

Guide to the prototypes

We have designed prototypes to show how the AP Money & Markets modules can be combined to emphasize different themes to meet your newspaper's needs. You can use one of these prototypes as-is, or you use them as a starting point to make further changes for your market.

The service comprises 20 print modules, in addition to A-to-Z lists of stocks and mutual funds. Many of the modules can be customized. So, to develop your print markets pages, choose the modules you want, choose the content within the modules (number of local companies, commodities, currencies, etc., and, in some cases, the data fields), then design your pages. Or you can choose a prototype as a base to get started and then edit the content within the modules in that prototype.

We've developed prototypes with three broad areas of emphasis: Those that emphasize AP's analytic, enterprise modules; those that emphasize local content, and those that include A-to-Z stock and mutual fund tables.

The first set of prototypes demonstrates the three areas of emphasis just described. The next set shows different design configurations. The last set shows how the modules can be used in other parts of your business or news sections.

If you have questions about these prototypes, or AP Money & Markets, you can contact Craig Farewell, Senior Support Manager, AP Markets, at 1-816-654-1090, or your local AP chief of bureau.

Here is a description of each prototype in the three groups:

Prototypes that emphasize AP enterprise and analytic content, local content, A-to-Z tables

1. All four modules that focus on an analytic view of the markets are shown prominently: Today, Centerpiece, Story Stocks, Industry Spotlight.
2. Local modules shown prominently. Stocks, mutual funds of local interest stacked in center columns, industry of local interest beneath Story Stocks.
3. One and a half pages allows newspaper to run 500 biggest mutual funds, S&P 500 stocks on second page. Local Mutual Funds module isn't needed because most - or all - would be in 500 list.
4. An option for newspapers that want to run an A-to-Z stocks list -- 1,700 stocks represent about 90 percent of shares traded each day.
5. An option for newspapers that want to run an A-to-Z list of mutual funds -- 1,600 funds account for about 85 percent of mutual fund assets.

Prototypes that show layout possibilities

1. Prototype shows different ways modules can be designed: Today horizontally, Story Stocks one-column vertical module, Local Stocks spread across page, Industry Spotlight as two-column vertical module.
2. Market analytic modules stacked on left side, local modules stacked on right side.

3. Another way to emphasize local content. Note Story Stocks used on another page with AP markets story.
4. Another way to emphasize local content. Note Story Stocks used on another page, Centerpiece and Market Snapshot used on section front.
5. Another layout variation. Market Snapshot used on section front, Story Stocks and Industry Spotlight used on inside pages.
6. Prototype shows premium ad sold to local advertiser.

Five pages that show M&M modules used throughout a business section

1. Section front: Today module - gives page forward look. Market Snapshot - recaps previous day at a glance. Quote of the Day.
2. Section front: Today as top strip. Centerpiece - with or without markets story. Quote of the Day. Cyber Survey.
3. Inside page: Four Story Stocks used with AP markets story. Foreign Exchange module used with dollar story. Interest Rates runs with premium ad sold to local bank.
4. Inside page: Stocks Recap module beside AP markets story, Story Stocks beneath. Interest Rates with premium ad.
5. Inside page: Foreign Exchange with AP dollar story. Global Markets, Commodities and Commodities Breakout modules fill small holes beside ads.