



Connect with top insurance professionals every morning by placing your ad in our *BestDay* email, AM Best's wrap-up of the previous day's top news stories. Advertisers who purchase online ads on the *Best's News* home page are eligible for discounted rates on *BestDay* email ads.

| BestDay Email Ad with Home Page Ad^{1,2} | | | | | |
|--|---------|---------|---------|---------|--|
| 1x | 3x | 6x | 9x | 12x | |
| \$2,130 | \$2,025 | \$1,810 | \$1,705 | \$1,600 | |
| BestDay Email Ad without Home Page Ad^{1,2,3} | | | | | |
| 1x | 3x | 6x | 9x | 12x | |
| \$2,840 | \$2,700 | \$2,415 | \$2,270 | \$2,130 | |

BESTWEEK[®]

AM Best's Weekly Insurance News

Place your ad in our *BestWeek* and *Best's Journal*[®] emails to reach senior insurance and reinsurance executives, risk managers and others who look to these resources for a recap of the industry's top stories and the latest AM Best industry research.

| Email Ad Rates³ | | | | | |
|-----------------------------------|---------|---------|-------|-------|-------|
| | 1x | 3x | 6x | 9x | 12x |
| <i>BestWeek</i> | \$1,050 | \$1,000 | \$895 | \$840 | \$790 |
| <i>Best's Journal</i> | \$700 | \$665 | \$595 | \$560 | \$525 |

Monthly average number of emails sent: **14,833⁴**

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. On the *Best's News* website.
3. 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.
4. Publisher data, January – July 2021.

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