

# The Map Cayman Islands international rate sheet



## Overview

The Map is your guide to the Cayman Islands, available in a glossy, user friendly format. Covering all three islands, the double-sided, fold out map is divided into two easy-to-read sections for easy navigation, providing your business with maximum exposure. In print and online, the Map is your guide to the Cayman Islands.

Features	Benefits
Distribution	150,000 copies of the Map 2011 will be distributed across the island to visitor attractions and other well-known tourist locations including retail stores and shopping plazas, car rental companies, hotels and condos, gas stations, Owen Roberts International Airport, the Department of Tourism, Cayman Islands Tourism Association and the Cayman Free Press office.
Target market	A cost efficient product, the Map directly targets residents and visitors.
Online benefits	You will receive a Points of Interest icon/link on <b>www.mapcayman.com</b> which will show your business information when the cursor is moved across the top of the icon and will take the customer to your website, if applicable, when they click on the link.  We can provide you with the URL of the map link to place on your website so customers can access your location.

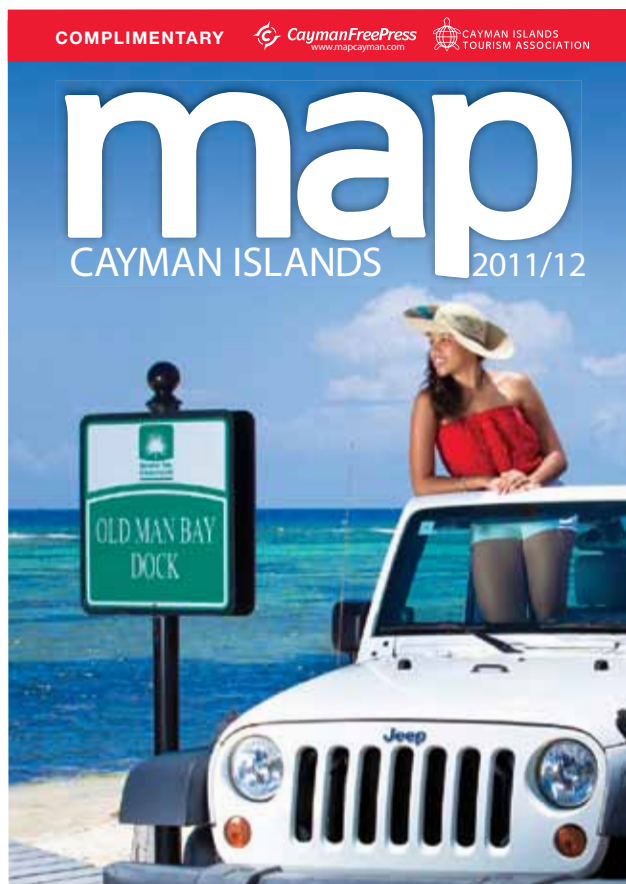
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## Recent cover



Advertising deadline

Wednesday 25 April 2012

Artwork deadline

Wednesday 9 May 2012

Publication date

15 June 2012

**map**  
CAYMAN ISLANDS 2011/12

[www.mapcayman.com](http://www.mapcayman.com)



CAYMAN ISLANDS  
TOURISM ASSOCIATION

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## Price guide

Type (full colour)	Price (CI\$)
Full panel	3,880.80
Half panel (V)	2,116.80
Half panel (H)	2,116.80
Quarter panel	1,176

You can purchase an icon online for only \$250 per year.

All prices in CI\$. Multiple page discounts available. Agency supplied disc less 15%. Contact your sales rep for details.

## Technical specifications

**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 questions 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](http://www.caycompass.com)

*Cayman Free Press reserves the right to levy charges for production work.*

## 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 Map 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.

## Panel sizes

