



A local manufacturing plant plans to build a new facility, expected to create hundreds of jobs. What is the anticipated impact to the local economy?

Home sales in your metro area are a bright spot in the latest report from the Federal Reserve Bank. Does this mean your viewers will be able to sell their homes sooner? What does this mean for local buyers?

Four health insurance companies recently announced that they plan to sell insurance in your state's health insurance marketplace. What does the Affordable Care Act mean for your state, and will your viewers be able to afford health insurance in the new exchange?

With *Money Matters*, you can help your viewers answer questions like these, and take control of their financial lives. *Money Matters* provides comprehensive, up to the minute business coverage on everything from breaking financial news, to consumer reports, to localized business stories. And, we make these topics relatable to your viewers – in **your** market. *Money Matters* makes the national stories relevant on a local level, extending your footprint into the heart of the world's financial capitol.



## Why Money Matters?

- **Get financial reporting that hits home.** We show how the money issues on the national stage have a local impact. Our coverage is customized and tailored to your station's particular market and needs, including local economic issues, local business stories, select stocks to watch and more.
- **Differentiate your local brand.** *Money Matters* is exclusive to your market. We report live from NASDAQ MarketSite in Times Square, an iconic location in the heart of the world's financial capitol. Our affiliates' logos can be positioned in the shot, along with NASDAQ-listed stocks and indices using the Video Wall of 96 multimedia screens on the studio floor. We also offer bump shots with our affiliates' logos and correspondent on the seven-story LED of the NASDAQ Tower.
- **Attract sponsorship revenue.** The financial focus of *Money Matters*, along with our coverage of businesses unique to your market, make it an attractive segment to pitch to sponsors and advertisers.
- **Add a powerful team to your morning show.** In financial reporting, nothing matters more than credibility. As a former NASDAQ executive, Maribel Aber brings the expertise and passion you want on your team. Our production staff also includes a seasoned financial writer with more than 35 years of experience on Wall Street and a producer dedicated to our affiliates' needs.
- **Let us do the heavy lifting.** *Money Matters* is a turnkey news product, giving our affiliates the power to direct, select and customize their financial coverage. We monitor breaking financial news and filter the most important content. Meanwhile, you stay in control of the reporting – we can adjust our reports to accommodate breaking news whenever needed.

## How Money Matters Works

*Money Matters* is a market-exclusive news product that provides live shot coverage Monday through Friday, from the 6am hour through the 11am hour EST. Five-minute, customizable live reports are delivered from the NASDAQ on Times Square. When the market is open, so are we!

Our reports are highly customized to your local market, and flexible depending on what news breaks, both locally and nationally. We cover your local market's stocks and company news in your area. We offer several branding opportunities to display your company logo, extending your station's footprint to Times Square. We can also deliver customized teases and promotional spots targeting potential sponsors.

## Our Financial Coverage

Our coverage spans the full spectrum of national and local financial matters. We'll always draw the connection between the key financial stories and how they impact your local audience.

- **Local impact stories:** local company earnings reports, changes in the job market, new business and facility openings, local business leaders and much more.
- **Breaking financial news:** DOW and S&P reports, economic releases and other stories of interest.
- **Market coverage:** pre-market indicators, what investors should look for, overseas market impacts and more.
- **Company news:** earnings reports, product launches, new plant openings, ground breaking events and other company-related stories.
- **Consumer interest:** credit rates, healthcare impacts, college tuition, gas prices, housing market and other stories that affect your viewers' daily lives.

## Get Money Matters

Be the first (and only!) local news provider in your market to license *Money Matters*.

To learn more, contact your CNN Newsource Affiliate Relations Representative today, or call 404.827.4642.



Comprehensive Financial Coverage