

BEST'S REVIEW® Online

AM Best's Monthly Insurance Magazine

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 oversized leaderboard and filmstrip ad spaces.

Ad Rates ¹	1x	3x	6x	9x	12x
Large Leaderboard	\$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

News Stories²

Advertise alongside news stories for heightened visibility.

Ad Rates ¹	1x	3x	6x	9x	12x
Leaderboard	\$2,405	\$2,285	\$2,045	\$1,925	\$1,805
Medium Rectangle	\$1,780	\$1,690	\$1,515	\$1,425	\$1,335

1. All ads are sold on a rotating basis. The total number of ads run in a 12-month period determines the frequency discount rate.
2. Excludes rating-event articles.

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

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^{1,2}

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 ¹	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^{1,2}

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 ¹	1x	3x	6x	9x	12x
Leaderboard	\$2,405	\$2,285	\$2,045	\$1,925	\$1,805
Medium Rectangle	\$1,780	\$1,690	\$1,515	\$1,425	\$1,335
Full Banner	\$1,600	\$1,520	\$1,360	\$1,280	\$1,200

The screenshot shows the AM Best Information Services website. At the top, there's a navigation bar with 'My Account | Log Out' and a search bar. Below the navigation bar, there's a large blue banner for 'Large Leaderboard (970 x 90)'. The main content area features a 'BEST'S NEWS' section with the tagline 'Our Insight, Your Advantage™'. Below this, there's a 'PRESS RELEASE' section with a globe image and a 'BESTWIRE Real-Time News' section with a filmstrip of news items. On the right side, there are two 'Medium Rectangle (300 x 250)' ads and one 'Filmstrip (300 x 600)' ad. At the bottom, there's a 'Leaderboard (728 x 90)' ad.

The screenshot shows an individual news story page. The headline is 'CVS/Aetna Second-Quarter Profits Down; Will Increase Minimum Wage to \$15'. The page features a 'Watch Now' button for a video. On the right side, there are two 'Medium Rectangle (300 x 250)' ads. At the bottom, there's a 'Full Banner (468 x 60)' ad.

1. 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.
2. Pages are subject to change.

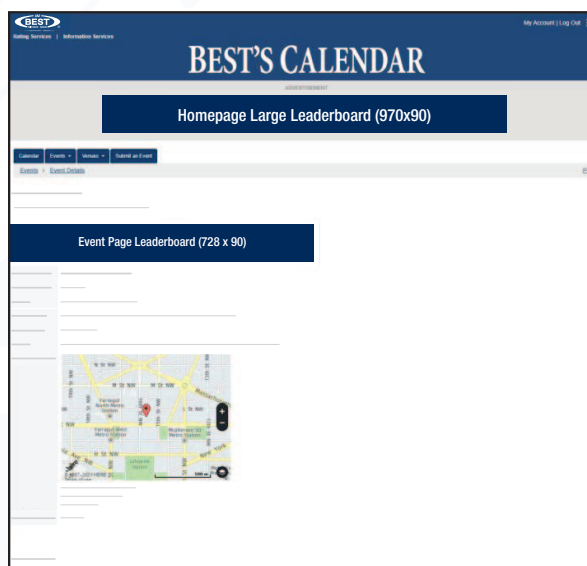
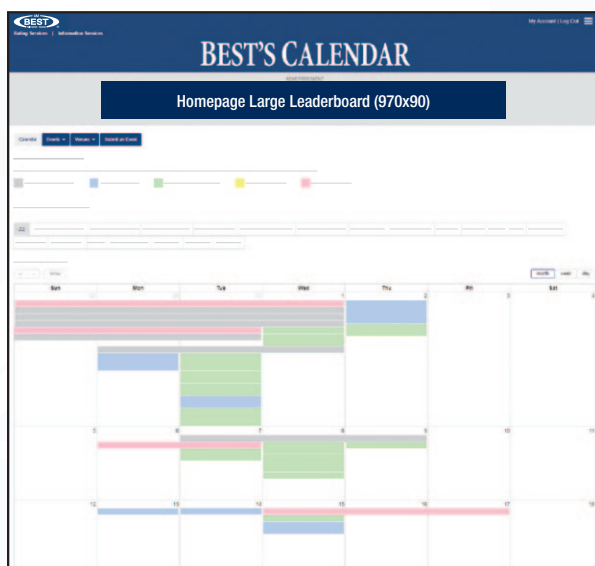
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Additional Advertising Opportunities

BEST'S CALENDAR

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 events and venues. Users can register for AM Best events and submit their own events as they are announced.



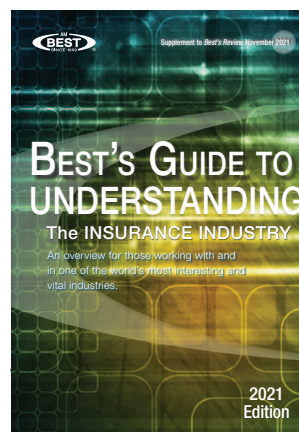
Best's Calendar Homepage						
Ad Type	Ad Size	1x	3x	6x	9x	12x
Homepage Large Leaderboard	970 x 90	\$2,570	\$2,440	\$2,185	\$2,055	\$1,925

Best's Calendar Event Page		
Ad Type	Ad Size	Pricing
Event Page Leaderboard ad without the purchase of the Best's Calendar Homepage Large Leaderboard ad	728 x 90	\$775
Event Page Leaderboard ad with the purchase of the Best's Calendar Homepage Large Leaderboard ad	728 x 90	\$500

Best's Guide to Understanding the Insurance Industry

<http://www.ambest.com/adv/guide.html>

Advertise with a one-page ad or two-page spread in *Best's Guide to Understanding the Insurance Industry*, an online resource ideal for anyone interested in learning more about the insurance industry. It's a great opportunity to initiate brand recognition with students, new employees and prospects. A limited number of high-visibility ad spots are available, so reserve early.



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