



**MEDIA KIT**

Launched in July, 2007, [www.Caribzone.com](http://www.Caribzone.com) is a virtual community through which New York’s Caribbean Diaspora can interact and share vital information on immigration, citizenship, economic conditions and connect with all things Caribbean.

[www.Caribzone.com](http://www.Caribzone.com) features classic Caribbean music, news, interviews with artists, government officials, and community leaders. Additionally, the site features archived information on Caribbean culture, taped interviews and Caribbean music videos. Each month, a documented 30,000 unique visitors log into the CaribZone.

**Banner Ad Sizes and Formats**

We offer a number of different size banners to help communicate your company's message.

<u>Ad Size</u>	<u>1 Month</u>	<u>2 months</u>	<u>4 Months</u>	<u>6 Months</u>
Leader Board (468 x 60)	\$225	\$315	\$630	\$810
Popup Under Post (720x300)	\$150	\$210	\$420	\$4,112

**Weekly News Letter**

CAMPBELL’S COMMENTARY



**Caribzone FB Page**

Over 3,800 Likes  
15K Opt-in members (VIPS)

**Weekly Engagement Plan (\$125)**

5 Plus FB Posts, weekly



**Campbell’s Commentary** is distributed, via email, to over 15,000 Subscribers weekly. With an average Open Rate of 15 to 25%, your message will get exclusive listing in our Event Spot Light Section.

**Weekly Rate \$175 – 25% discounts on multiple weeks**



## MEDIA KIT

**CARIBZONE.COM**  
Connecting The Diaspora To Home

Log On and Connect With All Things Caribbean

- Radio Broadcast Streaming Live 24/7
- Local/International News & Events
- Immigration and Citizenship Info.
- Browse Caribbean Fashion & Videos
- Listen to Caribbean Music Online
- Read Caribbean Newspapers
- Watch Music Videos
- Sponsorship Info

Patrick Buddington, MBA  
VP Sales & Marketing  
718.872.5036

## Look Who's Been inside the Zone!

### Caribbean Entertainers

Elephant Man, Ninja Man, I-Wayne  
Nadine Sutherland, Kymani Marley, Jah Cure  
Carlton Koffe, Khari Kill, Pressure, Leonie Forbes  
Pato Banton, Kane Juice, Assassin  
Wayne Wonder, Shaggy, Mr. Vegas, Gailann

### Jerome Laperrousaz

Director of "Made in Jamaica" Film  
Kathleen Martin  
Red Cross Disaster Management Delegate  
For Latin America and the Caribbean

### Tumelo Mosaka

Associate Curator of Exhibitions at the Brooklyn  
Museum

### Andy Ansola

President Broward Caribbean Carnival

## About Caribbean-American Consumers

- According to the latest Census estimates (ACS 2009) 3.5 million US residents identified an English or French speaking country, including Guyana South America, as their place of birth:

- **Jamaica** 32.7%
- **Haiti** 20.7%
- **Guyana (South America)** 13.4%
- **T&T (Trinidad & Tobago)** 9.9%
- **Other\*** 23.5.1%

(\*Bahamas, Barbados, Belize, Antigua & Barbuda, Dominica, Grenada, St. Kitts and Nevis, St. Lucia, St. Vincent & the Grenadines)

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