

# BEST'S REVIEW® Online

AM Best's Monthly Insurance Magazine

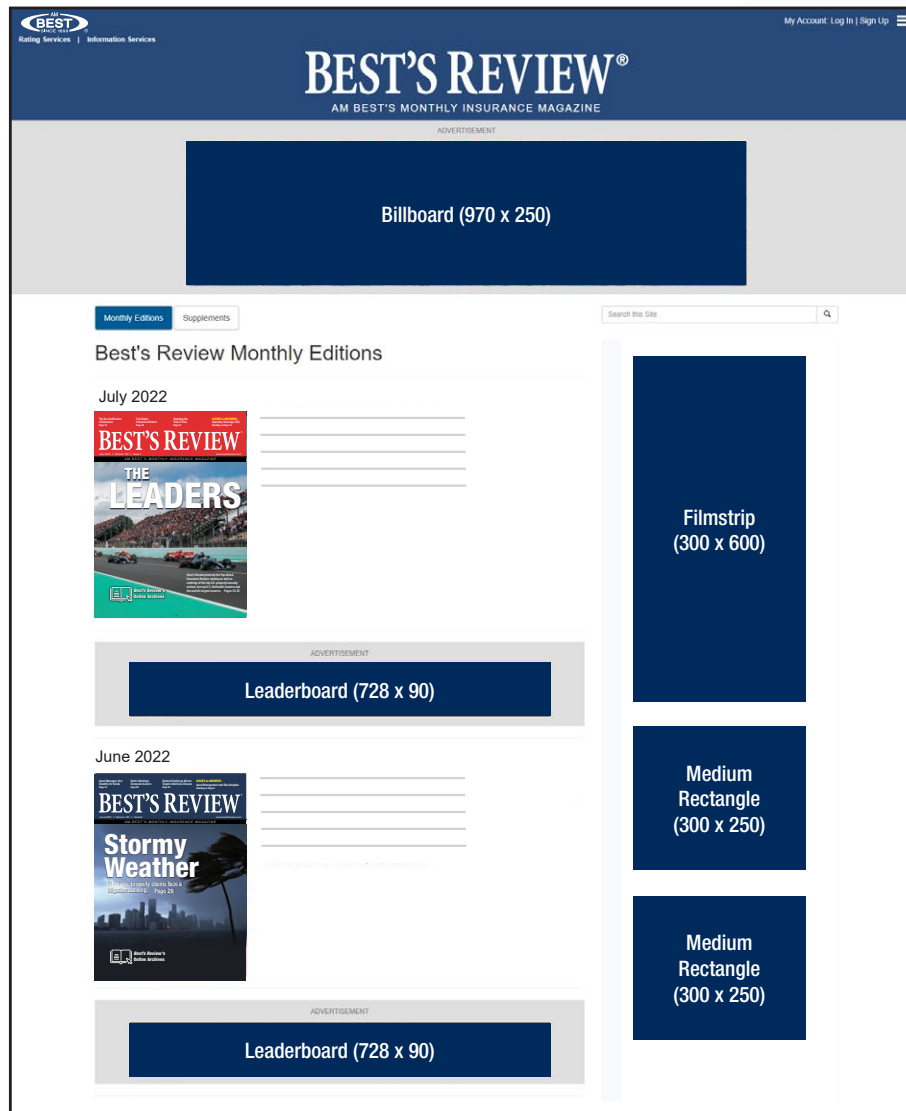
[www.bestsreview.com](http://www.bestsreview.com)

Extend your brand's reach within the insurance industry with *Best's Review* Online. Readers get full access to engaging content without a subscription and can share articles via social media and email, expanding advertisers' exposure to a larger audience.

## Home Page

Grab the attention of *Best's Review*'s online readers through billboard and filmstrip ad spaces.

Ad Rates <sup>1</sup>	1x	3x	6x	9x	12x
Billboard	\$2,570	\$2,440	\$2,185	\$2,055	\$1,925
Leaderboard	\$2,335	\$2,215	\$1,985	\$1,865	\$1,750
Filmstrip	\$1,915	\$1,820	\$1,630	\$1,535	\$1,435
Medium Rectangle	\$1,730	\$1,645	\$1,470	\$1,385	\$1,300



<sup>1</sup> All ads are sold on a rotating basis. The total number of ads run in a 12-month period determines the frequency discount rate.

