



Digital Advertising Guide

*Website display advertising, social media paid posts, creative specifications, creative production, and cancellation terms. All rates in Eastern Caribbean Dollars (XCD). Effective **July 2026**.*

This document consolidates iWN's current advertising rate cards, creative production requirements, and cancellation policy into a single reference for advertisers, agencies, and internal staff.

1. Website Display Advertising

1.1 Digital Advertising Rates

Rates below reflect monthly pricing across standard booking periods for the eight display spots available on iwsvg.com (Front Page, Section Page, and Story Page placements).

Spot #	Description	Effective Monthly Rate by Contract Period			
--	Ad Insertion Period →	1 Month	3 Months	6 Months	12 Months
1	Super Leaderboard	\$1,322.50	\$1,276.50	\$1,224.75	\$1,127.00
2	Standard Leaderboard	\$793.50	\$764.75	\$736.00	\$672.75
3	Standard Banner	\$529.00	\$511.75	\$488.75	\$448.50
4	Standard Square	\$132.25	\$126.50	\$120.75	\$115.00
5	Standard Banner	\$529.00	\$511.75	\$488.75	\$448.50
6	Large Square	\$559.00	\$541.75	\$518.75	\$478.50
7	Standard Banner	\$529.00	\$511.75	\$488.75	\$448.50
8	Mini Leaderboard	\$490.25	\$474.02	\$452.72	\$415.43

Rates and spot availability are subject to change, with due notice given to current advertisers.

1.2 Display Ad Creative Specifications

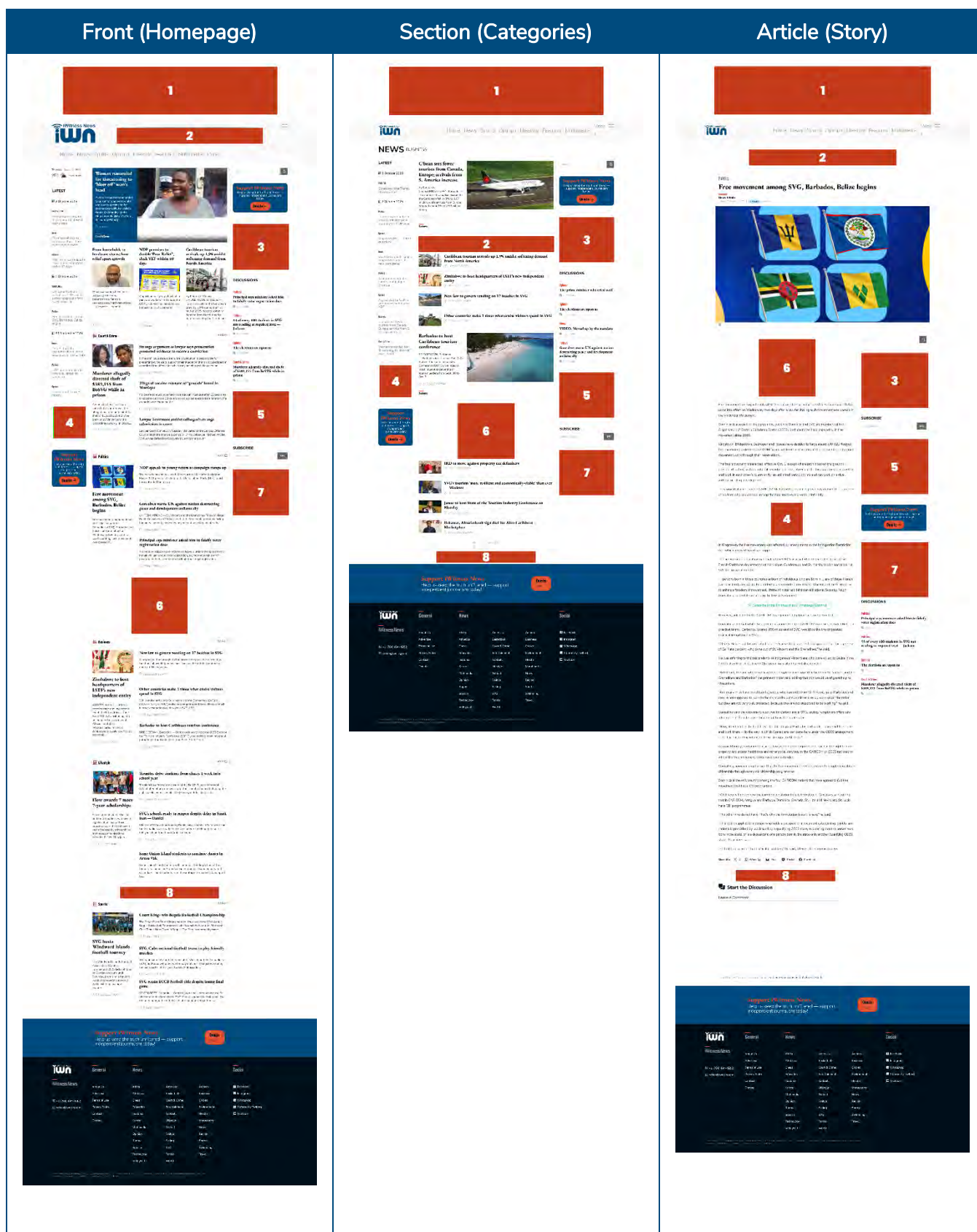
Minimum sizes above are the required dimensions per spot. Larger files are accepted provided they conform to the same aspect ratio.

