

AP MONEY & MARKETS: THINKING OUTSIDE THE STOX

The Associated Press is “thinking outside the stocks” to provide newspapers innovative ways to give readers analytic, explanatory and forward-looking financial data. AP Money & Markets is a new service designed to offer print and online content reflecting the changing world of financial data – essential information for readers and investors.



Overhead monitors keep track of trading on the floor of the New York Stock Exchange, Wednesday, June 21, 2006. (AP Photo/Henny Ray Abrams)

Benefits

- > Offers readers what they need to know fast, with a concise mix of data, text and graphics.
- > Plays to strengths of print and online formats. Offers depth of coverage for print; immediacy for online.
- > Brings a fresh look and thinking to financial data.
- > Helps migrate readers online with accessible, unique online financial data.
- > Builds local brand by spotlighting companies, industries and mutual funds that matter most to your readers.
- > Pricing reflects tight budgets and nascent online traffic.

Essentials

- > Thoroughly reported, concisely written for time-pressed investors who want market news and trends.
- > Innovative content that is explanatory, analytic and often forward-looking.
- > Customizable print content and flexible presentation.
- > Online product offers powerful tools, customized local lists, news that's continually updated and convenient to use.
- > Continuous innovation: New modules offered as market trends and readers' needs change.



(AP Photo)

Money & Markets Online

- > Markets, economy and company news updated throughout the day so readers know their newspaper Web site is the best source for the latest Money & Markets information.
- > Convenient – Data at a glance instead of endless clicking elsewhere
- > Modular – Choose content to fit your needs and embed as you like

Product Details: Money & Markets Online

- > Comprehensive data from Morningstar on 7,000 stocks, 17,000 mutual funds and 300 exchange-traded funds
- > Performance ranking tools
- > Stock and mutual fund A-to-Z lists
- > Quote look-up boxes
- > Customized lists of stocks, mutual funds and industries of local interest
- > “My stocks” allows readers to track the stocks or mutual funds they want to follow

Money & Markets Online Modules

- > **Today Module** – Interactive module updated with latest content from the AP and Morningstar – stories, indexes, local stocks, and tools.
- > **News Enterprise Graphic** – Daily news graphic mixes short text, data and eye-catching graphic
- > **Industry Spotlight** – Daily look at an industry with investment potential
- > **Question of the day** – Interactive survey drives readers to your site
- > **Investor Q&A** – Reader questions answered by AP

Money & Markets Print

- > Analytic, forward-looking coverage, of markets.
- > Offers readers a package unique to your market in a tight, attractive format.
- > Modular so you customize content and look to fit your needs.
- > Local - Companies, industries, mutual funds.

Product Details: Money & Markets Print

- > More than 20 modules snap together to form a page or partial page.
- > New data fields make the information more useful and unique.
- > Graphics – fever, bar and pie charts. New visual devices such as trend arrows.
- > Print modules can be used throughout the newspaper.

Money & Markets Print Modules

- > **Today:** Prepares readers for day’s trading. Tells them what to watch and why.
- > **Story Stocks:** Companies that made news on Wall Street. What happened and why.
- > **Centerpiece:** “Story graphic” with concise, insightful coverage of market news and trends.
- > **Industry Spotlight:** Analyzes an industry with focus on potential investor plays.
- > **Local Modules** – Stocks, mutual funds, industries of local interest – enhanced with new, analytic information: 52-week price bars, trend arrows, five-year change.
- > **Global Markets:** A summary look at stock markets around the world.

Advantages

- > Builds a newspaper brand in print and online with customizable modules you build and edit with unique content to meet local reader needs.
- > In print and online, you choose the content, we do the production work.
- > Creates advertising opportunities, in print and online, with flexible formats.

Summary

- > Build readership and frequency with useful market information that’s easy to access and understand – markets information at a glance, in print and online.

About The Associated Press

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world’s population sees news from AP.

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