

BEST'S NEWS

http://news.ambest.com

Best's News is our content-rich, streamlined online portal that provides subscribers with convenient access to insurance industry news, research and media.

Home Page^{1,2}

Put yourself front and center with an ad on our home page, where subscribers and industry professionals come to find the latest industry news and trends.

Ad Rates ¹	1x	3x	6x	9x	12x
Large Leaderboard	\$4,470	\$4,245	\$3,800	\$3,575	\$3,355
Filmstrip	\$4,065	\$3,860	\$3,455	\$3,250	\$3,050
Leaderboard	\$3,335	\$3,170	\$2,835	\$2,670	\$2,500
Medium Rectangle	\$3,015	\$2,865	\$2,565	\$2,410	\$2,260

Individual News Stories^{1,2}

Get noticed by AM Best's influential readership with a news story ad. Story headlines appear on the Best's News home page and in daily and weekly emails, driving traffic to your ad.

Ad Rates ¹	1x	3x	6x	9x	12x
Leaderboard	\$2,525	\$2,400	\$2,145	\$2,020	\$1,895
Medium Rectangle	\$1,870	\$1,775	\$1,590	\$1,495	\$1,405
Full Banner	\$1,600	\$1,520	\$1,360	\$1,280	\$1,200

The screenshot shows the AM Best Information Services Home Page. At the top, there is a navigation bar with the AM Best logo and 'AM Best Information Services'. Below the navigation bar, there is a large blue banner labeled 'Large Leaderboard (970 x 90)'. The main content area features a 'BEST'S NEWS' header with the tagline 'Our Insight, Your Advantage™'. A featured article titled 'Update: Heritage Closes Florida Book in Three Regions' is displayed with a map of Florida. To the right of the article, there is a 'Medium Rectangle (300 x 250)' ad placement. Below the article, there is a 'Filmstrip (300 x 600)' ad placement. At the bottom of the page, there is another 'Leaderboard (728 x 90)' ad placement.

The screenshot shows an individual news story page on the AM Best Information Services website. The page features a 'Leaderboard (728 x 90)' ad placement at the top. Below the article content, there are two 'Medium Rectangle (300 x 250)' ad placements. At the bottom of the page, there is a 'Full Banner (468 x 60)' ad placement.

¹ The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualified advertiser will be quoted at that frequency rate. All ads are sold on a rotating basis. The frequency of the rotation may change throughout the year. All advertising runs from the first through the last day of the month. Advertising will not appear in rating-event articles.

² Pages are subject to change.