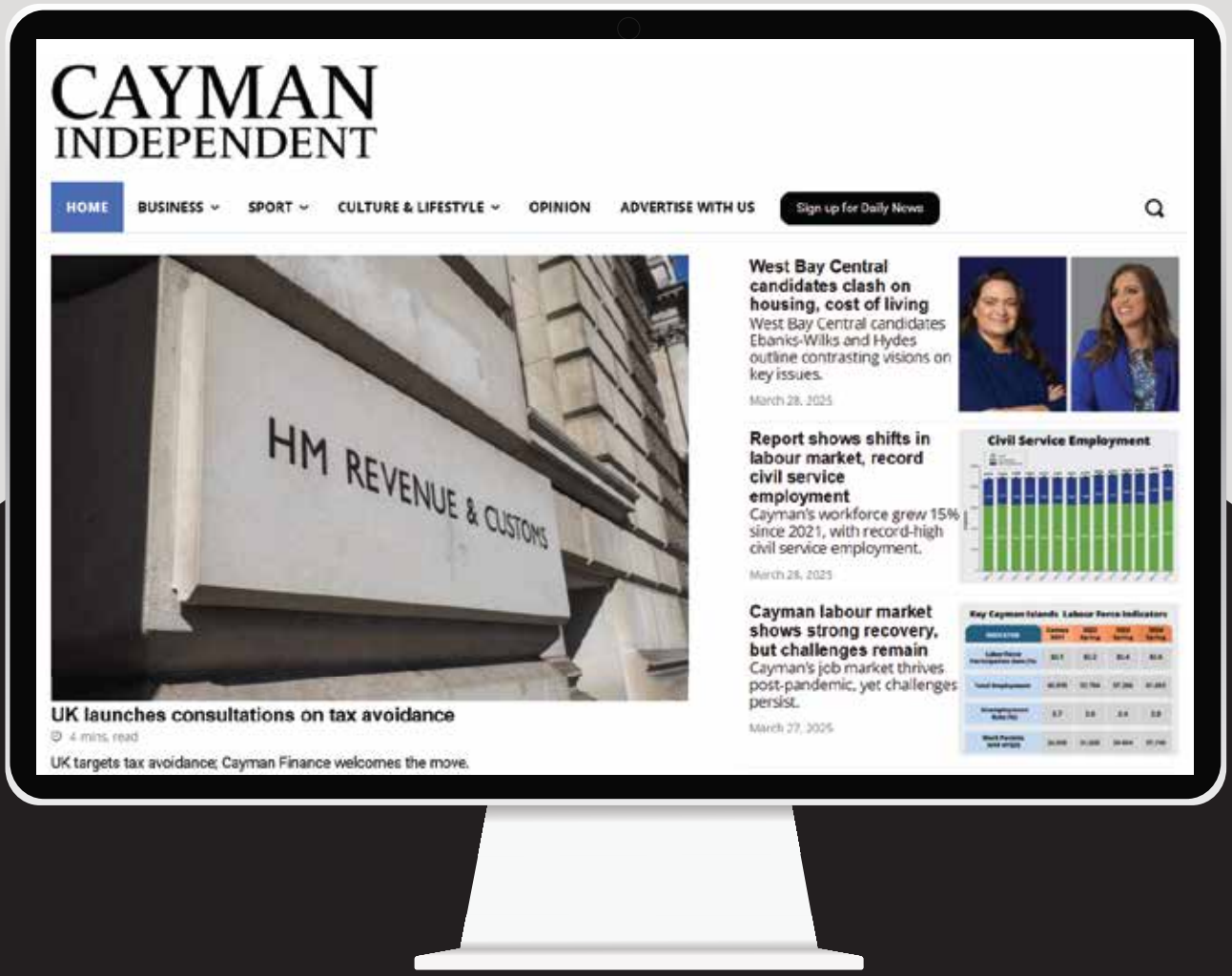
CAYMAN INDEPENDENT

The Smart Read: Business, Culture, Cayman.



