

## The Deal: Official sponsored and contributed content parameters.

**Subject Matter:** The Deal covers mergers, acquisitions, bankruptcies, restructurings, private equity, corporate governance and similar subjects. We welcome original commentary and analysis of issues, trends and events of interest to the deal-making community of investment bankers, corporate dealmakers, private equity professionals, attorneys, accountants, etc.

### Length:

Articles should be no longer than 800 words. The Deal does not accept charts, graphs or illustrations.

### Style:

- Bear in mind that our audience is knowledgeable, sophisticated. Articles should be conversational, but concise and to the point. Model newspaper op-ed pieces, not journal articles or academic studies.
- Articles may not contain footnotes or endnotes. Citations to legal authorities generally should be limited to case names, short form statute titles and regulation headings.
- Articles should avoid mentioning the name of the author's firm; the author's byline will identify firm.
- The Deal does not run disclaimers for contributed OpEds. Editorial style assumes that the author's work does not represent a legal opinion or an official company position.

### **Editing:**

- 1. The Deal reserves the right to edit the article for spelling, grammar, punctuation, clarity and to abridge the article if it
- 2. exceeds 800 words. We reserve the right to change headlines and will be unable to honor requests to modify it once
- 3. published, including for reasons of employee hires or departures, etc. Deadline pressures preclude us from sending
- 4. galleys to authors for approval.
- 5. Exclusivity:
- 6. The Deal will be given an exclusive option on bylined articles for 30 days. That is, an article sent to us may not be
- 7. shopped to other publications for 30 days or until we issue a rejection. The article must not have been previously
- 8. published. Once published on The Deal, an article cannot be republished in another news outlet.

# Form of Submission:

The article must be submitted in Microsoft Word format and include the author's name, title, office and firm.

# **Timing of Publication:**

Articles take up to 10 business days to publish from the time of acceptance. All bylined articles will be published as Sponsored Content.

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