

# Best of Cayman.®

bestofcayman.com



**Media Kit  
2009**

## Who We Are

**We're not just another online information and service provider, we're a travel and lifestyle provider!**

Our parent company, Best of Travel, LLC, was founded in 2004 by Carrie Layne. Four years ago, Carrie found herself living in the Cayman Islands and immediately saw a need for a centralized hub where Cayman locals, new residents and travelers alike could get an inside look at the best places to shop and play, where to stay and more – all while learning about the island from the perspective of others.

BestofCayman.com provides residents of and travelers to the Cayman Islands a one-stop source for the most up-to-date information on businesses and services throughout the Cayman Islands.

**We keep island residents and travelers in the know on:**

Restaurants

Bars & Nightlife

Spa & Beauty

Professional Services

Shopping

Hotels & Real Estate

Car Rentals

Local Events & Activities



**Take a look at how we work for you! —→**

## Your Marketing Needs Are Our Priority

We'll help your customers make informed decisions about your business by providing meaningful features like:

**Video & Photo Galleries**

**Customer Reviews**

**Online Coupons & Menus**

**Map Location Searches**

**Reservation & Appointment Maker**

**eMailers & Newsletters**

## Our Advertising Dollars Work For You

We take the leg-work out of marketing your business to on-site customers by supplying you with a variety of tools such as "Thank You" cards which not only thank your customers, but also encourages them to visit our site, write a review and rank their experience at your establishment, providing you with valuable feedback. We'll also provide you with a Best of Cayman window or door decal to identify you as a 'Best of' family member.

But we don't stop there! We know that in order to get the most bang for your buck, we have a responsibility to you – the advertiser – to promote ourselves and your business to the best of our ability. That's why you'll always find us actively involved, sponsoring and working directly with:

**Festivals & Community Events**

**Chambers of Commerce**

**Charitable Organizations**

**Local Buisnesses**

We also aggressively market ourselves and our advertisers to the community with direct mail, radio and television. In addition, we work hand in hand with our advertisers, offering special promotions, gift certificate giveaways and more!



**Ready to Start Getting the Results You Want? —————>**

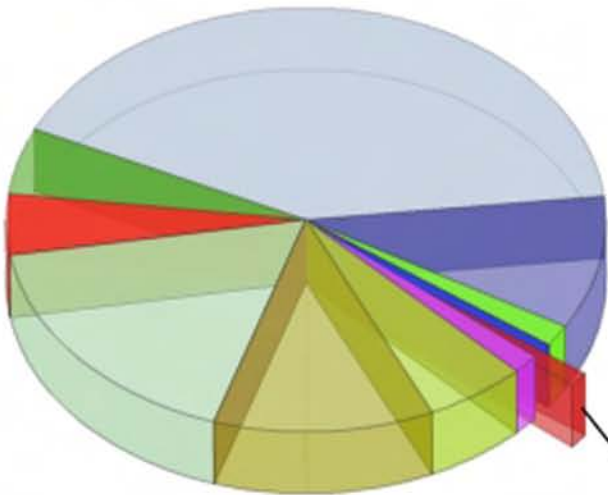


# Customers You Want - Results You Can See

When you advertise with Best of Cayman, you've partnered with major search engines by using our unique search engine optimization (SEO) techniques. Leveraging SEO, we can deliver you the potential customers who are searching for your specific product or service in your specific area.

As an advertiser, you'll also receive a unique username and password that allows you to log in to your own account and traffic reporting. There you will find essential information including the number of times customers have viewed your listing, banner exposures, the number of clicks through to your website and more.

