



<https://www.ambest.com/webinars>

AM Best Webinar Sponsorship & Executive Insights

Showcase your company's expertise and thought leadership by sponsoring a webinar focused on a subject of your choice. Whether you visit our video production studio¹ or participate remotely via video conference, these topical and thought-provoking online events consistently generate an enthusiastic response from the industry. Call your Account Manager today to start planning a customized webinar that allows you to demonstrate your knowledge and insight.

As a webinar sponsor, you will receive:

Before the webinar:

- Choice of exclusive or dual webinar sponsorship.
- Guidance in selecting the webinar topic and panelists.
- Emails promoting your webinar.
- Press release announcing your webinar.
- Print promotions in *Best's Review* (time permitting).

During the webinar:

- Your company's logo in the webinar and in any playback or download of the archived file.

After the webinar:

- Executive Insights, a summary with links to the full webinar replay² and highlights. Integrate these media assets into your marketing strategy to broaden your webinar's exposure, extend its lifespan and continue to demonstrate your expertise.
- A list of webinar registrants and visitors who accessed the archived webinar playback.
- Continued media exposure in our webinar archive.² Possible exposure in *Best's Review* (online and print) and *Best's News* (online and email).

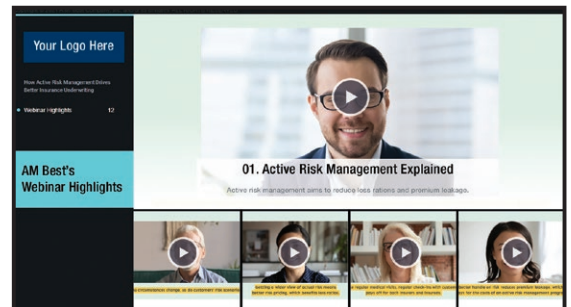
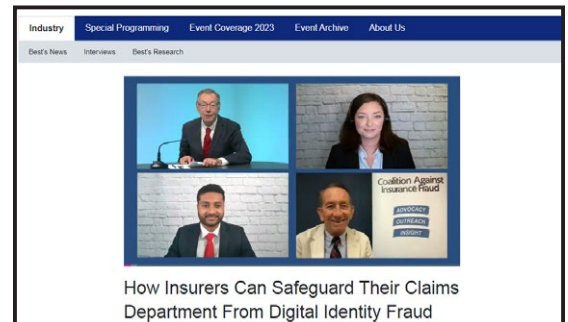
Call your Account Manager for pricing.

Reach **48,879** engaged, opted-in AM Best members.³

45% Insurance agency/brokerage³

26% Insurance/reinsurance company³

6% Banking/asset management³



Frequency Discounts:

Interested in sponsoring multiple webinars? Contact your Account Manager for details on frequency discounts.

Watch a video about this opportunity:

<https://www.ambest.com/adv/ambwebinars.html>

¹Subject to change.

²Posted on AM Best's website.

³Publisher's proprietary database, January 2022–August 2023.