

# Advertising Design Program

We'll design your ad for **FREE** with a minimum print or online placement.



Our award-winning\* Design Department will create an ad to your specifications for insertion in *Best's Review*<sup>®</sup> magazine, the *BestWeek*<sup>®</sup> news service, or the *BestDay*<sup>®</sup> and *BestWire*<sup>®</sup> Web sites. You provide the content and we'll create a high-caliber, eye-catching ad that will attract the attention of the industry's movers and shakers.

As a special bonus, **when you run one or more full-page print ads or purchase a *BestDay*, *BestWeek* or *Best's Review* online ad package with 6X frequency or more, we'll waive our labor and design fee.** (Charges may apply for the purchase of images or graphics; maximum labor and design time is five hours for print ads and three hours for Web ads created on a complimentary basis.) You may also use this ad in other publications.



Call our Advertising Production Coordinator at (908) 439-2200, ext. 5399, for details on how we can help bring your advertising message to life.

\* A.M. Best Company is a member of the New Jersey Business Marketing Association and the Insurance Marketing Communication Association. Our Design Department has received awards from both organizations, as well as the American Society of Business Publication Editors (ASBPE), the Publications Management Magnum Opus Awards, the APEX Awards for Publication Excellence, and the Trade Association, and Business Publications International Tabbie Awards.