



The Deal Sponsored and Contributed Content Parameters

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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