

# INSERTION ORDER

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Tel:** \_\_\_\_\_  
**Fax:** \_\_\_\_\_  
**E-mail:** \_\_\_\_\_

Ads	Size	Black & White	Colour
Full Page	.6 x 16	\$864	\$1015
Half Page (horizontal)	.6 x 8	\$432	\$582
Half Page (vertical)	.4 x 12	\$432	\$582
Half Page (vertical column)	.3 x 16	\$432	\$582
1/3 Page (horizontal)	.8 x 4	\$288	\$438
1/3 Page (vertical)	.4 x 8	\$288	\$438
1/4 Page	.3 x 8	\$216	\$366

**Classifieds**

Open Rate = CI \$3 per Column Inch

**Advertising Enhancements**

Spot Color(s) ADD .....CI \$100 per color  
 Full Color (CMYK) ADD .....CI \$150  
 Premium/Specific Placement = Add 25% for back cover and 15% for all other special positions.

**Special Instructions:** \_\_\_\_\_  
 \_\_\_\_\_

Total Cost per week:	_____
Advertising Start Date:	_____
No. of weeks Advertising:	_____
Total Amount Contracted:	_____
(Less Volume Discount):	_____
<b>Total:</b>	_____

**Production Details**

Ad will be supplied by:

- On Disk       Agency: \_\_\_\_\_  
 Tower Marketing (charged at standard agency fees)

**Material Due Date:** \_\_\_\_\_

I/We have read the terms and condition of this contract:

Authorised Signature of Advertiser: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date \_\_\_\_\_

**Tower Media Group, #204 Alissta Towers, 85 North Sound Road**  
**P. O. Box 11048 APO Grand Cayman, Cayman Islands**

PHONE: 345 946 6000     FAX: 345 946 6001     EMAIL: info@caymanobserver.com     www.caymanobserver.com

# CAYMANOBSERVER

Bringing fresh, independent and trustworthy news to the Cayman Islands

## Terms and Conditions

- 1. This contract cannot be cancelled, unless otherwise agreed in writing.**
- 2. All advertisement charges must be pre-paid in full unless credit facilities have been previously agreed. Details of credit conditions are available upon request.**
- 3. It is the responsibility of the advertiser to submit all advertising materials by the deadline given.**
- 4. Approved advertising agencies will receive a 15% commission, assuming that the agency signs this contract, is responsible for payment.**
- 5. The Cayman Observer retains the right to reject any advertising contract or advertisement.**
- 6. Advertisers and advertising agencies are responsible for all content of advertisements, including securing the proper consent for the use of photographs, images etc.**
- 7. All accounts outstanding after 30 days of being invoiced will be subject to 7.5% compound interest per month.**
- 8. If The Cayman Observer incurs any legal charges in collecting outstanding accounts, these will become the responsibility of the advertiser.**
- 9. The Cayman Observer may destroy all artwork, photographs etc, if their return is not requested within 3 months of their usage.**
- 10. All contracts are contingent upon any events outside the publisher's control.**