



MIDDLE MARKET
Growth

// 2013-2014 media kit



The official publication of [Association for Corporate Growth](#)

mission //

Middle Market Growth,[®] the official suite of publications of the Association for Corporate Growth[®] (ACG), includes a digital daily newsfeed, weekly e-newsletter and a monthly magazine. The *MMG* suite is an interactive, multi-media publication that serves as the premier pipeline to the entire dealmaking network, providing middle-market professionals and service advisers around the world with instant access to leading-edge thought leadership, best practices and insights derived from all segments of the middle market.



OVERVIEW

ABOUT MIDDLE MARKET GROWTH



Middle Market Growth moves past the numbers and endless lists of company profiles and business leaders and goes right to the heart of the deal. Readers gain valuable insights into the challenges, knowledge and successes of others just like them. And with content that reflects the unique diversity of *Middle Market Growth*'s readership across the industry, it's an ideal choice to reach your core audiences. As ACG's official publication, *Middle Market Growth* speaks with authority and credibility.

WHY ADVERTISE WITH ACG?

- Position your firm alongside the latest middle-market news and trends in a sleek digital format that provides convenient 24/7 access via desktop, smartphone or tablet.
- Connect to your next deal and build relationships by reaching over 30,000 professionals in the middle market, including all ACG members around the world
- Take advantage of interactive advertisements with rich multi-media format capabilities that provide readers direct access to your company's main contact or website.

"MIDDLE MARKET GROWTH CONNECTS READERS TO THE MOST CURRENT TRENDS, STRATEGIES AND THOUGHT LEADERSHIP DRIVING THE MIDDLE MARKET WORLDWIDE."

Gretchen B. Perkins, Partner, Huron Capital Partners

REACH

ABOUT THE ASSOCIATION FOR CORPORATE GROWTH



“OUR GOAL IS TO REACH TOP PRIVATE EQUITY DECISION MAKERS. A PRESENCE IN MIDDLE MARKET GROWTH GIVES US A PRIME CHANNEL TO DO JUST THAT.”

George Nemphos, Chair - International Corporate Practice Group, Duane Morris LLP

Middle Market Growth readership goes beyond ACG’s 14,500 members to include more than 15,000 non-member professionals in all areas of the middle-market, including corporate, private equity and service advisers.

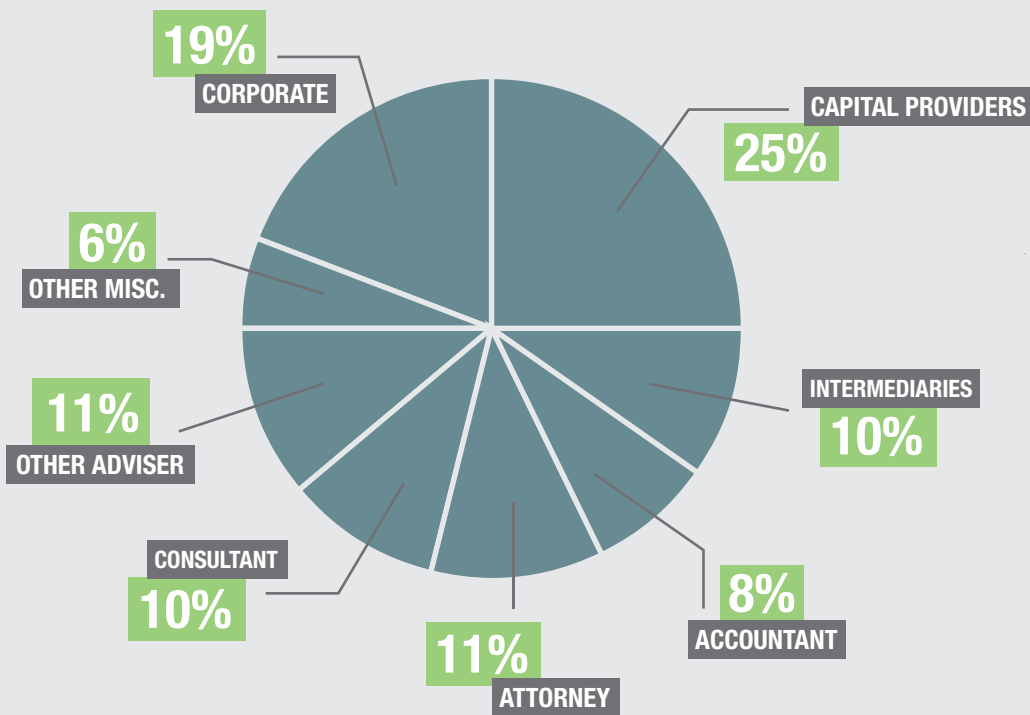
ACG is an established global business network that includes the entire “M&A deal ecosystem” :

