



www.ambest.com/webinars

Sponsorships

Showcase your company's expertise and thought leadership by sponsoring a webinar focused on a subject of your choice. Whether you visit our video production studio¹ or participate remotely via video conference, these topical and thought-provoking online events consistently generate an enthusiastic response from the industry. Call your Account Manager today to start planning a customized webinar that allows you to demonstrate your knowledge and insight.

As a webinar sponsor, you will receive:

Before the webinar:

- Choice of exclusive or dual webinar sponsorship.
- Guidance in selecting the webinar topic and panelists.
- Emails promoting your webinar.
- Press release announcing your webinar.
- Print promotions in *Best's Review* (time permitting).

During the webinar:

- Your company's logo in the webinar and in any playback or download of the archived file.

After the webinar:

- Continued media exposure in our webinar archive.² Possible exposure in *Best's Review* (online and print) and *Best's News* (online and email).
- A link to the webinar playback for your own promotional use.²
- A list of webinar registrants and a list of visitors who accessed the archived webinar playback.

Webinar Highlights

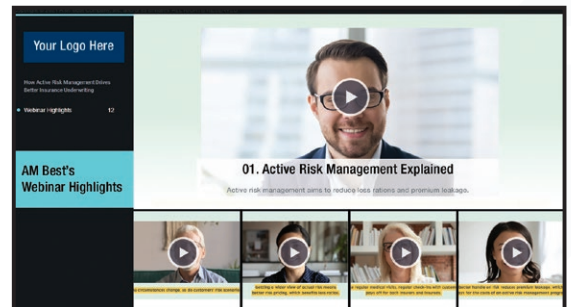
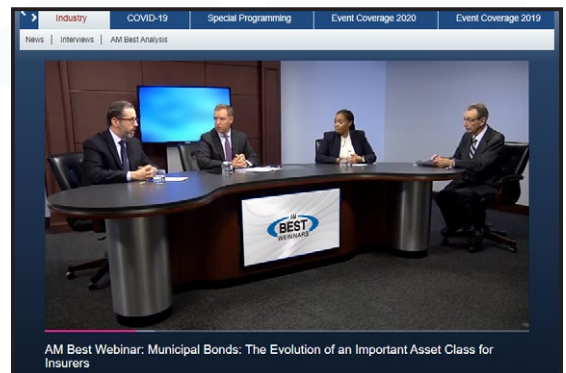
that broaden and extend your webinar's exposure. These focused segments feature video excerpts from the webinar that pinpoint information most useful to your audience. **Benefits include:**

- A link and file to use in your own promotional efforts, including your website and social media platforms.
- Continued exposure on AM Best's website for at least one year.
- Additional visibility from AM Best promotional efforts, including a press release, an email sent to all webinar registrants, and an announcement in *Best's Review* (online and print).

Call your Account Manager for pricing.

Reach **58,769** engaged, opted-in AM Best members.³

- 44%** Insurance agency/brokerage³
- 26%** Insurance/reinsurance company³
- 5%** Financial services³



Frequency Discounts:

Interested in sponsoring multiple webinars? Contact your Account Manager for details on frequency discounts.

Watch a video about this opportunity:

<http://www.ambest.com/adv/ambwebinars.html>

¹ Subject to change.

² Posted on AM Best's website.

³ Publisher's data, January 2021–June 2022.