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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*/June**	Asset Management	Insurers explore new paths.
October*/November*	What the AI Revolution Means for Insurers, Insureds and the Insurance Workforce	Artificial intelligence is transforming underwriting, distribution, claims, investment management and the work of insurance and related professionals. Find out how AI, ChatGPT and its peers, smart automation and more is changing insurers' relations with prospects, policyholders and regulators.

*The following components go live: landing page with ad and links to video/podcast; AM Best TV video; email; podcast.

**The following components go live: *Best's Review* magazine with full-page ad; links to *Best's Review* Online articles will be added to the existing landing page.

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>

Contact us: advertising_sales@ambest.com • (908) 439-2200, ext. 5399