

Corporate Control Alert

Since 1984, Corporate Control Alert has delivered reliable coverage of the deals that alter control of corporations—those valued at \$100 million or more.

The dealmaking community's respected sourcebook for current legal and regulatory developments affecting the M&A landscape, Corporate Control Alert provides a deep analysis of the past month's most significant deal maneuvers.

Corporate Control Alert publishes 10 times a year and reaches the most inquisitive M&A professionals—those looking to evaluate deals, strategies and due diligence procedures.

Readership Breakout

Corporate Control Alert reaches a discerning audience of movers and shakers:

Business & Industry

Corporate **9.5%**

Financial **2.4%**

Professional Services **82.4%**

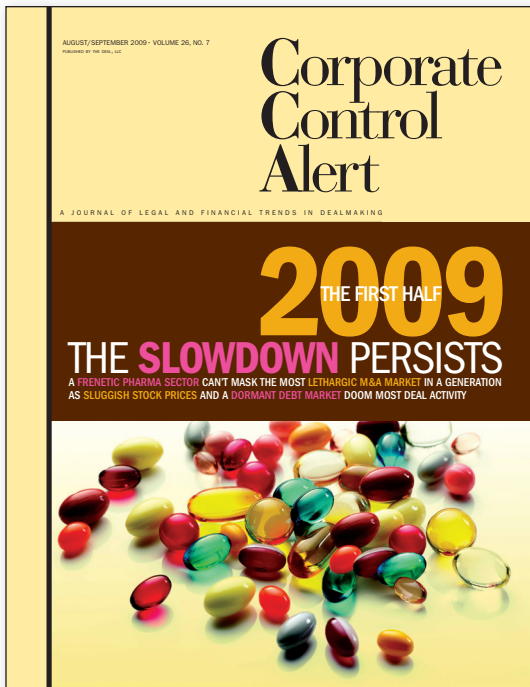
Other **5.8%**

Job Function

C-level **2%**

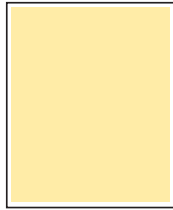
Senior Management **48.8%**

Other Titled Personnel **49.2%**



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Gross Rates 2010



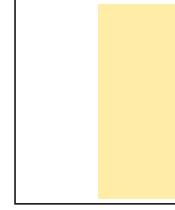
Full Page
Live: 7.5"w x 10"h
Trim: 8.5"w x 11"h
Bleed: 8.75"w x 11.25"h



Spread
(inside page, non-bleed)
16"w x 10"h



Half Horizontal
(inside page, non-bleed)
Live: 6.5"w x 4.75"h



Half Vertical
(inside page, non-bleed)
Live: 3.75"w x 10"h

Black & White	1x	4x	6x	10x
Spread	\$5,600	5,050	4,500	3,950
Full page	\$3,350	3,000	2,700	2,350
Half page (horizontal)	\$1,850	1,750	1,500	1,300
Color				
Four color process available on Cover 2, Cover 3 and Cover 4 positions only. Add net fee of \$250 per unit insertion.				
Premium Positions and Guarantees				
Double issues: FF add 10%				
Cover 4: add 20%				

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The Deal LLC accepts ISO standard PDF/X1a format files and is produced by a direct computer-to-plate process. Please do not send application, Postscript or TIFF-IT files or film.

PDF/X1a files should be flight-checked before submission and must contain only high resolution CMYK images and suitable for 150 line screens (300ppi). All fonts must be embedded in the ODF file.

Two (2) SWOP certified proofs (Kodak Approval, IRIS, SWOP Epson/Canon or equivalent) must accompany each ad. Ads that are not accompanied by proofs or only by low-quality black-and-white or non-SWOP certified proofs will be printed to standard SWOP specification.

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Contact our production staff for information about Internet transmission of files and access to The Deal LLC FTP site.

Send files on CD-R or DVD-R disks and proofs to:

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