- Private Equity Groups
- Intermediaries and Investment Banks
- C-Suite Executives
- Lenders
- Business Valuation and Due Diligence Services
- Software Solutions
- Virtual Data Rooms
- Information Services
- Legal Services
- Accounting and Auditing Services
- Real Estate Services
- Insurance Providers
- Wealth Services
- Executive Recruitment and Family Offices
- Limited Partnerships

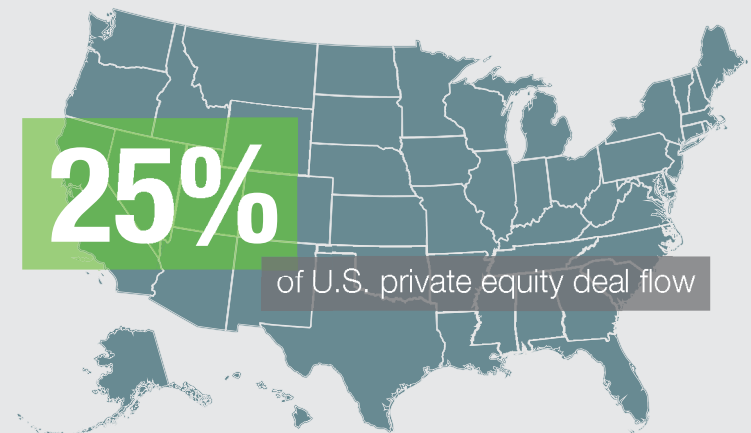
The entire suite of *Middle Market Growth* publications is available complimentary to all middle-market professionals. The monthly can be viewed on any tablet or smartphone via the mobile app available on iTunes, Android Marketplace and Google Play or on any desktop at www.middlemarketgrowth.org. In addition, the dynamic digital format lends itself readily to share and repost on social media by readers, your firm or clients and prospects with whom you share the publication. The monthly and weekly are sent to over 30,000 professionals as well as members of Congress, other policymakers and the media. The Daily is sent to opt-in subscribers.

30,000 TOTAL REACH

WHO'S READING?



ACG—THE HOME OF MIDDLE-MARKET PRIVATE EQUITY



1,200 deals closed in 2012

\$172 billion in total capital invested

50% of total capital invested in the middle market

350 exits in 2012

EDITORIAL CALENDAR FOR MONTHLY EDITION

2013 //

ISSUE	EDITORIAL FOCUS	ACG FOCUS	SPACE DEADLINE	ARTWORK DEADLINE
October	Global	EuroGrowth, ACG Cup	August 15	September 1
November/December	Middle Market Gives Back	EuroGrowth, Public Policy Microsite Launch	September 15	October 1

2014 //

ISSUE	EDITORIAL FOCUS	ACG FOCUS	SPACE DEADLINE	ARTWORK DEADLINE
January	Best Practices/Tips & Tools	IG Launch; 60th Anniversary Retrospective; Public Policy Summit; EuroGrowth Wrap-Up	November 15	December 1
February	Manufacturing	InterGrowth Speakers; Public Policy Summit	December 15	January 1
March	Energy	InterGrowth; Public Policy Summit Highlights/ Photos; Chapter Leader Recognition; ACG Award Winner Issue	January 15	February 1
April	Retail/Franchise	InterGrowth	February 15	March 1
May	Technology	CIPEF promotion	March 15	April 1
June	Healthcare	InterGrowth Wrap-Up/ Photos/Videos	April 15	May 1
July/August	Innovation	EuroGrowth 2014 Promo, CIPEF Recap/Photos	May 15	June 1
September	Agriculture & Food	Chair Profile, Chapter Innovation Fund; ACG Cup results; EuroGrowth Launch	July 15	August 1
October	Global	EuroGrowth; Public Policy + Election Issue	August 15	September 1
November/December	Middle Market Gives Back	EuroGrowth	September 15	October 1

OPPORTUNITIES

MONTHLY EDITION FULL-PAGE AD

THE PORTFOLIO

INSIGHT FROM THE EXPERTS

PE LAW

SOUND DECISIONS

BY THE NUMBERS

TAP BUTTONS TO NAVIGATE COLUMNS

M&A Trends, Advice for Selling a Business And Encouraging Signs from JOBS Act

IN THIS ISSUE



PE LAW

As the midpoint of 2013 approaches, Nanette C. Heide and Keli Whitlock of Duane Morris LLP look at the M&A trends that have emerged this year and have the momentum to continue into 2014. [▶](#)



SOUND DECISIONS

Denise Tormey, partner, Dentons, offers her advice to business owners on how best to prepare for a sale to maximize their proceeds on an after-tax basis. [▶](#)



BY THE NUMBERS

It's been just more than a year since the JOBS Act was passed, and the initial trends have been encouraging. Find out what's ahead from Richard Martin, senior director, Merrill DataSite, including how to access a recent Merrill webinar on the topic. [▶](#)

COMING SOON

Check out the Portfolio section of the September issue for more on the latest middle-market trends, written exclusively by our team of expert ACG Partners. To learn more about contributing to this section, please contact Meredith Rollins or Ellen Moore.