MEDIA KIT

About Us

Welcome to the Cayman Independent, the Cayman Islands' premier business-focused online newspaper. Our platform is designed to connect your brand with a highly engaged audience of professionals, decision-makers, and industry leaders. With premium advertising spaces across our homepage, section pages, and sponsored content, we provide tailored solutions to showcase your message effectively. Choose from our diverse banner options to make a lasting impact.

Advertise with Us – Grow Your Business & Promote Your Services with Cayman Independent

Targeted Reach
Our content is designed to attract professionals, business leaders, and individuals who are keyplayers in the Cayman Islands' vibrant economy.

Focused Audience
As a new publication, we emphasize reaching the right readers—professionals and decision-makers who value business insights and quality journal

High-Quality Content
Your advertisements will appear alongside insightful articles, professional opinion pieces, and engaging features across business, sports, culture, and lifestyle.

Tailored Solutions
Flexible advertising options to suit your brand's goals and budget, ensuring your business stands out.

Reach Cayman's Vibrant Business Community and Beyond

The Cayman Independent is the Cayman Islands' premier business-focused online newspaper, delivering high-quality, insightful content that resonates with professionals, entrepreneurs, and decision-makers.

Our targeted coverage of the local and international business landscape ensures your message reaches the audiences that matter most.

While our primary focus is on the thriving business sector, we also offer engaging, high-quality articles across opinion, sports , culture and lifestyle, appealing to a broad and influential readership. By advertising with us, you have the opportunity to connect with a discerning audience actively seeking information that impacts their work, investments, and daily lives.

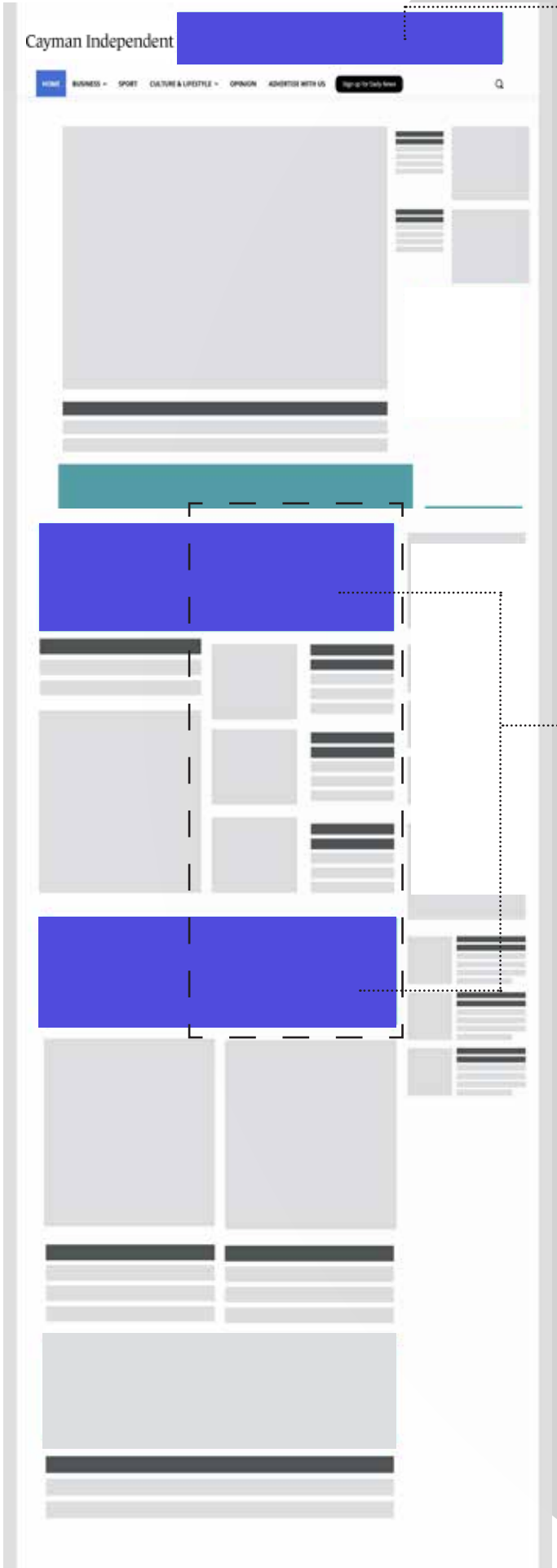
Get Started Today

Take the next step in showcasing your business and services to the right audience. Contact us to learn more about advertising opportunities:

sales@caymanindependent.com

Let's grow together with the Cayman Independent.

