

Business Wire Market Impact Report

powered by News Quantified

How Your Company-Issued Releases Affect Stock Trading

Achieve a deeper understanding of how and why your stock moves on release day and beyond with Business Wire's Market Impact Report powered by News Quantified. This innovative report provides a comprehensive overview of event-day analytics in relation to press release dissemination and refreshes automatically for 90 days.



- 1 VALUE**
What is the fluctuation in stock price from the moment company news is disseminated?
- 2 VOLUME**
How does a news release influence the trading volume of your stock?
- 3 VOLATILITY**
What is the variability in the trading of your stock following the issuance of a news release?

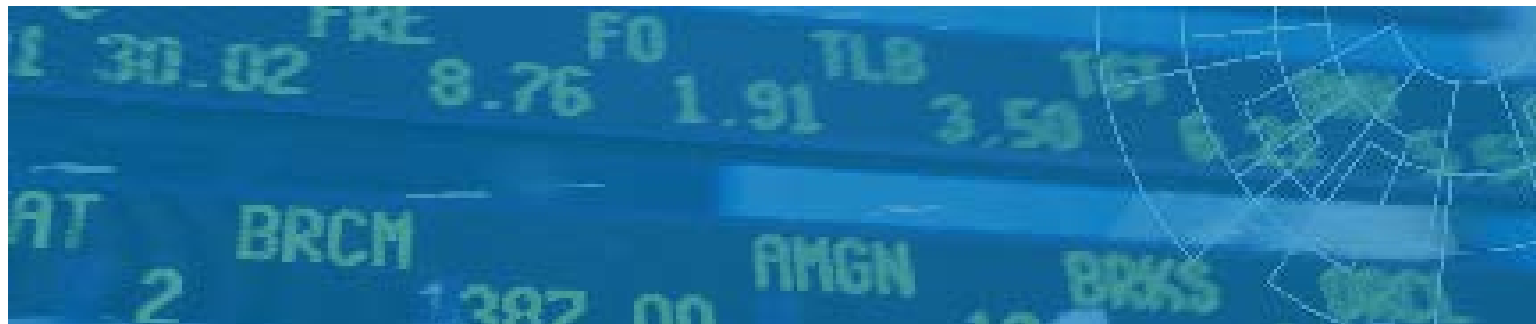
YOUR STOCK PERFORMANCE IS:

- 4** Measured against three peer companies of your choosing*
- 5** Compared to stock performance on non-news issue days

*This product is for U.S. publicly-traded companies only

To receive a Market Impact Report contact your Business Wire sales representative or email NQ@BusinessWire.com

- The Market Impact Report also highlights where your stock traded, aggregates sub-penny, odd-lot and block transactions. Additionally, the report includes time-stamped, event day mainstream media monitoring.
- The Market Impact Report reveals the investor class your company-issued news attracts, and the influence that news has on their trading habits.
- Determine which Electronic Communication Network (ECN) and exchange the transactions took place
- Know the amount of block shares traded (10K+ shares) and when they occurred
- View additional news generated: Top 50 media monitoring sources include AP, Bloomberg, CNBC, Forbes, Fox Business Network, FT.com, MarketWatch, Reuters, Seeking Alpha, The Business Insider, TheStreet.com and The New York Times.

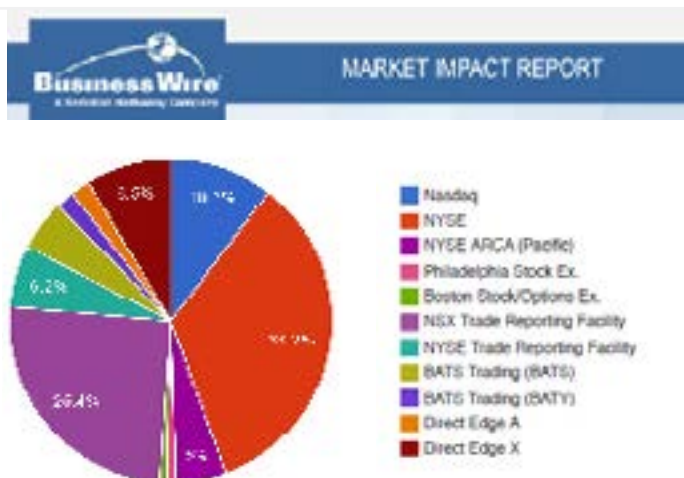


Insightful Data: Your News Release's Effect on Stock Performance

Stock Performance Metrics

Price comparison to index	Avg. bid size
Volume impact	Avg. ask size
Volume	Avg. % of trades at ask
Ticks (number of transactions)	Avg. % of trades at bid
Avg. transaction size in shares	Off-Exchange transactions (internal broker matching, dark pools)
VWAP (volume weighted price)	Block transactions
Max. up	Block share volume
Max. down	Avg. block shares per transaction
Price range post news	Sub-penny %
Avg. bid ask spread	Odd-lots %

The Exchange Report is a part of the Market Impact Report. This section shows which exchanges traded your company's stock.



Rates

\$250 per report | \$2,000 for a package of 10 reports

Contact your local Business Wire account executive or email NQ@BusinessWire.com for more information.