**Overall % report of  
Total Clicks: 2522**



Listing Viewed (340)	13.48%
Search Engine Crawlers (960)	38.07%
Website Viewed (167)	6.62%
Reviews viewed (165)	6.54%
Video Gallery viewed (0)	0%
Photo Gallery viewed (446)	17.68%
Map Viewed (0)	0%
Coupons viewed (217)	8.6%
eBrochures viewed (117)	4.64%
Email sent (36)	1.43%
Requests for reservation (29)	1.15%
Added to trip planner (0)	0%
Sent to Friends (45)	1.78%

Requests for reservation (29), 1.15%



What Works Best For You? ➡

## You Always Have Options

Whether you're just starting out or a seasoned pro, making the most of how you advertise your business should be one of your first priorities. If you're using print media to advertise your business, you may be throwing away your hard earned dollars! Ask yourself this: How many times have you picked up your daily newspaper or found your mailbox stuffed with direct mail and how many times do those newspapers and mailers end up in your trash can?

Remember, you're a consumer too! If print media isn't working on you, it probably isn't working on your customers either.

## Finding What Works Best For You

With advertising packages starting off as low as \$39 per month, can you afford not to advertise with Best of Cayman?

We offer comprehensive packages for budgets of any size. Take a look:

### Text Advertising

Text ads are a great way to get your feet wet advertising with us.

#### **Budget Rental Cars**

Car Rentals in Grand Cayman with Budget are the lowest priced on the island and we offer you one of the newest fleets available.

#### **Contact Information**

**Phone:** (345) 949-5605  
**Location:** Po Box 10681 APO,  
Airport, George

**Stars:** ★★★★★

**Stars:** ★★★★★

3 Review(s)

:: [Read Reviews](#)

:: [Send to a Friend](#)


[Review Now](#)

cont. →

## Finding What Works Best For You, cont.

### Video Listings

Enjoy all the perks of a Premium Listing while adding interactive video features to help better inform potential customers:



**Little Tokyo**  
Located in Seven Mile Shops :: Open for Lunch and Dinner  
We now offer Karaoke Parties, too!

**Contact Information**  
Phone: (345) 949-4944  
Location: Seven Mile Shops, GeorgeTown, Cayman Islands, bwi  
E-mail: [send email](#)  
Website: [not available](#)  
Map: [view map](#)  
Stars: ★★★★★  
0 Review(s)

[Menu](#)  
[Coupons](#)  
[Photo Gallery](#)  
[Send to a Friend](#)  
[Review Now](#)  
[Upload Photo](#)  
[Upload Video](#)

[Add To My Favorites](#)


cont. →



# Finding What Works Best For You, cont.

## Premium Listings

Premium Listings include all of the following features:



**The Wharf**  
Our international team of Chefs have created an exciting menu of the finest international and local Caribbean cuisine.

[+ Add To My Favorites](#)

**Contact Information**

**Phone:** (345) 949-2231  
**Location:** West Bay Road, Breakers, Georgetown, Cayman Islands, bwi  
**E-mail:** [send email](#)  
**Website:** [view website](#)  
**Stars:** [Reservation](#) ★★★★★  
8 Review(s)

[Read Reviews](#)  
[Menu](#)  
[Photo Gallery](#)  
[Send to a Friend](#)  
[Review Now](#)  
[Upload Photo](#)  
[Upload Video](#)

[eBrochure](#) | [Coupons](#) | [Photos](#) | [Map](#)

**Premium Listing Features**

- \* Logo- 150X150
- \* Map
- \* Phone Number
- \* Address
- \* Reviews / Star Ratings
- \* Send to Friend
- \* Photo Gallery - 6 photos
- \* Coupons - up to 2 coupons
- \* Contact Email
- \* Link to Website
- \* Online Reservations / Appointments
- \* Event Calendar Listings at the top of page

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# Finding What Works Best For You, cont.

## Featured Homepage Listings

These large, text and image based, static listings can be found on our homepages. You can reserve a Featured Homepage Listing for a full month on a first come, first served basis. Limited to only five positions, signing up early with a sales representative will ensure you receive the months you request and your desired position on the site.

★ Featured Seven Mile Beach Condo



[Read more](#)

An intimate group of fifteen privately owned and individually decorated villas. Located on the northern end (quiet end) of Seven Mile Beach.

