

CaySigns truck rate sheet



Overview

Introducing the first advertising vehicle in the world equipped with a scrolling display with up to 20 advertisements on each of the three sides, totaling 60 face signs per vehicle, along with a frontal scrolling system above the cab adding ten additional ad spaces. Our advertisements are backlit; truly spectacular at night!

Features	Benefits
High quality four to eight foot advertising displays, backlit displays at night.	Broaden and enhance your existing media. With CaySigns, you can't turn the page, change the station, or switch to another channel.
Eight seconds per ad 155 imprints per day. Unobstructed and guaranteed to grab customers attention, maximum exposure.	CaySigns will steer the message directly to the targeted market, capturing their attention when they are already out and about, shopping or looking for entertainment.
Impact for your product or service that will be remembered.	Outdoor advertising can give your company a presence on the street-a public face. It's an excellent way to build two essential keys to successful advertising-awareness and impact.
Consistent predetermined route six days a week, average ten hours a day. Get your message seen by 1000's of people a day.	Our monthly rates are extremely competitive against other forms of advertising and our flexible options will make effective campaigns accessible to all advertisers with all budget levels.

Contact us

Sales – 949 5111, sales@cfp.ky

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

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

Ad examples



Locations Monday – Friday

Times	Locations
7.00am – 9.30am	Hurley's roundabout
9.50am – 11.00am	Uncle Bills
11.15am – 1.00pm	Fosters Supermarket Airport
1.10pm – 2.30pm	Compass Centre
2.35pm – 4.00pm	Cricket oval traffic lights
4.30pm – 6.30pm	West Bay Road and bypass junction

Locations Saturday

Times	Locations
9.00am – 1.00pm	Kirk Supermarket
1.15pm – 2.45pm	Uncle Bills
3.00pm – 5.00pm	Butterfield roundabout

 **CaySigns**
CaymanFreePress

www.caysigns.com

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Price guide

Price (CI\$)	No. of panels	Months
700	1 panel	1 month
1250	3 panels	1 month
3500	3 panels	3 months
6000	3 panels	6 months
10000	3 panels	12 months

Events: CI\$1000 per day (static)

Production costs: \$250. Artwork if required \$75 per hour.

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 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

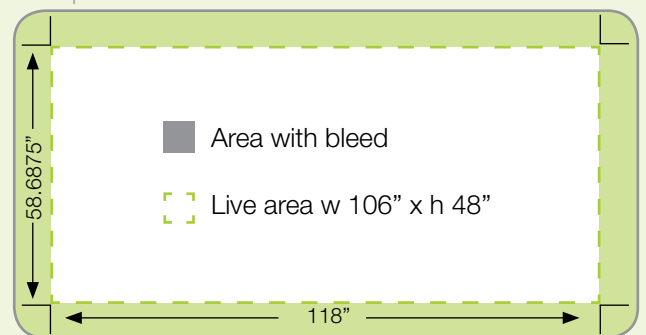
*Cayman Free Press reserves the right to levy charges for production work. For further details regarding artwork please see the **CFP Industry Standard Technical Specifications** on www.caycompass.com*

Please note

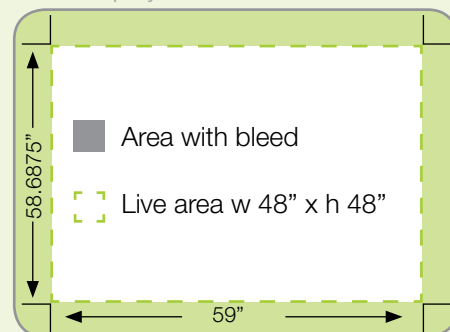
All rates are based on supplied digital files (see "Acceptable file formats" above). CaymanFreePress reserves the right to charge for design, layout, typesetting, photography, etc. Advertising material created for CaySigns remains the property of CaymanFreePress and any requests for duplicate copies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

Ad sizes

Side panel



Back display



Front display