Homepage



Homepage Main Billboard

Capture prime visibility at the top of the Cayman Independent homepage! The Main Billboard banner ensures your brand is the first thing readers see, delivering maximum exposure to our professional audience.

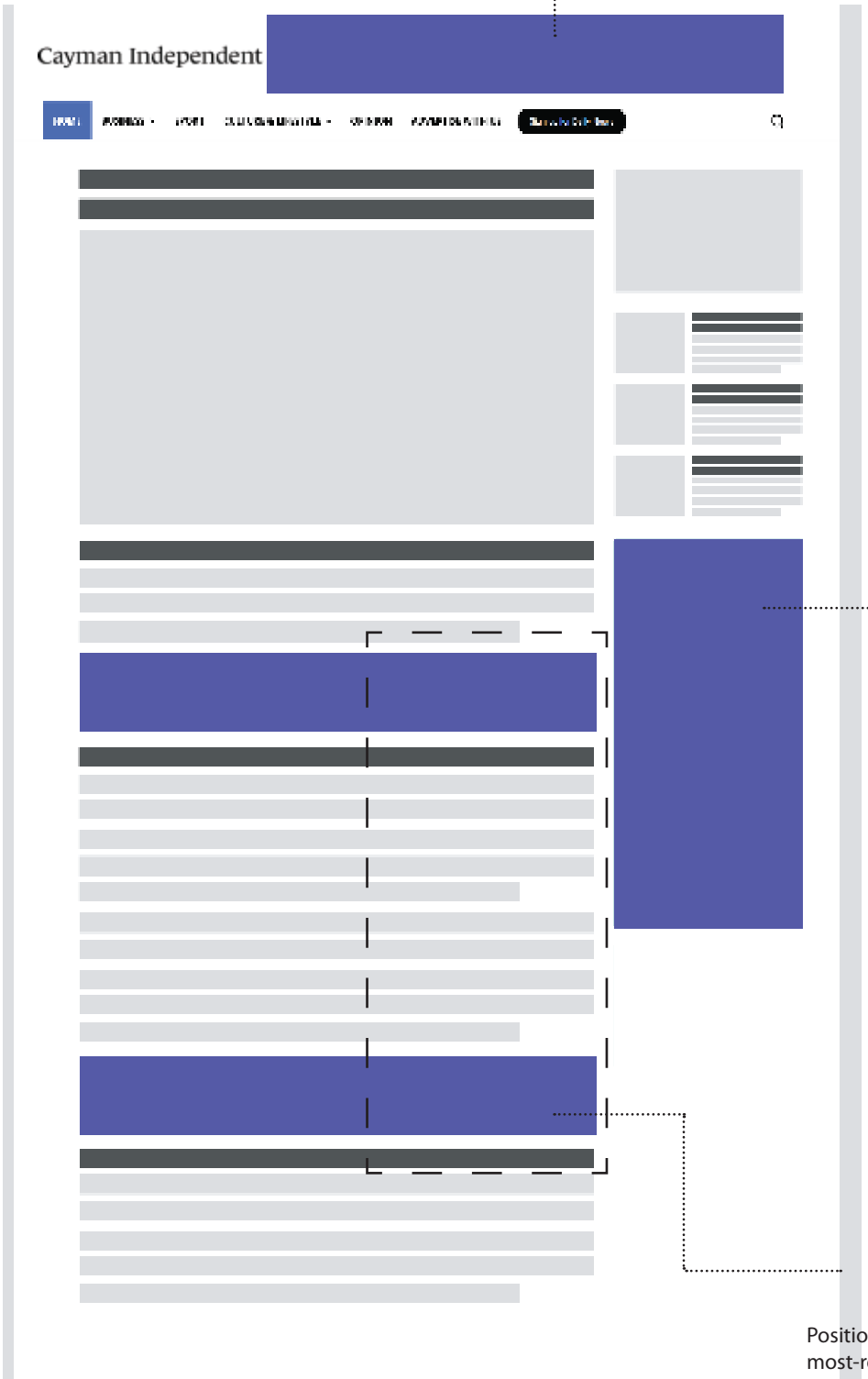
Dimensions: 728 x 90 pixels
Details: Rotating banner with 1 spot available.
Rate: CI$1000 weekly.

