

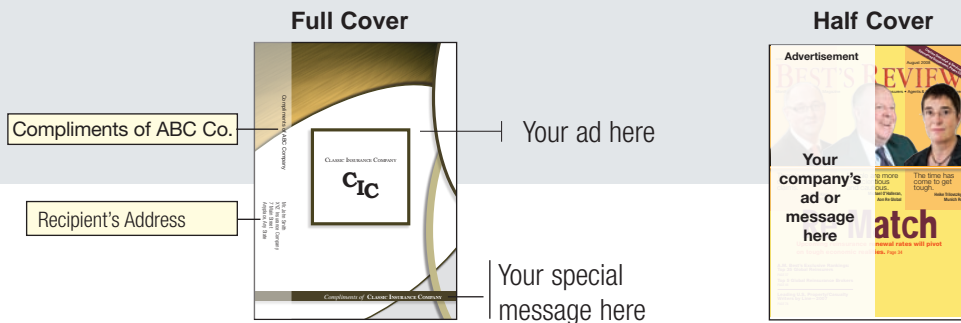
# Additional Advertising Opportunities

The following advertising opportunities are available to advertisers for an additional fee.

	National Distribution	Bonus Distribution**	Distributed to 100 Customer-Supplied Names
Full-Cover Tip On*	✓	✓	
Half-Cover Tip-On*	✓	✓	
Gatefolds	✓		
Tip-Ins	✓		
Polybagged Promotional Items	✓	✓	✓

## Full- and Half-Cover Tip-Ons\*

Send a copy of *Best's Review* with a tip-on designed for your company. Catch the attention of potential customers by including a special message.



## Gatefolds

Put your company up front with a gatefold ad, attached to the cover or inside the magazine.

## Tip-Ins

Tip-ins are bound by a removable adhesive with your ad or in a specific section. Include reply cards, brochures or promotional pieces.



## Polybagged Promotional Items†

Package brochures, CD-ROMs and other materials with *Best's Review*. The polybag can be printed with your branding and message.

## Corporate Complimentary Subscription Program††

To motivate and reward your agents and brokers, or to reach clients and prospects, present them with a one-year gift subscription to *Best's Review*. You can use the mailing label to send a message to your customers, and a personalized letter introduces your gift and mentions a particular item, ad, concept or your presence at an event. The minimum order is 100 subscriptions, which you'll receive at a discounted price. Call us for pricing.

\*Magazines with tip-ons must be polybagged for postal delivery and may require additional postage. Tip-ons must say "Advertisement" at the top.

\*\* Available for select trade shows/conferences. Room drops and magazines added to registration bags may be available for certain trade shows/conferences at an additional charge.

† Postal restrictions may apply if mailing.

†† Minimum order: 100 subscriptions.