

Corporate Growth and M&A

IMPORTANT DATES

Issue Date: Jan. 20
Ad Close: Nov. 27
Articles Due: Dec. 6
Ad Due: Dec. 16

SPECIAL SUPPLEMENT

2020 RATE CARD | EFFECTIVE JANUARY 2020

Unit Size	NET
Color	
Full Page	\$10,067
Junior Page	\$6,153
Half Page	\$5,674
1/3 Page	\$3,932
1/4 Page	\$3,165
1/6 Page	\$2,302
1/8 Page	\$1,471

Crain's Content Studio - Cleveland and ACG Cleveland partner to create the annual corporate growth and M&A special advertising section. This guide explores all the complexities that surround mergers and acquisitions.

Run a half page or larger and advertisers receive 800 words for article submission, all other advertisers receive 300 words.

Please email to your advertising representative:

- The topic on which you will be writing, either from the list provided on the next page or an alternative topic, subject to approval.
- Preferred contact for the project

IN PARTNERSHIP WITH:



<p>Full Page Trim: 10.875" x 14.5" Bleed: 11-1/8" x 14-3/4" Live Area: 10" x 13-3/4"</p>	<p>Junior Page 4 column x 10" (8-1/8" wide x 10" deep)</p>	<p>Half Page Horizontal: 10-1/4" x 7"</p>	<p>1/3 Page Vertical: 3 column x 8" (6" x 8")</p>	<p>1/4 Page 3 column x 6" (6" x 6")</p>	<p>1/8 Page 2 col. x 4" or 4" x 4"</p>
				<p>1/6 Page 2 column x 6" (4" x 6")</p>	



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Potential topics on which an author can write.

PLEASE NOTE: All topics must be submitted to Crain's Content Studio for approval in order to ensure the section includes a diverse range of thought leadership. Only one author will be permitted to write on each topic. Provide your top three topics in order of preference; submit your request early to secure a topic. A Crain's Content Studio editor will confirm your topic within two business days from submission.

MERGERS & ACQUISITIONS TRENDS

- General Trends and Expectations for M&A
- Industries Expected to Outperform in the 2020 M&A market
- Best Practices in M&A Transactions
- Managing Risk in M&A
- Timing the Exit Process
- Are Recession Talks Impacting How Deals are Done or What Deals are Getting Done
- Rise of Independent Sponsors

PRIVATE EQUITY

- General Private Equity Trends
- Growth and Creativity in the Private Equity Asset Class
- Conversation Among Portfolio Company Executives
- Keeping Management Motivated and Engaged Through the Exit Process
- Legal Issues Impacting Private Equity Transactions
- Best Practices in Deal Sourcing

FAMILY OFFICE

- General Family Office Trends
- Best Practices for Family Offices Looking to do Direct Investing
- Advice on How to Compete in Competitive M&A Marketplace

FINANCIAL ADVICE RELATED TO MIDDLE MARKET

- Growth Finance Options for Middle-Market Firms
- Process of Raising Debt and/or Equity Capital
- Understanding Working Capital
- The Importance of Cash Flow Forecasting
- Managing Expectations in a High Valuation Environment
- Top Tax Issues and Strategies for Business Owners

MANAGING A MIDDLE-MARKET BUSINESS

- Strategies for Growth
- How to Develop a Culture of Innovation
- Best Practices in Corporate Governance
- Succession Planning for Family-Held Businesses
- Policy Issues Impacting Middle Market Businesses
- Developing and Executing an Effective Buy-side Strategy
- Modernizing vs. Sustaining - Where to Invest as Priorities Change

ADVICE RELATED TO BUYING & SELLING

- Other Options for Business Owners – Recapitalizations and Minority Equity
- Strategies for Preparing a Business for Sale Buy Side Strategies
- Insurance Diligence / Reps & Warranties Trends
- How to Successfully Integrate an Acquisition
- How to Identify and Mitigate Deal Killers Before A Sale
- Evaluating Human Capital During Due Diligence
- How to Differentiate as a Buyer in a Competitive M&A Market
- Developing and Tracking Synergy and Integration Value
- Cultural Diligence and Retention-Focused Integration Methods
- Deal Security and Information Management Practices
- Cybersecurity Issues in Due Diligence

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