

# CLAREADVISORS

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## **Clare Advisors Advises JPL in Strategic Partnership with Paskill Stapleton & Lord**

Washington, D.C. – July 12, 2017 – M&A Advisory firm Clare Advisors ([www.clareadvisors.com](http://www.clareadvisors.com)) is pleased to announce that it has served as exclusive financial advisor to JPL, a full-service, integrated marketing agency located in Harrisburg, Pennsylvania in its corporate partnership with Paskill Stapleton & Lord (PS&L), a leading enrollment marketing firm headquartered near Philadelphia. As part of the transaction, partner, John Stapleton will retire. PS&L will retain its entire staff, its home office in Glenside, Pennsylvania as well as its offices in Pittsburgh, North Carolina, and Massachusetts. The transaction closed on June 30.

Based in Harrisburg, Pennsylvania, JPL ([www.JPLcreative.com](http://www.JPLcreative.com)) is one of the Mid-Atlantic's largest full-service, integrated, marketing agencies with 100 team members providing strategic and creative marketing, web development and media production services to leading clients, including the Hershey Company, Ahold Delhaize, and Select Medical.

"We're excited to add a market focused outlet for our services," said JPL President, Luke Kempfski. "With PS&L, we can seamlessly provide additional marketing, creative, technical and production capabilities to their higher education client base nationwide."

Founded in 1986, Paskill Stapleton & Lord ([www.psandl.com](http://www.psandl.com)) has worked with more than 475 public and private colleges, universities, seminaries and service academies to develop research-based marketing initiatives.

"The partnership adds horsepower to the services we provide colleges and universities," according to Jim Paskill, who will continue as PS&L's president. "It makes us one of the most comprehensive and resource-rich higher education marketing firms in the country."

"We had a strategy to expand into a major geographic market by acquiring an agency with an industry specialization," added Kempfski. "John Burns and Clare Advisors were essential to executing the strategy by helping us find, qualify and establish relationships with potential partners. Their knowledge of our industry and M&A experience were key to facilitating a successful transaction."

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**About Clare Advisors:**

Clare Advisors is a boutique Mergers and Acquisitions (M&A) and Financial Advisory firm that specializes in servicing digital advertising, marketing communications, media, and internet-based businesses. For more information, please go to [www.clareadvisors.com](http://www.clareadvisors.com), or contact: John C. Burns III, Managing Director, at [Jburns@clareadvisors.com](mailto:Jburns@clareadvisors.com).