



RunningMate 2016

HIGH STAKES. OUR DEEPEST COVERAGE YET.

As the Obama administration winds down its second term in the White House, the clamor for the seat in the Oval Office has already begun. Not to mention the hundreds of seats up for grabs in Senate, House and gubernatorial races all across the country.

With so much at stake, you need a partner who can take you deep into the issues that matter in your local market, and far and wide as the political fever spreads across the country. And just as important, your dedicated NewsSource correspondent and CNN political team will be producing content that will help you engage your audience across all platforms.

For the first time ever, **RunningMate 2016** will feature different tiers of service to fit every type of coverage needs. The 2016 election season is certain to be a battle for the ages. With **RunningMate 2016**, you will win no matter who ends up in power.



NEWSOURCE
We're at the heart of it.





LOCAL. MARKET EXCLUSIVE. COST-EFFECTIVE. ALL-PLATFORM: BROADCAST. WEB. MOBILE. SOCIAL.

From Sept 14, 2015 to Nov 9, 2016, **RunningMate 2016** will bring you daily coverage of the latest happenings on the campaign trail, with the kind of analysis and access you have come to count on from CNN's political team.

Spanning more than a full year of coverage plus a post-Election Day to cap everything off, we will go deep into issues that affect your local market, and take your audience far and wide from key House, Senate and gubernatorial fights across the country, right to the big race for the White House.

Daily Political Coverage from Front and Center and Behind The Scenes

Here's what you will get with **RunningMate 2016**:

Monday	Tuesday	Wednesday	Thursday	Friday
← Daily package on the latest campaign news →				
← Daily package with fresh content for the next morning →				
<p>Live talkback, with or without package insert; live windows available from 4PM through 9PM EST</p>	 <p>Political Play Packaged, political content covering campaign trends, themes, political issues, history and current events</p>	<p>Live talkback, with or without package insert; live windows available from 4PM through 9PM EST</p>	 <p>Political Source Talkbacks with a rotation of diverse political experts including CNN talent and influential digital and social media leaders</p>	<p>Live talkback, with or without package insert; live windows available from 4PM through 9PM EST</p>

THE EXTRAS

- Live:** Additional live days added around scheduled political events such as primaries, debates and conventions as well as during breaking political news. **RunningMate** partners receive early booking access to additional live inventory for major political events.
- Social Engagement:** Access exclusive CNN **RunningMate** social streams on Twitter and Instagram. Each day, **RunningMate** correspondent & producers populate private **RunningMate** Twitter & Instagram feeds with exclusive photos and video from the campaign trail and behind-the-scenes, for contracted stations to integrate with their own social streams and websites, and for use on-air. These streams will be locked to the general affiliate population and general social media population, and access will be granted to contracted **RunningMate** stations only.
- Digital Coverage:** Get the same digital content that made CNN Politics a market leader* (*comscore, Mar 2015). Access the full CNN Wire throughout the duration of your **RunningMate 2016** license. With the CNN Wire, you'll get stories and photos from multiple categories, most notably Politics and Opinion, to help you distinguish your coverage.
- Custom Promos:** Our team works with you to design custom election promos with the **RunningMate** correspondent.
- DC Productions:** One free custom production order per month during the **RunningMate** term. DC Productions helps you easily bring elected officials and local issues to your viewers with custom talkbacks and interviews from the nation's capital.



OPTION TIERS

For the first time ever, RunningMate 2016 will feature different tiers of service to fit every type of coverage needed.

If you want full election coverage and services right from Day One, you will want to get on **The RunningMate Ticket** for our most comprehensive tier, giving you market-exclusive access to the full suite of our services. If you want all services, but for a shorter time (post-convention through Election Day), then **The Home Stretch** still gives you the full suite and market exclusivity but your service will begin after the party national conventions.

If you don't need live shots, **Grassroots** is the tier for you: get all the packages and digital content you need without any live shots. And new for **RunningMate 2016**, we are offering a digital-only tier called, what else, **RunningMate Digital**, featuring access to our content for your digital platforms.

	The RunningMate Ticket	The Home Stretch	Grassroots	RunningMate Digital
Market Exclusive	★	★		
Full Election Season (Sept 14, 2015 – Nov 9, 2016)	★		★	★
“Post-Convention” Season	N/A	★	N/A	N/A
Live Shots	★	★		
Daily Packages	★	★	★	★
Tuesdays Political Play packages	★	★	★	★
Thursdays Political Source talkback	★	★		
Custom Promos	★	★	★	
CNN Wire	★	★	★	★
Original Election Graphics	★	★	★	★
Social Engagement	★	★	★	★
DC Productions	★	★		





To license **RunningMate 2016**, contact your CNN Newsource Affiliate Relations Representative today or call 404-827-4642

*Reservations for live shot timeslots are honored on a first-come, first-served basis, so do not delay in licensing **RunningMate 2016** for the best selections of prime timeslots.*