★ Featured Sailing Charter



[Read more](#)

CAPTAIN CHARLES OFFERS FISHING CHARTERS, SAILING CHARTERS, SNORKEL CHARTERS, STINGRAY CITY TOURS, WAVERUNNER RENTALS AND TOURS and KAYAK RENTALS! ...go with the Islands BEST!

★ Featured Dive Shop



[Read more](#)

Experience any of your favourite water activities with us! \*Diving \*Diving Courses \*Stingray City Let us show you the reason most our guests return to dive with us again year after year.

★ Featured Spa



[Read more](#)

Indulge yourself in the ultimate in pampering at the BodyWorks Spa in Grand Cayman.



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## Finding What Works Best For You, cont.

### Homepage Flash Advertising

Our most visible advertising space, you can submit your own Flash-based video or ask our talented Content & Design Team to create a unique advertisement just for you.

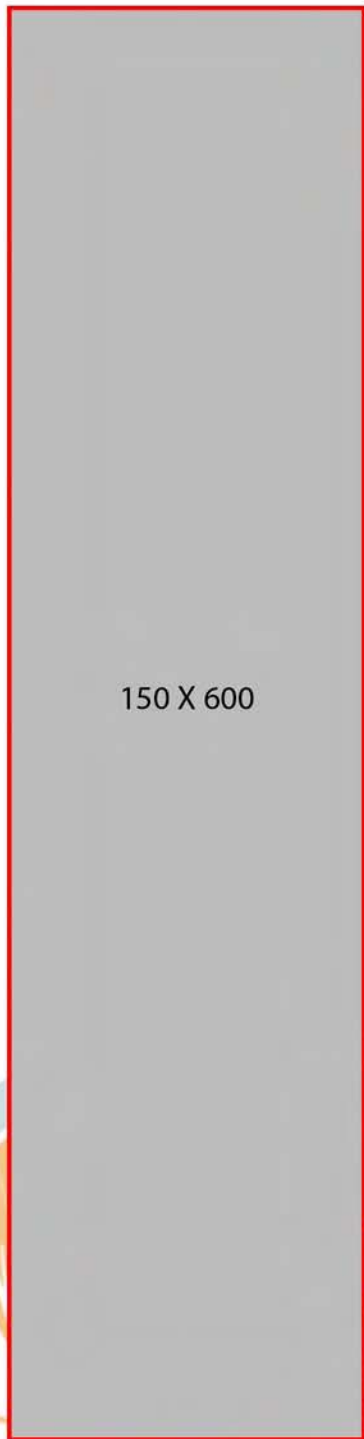


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# Finding What Works Best For You, cont.

## Banner Advertising

Create your own banner ads or ask our talented Content & Design Team to create something unique just for you. You have a choice between three banner sizes and a choice in placement, either on our homepage or on a main category page.

