

Web Site Advertising Rates and Specifications

When you place at least one full-page ad in *Best's Review* magazine, you will be eligible to purchase advertising space on the *Best's Review* home page: www.bestreview.com. **Closing date for all ads is the 15th of the preceding month.** All advertising runs from the first through the last day of the month and is subject to availability and acceptance by the publisher. For further information, please call (908) 439-2200, ext. 5803.

Best Review Web Site Ad Rates

Frequency

Location	Ad Type	Size	1x	3x	6x	9x	12x
Home page	Full banner	468 x 60 pixels	\$1,110	\$1,055	\$945	\$890	\$835

Please direct inquiries to:

Supervisor, Sales Support, A.M. Best Company, Ambest Road, Oldwick, NJ 08858; (908) 439-2200, ext. 5803.

Artwork Submission Guidelines

- If an ad is composed of multiple looping files, the final output size must not exceed 200K.
- GIF: The image cannot be interlaced and must be indexed using the 216-color Web-safe palette.
- GIF Animation: Note restrictions above. Also, with regard to frames:
 - The image must contain three loops maximum.
 - The image must contain five frames maximum per loop.
 - Each frame must have a minimum two-second duration, excepting transition frames (i.e., fade, blend, wipe).
- JPEG: No restrictions.
- An active click-through URL must be provided with each advertisement. ALT text may be supplied up to 65 characters.
- All files may be provided on a CD-ROM (PC format) or as an e-mail attachment.

Flash Specifications:

- Naming conventions: filename should be a maximum of 30 characters, no spaces or special characters.
- We will support backwards through Flash 9.0.
- Frame Rate must be no more than 24 frames per second (fps).
- Ads may not contain continuous animation of any kind, including background elements or text.
- Ads may not contain autoplay audio and/or video.
- We can not track any URLs that are embedded in the Flash code.
- All URLs within the embedded code must open a new window.