



www.ambest.tv

Building Engagement through High-Visibility Opportunities

AM Best TV is our free, streaming video service that features exclusive reports and interviews with key industry players, plus coverage of crucial events and developments in the global insurance industry.

Advertising in our **Industry News section**¹ is sold in one-month units and includes:

- One 15-second pre-roll video ad that may also appear at a natural break further into applicable videos.
- One companion ad displayed below the video.
- One banner ad in AM Best TV subscriber emails.

Or get your message to a specific audience by placing your ad alongside our **Best's Event Coverage**.¹ Advertisers receive:

- One 15-second pre-roll video ad.
- One companion ad displayed below the video of the major industry event of their choice.
- Continued media exposure on AM Best TV, *Best's Review* (online and print), *Best's News* and *BestWeek*.

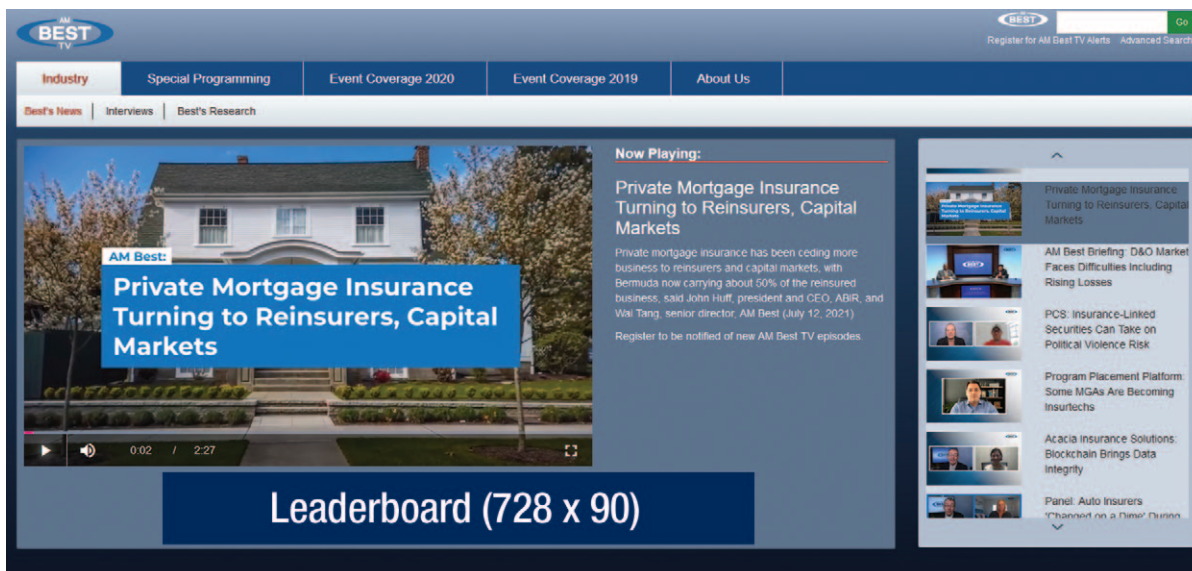
Email

By advertising in our daily email to subscribers, your message will be seen by insurance professionals of every level who follow AM Best TV's exclusive coverage of industry events.

Exposure by the numbers²:

- Your ad appears in our AM Best TV email with approximately **6,000** opt-in subscribers.
- An average of **106,641** emails sent per month.

Call your Account Manager for pricing.



1. The total number of ads run in a 12-month period determines the frequency discount rate. All ads for the qualifying advertiser will be quoted at the frequency rate. All advertising runs only in the month for which it was purchased.
2. Publisher data, January – July 2021.

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



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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.



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