Placement (Spot)	Dimensions	Ratio	Format
1 — Super Leaderboard	1080 × 240 px (min.)	9:2	JPG, PNG, or GIF
2 — Standard Leaderboard	700 × 80 px (min.)	8.75:1	JPG, PNG, or GIF
3, 5, & 7 — Standard Banner	340 × 284 px (min.)	1.2:1 (~6:5)	JPG, PNG, or GIF
4 — Standard Square	160 × 160 px (min.)	1:1	JPG, PNG, or GIF
6 — Square Banner	300 × 300 px (min.)	1:1	JPG, PNG, or GIF
8 — Mini Leaderboard	520 × 80 px (min.)	6.5:1	JPG, PNG, or GIF

1.3 Display Ad Submission Guidelines

- Materials should ideally be submitted at least 24 hours prior to the intended run date.
- Artwork can be submitted in JPEG, PNG, or GIF format.
- Artwork must conform to the minimum size specification for the booked spot; larger files must conform to the same ratio.
- Animations must be a 15-second maximum, or three loops maximum at five seconds per loop.
- Linking URLs must be domain-name based; IP addresses are not accepted.
- Artwork with a white background must include a minimum 1-pixel border to differentiate the ad from editorial content.
- Send material as an attached file, not embedded in an email or document.
- Submit to ads@iwnsvg.com.

1.4 Display Ad Locations



NOTE: Images show approximate representations.

2. Social Media Paid Posts

2.1 À La Carte Rates

Platform	Rate (XCD)
Facebook	\$200
Instagram	\$100
WhatsApp Channel	\$100
X (Twitter)	\$50

2.2 Bundle Packages (Preferred Rates)

Package	Bundle Price	You Save
Facebook only	\$200	—
Facebook + Instagram	\$265	\$35 (12%)
Facebook + Instagram + WhatsApp	\$330	\$70 (17.5%)
Full House (FB + IG + WA + X)	\$365	\$85 (19%)

2.3 How Pricing Works

- Facebook is the base platform for every booking.
- The four packages above are our standard, discounted options and should be quoted first.
- Non-standard combinations (e.g. Facebook + WhatsApp only, skipping Instagram) are priced as à la carte add-ons on top of the \$200 Facebook base rate and do not receive the bundle discount.
- X is only available as part of the Full House package unless specifically requested as an à la carte add-on.

2.4 Social Media Creative Specifications

Facebook

Placement	Dimensions	Ratio	Format
Portrait (Feed) – Preferred	1080 × 1350 px	4:5	JPG or PNG
Feed / Carousel	1080 × 1080 px	1:1	JPG or PNG
Link Ad Preview	1200 × 630 px	1.91:1	JPG or PNG
Stories & Reels	1080 × 1920 px	9:16	JPG or PNG

Instagram

Placement	Dimensions	Ratio	Format
Portrait / Carousel Ads – Preferred	1080 × 1350 px	4:5	JPG or PNG
Square Ads	1080 × 1080 px	1:1	JPG or PNG
Stories & Reels	1080 × 1920 px	9:16	JPG or PNG

WhatsApp

Placement	Dimensions	Ratio	Format
Chat Image – Preferred	1600 × 1052 px	1.52:1	JPG or PNG
Link Preview	1200 × 630 px	1.91:1	JPG or PNG
Status / Update	1080 × 1920 px	9:16	JPG or PNG

X (Twitter)

Placement	Dimensions	Ratio	Format
Expanded Portrait Ads – Preferred	1440 × 1800 px	4:5	JPG or PNG
Square Image Ads	1080 × 1080 px	1:1	JPG or PNG
Single / Multi-Image Ads	1200 × 675 px	16:9	JPG or PNG

2.5 Social Media Submission Notes

- All creatives must be supplied as JPG or PNG. Vector files (AI, EPS, PDF) or layered files (PSD) are not accepted for direct placement.
- Keep key text, logos, and calls-to-action within the centre-safe area of Stories/Reels/Status formats — the top and bottom ~250px may be obscured by platform UI.
- For multi-platform bundles, supply at minimum a 1:1 (1080×1080) as this is the most versatile, without cropping.
- Maximum file size: 4MB per image (subject to change per platform policy at time of upload).
- Creative must be submitted at least 2 business days before scheduled go-live to allow for review and any necessary reformatting.
- Submit to ads@iwnsvg.com.

