



## 2010 Advertising Rates & Specifications

**Closing date is the 15<sup>th</sup> of the preceding month.** All advertising runs from the first through the last day of the month and is subject to availability and acceptance by the publisher. A total of seven text ads are available in the e-mail edition (available in standard text and HTML versions).

**Bonus Value:** Your full-banner ad on the *BestDay* Web site will automatically appear on all *BestWire* news stories in A.M. Best's online NewsRoom—at no extra cost!

Location	Ad Type	Size	Frequency				
			1x	3x	6x	9x	12x
<i>BestDay</i> Home Page	Full skyscraper	120 x 600	\$1,350	\$1,285	\$1,150	\$1,080	\$1,015
<i>BestDay</i> Home Page	Full banner	468 x 60	\$1,110	\$1,055	\$945	\$890	\$835
<i>BestDay</i> Home Page	Vertical Banner	120 x 240	\$1,080	\$1,025	\$920	\$865	\$810
<i>BestDay</i> E-mail*	Text ad without purchase of home page ad	30 words**	\$695	\$660	\$590	\$555	\$520
<i>BestDay</i> E-mail*	Text ad with purchase of home page ad	30 words**	\$350	\$335	\$300	\$280	\$265

**Please direct insertion orders, advertising materials and inquiries to:  
Supervisor, Sales Support, A.M. Best Company, Ambest Road, Oldwick, NJ 08858; (908) 439-2200, ext. 5803.**

### Artwork Submission Guidelines

- If an ad is composed of multiple looping files, the final output size must not exceed 200K.
- GIF: The image cannot be interlaced and must be indexed using the 216-color Web-safe palette.
- GIF Animation: Note restrictions above. Also, with regard to frames:
  - The image must contain three loops maximum.
  - The image must contain five frames maximum per loop.
  - Each frame must have a minimum two-second duration, excepting transition frames (i.e., fade, blend, wipe).
- JPEG: No restrictions.
- An active click-through URL must be provided with each advertisement. ALT text may be supplied up to 65 characters.
- All files may be provided on a CD-ROM (PC format) or as an e-mail attachment.

### Flash Specifications:

- Naming conventions: filename should be a maximum of 30 characters, no spaces or special characters.
- We will support backwards through Flash 9.0.
- Frame Rate must be no more than 24 frames per second (fps).
- Ads may not contain continuous animation of any kind, including background elements or text.
- Ads may not contain autoplay audio and/or video.
- We can not track any URLs that are embedded in the Flash code.
- All URLs within the embedded code must open a new window.

\*The purchase of a text ad in the *BestDay* e-mail includes a 30-word ad in the daily *BestDay* podcast and the *BestDay* HTML e-mail (size restrictions apply). Only the first five ads placed will be included in the daily *BestDay* podcast.

\*\*The link is considered the 30<sup>th</sup> word.