

Dow Jones News Service: Advantage Strategies

The Dow Jones Advantage is an innovative program of actionable strategies to help you leverage Dow Jones News Service to achieve your practice goals.



Practice Management & Industry Insight

- N/PMT Practice management news for advisers, including wealth management best practices, industry trends and compliance issues.

- I/SCR News about events in the securities industry and at financial services firms.

Enhance Client Communication

- N/PFN Getting Personal column and other stories for conversation starters on retirement, college, estate planning and other personal finance topics.

- N/POV Point of View and other columns – Exclusive insights on a wide range of topics affecting the markets and portfolios.

- N/JNL Be prepared if a client wants to talk about a particular article from The Wall Street Journal.

- N/BRN Articles from Barron's, the premier financial weekly.

Sign up for [Tomorrow's News Today](http://www.djnewsplus.com/tntregistration) for insights into what will impact the markets tomorrow:

Use News as a Prospecting Source

- N/LYO Prospect 401(k) rollover business using layoff news.

- N/TNM Merger and acquisition news may uncover company insiders who have concentrated positions in the company and need diversification.

- N/PER News about executive appointments in your area may lead to 401(k) rollover and other planning business.

- N/INI Executives and shareholders of companies going public may need help with diversification.

- N/SML Small Business

Generate Actionable Sales Ideas

- N/DIV Weekly table of the Top Five Dividend Yielding Stocks in Major Industries – runs every Monday 9:15 a.m. ET (use link via DJ NewsPlus)

- N/SPL Table of upcoming stock splits runs daily at 9 a.m.

- N/ISD Insider activity may give indications when to advise clients to buy or sell.

- S/FNS Mutual fund performance tables that rate the Top and Bottom 10 performers for several fund types.

- N/NYH Look for trading opportunities in Hot Stocks to Watch.

Leverage Financial Planning News in Your Practice

- N/EPL Education Planning – Search on keywords: education planning, 529 plan.

- N/RET Retirement Planning – Search on keywords: Roth IRA, 401(k), pension.

- N/EST Estate Planning – Reach out to estate planning attorneys in your referral network with news relevant to their field. Keyword search: estate planning.

- N/TAX News about corporate and personal taxes, policies and legislation.

Respond to Client Calls about Market Activity

- D/JDAY One stop for market news, columns and stats throughout the day.

- N/NYS Follow U.S. stock market activity from pre-opening to closing bell.

- N/CAL Calendars that help you plan ahead – for the day or next week.

- S/KIR Hourly key interest rates from 9 a.m. to 5 p.m.

- G/FED Market-moving news on interest rate policy – includes Fed Watch, a column that examines Fed policies and their potential impact on the markets.

Develop Investing Strategies with Dow Jones Analysis

- N/TSH Tipsheet – Daily fund manager interview. See where the pros are putting money to work in the markets.

- N/TOT Focus – An in-depth look at a company or industry and its future prospects.

- N/IMN In the Money – Studies company valuation and trading strategies.

- N/DJTA Several columns incorporating detailed technical analysis and market trend observations.

- N/SSM Taking Stock – A view of developments in the global markets that goes beyond standard analyst commentary.

- N/HRD Heard On The Street – Sharp-eyed look at companies and industries from Dow Jones and Wall Street Journal reporters.

Highlights of Dow Jones News Service

N/DJN	Today's Headlines (All News)
N/HOT	Today's Hot, Market-Moving News
DJDAY	Roundup of Essential News, Comment and Features
N/DJMT	DJ Market Talk – Streaming Market Commentary
N/SUM	Morning Briefing and News Summaries
N/TLK	Talk Back

Stock Market Features

N/CAL	Calendars (Daily, Earnings, Equity, Economic)
N/NYS	U.S. Stock Market Commentary
N/NYH	Today's Hot Stocks to Watch
N/MMM	Major Market-Moving Stocks
N/INI	Initial Public Offerings
N/REG	Stock and Bond Registrations/Pricing
N/SOP	Stock Option Commentary
S/ACT	Most Actives
S/STT	Stock Market Statistics

Corporate News

N/ERN	Earnings Reports
N/ANL	Analysts' Comments
N/ISD	Insider Trading/Washington Service
N/DIV	Dividends
N/SPL	Stock Splits
N/BBK	Buybacks
N/TNM	Takeovers, Mergers, Acquisitions
N/BCY	Bankruptcy
N/LAB	Labor/Employment Issues

Industry News

I/DRG	Drug Makers and Pharmaceuticals
I/HEA	Health Care Providers
I/BNK	Banking Industry
I/RTS	Retailers
I/SEM	Semiconductors
I/CSE	Consumer Electronics
I/MED	Media
I/AUT	Automobiles
I/OIL	Oil Companies

