

The Observer on Sunday rate sheet



Overview

The Observer on Sunday provides a complete analysis of local and international news and current affairs, discussing matters that affect residents here in the Cayman Islands.

Sectionalized articles will provide readers with a balanced mix of informative news and entertaining special interest features.

Every Sunday, 22,500 complimentary copies of this tabloid sized newspaper are delivered island wide to homes and businesses.

Features	Benefits
Distribution	Free distribution to residences and various retail outlets on all three islands. Also available online at www.observeronsunday.com
Diversity	The Observer on Sunday will provide readers with a diverse range of features, in depth articles, commentaries and opinions ranging on topics including Local, International, Business, Finance and Industry news. In addition there will be features on travel, sports, health and beauty, home and family as well as crosswords, puzzles, comics and a kids section.
Design	The Observer on Sunday will be in a magazine style format, with only specific size advertisements being available and it will be printed in a tabloid size on hi-brite paper.
Dependability	Cayman Free Press has over 40 years experience in publishing and printing in the Cayman Islands. Together with a dedicated and experienced journalism staff, the newspaper will be printed by us on the only newspaper press on island.

Contact us

Sales – 949 5111, sales@cfp.ky

Editorial – Jan Byrne, 526 9004, jan@cfp.ky

Marketing – Anne Mason, 324 0490, anne@cfp.ky

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

Sample pages



Inserts/Flyers

Type	CI\$
Single folded piece	950
Folded piece up to eight pages	1100
Brochures/Booklets	1250
Maximum size 11" x 17"	
Minimum size 5½" x 8½"	
*Brochures/booklets up to 60 pages	
Bookings subject to availability	
Cancellation fee – After space deadline = 25%	
Flyers/Booklets – NOT delivered \$150	

Advertising deadline

Every Thursday 5pm, 10 days before publication date

Artwork deadline

Every Tuesday 5pm

Publication date

Every Sunday

THE OBSERVER
ON SUNDAY
www.observeronsunday.com

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Price guide

Type - Main Section	Options	Col "	BW	Spot	FC
Sixteenth - 'Mini Ad'	2x3 3x2	6	72	120	
Banner	6x2	12	144	192	348
Eighth Page	3x4 2x6	12	144	192	348
Quarter Page	3x8 6x4	24	288	336	468
Third Page	6x6	36	432	480	732
Half Page	6x8	48	576	624	768
Full Page	6x16	96	1152	1260	1452
Front Banner	6x2	12			600
Page 2 Banner	6x2	12		400	500
Premium Page 3 FP	6x16	96			1752
Premium Page 5 FP	6x16	96			1752
Premium Back Page	6x16	96			1752

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.

Rates as of 1 June 2010

Ad sizes

Discounts

Period	Discount
4 editions	10%
13 editions	15%
26 editions	20%
52 editions	25%

* No Adverts page 2 other than one banner

* Page 3, front and back cover – 6 or 12 month contracts only

* 4, 13 and 26 editions ad can be placed at one or two week intervals

Technical specifications

Finish size: 11.333 x 17.5

Agency-supplied files: We accept both Mac and PC platforms. Art must be submitted CMYK @ 300dpi (photos). Artwork submitted is presumed to be print-ready, so please accompany all art with a colour proof.

Build files: We accept industry standard programs such as Adobe products, and some desktop publishing files. Please contact CFP production via your sales rep if you have any question about these or other programs.

Acceptable file formats: Illustrator EPS (with text converted to paths and linked files embedded), TIF (flattened at 300dpi), or PDF (with all fonts and graphics embedded). An Adobe Acrobat Distiller setting is available upon request or through our website at www.caycompass.com

*Cayman Free Press reserves the right to levy charges for production work. For further details regarding artwork please see the **CFP Industry Standard Technical Specifications** on www.caycompass.com*

Please note

All rates are based on supplied digital files (see "Acceptable file formats" above). CaymanFreePress reserves the right to charge for design, layout, typesetting, photography, etc. Advertising material created for The Observer on Sunday remains the property of CaymanFreePress and any requests for duplicate copies for use in any publication not associated with CaymanFreePress will be subject to charge.