These articles are brought to you by ACG's Global Partners.

ADVANCED CUSTOMER DUE DILIGENCE

Traditional customer due diligence is no longer good enough. Today best practice methods incorporate predictive analytics for more efficient integration, faster growth, increased EBITDA, and high multiples.

Contact *Bruce Kidd* at Walker to learn more or visit walkerinfo.com.



Webinar!

Sign up for our January 28 webinar with ACG Global to hear more about advanced customer due diligence. [REGISTER HERE >](#)

Walker has proudly worked with the following strategic and financial buyers to deliver more successful acquisitions

ACI BELDEN blackbaud Centerfield Capital Lids NAVIDAR

WALKER
Customer Strategies. Business Success

OPPORTUNITIES

WEEKLY EDITION LEADERBOARD BANNER AD

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MIDDLE MARKET Growth //weekly

07/25/2013

The official publication of **ACG®**
Association for Corporate Growth

Buy-Side Due Diligence

TAILORING YOUR APPROACH FOR SUCCESS

by Hank Galligan, Jim Johnson,
Kevin Kaden and Steven Shill, BDO



Today, many private equity funds are subjecting their targets to greater scrutiny. Based on the BDO PERSpective Private Equity Study, the greatest opportunities for new investments in 2013 are technology, natural resources and health care.

[Read the full story >](#)

About Middle Market Growth //

Middle Market Growth is a suite of daily, weekly and monthly digital publications. Choose how you want to view the monthly magazine below:

[DOWNLOAD APP](#)

[VIEW ON DESKTOP](#)

Featured Video //

Privcap interviews Andrea Auerbach, ACG Boston member and senior managing director at Cambridge Associates, and Michael Elio, managing director of ILPA, on their review of official Cambridge statistics on distributions and analysis of whether a new "golden era" in realizations is being underappreciated by LPs.



[Watch the full video >](#)

Private Equity Co-Investments

by Julia Corelli and P. Thao Le,
Pepper Hamilton LLP

Interest in co-investment opportunities has increased over the years due to investor demands for lower-cost investments and the need of fund sponsors to differentiate themselves from other private equity firms. Pepper Hamilton LLP addresses the practical issues and the legal, economic and governance considerations for successful co-investments.

[Read the full story >](#)

EBITDA Expansion Through Lean Six Sigma

by Stuart Lowe, TriVista

Most middle-market businesses have the opportunity to significantly impact EBITDA through proper S&OP planning and inventory management. In this recent case study by TriVista, learn how a recent project resulted in more than \$4.0 million of EBITDA expansion and the reduction of more than \$4.5 million in inventory.

EuroGrowth® 2013 //

Save the Date

12-13 November 2013
London, England
Sheraton Park Lane Hotel Piccadilly

ACG Public Policy Summit 2014 //

Save the Date

February 5, 2014
Washington, D.C.

InterGrowth 2014 //

WEEKLY EDITION LEADERBOARD AD

RATES

Standard Rates //

	1x	3x	6x	10x
Monthly Edition - Full-Page Ad (one issue)	\$7,500	\$7,000	\$6,000	\$5,000
Weekly Edition - Leaderboard Ad (one issue)	\$2,000	\$1,500	n/a	n/a

Premium Position Rates //

	6x	10x
Monthly Edition - Directly Following Navigation (First Ad)	\$7,200	\$6,000
Monthly Edition - Directly Following Executive Summary (Second Ad)	\$6,900	\$5,750
Monthly Edition - Directly Following Table of Contents (Third Ad)	\$6,900	\$5,750
Monthly Edition - Directly Following Cover Story	\$7,200	\$6,000
Monthly Edition - Directly Following Feature Story	\$6,900	\$5,750

(available to 6x or 10x advertisers only, one premium position per issue)

AD PREPARATION CHARGES

If you would like assistance in producing your ad, please inquire for current creative freelance rates. If electronic files are not submitted correctly, any necessary changes will be billed to advertiser as a separate charge.

EDITORIAL DISCRETION

ACG reserves the right to deny any advertisement that does not meet editorial standards.

ACG CHAPTERS

Contact [Meredith Rollins](#) for special rates.

