

"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 sixteen 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 300K UNIQUE USERS · AVERAGE OVER 2 MINS PER PAGE  
TRAFFIC STATISTICS FOR WWW.CAYMANRESIDENT.COM FOR 2020

## 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 in Cayman Island Dollars

Premium Leaderboard Banners										
Type	Description	Size (Pixels)	Type	Rotations	Positions on site	Geo Targeting*	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract
<b>(A) Homepage Banner</b>	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	5	5	Yes	\$250 p/m	\$265 p/m	\$295 p/m	\$375 p/m
<b>(B) Group Banner</b>	Positioned at the top and bottom of all pages specifically targeting different visitor demographics. Available groups are: Consumer (8), Business (8), Moving to Cayman (8), Real Estate (8), Health (6), Education (5) and Social (6).	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	5-8 depending on group	Multiple	Yes	\$190 p/m	\$205 p/m	\$235 p/m	\$320 p/m

## 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 CI\$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 in Cayman Island Dollars

In-Copy Banners											
Type	Description	Size (Pixels)	Type	Rotations	Positions on site	Geo Targeting*	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract	
<b>C</b> <b>Exclusive Chapter+ Banner</b>	'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	\$325 p/m	\$340 p/m	\$365 p/m	\$450 p/m	
<b>D</b> <b>Chapter+ Banner</b>	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	\$225 p/m	\$250 p/m	\$280 p/m	\$365 p/m	
<b>E</b> <b>Standard Banner</b>	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	\$160 p/m	\$175 p/m	\$205 p/m	\$290 p/m	
<b>F</b> <b>Search Banner</b>	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	\$250 p/m	\$265 p/m	\$295 p/m	\$375 p/m	
<b>G</b> <b>Listing Banner</b>	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	\$90 p/m	\$100 p/m	\$120 p/m	\$175 p/m	

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Business Profiles								
Type	Description	Highlights	Type	Geo Targetting*	12+ Month Contract	9+ Month Contract	6+ Month Contract	3+ Month Contract
<b>H</b> 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	\$50 p/m	\$65 p/m	\$75 p/m	\$95 p/m
<b>I</b> 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	\$90 p/m	\$100 p/m	\$120 p/m	\$175 p/m

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