



www.ambest.tv

## Building Engagement through High-Visibility Opportunities

AM Best TV is our free, streaming video service that features exclusive reports and interviews with key industry players, plus coverage of crucial events and developments in the global insurance industry.

### Industry News Section<sup>1</sup>

Advertising in this section is sold in one-month units and includes:

- One 15-second pre-roll video ad that may also appear at a natural break further into applicable videos.
- One companion ad displayed below the video.
- One banner ad in AM Best TV subscriber emails.

### Best's Event Coverage<sup>1</sup>

Get your message to a specific audience by placing your ad alongside **Best's Event Coverage.**<sup>1</sup> Advertisers receive:

- One 15-second pre-roll video ad.
- One companion leaderboard ad displayed below the video of the major industry event of their choice.
- Additional media exposure on AM Best TV if the event coverage is promoted via *Best's Review* (online and print) and *Best's News* (online and email).

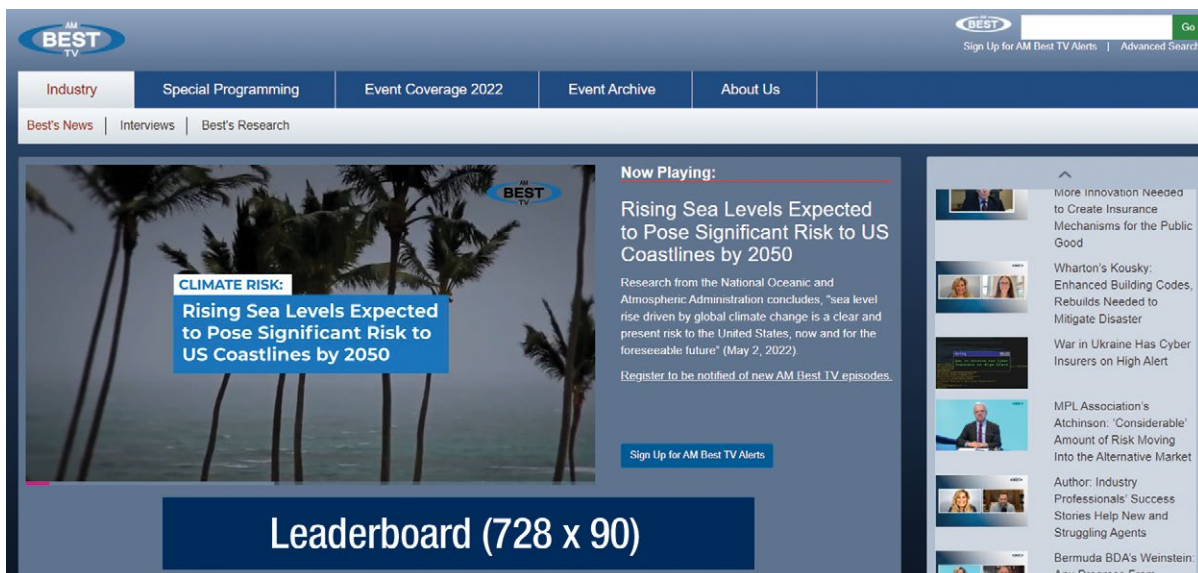
### Email

When you advertise in our daily email to subscribers, your message will be seen by insurance professionals of every level who follow AM Best TV's exclusive coverage of industry events.

#### Exposure by the numbers<sup>2</sup>:

- Your ad appears in our AM Best TV email with approximately **6,380** opt-in subscribers.
- An average of **105,164** emails are sent per month.

Call your Account Manager for pricing.



<sup>1</sup> The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualifying advertiser will be quoted at the frequency rate. All advertising runs only in the month for which it was purchased.

<sup>2</sup> Publisher's data, January 2022–April 2022.

Contact us: [advertising\\_sales@ambest.com](mailto:advertising_sales@ambest.com) • (908) 439-2200, ext. 5399



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## Special Industry Presentations

Based on topics of interest to AM Best's audience of insurance industry professionals, AM Best TV produces a series of special presentations on a semi-annual basis that span digital and print media. Connect with insurance professionals at every level by advertising in AM Best's award-winning cross-media series.

Publication Date	Topics	Description
May	Asset Management	Insurers explore new paths.
November	Pushing Back the Risk Frontier	Insurers are harnessing technology and data analytics to make underwriting fast and more accurate. The next challenge is applying those skills to risk prevention.

Take advantage of our **Cross-Media Advertising Package for Special Industry Presentations** and get:

- One video ad and one companion ad per video.
- Optional production of a pre-roll video advertisement with a voice-over.
- Logo inclusion in AM Best TV episode-specific emails.
- One full-page, four-color ad in *Best's Review* (online and print).
- One audio advertisement that will appear in each video panel's corresponding AM Best Audio podcast.
- One medium rectangle ad on the Special Industry Presentation's landing page within *Best's Review* Online.
- The opportunity to participate in the fourth episode discussion, which will examine the most thought-provoking points made in the first three episodes.



View a past cross-media series: <http://www.ambest.com/adv/crossmediaexample.html>

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