Ad Submission Guidelines

Print Ads

Format: CD; PC platform only.
File type: PDF; all fonts and images must be embedded.
For details and specifications visit
www.bestreview.com/media/digitalspecs.pdf
Color: CMYK format only. Convert all spot colors to CMYK.
Proof: Contract-quality color proof required.[1]
Cancellations: No cancellations after closing dates. A space cost penalty will apply.

Postcards and Business Reply Cards
Minimum: 3.5" h by 5" w
Maximum: 4.25" h by 6" w
Allow additional .125" for head trim and .125" for grind-off.
Perforation: .75" from binding edge.
Minimum paper weight: 75 lb./7 pt. high bulk

Advertorials
"Advertisement" must be clearly printed at top of ad.

Mail CDs and insertion orders to:
AM Best
Attn: Advertising Production Department
1 Ambest Road
Oldwick, NJ 08858

Mail preprinted inserts[2] to:
Julie Stevens
Fry Communications, Bldg 4
101 Fry Drive
Mechanicsburg, PA 17050
717-766-0211, ext. 4541
Please allow .125" trim on all four sides.

Contact us for details on our advertising design services and video studio rental.

1. Advertisements submitted without an acceptable color proof will be printed to SWOP standards.
2. Five review copies must be sent to Advertising Production Department at the Oldwick, NJ, address.

Media kit
www.ambest.com/adv

Websites
www.bestreview.com
http://news.ambest.com
www.ambest.tv

Inquiries
(908) 439-2200, ext. 5399
advertising_sales@ambest.com

Online Ads

File Formats: GIF, JPG or PNG.
• Provide an active click-through URL for each ad.
• Supply ALT text up to 65 characters if desired.
• Submit as an email attachment.
Note: Ads containing a light-colored background should include a one-pixel border of a darker color.

Static Image Ads:
• **GIF:** Image cannot be interlaced and must be indexed with 216-color web-safe palette.
• **JPG:** 50 K maximum file size.

Animated Image Ads: Can be formatted in GIF.
GIF Animation:
• Three loops maximum.
• Five frames maximum per loop.
• Each frame must be at least two seconds long, except transition frames (i.e., fade, blend, wipe).
• Time frame must be no faster than 5 fps.
JPG: No restrictions.

Tracking
• AM Best tracking uses the clickTag method. Embedded URLs are client-side tracking only.
• Any embedded URL must open in a new window.

Approved Third-Party Vendors:[3]

Double Click and Eyeblaster.

RSS Feed: 50 words maximum.
Button: 300 dpi EPS or Illustrator.

Video Ads

Format: MP4.
Resolution: 1920 x 1080 (recommended).
Aspect ratio: 16:9.
Pre-roll video length: 15 seconds.
Maximum file size: 5 MB.

3. All other vendors will be verified at placement. We cannot provide statistics for advertisers who use third-party vendors.

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