



CNN **Money Matters** Your Market-Exclusive Financial News Team

HELP YOUR VIEWERS TAKE CONTROL OF THEIR FINANCIAL LIVES



Become the station that your local audience relies on to get a head start to their day, with a powerful financial segment in your morning show.

Money Matters brings a fresh perspective on the biggest business news of the day and useful personal finance information which will help your viewers make better financial decisions. From breaking financial news to big consumer stories, Money Matters makes these topics relatable and actionable for your viewers.



Money Matters content is all-platform ready, so our live shots, original videos and digital content play well on all your broadcast, web, mobile and social channels. And now with the addition of the **CNN Wire** with every Money Matters license, you will have access to hundreds of business and money stories, images and graphics for your digital platforms.



WHY MONEY MATTERS



DIFFERENTIATE YOUR LOCAL BRAND.

Money Matters is a market-exclusive product. Stand out from the local competition and become the station your audience relies on for trusted business reporting every weekday morning.

GET CONTENT FOR ALL YOUR PLATFORMS.

Broadcast, website, mobile, social – we've got you covered. Our content is written and produced so that it plays well on any platform. Beyond the live shots for your morning show, our Money Matters team produces engaging original videos that will easily plug into your web and mobile platforms.

Every Money Matters license also comes with access to the CNN Wire, the same text and image news syndication service that powers CNN.com and CNMMoney.com, the #1 news and the world's largest business websites respectively.

ATTRACT SPONSORSHIP REVENUE.

The quality of Money Matters' financial journalism, access to multiplatform content and market-exclusive license structure makes the financial segment of your newscast and digital platforms an attractive cross-platform opportunity to pitch to sponsors and advertisers.

SMART TEAM. REFRESHING STYLE.

In financial reporting, nothing matters more than credibility. Money Matters correspondent Maribel Aber is a former NASDAQ executive, and brings the expertise, passion and rapport you want on your team. Furthermore, Money Matters is written with today's digital-savvy audience in mind, so our financial coverage will always reflect the pace, style and interest of today's audiences.



Money Matters

WHAT YOU GET WITH MONEY MATTERS



MARKET-EXCLUSIVE. Money Matters is a market-exclusive financial news product that provides live shot coverage Monday through Friday straight from the NASDAQ MarketSite in Times Square, an iconic location recognized around the world.

CUSTOMIZED SHOTS: ON-AIR AND OFF-AIR. We produce five-minute, customizable live reports on the biggest business and consumer stories of the day. We can also deliver customized teases, and even promotional spots targeting potential sponsors. Just let us know how we can help – our team is your team.

EXTEND YOUR BRAND. Extend your brand all the way to the heart of the world's financial capital. From our shoot location at the NASDAQ MarketSite in Times Square, your station logo can be positioned in the shot, along with NASDAQ-listed stocks and indexes on the "Video Wall". We also offer bumpshots of Times Square.



MULTI-PLATFORM CONTENT. We get digital. Beyond the morning live shots, we produce original content twice weekly with an eye for business, technology and consumer-related stories that are relevant and useful for any audience on the go.

ACCESS TO THE CNN WIRE. And now, your Money Matters license comes with access to the CNN Wire, the same news syndication that powers our very own CNN.com and CNNMoney.com, the #1 news and the world's largest business websites respectively. So not only will you have a powerful financial segment for your morning show, now you have access to hundreds of financial stories, compelling images and useful infographs for your digital platforms, 24/7.

OUR FINANCIAL COVERAGE

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



CONSUMER INTEREST: credit rates, healthcare impacts, college tuition, gas prices, housing market and other stories that affect your viewers' daily lives.

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.



Maribel Aber

Your **Money Matters** Correspondent

Maribel began her television career as a regular contributor on money and career issues for *"The Better Show,"* a syndicated daytime television show produced by the Meredith Corporation, publisher of *"Better Homes and Gardens," "Ladies' Home Journal"* and *"Parents."* She also contributed on career issues for *"Dr. Drew's Lifechangers"*.

Maribel joined NASDAQ in 2000 as associate director, global sales & member services. Her work led to an appointment as chief of staff for the vice chairman of NASDAQ in 2001 and later promotion to vice president of the NASDAQ MarketSite, home of the NASDAQ Opening Bell.

In 2012, Maribel covered the Sandy Hook Elementary school shooting and Facebook's IPO for CNN Newsource.

Maribel graduated from the University of Virginia with a bachelor's degree in foreign affairs and a minor in German. She earned her Juris Doctor from New York Law School.

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Contact your CNN Newsource Affiliate Relations Representative today, or call 404.827.4642