

DailyDAC's Premium Public Notice (PPN) Service™ exists to publicize auctions of financially distressed businesses, other urgent sales of businesses, and excess/overstock surplus assets (including real estate) to a very large and self-selected universe of qualified bidders and their advisors. The PPN Service also assists with noticing other events, deadlines, and milestones – including tombstones of completed deals and other significant news about members of the national restructuring community. DailyDAC's readers include:

- Accountants and business attorneys who are aware of their clients' investment criteria
- Family offices, private equity funds, and other financial buyers looking for underperforming and distressed companies to purchase
- Financial advisors with clients looking for opportunistic investments
- Real estate investors
- Resellers of excess/overstock/surplus assets
- Restructuring advisors & bankruptcy attorneys
- Strategic buyers on the hunt for bolt-on acquisition opportunities

## Where do DailyDAC's PPN Service Ads Appear?

1. **DailyDAC's Distressed Asset Central Weekly** - An email newsletter sent to more than 10,000 subscribers each week who subscribe precisely because they want to know about these type of opportunities.
2. **DailyDAC.com** - Our website receives thousands of monthly visitors because of DailyDAC's advanced search engine optimization techniques and unique content.
3. **DailyDAC's Distressed Deal Data** - The "DDD" is a paid newsletter and online database, accessed by subscribers who want to see highly curated deals. Any sale advertised as a PPN is also listed in the DDD at no additional charge.

## What do our customers THINK?



DailyDAC's Premium Public Notice service is money well spent because of its readership among interested buyers."

– **Joshua Olshin**  
AuctionAdvisors



I recently used DailyDAC for the first time in a chapter 11 case where I represent a 186 unit retail chain. We requested that the court allow us to use DailyDAC because we thought it would be more effective in reaching our target audience and it was significantly cheaper than advertising in a newspaper. DailyDAC did not disappoint. Service was fast and courteous, and our successful bidder told us it learned about the auction after seeing our advertisement in the DailyDAC. I certainly plan to use DailyDAC on an ongoing basis."

– **Harold Israel**  
Partner, Levenfeld Pearlstein, 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)**

4. **Social Media & SEO** - DailyDAC's Social Media Team uses advanced proprietary techniques to disseminate each PPN Service Ad to potential buyers.

## How much does a Premium Public Notice Ad cost?

Pricing is straightforward and far less expensive than newspaper advertising:

- An ad for a single auction costs \$880 for one week.
- Each additional week is only \$275 - regardless of the number of weeks.
- Links to other websites, pictures, and PDF files can be included at no additional charge.
- DailyDAC, for no extra charge, is also happy to convert your ad copy to plain English. This can be a useful service for ads that contain too much legalese or which were drafted in haste.

## Placing a Premium Public Notice Ad

1. Placing a *Premium Public Notice Service* ad is fast and easy.
2. Ads are published on our websites within one day of being accepted for publication (and are often published the same day).
3. DailyDAC's Distressed Asset Central Weekly, our e-newsletter, is published every Tuesday at 8 am CT. If you get us your ad copy by 5 pm CT on Monday, your PPN can usually be published and in the next day's newsletter.
4. **To place an ad, simply email [info@dailydac.com](mailto:info@dailydac.com), or call 847-463-9530.**

## Auctioneer Directory

Any auctioneer who places one PPN ad is entitled to a 12-month free listing in **DailyDAC's Auctioneer Directory** - a **\$1,100 value!**



Traditional newspaper advertising for public auctions has several disadvantages in reaching the buyer marketplace... DailyDAC's premium public notice service addresses all of these problems. It's inexpensive, ads typically can go on-line the same day, and its opt-in newsletter goes out to thousands of people who subscribe with a clear interest in such sales."

– Jacen Dinoff  
KCP Advisory Group LLC



While a newspaper ad may satisfy our minimum legal obligation, 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



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

# DailyDAC's PREMIUM PUBLIC NOTICE SERVICE

## What's right with DailyDAC?

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, or replacement for, a newspaper ad. And having placed a PPN Ad with DailyDAC 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](#).

Note also, that unlike most other public notices, PPNs typically include an “about us” paragraph about the firm conducting the auction.

## Who places Premium Public Notice ads with DailyDAC?

DailyDAC's customers include auctioneers, fiduciaries (e.g., Chapter 11 debtors-in-possession and committees, trustees, receivers, assignees) & secured lenders selling collateral under UCC Article 9.

PPN ads are also available to help disseminate notice of other events, deadlines, and milestones – including tombstones and other press releases.

## More About DailyDAC

DailyDAC™ - Distressed Analysis & Commentary or Distressed Asset Central - is the leading source of information for private equity, family offices, and other opportunistic investors; owners, board members and C-Suite executives of struggling businesses; and attorneys, accountants, investment bankers, and other trusted advisors who do not specialize in corporate restructuring and insolvency. [Read more about DailyDAC.](#)



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

– Robert Handler  
Commercial Recovery Associates

## DailyDAC customers include:

- Auction Advisors
- Bauch & Michaels
- Broadway Advisors
- Chapman Spingola
- Chapter 7 Trustee Kimberly Husted
- Chapter 7 Trustee Lee Buchwald
- Chapter 7 Trustee Miriam R. Stein
- Development Specialists, Inc.
- Epiq Systems
- Foley & Lardner
- Fox Rothschild
- Goldberg Kohn
- High Ridges Partners
- Hilco Global
- Hunton Andrews Kurth
- JND Corporate Restructuring
- KCP Advisory Group
- Keen-Summit Capital Partners
- Kelley Drye & Warren LLP
- Kirkland & Ellis
- Klein & Associates
- McDonald Hopkins
- Moecker Auctions
- Moglia Advors
- Pine River Capital
- PPL Group
- Rehmann Turnaround and Receivership Services
- Saul Ewing Arnstein & Lehr
- Sugar Felsenthal Grais & Hammer
- SmithAmundsen
- The Skutch Arlow Group
- Tranzon Asset Strategies
- Vedder Price