

Caribbean Today



WEB ADVERTISING RATE CARD

www.caribbeantoday.com

Caribbean Today, the internet edition, has been another excellent addition to our offering for our clients to utilize. The opportunity for global reach in developing business just became easier.

Caribbean Today is proud to claim that the same excellent stories, comprehensive news and event coverage found in our print publication, are now the same for our on line publication which is updated daily.

Over the past 15 years, we have put together what we consider to be a number of very fine offerings for our prospective clients who want to reach our readers. Included is a copy of our rate card technical

specifications and other general information about **Caribbean Today**.

As an existing advertiser in the Caribbean Today Newsmagazine you are eligible to get a free basic listing in **CaribbeanToday.Com's** Business Directory. This includes your company name, your address, phone number and type of business. For \$10.00 per month (\$110.00 per annum if paid in advance) you can add an Email and website link to your own site.

Existing advertisers of Caribbean Today are eligible to a 15% discount on internet placements.

RATES AND SPECS (ad sizes are in pixels)

TYPE OF BANNER	Cost Per Week	Cost Per Month	Cost Per Month (3 Months or More)
Multi-Media (300 x 250 pixels)			
Front page	\$220.00	\$952.00	\$814.00
Other page	\$180.00	\$779.40	\$666.00

Sky Scraper (vertical) (160 x 600 pixels)

Front page*	\$200.00	\$867.00	\$740.00
Other page*	\$150.00	\$650.00	\$555.00

* SKY SCRAPER is placed on the right side of the Front Page.

Banner (horizontal) (468 x 60 pixels)

Front page*	\$150.00	\$650.00	\$555.00
Other page**	\$100.00	\$433.00	\$370.00

* BANNER is placed at the top of the Front Page, but the exact placement is not guaranteed.

** Your BANNER is placed at the top of a page, but the exact placement is not guaranteed.

C.T. Newsletters (Add your logo to all our outgoing news alerts)

ENewsletter	\$250.00
--------------------	----------

CARIBBEAN TODAY RECENTLY LAUNCHED A YOUTUBE CHANNEL, AND OUR VIDEOS ARE DISPLAYED ON THE FRONT PAGE OF OUR WEBSITE.

Sponsorships are available for those videos at the following weekly rates:

- Caribbean Today Video sponsorship (stand-alone): \$500
- Discounted ad bundle that includes e-newsletter and Caribbean Today Video sponsorship: \$650
- Caribbean Today Video banner ad 1 (15 sec): \$35
- Caribbean Today Video banner ad 1 and 2 (15 seconds each): \$60
- Caribbean Today Video banner ad 1, 2, 3, etc. (15 seconds each): \$25 for each additional 15 second banner.

In terms of analytics, in 2022 our website received 127,000 visitors. Our social media presence is the following: 6000 followers on Facebook, and 9,900 on Twitter.

PLEASE NOTE THAT THESE RATES DO NOT INCLUDE ART AND DESIGN COSTS OF YOUR AD. ART AND DESIGN COSTS ARE SEPARATE, IF IN NEED OF THOSE SERVICES.

TERMS:

- Change of banner during the advertising period is subject to a \$10 pre-paid surcharge.
- Advertisers are responsible for the content, services and products advertisement.
- **CaribbeanToday.Com** reserves the right to refuse any advertisement
- Mail, Check, or Money order should be addressed to: **Caribbean Today**
9020 SW 152nd Street, Miami, Fl. 33157

WEB PAGE ADVERTISING REGULATIONS:

- The above rates are effective as of December 1, 2022. Prices are subject to change without prior notice.
- Banner or Ad Box is to be prepared by the customer. (See samples above for sizes in pixels. File must be a GIF, PNG or JPG and less than 40KB "banner" or less than 20KB"adbox). Link address is to be provided by the Customer.
- Advertising cost must be paid in advance by Credit Card, Check or Money Order payable to Caribbean Today. If you want to pay by credit card please call us at 305 238-2868 your banner will appear within 2 business days after receipt of payment.
- Ads will automatically renew unless otherwise instructed.
- Cancellation and Refund: Request to cancel an on-line Ad will be processed within 5 working days
- Cancellation and refund: Request to cancel an on-line Ad will be processed within 5 working days. Caribbean Today .Com will refund any pre-paid Ad if it is still effective for one month or more. The refund is based on the Pro Rated Week-to-Week basis (e.g. You place an Ad for 3 months and later decide to cancel after it has been on line for 1 month and 1 week you will be refunded for 1 month and 2 weeks only.)

Please call Caribbean Today at:
305.238.2868 or 800.605.7516 • Fax: 305.252.7843
E-mail: sales@caribbeantoday.com
www.caribbeantoday.com

Caribbean Today 

We look forward to developing a productive working relationship with you all!