Homepage Positions 1 & 2

Elevate your presence with a prominent banner in the heart of our homepage. Perfectly positioned to engage readers as they browse key stories and updates.

Dimensions: 728x 90 pixels
Details: Rotates with 6 spots available.
Rate: CI$450 weekly.

Section Page



Section Page Advertising Options (Business, Culture & Lifestyle, Sports, Opinion)

Dominate the top of our section page with our top banner. Perfect for capturing niche audiences exploring specific topics like business, sports, and lifestyle or reading any article.

Dimensions: 728 x 90 pixels
Details: Rotates with 6 spots available.
Rate: CI$300 weekly.

CI Skyscraper

Expand your reach with the high-impact Skyscraper banner. A commanding presence in all section pages, ideal for sustained visibility.

Dimensions: 300 x 600 pixels
Details: Rotates with 6 spots available.
Rate: CI$500 weekly.

Section Page Banners 1 &2

Position your brand in the heart of our most-read sections. These rotating banners are strategically placed to drive engagement with targeted readers.

Dimensions: 720 x 90 pixels
Details: Rotates with 6 spots available.
Rate: CI$250 weekly.

Article Page

Top Banner

It's everywhere! Dominate the top of all article pages with our Articles top banner. Perfect for capturing niche audiences exploring specific topics like business, sports, and lifestyle or reading any article.

Dimensions: 728 x 90 pixels
Details: Rotates with 6 spots available.
Rate: CI$300 weekly.

CI Skyscraper

Expand your reach with the high-impact Skyscraper banner. A commanding presence in all section pages, ideal for sustained visibility.

