



www.ambest.tv

Special Programming Advertising Opportunities

AM Best TV produces quarterly Special Programming that focuses on the latest industry developments. These segments are approximately 30 minutes and attract the attention of insurance professionals of every level.

Special Programming advertising includes:

- One 15-second pre-roll video advertisement.
- Two 15-second mid-roll video advertisements.
- One companion ad that appears below the video player.
- Presence on the AM Best TV website for one year.
- Additional media exposure, which can include on AM Best TV, *Best's Review* (online and print), *Best's News* and *BestWeek*.
- A link for your company's promotional use.

Special Industry Presentations

Based on topics of interest to AM Best's audience of insurance industry professionals, AM Best TV produces a series of special presentations on a semi-annual basis that span digital and print media.

Take advantage of our new **Cross-Media Advertising Package for Special Industry Presentations** and get:

- One video ad and one companion ad per video.
- Optional production of a pre-roll video advertisement with a voice-over.
- Logo inclusion in AM Best TV episode-specific emails.
- One full page, four-color ad in *Best's Review* (print and digital).
- One audio advertisement that will appear in each video panel's corresponding AM Best Audio podcast.
- One medium rectangle ad on the Special Industry Presentation's landing page within *Best's Review* Online.
- The opportunity to participate in the fourth episode discussion, which will examine the most thought-provoking points made in the first three episodes.



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