



P R E S S

P A S S

# Give your stories an extra dimension, instantly.

An SNL Press Pass provides 24/7 online access to SNL's powerful interactive platform and global support team. With comprehensive industry data, analysis and reports previously reserved for clients, this complimentary membership gives professional journalists an edge in meeting the deadlines of today's fast-paced news cycle.

## **Cite the "go-to" authority for industry leaders and investors**

When it comes to sector-specific data, news and analytics, SNL is the gold standard for Wall Street investors, specialists and operating companies. No other financial information provider can match our depth and breadth of coverage. Citing SNL confers additional integrity and authority to your reporting.

## **The numbers behind the news with guaranteed accuracy**

SNL is the only financial data source that guarantees accuracy. Compiled by sector experts from multiple sources, we carefully verify our data before publication and provide it in standardized formats based on an industry's own metrics, language, formats and fields.

## **Cross-sector agility made easy – and fast**

One minute you may be on assignment for a banking story... and the next, you're charged with covering a major telecom deal. SNL makes you an instant industry expert, agile and in the know, clear on facts, trends and implications.

## **24/7 support from your personal data expert**

SNL's support advisers are available on both the industries we cover and our platform. They're always just a phone call, email or online chat away and able to provide you with custom data sets, overviews of industry issues and tips on using our Excel Add-in to create models that link to our database.



**SECTOR-FOCUSED NUMBERS AND INSIGHTS YOU WON'T FIND ANYWHERE ELSE, COVERING:**



*Financial Institutions*



*Real Estate*



*Energy*



*Media & Communications*

# What you get with an SNL Press Pass.

With one click, you can generate complete profiles and reports encompassing 4,000 public companies and 50,000 private companies across business sectors. Plus, access sector focused news, exclusive commentary and blogs, fully integrated with our data.

## Exclusive data you won't find anywhere else

No other information provider has our standardized and as-reported financials, sector-specific templates, asset-level data, mapping or regulatory data. For single-source convenience, we have basic financials, stock charts and research reports too.

## Your own sector-focused news desk of 130 reporters

Our news organization of more than 130 reporters and editors across three continents covers financial institutions, energy, real estate and media & communications. We publish the leading newsletters in each industry.

## The numbers behind the news: from company profiles to complete regulatory data

Pull complete profiles on individual corporations or make one-click peer comparisons. Graph historical stock performance. Access regulatory filings: SEC, Federal Reserve, PUC, FCC. Track M&A activity.

## Customized content based on the subjects you cover

You decide how you like to receive our data, news and analysis every day, with settings you customize, control and change at any time.

## Become an SNL Press Pass Member. Here's how:

Email PR Manager Christina Twomey at [ctwomey@snl.com](mailto:ctwomey@snl.com) with the subject line "Press Pass" to request membership and find out if you qualify for SNL Basic or SNL Unlimited service. If your company already has access, we'll add you to the account.

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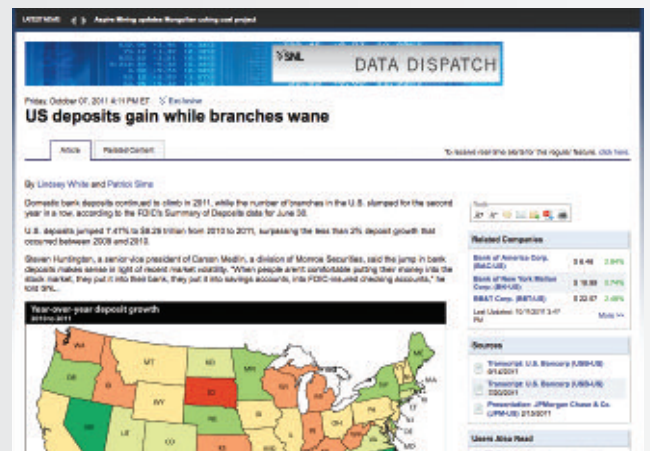


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**Data Dispatch: stay in the loop** The Data Dispatch is a regular feature that leverages SNL data to highlight emerging trends and vital topics. Great for generating story ideas – and peppering your articles with meaningful numbers.



**Cross-linking of news, data and analytics:** Get the news behind the data and the data behind the news. Stories link back to company profiles and financial data includes links to relevant news.