INTERESTED IN THOUGHT LEADERSHIP OPPORTUNITIES?

Thought leadership opportunities in *Middle Market Growth* are available to ACG Global Partners. Each ACG partner receives a customized partnership package with marketing benefits across the association's portfolio of efficient and effective face-to-face events, thought leadership platforms and member programs. View the [partnership prospectus](#).

SPECS

MONTHLY / WEEKLY EDITION



FULL-PAGE AD

To avoid sizing issues, it is highly recommended that all ads should be created **ONLY** in InDesign or Photoshop.

InDesign dimensions: 768 pixels (W) x 954 pixels (H)

Photoshop dimensions: 10.667 inches (W) x 13.25 inches (H)

Image resolution: All images must be 300 dpi.

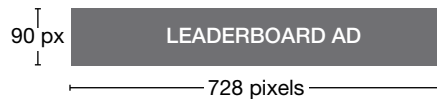
Live area: We recommend keeping all live text 31 px in from all edges.

Fonts: All fonts must be embedded. All text should be searchable—no text outlines or rendered as image.

Color: Color must be RGB. Color submitted in CMYK will be converted.

Please supply creative as a hi-res PDF file. We cannot accept any native application file formats (Word, InDesign, Publisher, etc.) or any other file format. PDF must be a hi-res, publish-ready file. All raster images should be 300 dpi. All fonts must be embedded.

(Printer marks: Do not include a bleed, crop marks or any other printer marks in your file. PDF must be made at the page size. If ad is more than one page, provide one PDF that includes each single page.)



LEADERBOARD BANNER AD

Dimensions: 728 pixels (W) x 90 pixels (H)

Image Resolution: All images must be 72 dpi.

File size: 30K or less

File type: Static JPEG or GIF

Enhance your full-page ad with these optional interactive features:

VIDEO (OPTIONAL)

Dimensions: 100 MB maximum file size

Length: Four-minute maximum play length. (Video should include at least ONE extra second of play, as clipping may occur or appear more pronounced.)

Format: Videos must be h264 format. We can convert the following to h264:

- .MPEG4 (3ivx, DivX, Xvid)
- .MOV (Sorenson Video 3, H263, H264, animation)
- .FLV (VP6 and Sorenson Spark)
- .WMV (WMV, WMV2, MSMPEG, VC-1)
- .AVI (Indeo, Cinepak, Motion JPEG, MPEG)

Video placement: Ad creative must be designed to include a hot spot (icon or button). Provide instructions as to where to place the video and location of hot spot on creative. Exact placement is NOT guaranteed, but your instructions will help.

Auto-play: Videos will not automatically play.

Initial image: Video's initial image will default to first frame of video. A custom initial image may be supplied. Provide a 480x270 JPEG file.

Externally hosted videos: Videos are NOT available when viewing the issue in offline mode.

Source: Provide external URL.

Creative: Design ad with hot spot or place holder.

STILL IMAGE SLIDESHOW (OPTIONAL)

Dimensions: A minimum of two images is required to create slideshow.

File type: .jpg, .gif, .png, .tif and .bmp files are all acceptable.

Minimum image size: 576 pixels (W) x 768 pixels (H)

Maximum image size: 768 pixels (W) x 954 pixels (H)

Resolution: Images must be 300 dpi.

Color: Images must be RGB.

Aspect ratio: The aspect ratio is not fixed; however, all images in a given slideshow must use the same aspect ratio.

SPECS

MONTHLY EDITION OPTIONAL FEATURES

Captions:

- You may provide captions for each image.
- Maximum of approximately 450 characters per caption, including spaces. (Longer captions may be truncated on iPhone and Android devices, due to screen size.)
- Provide an Excel spreadsheet that lists the file name in one column and the caption text in the next column. Text should appear exactly as you want it to appear on the slideshow.
- Captions are not linkable.
- Caption text cannot be formatted (bold, italic, etc.)
- Caption text will appear in a translucent field at the bottom of the module, overlapping the image slightly. The longer the caption, the more overlap.
- Alternatively, include caption in the image file as part of the image and do not provide them separately.

AUDIO

File size: 100 MB maximum

Accepted formats:

- Waveform Audio (.WAV)
- MPEG Audio (.MP3)

Placement: Ad creative must be designed to include a hot spot (icon or button). Provide instructions as to where to place the audio and location of hot spot on creative. Exact placement is NOT guaranteed, but your instructions will help.

Auto-play: Audio will NOT automatically play.

CONTACT



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Founded in 1954, ACG is a global organization with 56 chapters and over 14,500 members. ACG's members are the investors, owners, executives, lenders and advisers to the leading emerging growth companies in the middle market. Learn more at www.acg.org.

