

"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 eighteen years, with peaks of over 50,000 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 400K UNIQUE USERS · APPROX 2 MINS PER PAGE
TRAFFIC STATISTICS FOR WWW.CAYMANRESIDENT.COM FOR 2022

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).

Highly Recommended

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

Continuous Innovation

Web traffic continues to grow and our programme of continual improvement ensures we are maximising the return for our advertisers.

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.

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

Prices listed below are per month

Premium Leaderboard Banners							Rates below are cost per month				
Type	Description	Size (Pixels)	Type	Rotations	Positions on site	Geo Targetting*	Currency	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract
Ⓐ Homepage Banner	Prominently positioned in multiple positions on the Homepage, this premium banner provides prime brand visibility.	970 w x 90 h (max 125kb) 728 w x 90 h (max 100kb) Mobile: 320 w x 100 h (max 75kb)	Shared	6	5	Yes	CIS	250	265	295	375
							GBP	233	247	275	349
							US\$	305	323	360	457
							CA\$	388	411	458	582
Ⓑ Group Banner	Positioned at the top and bottom of all pages specifically targeting different visitor demographics. Available groups are: Consumer (10), Business (10), Moving to Cayman (10), Real Estate (9), Health (8), Education (5), Social (6) and About (4).	970 w x 90 h (max 125kb) 728 w x 90 h (max 100kb) 320x100 (max 75kb) Mobile: 320 w x 100 h (max 75kb)	Shared	4-10 depending on group	Multiple	Yes	CIS	190	205	235	320
							GBP	177	191	219	298
							US\$	232	250	287	390
							CA\$	295	318	365	496

Notes

A free Business Profile is offered with the purchase of any banner.
 Animated Banners can be designed by Acorn Publishing at the discounted rate of C\$95 per hour.
 Banners should be provided in JPG, PNG, GIF or HTML5 formats.

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

WEB ADVERTISING RATES

Prices listed below are per month

In-Copy Banners

Type	Description	Size (Pixels)	Type	Rotations	Positions on site	Geo Targetting*	Currency	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract
Ⓒ Exclusive Chapter+ Banner	'Own' the page relevant to your business with this full height banner. Positioned in the right-hand column next to the content, this banner sticks as the user scrolls down the page and appears as the first banner within the content on mobile devices.	300 w x 600 h (max 150kb) Mobile: 336 w x 280 h (max 100kb)	Exclusive	1	1	Yes	CI\$	325	340	365	450
							GBP	303	317	340	419
							US\$	396	415	445	549
							CA\$	504	527	566	698
Ⓓ Chapter+ Banner	All the benefits of the Exclusive Chapter+ Banner, but this banner position can be shared with other banners.	300 w x 600 h (max 150kb) Mobile: 336 w x 280 h (max 100kb)	Shared	3	1	Yes	CI\$	225	250	280	365
							GBP	210	233	261	340
							US\$	274	305	341	445
							CA\$	349	388	434	566
Ⓔ Standard Banner	Positioned in three places within the text on a page, this banner highlights your business in relevant content and so provides quality referrals to your website.	336 w x 280 h (max 100kb)	Shared	3	3	Yes	CI\$	160	175	205	290
							GBP	149	163	191	270
							US\$	195	213	250	354
							CA\$	248	272	318	450
Ⓕ Search Banner	Positioned in the right-hand column next to the search results, this banner sticks when the user scrolls and appears as the first banner on mobile devices. Available pages are: Doctors (6), Clinics (7), Schools (4), What's Open (9).	300x600 (max 150kb), 970x90 (max 125kb), 728x90 (max 100kb), 300x250 (max 100kb) Mobile: 336 w x 280 h (max 100kb)	Shared	4-9	1	Yes	CI\$	250	265	295	375
							GBP	233	247	275	349
							US\$	305	323	360	457
							CA\$	388	411	458	582
Ⓖ Listing Banner	Placed above your listing, and on the top and bottom of your Profile page, this banner draws attention to your business for a minimal cost.	728 w x 90 h (max 100kb) Mobile: 320 w x 50 h (max 50kb)	Exclusive	1	3	No	CI\$	90	100	120	175
							GBP	84	93	112	163
							US\$	110	122	146	213
							CA\$	140	155	186	272

WEB ADVERTISING RATES

Prices listed below are per month

Business Profiles				Rates below are cost per month					
Type	Description	Highlights	Type	Geo Targetting*	Currency	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract
H Business Profile	Showcase your business with this Business Profile. Includes web, email and social media links, description, map pin(s) and search categories. Links to this profile are placed in relevant content.	250 word description, active web, email and social media links	Exclusive	No	CI\$	55	72	83	105
					GBP	52	67	77	98
					US\$	67	88	101	128
					CA\$	86	111	128	162
I Advanced Business Profile	This Profile uniquely helps to drive referrals to your business by including a Call to Action (CTA) button embedded into your listing (on content pages), as well as multiple CTA buttons on your Profile. It includes all the features of the Business Profile as well as video, unlimited images, description, highlights and improved ranking. Advanced Business Profiles will be listed above Standard Listings.	Improved ranking, 'Call to Action' buttons, video, unlimited: description, images and highlights	Exclusive	No	CI\$	99	110	132	193
					GBP	92	103	123	179
					US\$	121	135	161	235
					CA\$	154	171	205	299

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