

# 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<sup>1,2</sup>

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 <sup>1</sup> | 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<sup>1,2</sup>

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 <sup>1</sup> | 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 Best's News Home Page layout. At the top is a navigation bar with links for Rating Services, Information Services, and Corporate Information. Below this is a search bar and a 'My Account' link. The main content area features a large blue banner at the top labeled 'Large Leaderboard (970 x 90)'. Below the banner is a news article titled 'Update: Heritage Closes Florida Book in Three Regions' with a photo of a red house. To the right of the article is a blue box labeled 'Medium Rectangle (300 x 250)'. Below the article is a filmstrip of five small images, with a blue box labeled 'Filmstrip (300 x 600)' to its right. At the bottom of the page is a blue box labeled 'Leaderboard (728 x 90)'.

The screenshot shows the Best's News Individual News Story page layout. At the top is a navigation bar with links for Rating Services, Information Services, and Corporate Information. Below this is a search bar and a 'My Account' link. The main content area features a blue banner at the top labeled 'Leaderboard (728 x 90)'. Below the banner is a news article titled 'Bright Health Group Pulling Out of Six States Following Layoffs' with a photo of a group of people. To the right of the article is a blue box labeled 'Medium Rectangle (300 x 250)'. Below the article is a blue box labeled 'Medium Rectangle (300 x 250)'. At the bottom of the page is a blue box labeled 'Full Banner (468 x 60)'.

<sup>1</sup> 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.

<sup>2</sup> Pages are subject to change.