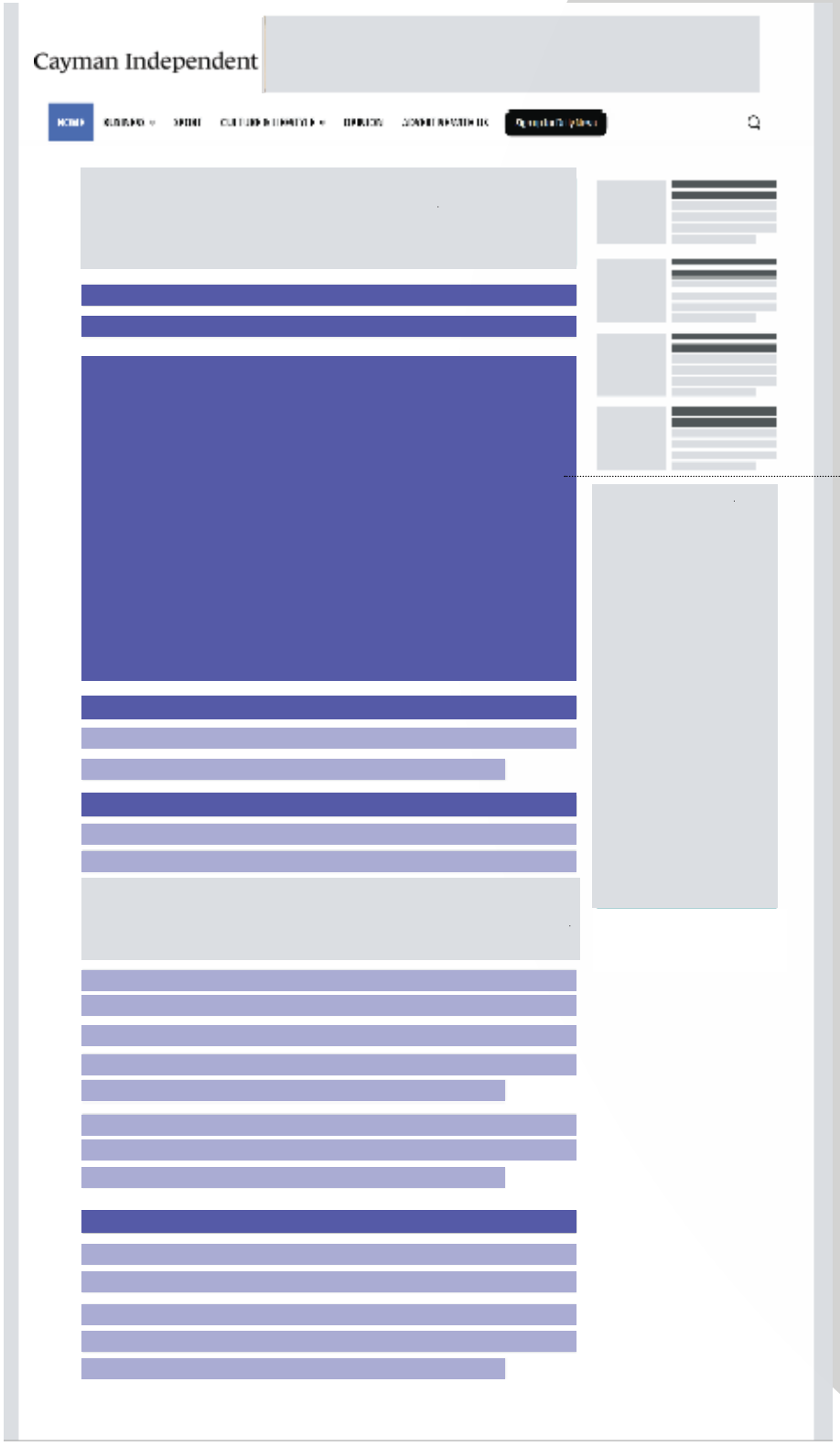
Dimensions: 300 x 600 pixels
Details: Rotates with 6 spots available.
Rate: CI$500 weekly.

Article Banner 1

Connect directly with readers diving into our in-depth articles. The Article Banner is perfect for brands looking to engage during moments of focused attention.

Dimensions: 728 x 90 pixels
Details: Rotates with 6 spots available.
Rate: CI$250 weekly.

Article Page



Feature Article – Advertorial

Tell your story through compelling, people-focused content that resonates. Our advertorial features highlight real voices, experiences, and perspectives-creating authentic connections with a professional, engaged audience while seamlessly integrating your brand message.

Advertorial Rate:
400–500 words: CI$500
500–850 words: CI$1,000

Newsletter

Top Banner

Dimensions: 650 x 200 pixels
Rate: CI$200 per day

Start your day with a concise round-up of the top stories and features from the Cayman Independent. From breaking news to insightful commentary, this daily email keeps your target audience informed about the Cayman Islands and beyond.

Middle Banner

Dimensions: 650 x 200 pixels
Rate: CI$200 per day

DIGITAL AD SPECIFICATIONS

Technical guidelines for your designer or media agency

ACCEPTED FILE FORMATS

JPG **PNG** **GIF**

- *Max file size: 250KB*
- *GIF: Max 3 frames*

Please note that PDF files will be converted to JPG or PNG as necessary.
Please contact your Cayman Independent representative for additional support or questions.