Fund News

N/ETF	Exchange Traded Funds
N/FND	Mutual Fund News
S/FNS	Mutual Fund Performance Tables
S/PTF	Weekly Closed-End Fund Tables
N/HGF	Hedge Fund Ne
N/PEN	Pension Fund News

Dow Jones Publications

N/JNL	The Wall Street Journal
N/PAG	Front Page of The Wall Street Journal
N/EDC	Editorials and Columns
N/FRT	Stories from the first page of each section
N/HRD	Heard on the Street from The Wall Street Journal
N/BRN	Barron's
N/SMT	SmartMoney (selected articles)

Credit Market News

G/FED	Federal Reserve
G/TRE	U.S. Treasury Information
N/BON	All Bond News
N/TPC	Treasury Prices and Commentary
N/RTG	Bond Ratings
N/COB	Corporate Bond News
S/KIR	Key Interest Rates

Economic & Political News

N/EMI	U.S. Economic Indicators and Data Snap – Summary of number, trend and consensus
N/EMJ	U.S. Economic Forecasts and Analysis
G/SEC	Securities and Exchange Commission News
G/EXE	White House News
G/CNG	U.S. Congress News
N/PLT	Domestic and International Political News

Other Markets & Statistics

N/NDX	Stock and Other Indexes
N/WSR	Global Stock Indexes / World Stock Roundup
N/SMC	Global Stock Market Commentary
S/MNR	Money Rates
N/GPC	Gold Prices and Commentary
N/CMD	Commodities News
N/FRX	Foreign Exchange News
S/FXH	Foreign Exchange Rates – Hourly
N/OPC	OPEC News

International & Regional News

R/TWO LETTER STATE ABBREVIATION News by State	
R/NY	New York
R/CH	China
R/II	India

Type **CODES** to access all Dow Jones news codes, including news subject, geographic region, industry and statistical codes.

Dow Jones NewsPlus is a web-based companion service that prioritizes market-moving news, analysis and commentary, and provides quick links to topics of special interest. NewsPlus collections include content from all Dow Jones sources including Newswires, The Wall Street Journal and Barron's.

The screenshot shows the Dow Jones NewsPlus website interface. It includes a navigation bar with 'Dow Jones NewsPlus: North American Equities', a search bar with 'Symbol:' and 'Keyword:' fields, and a 'Log out' button. The main content area is divided into several sections: 'TOP STORIES' featuring 'US Stocks Climb On Consumer Optimism' and 'Ford Earnings Rise To \$2.6B On Fuel-Efficient Cars'; 'VIDEO' with 'Sharing The Wealth With Parents'; 'DJ MARKET TALK' with 'EU Applications Send Endocyte Shares Soaring'; 'Featured Columns and Publications' with 'When A New Widow Must Make Sacrifices'; 'ANALYSIS & COMMENTARY' with 'Sharing The Wealth With Parents'; and 'MARKET MOVERS' and 'EARNINGS WATCH' sections. A left sidebar contains 'NEWSLETTERS', 'Latest on Stocks', 'Latest on Bonds', 'Latest on Currencies', 'Latest on Oil', 'Latest on Gold', 'FINANCIAL SERVICES', 'CANADIAN NEWS', and 'CALENDARS'. A market activity chart is visible at the top left.

1. Click the **Dow Jones NewsPlus** logo to refresh and return to the home page.

2. **Dow Jones Topic Centers**
One-stop access to world news and the topics the market is talking about.

3. **Charts**
Follow global market activity at a glance. Click tabs to display additional charts.

4. **Latest on**
Link to the latest news and developments from global stock, bond, currency, gold and oil markets.

5. **Key Contents**
One-click access to the news that's important to you. Easily target earnings and economic calendars, news by topic or industry and exclusive Dow Jones columns.

6. **Top Stories**
Keep pace with the day's market-moving news. Updated throughout the day – click a headline for the full story.

7. **Symbol and Keyword Search**
Search news by symbol, Dow Jones code or keyword. Find the news that matters to you.

8. **DJ Market Talk**
Follow continual updates on market activity with insight from traders, analysts and financial experts.

9. **Analysis & Commentary**
What impact might the day's news and events have on current and future market activity? Dow Jones's exclusive insight and analysis help you react quickly.

10. **Watch Boxes**
Quick lists of market movers, today's earnings reports, economic indicators, and dividend announcements.

For More Information

For assistance, please contact the Dow Jones Customer Support team at 800-223-2274 or newswires@dowjones.com