

# 2017 ELECTION GUIDE

The definitive "book" to Cayman's election

ONE  
MAN  
ONE  
VOTE

ONE  
LOOK  
ONE  
BOOK

## INTRODUCING CAYMAN'S PREMIER ELECTION GUIDE

Reach all of  
Cayman's  
voters!

### **The must-have "book" to Cayman's historic May 24, 2017 Election Day.**

*The Cayman Reporter's* Election Guide will be a beautiful full-gloss publication produced by our new editorial team who bring more than 50 years combined experience of editing and political reporting.

The Election Guide will cover all the need-to-know information to help Cayman's voting public make an informed decision on Election Day.

This free publication will be distributed island-wide, including during our morning roadside distribution, reaching all of Cayman's voting public.

Our Election Guide will be published mid-April, more than six weeks before Election Day, ensuring every voter in Cayman has time to consult this guide and make an informed decision on the day.

### **AT A GLANCE**

#### **Fast facts**

- Full gloss, printed on superior paper stock
- Experienced editorial team
- Published mid-April
- Editorial will cover all the need-to-know facts
- Electoral maps provided by the Election's Office
- Competitive advertising rates to suit all budgets

#### **Distribution**

- High traffic retail outlets
- Handed out with *The Cayman Reporter* during our roadside distribution
- Key events in the final run up to Election Day
- Reach all of Cayman's voters

**Reach your audience in the most significant election in Cayman's history.**

# 2017 ELECTION GUIDE

## ADVERTISING RATES

**Premium spots from - \$2,350**

**Double page spread - \$2,500**

**Full page - \$1,750**

**Half page - \$1,000**

**Quarter page - \$600**

**Spot ads - \$250**

Our competitive advertising rates offer something for everyone. Rates include online advertising on our website, caymanreporter.com, as well as the option of an enhanced listing on our dedicated Elections Page. You will also benefit from social media support through our Facebook page.

Due to the high readership numbers this guide will attract we are inviting not only election candidates but local businesses as well to participate in this historic guide.

### General

- Double page spread ads must be set up as single pages
- All ads must be sent to sales@caymanreporter.com
- Artwork submitted is presumed to be print-ready, so please accompany all art with a printed colour proof. The Cayman Reporter will not be responsible for any reproduction issues or incorrect ads.

### General Requirements for PDF Files

- Optimized PDF with thumbnail preview
- Output resolution set to 300 dpi
- No compression or resampling
- All colours must be defined as CMYK
- Black text should be created as black only and set to overprint
- Four colour black is not recommended
- Embed all fonts
- Crop marks should be offset
- All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- No colour conversion and all colours should be defined as CMYK

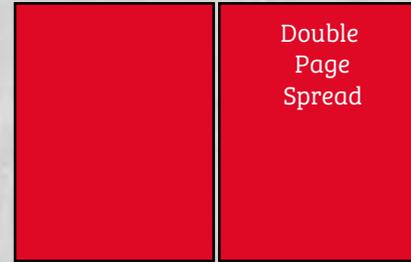
### Mechanical Specifications

- Web offset printing
- 133 Line Screen
- Perfect bound

\*Double page spreads: Any headline text crossing the gutter must stay clear of the fold by .5" on both pages (total 1" between words or characters)

**Sales close  
Wednesday, 29 March**

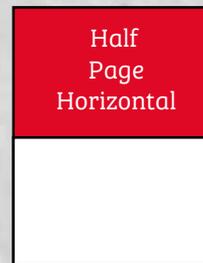
## AD SPECIFICATIONS



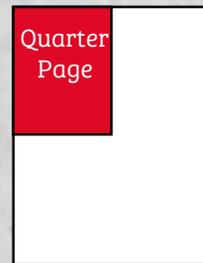
17.25"W x 11.25"H (1" gutter) - with bleed  
7.5"W x 10.5"H (each side) - no bleed



8.75"W x 11.25"H (7.5"W x 10.5"H safe area) - with bleed  
7.5"W x 10.5"H - no bleed



8.75"W x 5.625"H - (7.5"W x 5"H safe area) with bleed  
7.5"W x 5"H - no bleed



4"W x 5"H - no bleed

THE CAYMAN  
**REPORTER**

*Exceptional Editorial Reporting*

### Visit us at

19 Walkers Road, George Town, Grand Cayman  
PO Box 10663, KY1-1006

Call: 946-6060

Email: sales@caymanreporter.com

Online: caymanreporter.com

Facebook: caymanreporter

Published by *The Cayman Reporter*