

MONEY MATTERS

Your Dedicated Consumer News Team

Be the station local audiences rely on to get a head start to their day, with a powerful financial segment in your morning show.

Money Matters is a market-exclusive business and financial news product that provides daily live coverage from the Nasdaq MarketSite in New York City's Times Square. Covering the full spectrum of global, national, and local business topics, our service centers on a relatable, actionable approach that prioritizes audience impact and benefit. Let our experts help you lead consumer news in your market. Our team is your team.

Daily Topics Include:

Consumer interest

- Credit rates
- Healthcare costs
- Tuition, student loans
- Gas prices
- Housing market
- Product recalls

Breaking news

- "Just out" economic reports
- "Before the bell" corporate earnings
- Industry breakers on mergers, buy-outs, layoffs, and more

Market coverage

- Daily session closes
- Futures forecasting
- Pre-market indicators
- Earnings reports
- Investor watchlist

Biz talkers

- Fun product collabs
- Limited-time promos
- Holiday/seasonal deals
- New flavor launches
- Other easy-to-tease topics

Why Money Matters

Differentiate your brand.

Stand out from local competition and be the station your audience relies on for trusted business reporting.

Get content for all your platforms.

Beyond live shots, receive engaging vertical videos that plug seamlessly into your web, mobile, and social platforms. Access also includes CNN Wire articles, images and graphics.

Credible team.

Money Matters correspondent Maribel Aber is a former NASDAQ executive bringing expertise, passion, rapport—and credibility.

Attract sponsorship revenue.

The high-caliber journalism, multiplatform content, and market-exclusive licensing are attractive to sponsors and advertisers.



What You Get With Money Matters

Monday through Friday

- **Customized live shots** — Tailored reports, teases, and promotional spots that target potential sponsors.
- **Look-lives for midday** — Accessible by 11 a.m. ET in the Money Matters category on the CNN Newsource website.
- **Extend your team** — Interaction between Maribel and your anchors brings each segment to life and strengthens the connection with viewers.

Wednesdays

- **Vertical video** — Digital vertical packages with original content focused on business, technology, and consumer-related stories. Intended for viewing in portrait mode, the vertical format aligns with how most people consume content on mobile devices.

Fridays

- **Wall Street weekend wrap** — Pre-produced market-exclusive look-live for use in your weekend shows.

24/7

- **Access to CNN Wire** — Financial articles, images and graphics to create a powerful financial segment for your morning show.



Digital packages are available in a vertical, social media-friendly format that caters to audiences on the go.

Your Money Matters Correspondent

Maribel Aber

Maribel reports on business, personal finance, and the economy—always focused on how it affects everyday Americans.

Delivering **market-exclusive national business stories with a local lens** – whether it's tariffs, inflation, or jobs data – Maribel connects the dots between global headlines and Main Street realities, helping viewers understand why Money Matters.

With over two decades of experience spanning both Wall Street and broadcast journalism, Maribel brings **unmatched financial insight** to her reporting. She began her career at the National Association of Securities Dealers (NASD), the organization that regulated the Nasdaq Stock Market before it became FINRA. She joined Nasdaq in 2000 as Associate Director of Global Sales and Member Services, was appointed chief of staff to the vice chairman in 2001 and later promoted to vice president of the Nasdaq MarketSite—home of the iconic Opening Bell.

Before joining CNN Newsource, she launched her on-air career as a contributor on money and career issues for The Better Show and Dr. Drew's Lifechangers. At CNN, she has covered **major breaking news** including the China market crash, the Facebook IPO, and the Sandy Hook Elementary School shooting—as well as the market fallout from major tariff announcements and economic policy shifts.

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