2.6 Video Posting

Rates below are for client-supplied, platform-ready video. They cover posting only — trimming, reformatting, captioning, or other rework required to bring a video into spec is billed separately under Creative Production – Revisions (Section 3.2).

Platform	Video Rate (XCD)
Facebook	\$300
Instagram	\$150
WhatsApp Channel	\$150
X (Twitter)	\$75

Package	Bundle Price	You Save
Facebook + Instagram	\$395	\$55 (~12%)
Facebook + Instagram + WhatsApp	\$495	\$105 (~17.5%)
Full House (FB + IG + WA + X)	\$550	\$125 (~18.5%)

- Video must meet the platform's duration and aspect ratio limits at time of submission (e.g. Reels/Stories typically cap around 60–90 seconds; consult current platform guidance, as limits are subject to change).
- Video not meeting spec will be returned to the client for revision, or reworked under Creative Production – Revisions at the client's request.
- Submit to ads@iwnsvg.com.

3. Creative Production

Creative production (design and production of advertising assets) is billed separately from platform placement fees. Base assets are billed flat-rate; revisions beyond the included first round are billed hourly.

3.1 Flat Rate — Base Asset Production

Item	Rate (XCD)
Creative Production – Single Asset (banner or social post)	\$150 flat
Creative Production – Multi-Asset Set (3+ social variants for a bundle campaign)	\$350 flat

3.2 Hourly Rate — Revisions

Item	Rate (XCD)
Creative Production – Revisions	\$50/hr (\$25 per 30 min)

- The first round of revisions (minor tweaks — copy change, colour swap, resize) is included in the base flat rate at no extra charge.
- Additional rounds — new concept direction, further revisions, or delayed client feedback requiring rework — are billed hourly at the rate above.
- Creative production is billed separately from platform placement/posting fees; the two are distinct services.

3.3 Social Media Copywriting

Writing caption/post copy to accompany client-supplied images or video is billed separately from both posting fees and visual Creative Production — it's a distinct task requiring its own time and skill.

Item	Rate (XCD)
Social Media Copywriting – Single Post	\$50 flat
Social Media Copywriting – Multi-Post Set (3+ posts, consistent campaign voice)	\$120 flat
Social Media Copywriting – Revisions	\$50/hr (\$25 per 30 min)

- As with visual Creative Production, the first round of revisions is included in the flat rate; additional rounds are billed hourly.
- This applies whether the client supplies their own image/video or iWN produces the visual asset — copywriting is priced independently either way.

4. Cancellation & Rescheduling Policy

4.1 Booking Confirmation

All ad placements are confirmed upon signed insertion order (IO) or written agreement, and payment terms apply from that date regardless of go-live date.

4.2 Cancellation Before Go-Live

- More than 5 business days before scheduled go-live: full refund minus a 15% administrative/production fee (if creative/trafficking work was done).
- 2–5 business days before go-live: 50% of total fee due.
- Less than 2 business days before go-live: 100% of total fee due (slot cannot reasonably be resold).

4.3 Cancellation After Go-Live

Full fee is due for any day(s) the ad has already served. For the remaining unserved portion of the campaign:

- 7+ days' notice: 50% cancellation fee on remaining value.
- Less than 7 days' notice: 100% of remaining value due, as the slot cannot be resold on short notice.

4.4 Force Majeure / Event Cancellation Beyond Client's Control

Where cancellation results from circumstances outside the client's control (e.g. public health emergencies, natural disasters, government directives), iWN will apply the standard schedule above, but may at its discretion offer the client ad credit (redeemable within 12 months) in place of a cash cancellation fee, in part or in full, as a goodwill gesture — particularly for agency/repeat clients.

4.5 No-Fault Rescheduling

Clients may reschedule (rather than cancel) a placement once at no charge, provided the new date is within 90 days and confirmed at least 3 business days before the original go-live date.

4.6 Creative/Production Costs

Any custom creative production, copywriting, or design work already completed is non-refundable regardless of cancellation timing.

4.7 Refund Method

Refunds (where owed) are issued via the original payment method within 14 business days, unless the client elects ad credit under Section 3.4.