

## WEB MEDIA PACK

# Introduction

"We make sure every potential member of staff receives a weblink to the **Cayman Resident** site and a copy of the magazine."

Jaslyne Bridges, Human Resources Director, Pricewaterhouse Coopers



The information on the *Cayman Resident* website is continuously researched and updated by Caymanians and has grown in terms of stature and traffic over the last fourteen years, with peaks of over 35,000 visits a month. It is regarded as the most comprehensive and up-to-date online source of information for living, working and moving to the Cayman Islands. Many law firms, accounting firms and other Cayman businesses, together with Government departments, recruitment agencies and realtors, promote the website by either linking to it or recommending it to new arrivals, while existing residents use it as a trusted source of information.

If you are looking to drive more traffic to your website and/or increase your visibility online, then the *Cayman Resident* website is an ideal choice. The website provides high quality referrals through business profiles and banners which are placed in content directly related to your business. Banners can be configured to target predefined demographics, ensuring you have ultimate control over your messaging.

OVER 1M PAGE VIEWS · OVER 250K USERS · AVERAGE 2:56 MINS  
TRAFFIC STATISTICS FOR WWW.CAYMANRESIDENT.COM FOR 2017

## SIX REASONS TO ADVERTISE

### High Quality Traffic

Banners are displayed in the content related to your products and services ensuring that you are targeting the right audience.

### Excellent Search Engine Ranking

Page one ranking is achieved for most relevant search phrases (eg, living, working, moving to Cayman, doctors, insurance, schools in Cayman, etc).

### Continual Growth

Web traffic has grown by approximately 20% every year for the last fourteen years and we anticipate continued growth for the foreseeable future.

### Targeted Messaging

Banners can be targeted for different platforms (desktop & mobile) and different demographics, allowing you to fine tune your messaging and maximizing the return on your investment.

### Highly Recommended

Significant traffic comes from email referrals, weblinks, direct access and bookmarks.

### Acquire New Customers

You can be assured that your message is being seen by potential new customers, as approximately 66% of the traffic is from new visitors.

"I monitor our web traffic religiously and can say that **Cayman Resident** gets Coldwell Banker some **serious responses.**"

Jerry Arnold,  
Head of Marketing,  
Coldwell Banker

# Web Advertising Rates

Shared Leaderboard Web Banners (available monthly)							
	Type	Description	Size (Pixels)	Positions	Geo * Targetting	12 Month Contract	6 Month Contract
(A)	<b>Homepage Banner</b>	Prominently positioned on the Homepage, this premium banner provides prime brand visibility.	728 w x 90 h (max 60kbytes) On mobile: 320 w x 50 h (max 20kbytes)	5	Yes	CI\$250 p/m	CI\$250 p/m
(B)	<b>Title Banner</b>	Prominently positioned on the main 'Title' pages (About, Move, Work, Live, Business). This banner provides premium visibility across the site.	728 w x 90 h (max 60kbytes). On mobile: 320 w x 50 h (max 20kbytes)	5	Yes	CI\$350 p/m	CI\$350 p/m
(C)	<b>Group Banner</b>	Positioned at the top of all pages specifically targeting different visitor demographics. Available groups are: Consumer, Business, Moving to Cayman, Real Estate, Health, Education and Social.	728 w x 90 h (max 60kbytes). On mobile: 320 w x 50 h (max 20kbytes)	4-7 depending on group	Yes	CI\$190 p/m	CI\$190 p/m

Exclusive In-Copy Web Banners							
	Type	Description	Size (Pixels)	Positions	Geo * Targetting	12 Month Contract	6 Month Contract
(D)	<b>Chapter Banner</b>	'Own' the page relevant to your business. Positioned next to the content at the top of the page this banner sticks as the user scrolls down some of the page. On mobile this is the first banner to appear in the content.	300 w x 250 h (max 60kbytes)	Exclusive	Yes	CI\$285 p/m	CI\$328 p/m
(E)	<b>Chapter+ Banner</b>	Over double the size of the Chapter banner (on desktop) this banner will dominate the page and give amazing visibility! Positioned the same as the Chapter Banner.	300 w x 600 h (Max 100kbytes) mobile: 300 w x 250 h	Exclusive	Yes	CI\$325 p/m	CI\$374 p/m
(F)	<b>Standard Banner</b>	Positioned within the text on a page, this banner highlights your business in relevant content and so provides quality referrals to your website.	300 w x 250 h (max 60kbytes)	Exclusive	Yes	CI\$190 p/m	CI\$219 p/m
(G)	<b>Listing Banner</b>	Placed above your listing this banner draws attention to your business for a minimal cost.	320 w x 50 h (max 20kbytes)	Exclusive	No	CI\$82 p/m	CI\$94 p/m

# Web Advertising Rates

Business Profiles							
	Type	Description	Length	Positions	Geo * Targetting	12 Month Contract	6 Month Contract
(H)	<b>Business Profile</b>	Showcase your business with this Business Profile. Includes web, email and social media links, 100 word description, map pin(s) and search categories. Links to this profile are placed in relevant content.	100 word description	Exclusive	No	CI\$35 p/m	n/a
(I)	<b>Advanced Business Profile</b>	This Profile uniquely helps to drive referrals to your business by including a 'call to action' embedded into your listing (on content pages), as well as on your Profile. It includes all the features of the Business Profile as well as unlimited images, description, highlights and improved ranking.	Unlimited description, images and highlights	Exclusive	No	CI\$60 p/m	n/a

## Notes

A free Business Profile is offered with the purchase of any banner.  
 Banners can be designed by Acorn Publishing at the discounted rate of CI\$65 per hour.  
 Banners should be provided in JPG, PNG, GIF or HTML5 (excludes Listing Banner)

*\*Please enquire about the cost to implement geo and platform targetting.*