

# DailyDAC's PREMIUM PUBLIC NOTICE SERVICE

DailyDAC's *Premium Public Notice (PPN) Service* helps market asset sales on behalf of fiduciaries (e.g., Chapter 11 debtors-in-possession and committees, trustees, receivers, assignees), secured lenders selling collateral under UCC Article 9, and auctioneers to a very large and self-selected group of potential bidders and their advisors. The Service also assists with noticing other events, like claims bar dates, in bankruptcy cases.

## Where do DailyDAC's PPN Service ADS APPEAR?

Premium Public Notice Service ads appear in **DailyDAC's Distressed Asset Central Weekly** and on [DailyDAC.com](http://DailyDAC.com).

**DailyDAC's Distressed Asset Central Weekly** is a weekly email sent to more than 10,000 subscribers each week — including thousands of restructuring and private equity professionals — who are interested in buying distressed assets and investing in insolvent companies.

[DailyDAC.com](http://DailyDAC.com) is a website that receives thousands of weekly visitors seeking information on such sales and about bankruptcy, restructuring, and insolvency topics.

## How much does it COST?

Pricing is straightforward and far less expensive than newspaper advertising: An ad for a single auction costs **\$800** for one week. Each additional week is only **\$250**.

**DAILYDAC**  
*Distressed Asset Central*

## What do customers THINK?



While a newspaper ad may satisfy our minimum legal obligation, I know that the incremental cost of also advertising using DailyDAC's premium public notice service is money well spent because of its national and international reach among interested buyers."

– Howard Samuels  
Rally Capital Services, LLC



Acting as receiver for a large mixed-use real property complex in Atlanta, I placed a Premium Public Notice ad for the sale, which rapidly yielded good leads."

– Greg Hays  
Hays Consulting and President,  
National Association of Federal  
Equity Receivers (NAFER)



DailyDAC is easy to use, inexpensive, and effective."

– Robert Handler  
Commercial Recovery Associates

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## PLACING AN AD

Placing a *Premium Public Notice Service* ad is fast and easy. Ads are published on our websites within one day of being accepted for publication (and are often published the same day). **DailyDAC's Distressed Asset Central Weekly**, our e-newsletter, is published every Tuesday at 9 a.m. CT and ads accepted by 5 p.m. CT the day prior will be published in that edition. To place an ad, simply email [info@dailydac.com](mailto:info@dailydac.com), or call 847-463-9530.

## What's wrong with JUST NEWSPAPERS?

General circulation newspapers reach a broad but unfocused audience; most readers just don't care about public auctions of commercial assets. Moreover, most newspapers' geographic reach is limited, their ads are expensive, and there is significant lead time from the time you place the ad to the time it runs.

Placing a DailyDAC Premium Public Notice Ad is a smart supplement to other marketing activities and may just be the difference between a court finding that notice was — or was not — conducted in a commercially reasonable manner. To read more about the risks of relying solely on newspaper ads to satisfy notice requirements, [read this](#).

## What do customers THINK?



Traditional newspaper advertising for public auctions has several disadvantages in reaching the buyer marketplace which is nationwide: they are costly, they take too much lead time, and a small percentage of people actually read their local newspaper with a smaller subset of them caring about these ads. I have found DailyDAC's premium public notice service addresses all of these problems. Its service is inexpensive, ads typically can go on-line the same day, and its opt-in newsletter goes out to tens of thousands of people who subscribe with a clear interest in such sales."

– Jacen Dinoff  
KCP Advisory Group LLC

# DailyDAC's PREMIUM PUBLIC NOTICE SERVICE

## What is the difference between DailyDAC's Premier Public Notice Service and DailyDAC's Opportunistic Deal Database?

The Opportunistic Deal Database exists behind a paywall and is accessible only to paying subscribers (limited to no more than 200 at any time). Sellers can list their deals at no charge and DailyDAC's research team culls information from a multitude of sources to present opportunities involving upcoming plant closings, mass layoffs, bond rating downgrades, sales by assignees/trustees/debtors-in-possession/receivers/secured creditors/auctioneers/investment bankers/business brokers, and other urgent, time-sensitive situations.

The *Premium Public Notice Service* publishes advertisements and other public notices for the world to see on the DailyDAC website.

Those ads are then pushed out to the more than 10,000 subscribers of **DailyDAC's Distressed Asset Central Weekly**.

The DailyDAC Social Media Team also pushes each PPN ad via LinkedIn and Twitter to hundreds of thousands of additional eyeballs.

And the *Premium Public Notice Service* is not just for asset sales. *Premium Public Notice Service* ads are also appropriate for:

- Notices of Commencement of bankruptcy cases, receiverships and assignments for the benefit of creditors
- Notices of Bar Dates
- All other notices required by courts in bankruptcies, receiverships, and assignments for the benefit of creditors.

## What do customers **THINK?**



Undoubtedly DailyDAC's premium public notice service is an excellent way to make sure that a sale of a troubled company is marketed to a large and relevant audience of potential buyers in a commercially reasonable sale"

– Alex Mazer  
Big Shoulders Capital, LLC

The above testimonials are from a small sampling of the firms that use DailyDAC's *Premium Public Notice Service*. Some others include:

- Chapter 7 Trustee Lee Buchwald
- Development Specialists, Inc.
- Epiq
- Goldberg Kohn
- Keen-Summit Capital Partners LLC
- KCP Advisory Group
- Kirkland & Ellis
- PPL Group
- Rehmann Turnaround and Receivership Services LLC
- Sugar Felsenthal Graiss & Hammer
- The Skutch Arlow Group LLC
- SmithAmundsen LLC