

CBI HUB

Citizenship by Investment

Marketing and promotional services

Introduction

CBI Hub is a new feature launched by Caribbean News Now is designed to provide information to individuals interested in obtaining citizenship in one of the several Caribbean countries that offer economic citizenships.

One exceptional aspect of CBI Hub is the opportunity for registered users to upload slide presentations describing their products and services.



CaribbeanNewsNow.com (established in 2010 as the successor to Caribbean Net News (2003-2010), is the leading voice for Caribbean regional news, information and opinion and provides extensive regional news coverage that no other agency supplies, covering almost 40 nations and territories in the wider Caribbean, as well as six regional organisations,

We offer big thinking from senior experts in integrated online, marketing, social and brand communications to assist clients in reaching our global audience.

Our marketing and promotional services:

- Allow businesses to gain opinion and attitudinal insights essential for brand promotions and marketing materials
- Offer brands an alternative way of achieving regional and international coverage (both paid and editorial)

- Offer content based opportunities in addition to conventional display ads

Our rates are more than competitive in terms of the opportunities offered for traditional ad-banners, story text links, sponsorships, press releases, video and dedicated e-mail marketing to reach the most diverse audience in the region. We will be happy to work with you in the context of your specific budget and discuss pay-for-performance and geo-targeted marketing.

Consultants, service providers, attorneys, authorised agents, approved investment projects and event organisers in this field, as well as relevant agencies/citizenship units, are some of the entities that may find our services useful to help build their brands and reach potential new citizens.

What is our internet reach?

Sessions	Users	Pageviews
1,670,671	981,358	2,828,753

In the last year, Caribbean News Now had an audience of some 981,000 unique visitors, generating over 2.8 million page views, and representing the most diverse global audience in the region, ahead of any local newspaper, television or radio station website.

Concept packages

1. Research and insight
2. Event listings
3. Native advertising packages
4. Social media content packages
5. Business, investment and country profiles
6. Marketing presentation creation
7. Sponsored pages
8. Banner advertising

1. Research and Insight



CBI Hub and Caribbean News Now offer value to third party brands and agencies in using our joint readership to participate in attitudinal surveys and research based activities.

- We work with clients to identify what insight they need to add value/endorsement to relevant stories – particularly when targeting the diverse audience that Caribbean News Now represents
- We build a survey based on client brief for client approval
- We run the survey through our readership/communities
- Clients may be asked to provide a small incentive to encourage participation (e.g. prize draws, etc.)
- Our team will create an insight report with statistics that can be used by the client brands in promotional material
- Surveys will require 500 – 1,000 completions to offer statistical viability to the client

Research and insight pricing, including discussing the brief with the client, drafting the survey, client liaison, run the survey and report:

- 1-5 questions US\$550
- 6-10 questions US\$1,000
- 11-20 questions US\$1,500
- Telephone interviews/research POA

2. Event listings



CBI Hub and Caribbean News Now will feature events listings to offer brands and/or organisers the opportunity to promote conferences, exhibitions, entertainment and sporting events, etc.

Listing options:

- Single event listing (dates, location, weblink and a 50-word description provided by organisers)
- Listing+ (priority placement/featured event position, dates, location, weblink and a 100-word description provided by organisers)
- Event review: 250-word event review submitted by the client (subject to editorial style changes) + inclusion of two images
- Series/composite packages available for three or more events

– Single event listing (one month)	US\$150
– Listing+ (one month)	US\$250
– Event review (two weeks)	US\$150
(one month)	US\$250
– Series packages (three+ events)	POA

3. Native advertising packages

Advertorial style content written in an appropriate editorial tone and integrated into the Caribbean News Now daily news content and posted on CBI Hub. Articles will specify they are brand sponsored but look and sound like editorial.

Provides effective coverage to brands with stories that otherwise have little or no editorial news value.

Copy will be drafted by journalists and interviews with clients/spokespeople can be included as required

- 500 word article US\$250
- 501-1,000 word article US\$495

4. Social media content packages



Dissemination of up to five sponsored social messages to support client campaigns across a range of channels over a two week period (up to a maximum of 50 mentions across specified channels) including weblink:

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- YouTube

- Cost: US\$100 per channel

5. Profiles



We offer consultants, service providers, attorneys, authorised agents, approved investment projects and event organisers in this field, as well as relevant agencies/citizenship units that want to reach our diverse readership the opportunity of publishing their profiles on our websites.

- Each insertion will be created as a 700-1,000 word business profile
- Profiles written by editorial team
- Inclusion of two images
- Profiles will remain on our site for six months
- Cost to interview client/draft copy for approval and post online: US\$495

6. Marketing presentations



Presentations often play an important role in marketing and business development and one special feature of CBI Hub is the ability for registered users to upload slide presentations to their pages.

However, developing a compelling and effective presentation can quickly become a daunting task.

We can assist clients to take full advantage of the marketing opportunities offered by CBI Hub by creating presentations that inform and motivate.

- Cost: US\$395 for a six-page presentation and US\$50 for each additional page

7. Sponsored pages and supplements



Sponsorship opportunities are available for specific country pages on CBI Hub. In addition, from time to time Caribbean News Now will create and publish themed content including the following, which will offer consultants, service providers, attorneys, authorised agents, approved investment projects and event organisers, as well as relevant agencies/citizenship units the opportunity for display banners and ads and/or native advertising:

- Country specific supplements
- Programme and/or service launch review
- Approved investment project review

Contact us to discuss the options for sponsoring a specific supplement or review.

8. Banner advertising

Banner ads are available for display on the Caribbean News Now home page as well as site-wide and on the various category pages in conjunction with specific locations, islands or business focus. Country specific packages are available.

Rates and placements are illustrated on the following page.

How to contact us

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