

BEST'S NEWS

<http://news.ambest.com>

Best's News is our content-rich, streamlined online portal that provides subscribers with convenient access to insurance industry news, research and media.

Home Page^{1,2}

Put yourself front and center with an ad on our home page, where subscribers and industry professionals come to find the latest industry news and trends.

Ad Rates ¹	1x	3x	6x	9x	12x
Large Leaderboard	\$4,470	\$4,245	\$3,800	\$3,575	\$3,355
Filmstrip	\$4,065	\$3,860	\$3,455	\$3,250	\$3,050
Leaderboard	\$3,335	\$3,170	\$2,835	\$2,670	\$2,500
Medium Rectangle	\$3,015	\$2,865	\$2,565	\$2,410	\$2,260

Individual News Stories^{1,2}

Get noticed by AM Best's influential readership with a news story ad. Story headlines appear on the *Best's News* home page and in daily and weekly emails, driving traffic to your ad.

Ad Rates ¹	1x	3x	6x	9x	12x
Leaderboard	\$2,405	\$2,285	\$2,045	\$1,925	\$1,805
Medium Rectangle	\$1,780	\$1,690	\$1,515	\$1,425	\$1,335
Full Banner	\$1,600	\$1,520	\$1,360	\$1,280	\$1,200

The screenshot shows the AM Best Information Services website. At the top, there's a navigation bar with 'AM Best Information Services' and a search bar. Below the navigation bar, there's a large blue box labeled 'Large Leaderboard (970 x 90)'. The main content area features a 'BEST'S NEWS' section with a headline 'Our Insight, Your Advantage™' and a featured article about 'Best's Market Segment Report: Caribbean P/C Insurers Resilient Despite COVID-19; Carriers Wary of Current Hurricane Season'. To the right of the article, there's a 'Medium Rectangle (300 x 250)' ad. Below the article, there's a 'Filmstrip (300 x 600)' ad. At the bottom, there's a 'Leaderboard (728 x 90)' ad. The page also includes a 'BESTWIRE Real-Time News' section with a grid of news items and a 'Trending' section at the bottom left.

The screenshot shows an individual news story page on the AM Best Information Services website. The headline is 'CVS/Aetna Second-Quarter Profits Down; Will Increase Minimum Wage to \$15'. The page features a 'Leaderboard (728 x 90)' ad at the top. Below the headline, there's a 'Medium Rectangle (300 x 250)' ad. To the right of the article, there's another 'Medium Rectangle (300 x 250)' ad. At the bottom, there's a 'Full Banner (468 x 60)' ad. The page also includes a 'Watch Now' button and a 'News and Research Resources' dropdown menu.

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. Pages are subject to change.

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