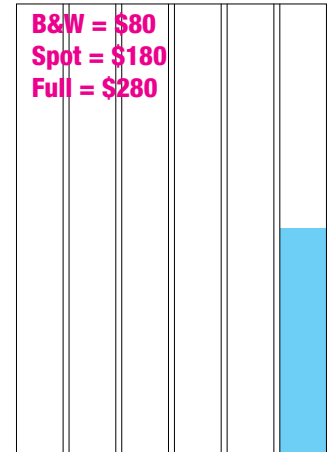
**4-COLUMN**  
 (4 col. x 8")  
**C: 6.833" X 7.966"**  
**D: 6.822" X 7.8975"**



**¼ PAGE**  
 (3 col. x 8")  
**C: 5.0833" X 7.966"**  
**D: 5.0667" X 7.8975"**



**2-COLUMN**  
 (2 col. x 8")  
**C: 3.333" X 7.966"**  
**D: 3.311" X 7.8975"**



**1-COLUMN**  
 (1 col. x 8")  
**C: 1.583" X 7.966"**  
**D: 1.5556" X 7.8975"**

## Production requirements

There should never be more than 225% ink coverage for any colour build. This means the total addition of all the ink numbers are no more than 225. The DARK version of the colour is the result when up to 25% black is added to build the spot colour. Black will ALWAYS print when built into the spot.

### Fonts

All fonts used should be OpenType, Type 1, PostScript, TrueType, embedded or outlined

### Fonts/type specs

Reverse type is acceptable, but should be no less than 10 point sans serif for reversing out of single-inks and no less than 14 point for two or more inks. The “Light” version of a font should never be used.

Screened type reversed in a solid colour must not exceed 20% tint of that colour.

Overprinted type is not recommended in areas exceeding 30% tonal value. Yellow should not be used.

### Black type

For clarity and readability, we recommend using type sized at eight point or larger in the advertising creative. This is because of the ink and newsprint relationship, small type tends to lose definition on press.

Type faces with thin or delicate serifs and strokes, and non-uniform character thickness should be avoided.

Prepare BLACK TEXT as 100% Process Black. Black text should never be prepared as RGB or CMYK. This will result in 4 colour text and therefore incur a production charge of C1\$ 75.00/hr. In case of registered agencies, discount will not be applicable. Black text always overprints.

### Digital file setup guide

Digital Files – We accept both PC or MAC platforms. Art must be submitted CMYK at 300dpi. Accompany all art with a colour proof.

Acceptable File Formats – Cayman Free Press reserves the right to levy charges for production work. CFP honours 2 deadlines for artwork submissions (see page 1 for submission times) “Print-ready” and “Build”

### Print ready

Vector EPS (Illustrator)

Fonts outlined

CMYK

Embedded links

All transparency layers flattened

PDF (Adobe Acrobat CFP distiller setting is available for CFP certified PDF)

### Build files

All other formats such as PDF not created using CFP setting, JPGs, TIFs, EPSs, Publisher Files, Word Files, Illustrator Files, Photoshop files, etc

Ads submitted using any of the above formats will be made available for proof.

Images – Photographic images should be processed at a resolution of no less than 170 DPI (Dot Per Inch) at 100% of desired printing size. Line art (bitmapped logos or scanned text) should be scanned at a resolution of 600-1200 DPI at 100% of desired printing size. However, we recommend that these elements be sent in vector-based, such as an Illustrator eps. Prepare colour files as CMYK. Total ink density (DMax) cannot exceed 225% in any area including solid colours.

### Materials prep checklist

The ad is being submitted by The Caymanian Compass deadline. If not, Ad Services has been contacted. See the deadlines section for specific details.

A proof of the ad is provided. If the ad is colour, a colour proof is provided.

Cropmarks are provided. There are no bleeds.

If sending a PDF file, the PDF has been distilled using the Caymanian Compass distiller settings.

Acrobat Distiller 7.0 PDF settings (PDF format)

The PDF has not been cropped.

The final digital submission contains everything needed to process the ad. (For submissions made in the ad’s native application, this includes the native document, all fonts and all images/artwork.)

Note: If sending the ad by digital means, a proof is still required by the Caymanian Compass, a soft proof is acceptable when supplied in PDF format

## Artwork

### Advertising agencies

- CFP will request for all agency submitted non print ready files to be resubmitted or in the case of time sensitive material a production administration fee may be charged.
- Artwork supplied by advertising agencies on disc must be accompanied by a colour hard copy proof and may be supplied to us by 5pm two working days before publication.

### Content

- All copy and type arrangements are subject to the approval of the publisher
- Editorial style advertising may be accepted at standard rates. The publisher reserves the right to caption such with "ADVERTORIAL".

### Advertising proofs

- CFP provides customers with up to two ad proofs, additional proofs may be provided with an administration fee of \$25 per copy.

### Payment

- Payment is due in full and upfront for cash customers on signing of the contract, and 30 days net payment terms apply for billed clients.
- Billed customer accounts with 30 days net credit terms are accepted by the customer on the understanding that should the account fall into default of payment, then the account may be assigned to a credit/collection agency for collection and/or court proceedings and that the customer may be further charged with those collection fees, legal fees, and/or court costs.

### Error and indemnification

- It is the responsibility of the advertiser or advertising agency to notify the publishers in writing of any error in advertisement(s) within seven days of publication
- The publisher shall not be liable for damages arising out of errors in advertisements beyond the amount paid for space actually occupied by that portion of the advertisement in which the error occurred, regardless of onus of blame for such error and publisher shall not be liable for non-insertion of any advertisement beyond the amount paid for such advertisement(s).
- Where there is an error in the advertisement which is caused by the publisher, it is at the discretion of the publisher to determine what portion, if any, of the advertising value will be credited to the client or whether additional adverts will be published.

- The publisher is not bound by any conditions, printed or otherwise, on contracts or copy instructions when such conflict with the policies covered by the above conditions.
- The advertiser hereby indemnifies the publisher for all matters that may arise out of the publication of this advertisement.