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

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

The screenshot shows an individual news story page on the AM Best Information Services website. The page has a blue header with 'AM Best Information Services' and a search bar. The main content area features a headline 'Bright Health Group Pulling Out of Six States Following Layoffs'. To the right of the headline, there's a 'Medium Rectangle (300 x 250)' ad. Below the headline, there's another 'Medium Rectangle (300 x 250)' ad. At the bottom, there's a 'Full Banner (468 x 60)' ad. The page also includes a 'BEST'S NEWS' logo and a 'Our Insight, Your Advantage™' tagline.

<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.

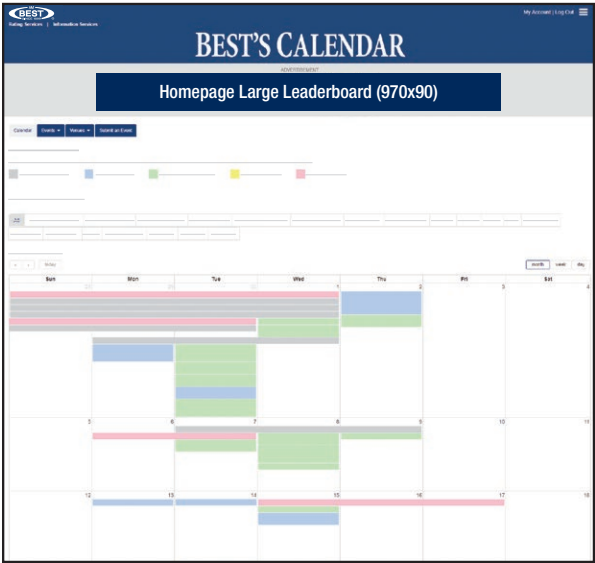
<sup>2</sup> Pages are subject to change.

# Additional Advertising Opportunities

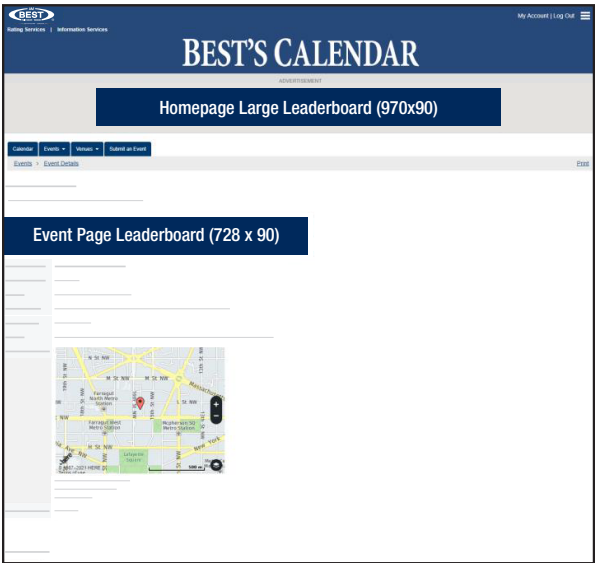
## BEST’S CALENDAR

[www.bestreview.com/calendar](http://www.bestreview.com/calendar)

Place your ad on *Best’s Calendar*, the insurance industry’s one-stop resource for conferences, meetings and online events. This free resource helps industry professionals plan for events worldwide, with detailed information on happenings and venues. Users can register for AM Best events and submit their own as they are announced.



Best's Calendar Homepage					
Ad Type	1x	3x	6x	9x	12x
Homepage Large Leaderboard	\$2,570	\$2,440	\$2,185	\$2,055	\$1,925



Best's Calendar Event Page	
Ad Type	Pricing
Event Page Leaderboard ad without the purchase of the Best's Calendar Homepage Large Leaderboard ad	\$775
Event Page Leaderboard ad with the purchase of the Best's Calendar Homepage Large Leaderboard ad	\$500