

The Most Cost-Effective Way to Reach Caribbean Residents and the Diaspora

Introduction

Caribbean-focused businesses must meet the challenges of the digital age and marketing in our region of some 40 different countries and territories, with a combined population of 30 million people. Only the internet, mobile, and e-commerce solutions instantly connect your business and effectively address these business goals.

What is our internet reach?

Our audience of opinion makers, business owners, corporate managers and travelers in the region are the most important segments for every regional brand marketing its business globally. Our websites, collectively, have an audience of some 685,000 unique visitors annually, generating 2.5 million page views.

The News Now websites offer the most diverse audience in the region, ahead of any local newspaper, television or radio station website.

Who is our audience?

Our websites attract audiences from North America (46%), the wider Caribbean (39%), the UK and Europe (10%) and the rest of the world (5%). The US visitor demographics breakdown (as independently measured by Quantcast) for Caribbean News Now is:

Male: 59%

Older: age 35-54 32% / age 55+ 34%

More affluent: \$100,000+ 57%

Better educated: Graduate school 43%

SITE	UNIQUE VISITORS
Caribbean News Now	615,000 annually
TCI News Now	70,000 annually

How do our websites differ?

CaribbeanNewsNow.com (established in 2010 as the successor to Caribbean Net News (2003-2010), is the leading voice for Caribbean regional news, information and opinion and provides extensive regional news coverage that no other agency provides, covering almost 40 nations and territories in the wider Caribbean, as well as six regional organisations. The site has well developed coverage of the travel and tourism sectors in the region.

TCINewsNow.com is the leading online voice for the Turks and Caicos Islands (TCI) and provides extensive local news coverage, with an emphasis on delivering up to date news and current opinion from the TCI, keeping nationals worldwide in touch with issues of local, regional and international importance. The website attracts some 75,000 unique visitors and 800,000 page views annually, with 45% of the readership coming from the TCI and 36% from the US and Canada.

How do our advertising opportunities work for you?

First, you are a client and not just an advertiser. We listen to you and develop measures to make sure the marketing vehicle you need creates the best message for our audience.

Our websites provide opportunities for traditional ad-banners, story text links, sponsorships, press releases, video and dedicated e-mail marketing, as well as pay-for-performance and geo-targeted marketing.

Our rates are more than competitive as we bring the most diverse audience in the region. In particular, we will be happy to work with you in the context of your specific budget.

Banks, insurance companies, telecom carriers, airlines, hotels, rental car companies, entertainment properties and retailers are some of the businesses that may find these sites useful to help build their regional brands.

Other Products

We are now taking orders for the 2014 Caribbean wall and desk calendars, created by Caribbean News Now in collaboration with Ticker.com. Each calendar has a list of national holidays, government meetings, conferences and tradeshows, all put together in an easy to read format. Branding, pictures and date customisation is available, subject to a minimum order.

How to contact us

Write or call for more information or to request sample calendars:

Tel: 1 214 997 3811 (USA)

Fax: 1 206 339 3648 (USA)

Email: editor@caribbeannewsnow.com

Caribbean News Now Online Banner Placement and Rates

Leaderboard - One Week - US\$250
728 x 90px

Main Banner - One Week - US\$125
468 x 60px

Online Banners

Banner ads are available for display on the Caribbean News Now home page as well as site-wide and on the various category pages in conjunction with specific locations/islands. Country specific packages are available.

Between Stories Banner - One Week - US\$95
468 x 60px

**Medium Rectangle
Right Side Banner**
One Week - US\$150
300 x 250px

Terms of Use Policy

Caribbean News Now reserves the right to edit submitted ads or refuse those that do not meet our publishing criteria. Banners that do not meet the technical or publishing specifications may be assessed a one-time \$30 re-design fee to be paid in advance. Banners can be designed from supplied artwork for a cost of \$30 per banner (non-animated). Caribbean News Now reserves the right to reject or remove any link or advertising banner to any website or web page it considers inappropriate or to any website or web page that contains links to other web pages or websites Caribbean News Now considers inappropriate. Banner ads are booked on a first-come, first-served basis. Payment for short term ads (two weeks or less) must be received within five days of booking to guarantee space. Ads will not be placed on the site until payment has been received in full or as otherwise agreed by written contract.

**Mini Vertical
Left Side
Banner**
One Week
US\$75

Technical Information

Banner sizes are as listed. Artwork must be supplied in these sizes; otherwise it will be re-sized automatically. If re-sizing is not acceptable, a revised design must be supplied. Banners must be supplied as gif, jpg or Flash file formats. Files may contain animated graphics. File size must not exceed 30kb. Advertiser-supplied Flash banners should include an embedded hyperlink and/or click tracking as required by the advertiser. All hyperlinks must open in a new window or browser tab. Images/artwork for annual banners may be updated as required. Images/artwork for short term banners (less than two weeks) may not be changed during the advertising period unless agreed to by Caribbean News Now.

Skyscraper Right Side Banner - One Week - US\$120
120 x 600px

For further information, please email editor@caribbeannewsnow.com or telephone 1-214-997-3811

Foot of Page Banner - One Week - US\$75
967 x 60px

TCI News Now Online Banner Placement and Rates

Leaderboard - One Week - US\$50
728 x 90px

Main Banner - One Week - US\$25
468 x 60px

Online Banners

Banner ads are available for display on the TCI News Now home page as well as site-wide and on the various category pages.

Between Stories Banner - One Week - US\$20
468 x 60px

**Medium Rectangle
Right Side Banner**
One Week - US\$30
300 x 250px

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**Mini Vertical
Left Side
Banner**
One Week
US\$15

Technical Information

Banner sizes are as listed. Artwork must be supplied in these sizes; otherwise it will be re-sized automatically. If re-sizing is not acceptable, a revised design must be supplied. Banners must be supplied as gif, jpg or Flash file formats. Files may contain animated graphics. File size must not exceed 30kb. Advertiser-supplied Flash banners should include an embedded hyperlink and/or click tracking as required by the advertiser. All hyperlinks must open in a new window or browser tab. Images/artwork for annual banners may be updated as required. Images/artwork for short term banners (less than two weeks) may not be changed during the advertising period unless agreed by TCI News Now.

Skyscraper Right Side Banner - One Week - US\$25
120 x 600px

For further information, please email editor@tcinewsnow.com or telephone 1-214-997-3811

Foot of Page Banner - One Week - US\$15
967 x 60px

Brand and Promote Your Business with Caribbean Wall Calendars and Planners



2 0 1 3 C A R I B B E A N C A L E N D A R

In collaboration with Ticker.com, we have created a range of wall and desk calendars and daily planners covering a number of different themes. These new calendars and planners are the first to aggregate events and important dates across different regions, industries and activities ranging from conferences and trade shows, national holidays, government holidays, festivals, etc., all put together in an easy to read format. Branding, pictures and date customisation is available on all versions, subject to a minimum order. Also, we can create specific country, sport, entertainment or other activity versions, subject to a minimum order.

We are now taking orders for the 2014 calendars and planners. Contact us by [email](#) or telephone 1-214-997-3811 to submit a customisation enquiry or reserve yours.

Please note: Final design or appearance may vary slightly from published images.