



https://www.ambest.com/video

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 News¹

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.

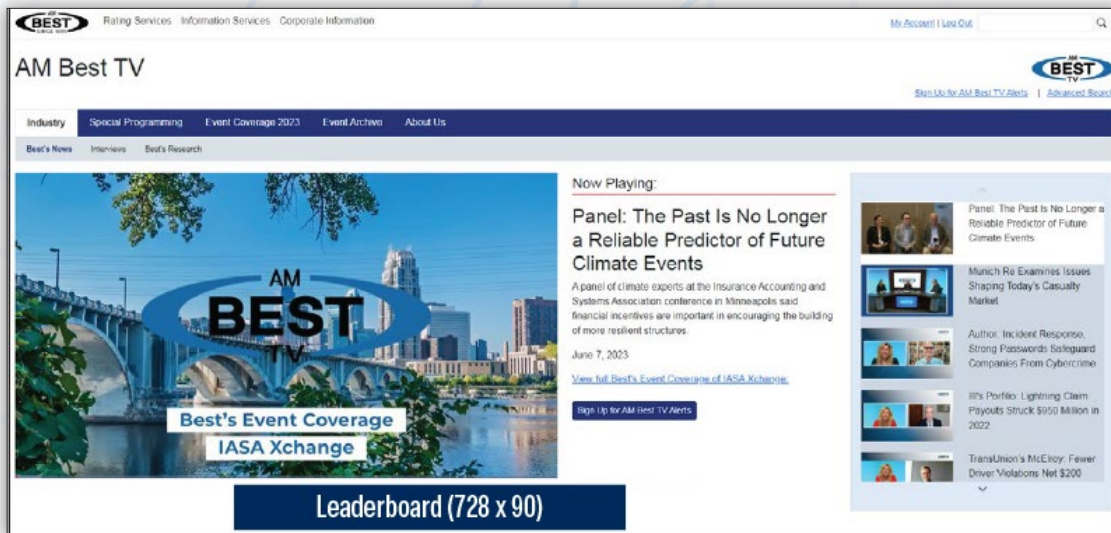
Best's Event Coverage¹

Get your message to a specific audience by placing your ad alongside **Best's Event Coverage.**¹ AM Best TV dives into many of the insurance industry's most important conferences, including events focused on technology, reinsurance, brokers, risk management, specialty coverage, captives and more, to interview executives and leaders about current impactful issues.

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.
- One 728x90 ad in event coverage emails.
- 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).

Call your Account Manager for pricing.



¹ 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.



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Special Industry Presentations

On a semi-annual basis, AM Best TV produces a series of special presentations that span digital and print media, covering topics of interest to AM Best's audience of insurance industry professionals. 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**	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.

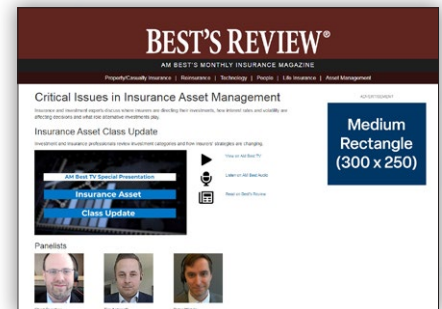
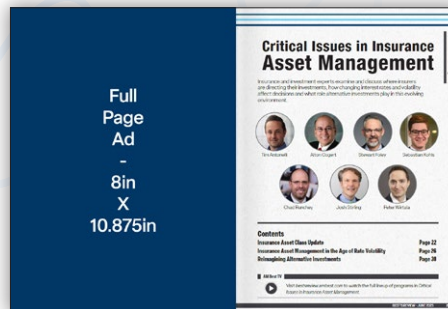
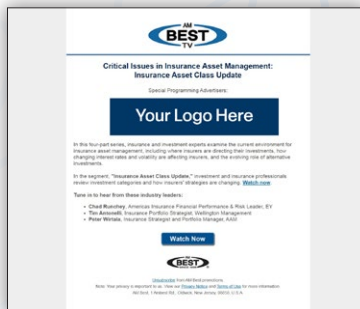
*The following components go live: landing page with ad and links to video/podcast; AM Best TV video; email; podcast.

** The following components go live: *Best's Review* magazine with full-page ad; links to articles in the digital edition of *Best's Review* from 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.
- Optional production of a pre-roll video advertisement with a voice-over.
- Your logo 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 play 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.

Call your Account Manager for pricing.



View past cross-media series: [ambest.com/adv/crossmediaexample.html](https://www.ambest.com/adv/crossmediaexample.html)

Contact us: advertising_sales@ambest.com • (908) 882-1706