

BEST'S INSURANCE NEWS & ANALYSIS

Home Page¹

Best's Insurance News & Analysis, <http://news.ambest.com>, is where decision makers turn regularly for current coverage and in-depth analysis of the insurance industry. Put yourself front and center with an ad on our home page.

	1x	3x	6x	9x	12x
Leaderboard	\$4,215	\$4,005	\$3,585	\$3,370	\$3,160
Wide Skyscraper	\$3,830	\$3,640	\$3,255	\$3,065	\$2,875
Full Banner²	\$3,145	\$2,990	\$2,675	\$2,515	\$2,360
Rectangle	\$2,840	\$2,700	\$2,415	\$2,270	\$2,130

The screenshot shows the homepage of Best's Insurance News & Analysis. At the top, there's a navigation bar with links like 'Home', 'About', 'Careers', 'Events', 'Support', 'Social Media', and 'Contact'. Below this is a search bar and a 'Best's Insurance News & Analysis' logo. The main content area is divided into several sections: a 'Leaderboard 728 x 90' ad space, an 'ANALYSIS' section with a headline 'Market Segment Report: Homeowners Insurers Endured Major 2017 Catastrophes', a 'Most Read' sidebar with links to various articles, and a 'Most Recent Press Releases' section. The page is filled with various news articles and advertisements, including 'Full Banner 468 X 60' and 'Rectangle 180 x 150' ad spaces.

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. Full-banner ads appear only in the News tab (Latest News and *BestDay*).