BANNER AD UNITS & SPECS

HOMEPAGE MAIN BILLBOARD, HOMEPAGE POSITION 1 & HOMEPAGE POSITION 2
728 x 90 pixels (mobile 696 x 179)

SECTION PAGE TOP BANNER
(homepages for Business, Culture, Sports and Opinion)
728 x 90 pixels (mobile 696 x 179)

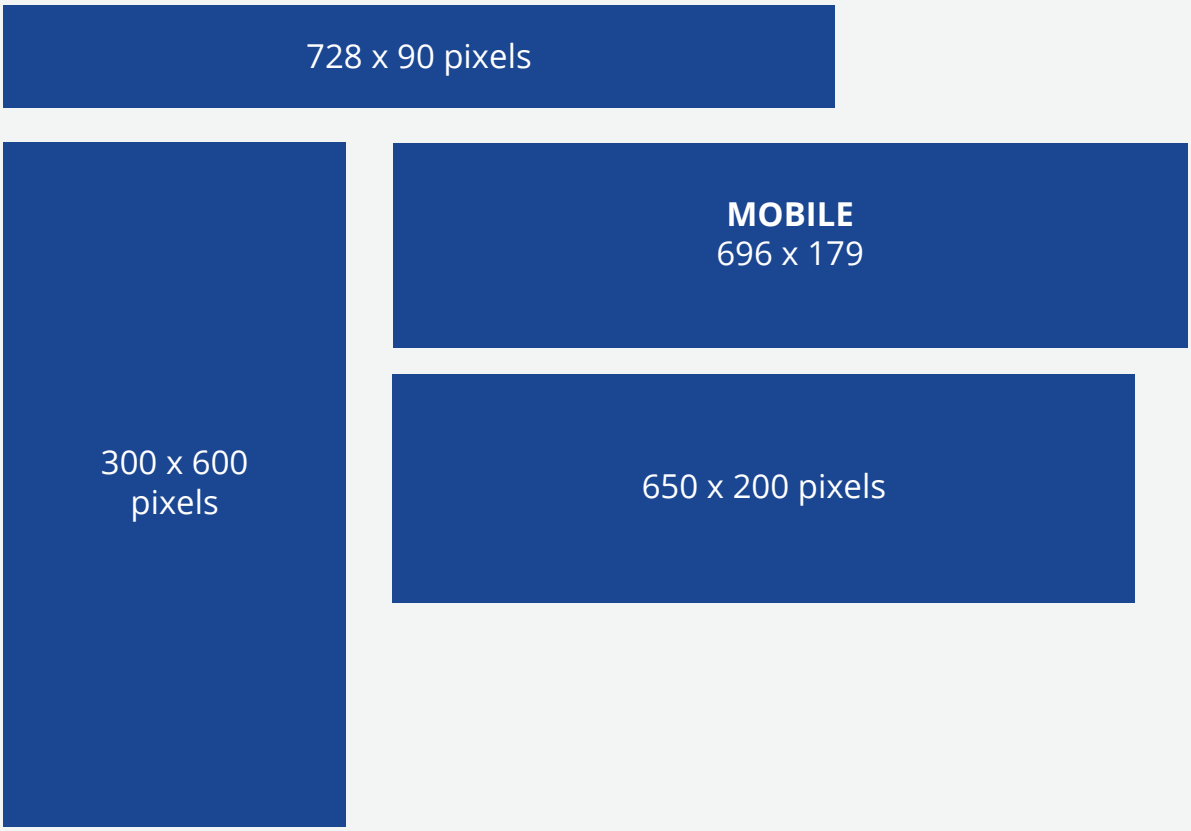
SECTION PAGE POSITION 1 AND POSITION 2
728 x 90 pixels (mobile 696 x 179)

SECTION PAGE SKYSCRAPER
300 x 600 pixels

ARTICLE PAGE TOP BANNER
(all article pages)
728 x 90 pixels (mobile 696 x 179)

ARTICLE PAGE POSITION 1
728 x 90 pixels (mobile 696 x 179)

ARTICLE PAGE SKYSCRAPER
300 x 600 pixels

NEWSLETTER TOP BANNER
650 x 200 pixels

NEWSLETTER MIDDLE BANNER
650 x 200 pixels