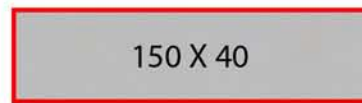


SKYSCRAPER FULL

TOP BANNER



468 X 60



150 X 40

MINI BANNER



150 X 300

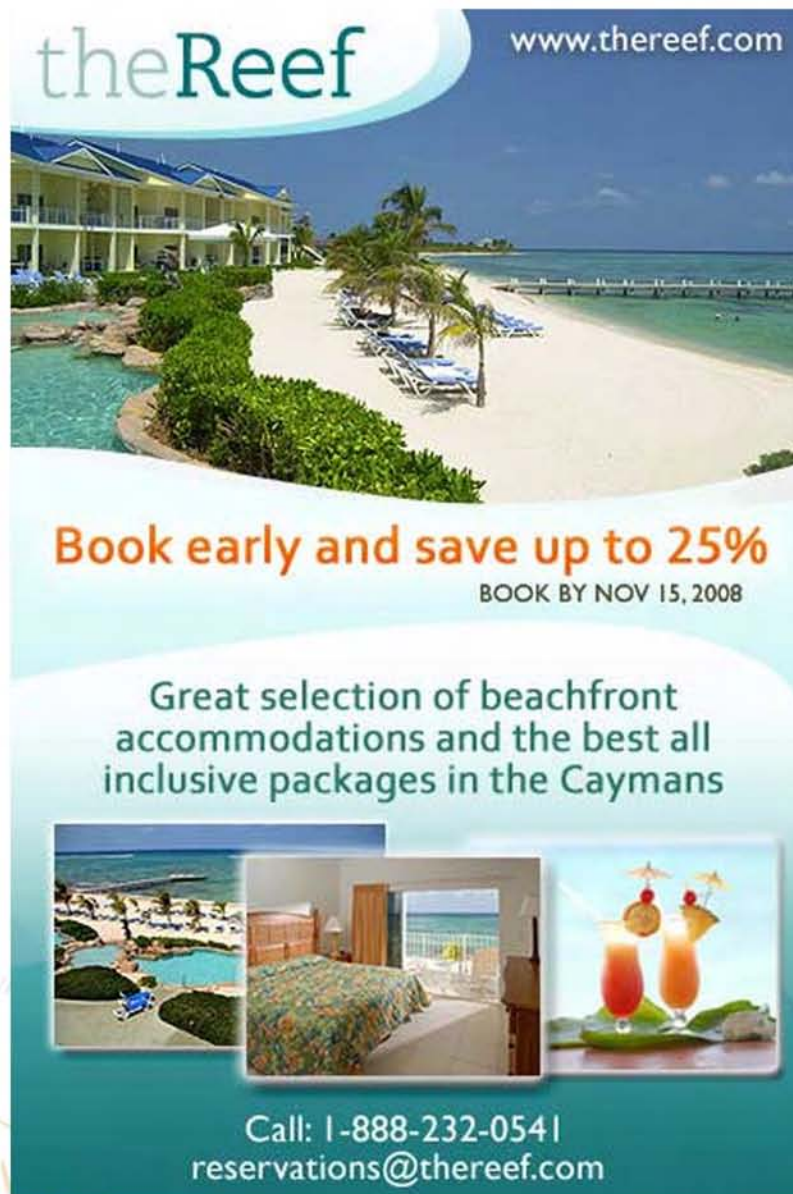
SKYSCRAPER HALF

cont. →

## Finding What Works Best For You, cont.

### Email Blasts

Use our email database to reach over tens of thousands of subscribers in your area..target a specific audience or reach out across the entire Cayman Islands.



theReef [www.thereef.com](http://www.thereef.com)

**Book early and save up to 25%**  
BOOK BY NOV 15, 2008

Great selection of beachfront accommodations and the best all inclusive packages in the Caymans

Call: 1-888-232-0541  
[reservations@thereef.com](mailto:reservations@thereef.com)

The advertisement features a large image of a resort building and beach. Below the main text, there are three smaller images: a pool area, a hotel room, and two tropical drinks.

Ready to Get Started?



## A Custom Fit

Our in-house Content & Design Team will work hand-in-hand with you and your Sales Representative to meet any design and advertising needs you can imagine.

Whether you're looking for target specific or full-service advertising and marketing, graphic design, web development or you're just looking for the perfect thing to say - we're here to help!

## Ready to Get Started?

We'll have you up and running in no time at all. Its easy to get started, just contact us directly by email or by phone to schedule a one-on-one consultation with a staff member in your area.

James Gale

[James@BestofCayman.com](mailto:James@BestofCayman.com)

345-328-5408

[Info@BestofCayman.com](mailto:Info@BestofCayman.com)

Mailing Address:

PO Box 31973

KY1-1208

Grand Cayman

Physical Address:

215 North Church St.

2nd Floor

Grand Cayman, Cayman Islands

