



**IMPORTANT DATES**  
**Issue Date:** Jan. 11  
**Ad Close:** Nov. 20  
**Articles Due:** Dec. 1  
**Ad Due:** Dec. 4

UNIT SIZE	
Full Page	\$7,000
Junior Page	\$4,275
Half Page	\$3,950
1/3 Page	\$2,750
1/4 Page	\$2,200

\*These are flat rates agency discounts do not apply.

# Corporate Growth and M&A

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 ad and advertisers receive **800 words** for article submission, all other advertisers receive **300 words**.

## Corporate Growth and M&A

### **Please email to your advertising representative:**

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

### **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**

- Timing the Exit Process
- Rise of Independent Sponsors
- Cultivating New Deal Opportunities in a Virtual Environment
- Should I Consider an ESOP as an Exit Option?
- Distressed M&A Expectations for 2021 and Beyond
- Valuation Trends and Expectations for 2021 and Why
- Industries Expected to Outperform in the 2021 M&A Market
- Changes in the Financing Markets due to COVID and the Effects on Deals

### **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
- Venture Capital Trends and Investor/Company Expectations

2020

2020

### **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 A MIDDLE-MARKET BUSINESS**

- Strategies for Growth
- How to Develop a Culture of Innovation
- Succession Planning for Family-Held Businesses
- Policy Issues Impacting Middle Market Businesses
- Modernizing vs. Sustaining - Where to Invest as Priorities Change

### **ADVICE RELATED TO BUYING & SELLING**

- Other Options for Business Owners
  - Recapitalizations and Minority Equity
- Insurance Diligence / Reps & Warranties Trends
  - Related to COVID-19, PPP, etc.
- How has Diligence Continued in the COVID Environment?
- Improvements/Techniques Implemented by Advisors to Market Businesses in the COVID Environment
- Evaluating Human Capital During Due Diligence
- Developing and Tracking Synergy and Integration Value
- Cultural Diligence and Retention-Focused Integration Methods
- Deal Security and Information Management Practices