

# The Untucky Derby

## Racing the all-time greats!

- Participating advertisers will be assigned a famous KY Derby winning horse for \$250.
- Advertisers will receive a 2 x 4 color ad to run on the Derby gang page.
- Page will publish three times: April 30, May 1 and May 5.
- Each advertiser will provide five \$20 gift cards.
- A simulated race will determine winners.
- The winning horses/advertisers will get the following prizes:
  - Win – full page
  - Place – half page
  - Show – quarter page

### TO ADVERTISE:

Contact Craig Elsner at 812.525.4617  
or [craig.elsner@newsandtribune.com](mailto:craig.elsner@newsandtribune.com)

## Exposure to readers looking to cash in a winner!

- Readers can enter wto win prizes by selecting exacta, trifecta and superfecta combos.
- Readers must enter to win by Wednesday April 29.
- No purchase necessary to participate.

• Exotic prizes will be:

- Exacta = \$200 in gift cards
- Trifecta = \$300 in gift cards
- Superfecta = \$500 in gift cards

### Ad Size

### Cost

2 column x 4 inches

\$ 250

CLARK COUNTY OFFICE  
221 Spring Street  
Jeffersonville, IN, 47130  
812.283.6636

**nt** News and Tribune  
[newsandtribune.com](http://newsandtribune.com)

FLOYD COUNTY OFFICE  
318 Pearl Street Suite 100  
New Albany, IN, 47150  
812.944.6481



## **The Nontucky Derby (or Untucky Derby)**

- Participating advertisers will be assigned a famous KY Derby winning horse for \$250.
- Advertisers will receive a 2 x 4 color ad to run on the Derby gang page.
- We will run the page 3 times. Dates will be April 30, May 1 and May 5.
- Each advertiser will have to provide five \$20 gift cards.
- We will run a mock race by rolling dice to move the horses and they will go the number of legs based on rolls of the dice until we have all horses cross the finish line. We will record the order of the finish from first to last.
- The winning horses/advertisers will get the following prizes:
  - Win – full page
  - Place – half page
  - Show – quarter page
- In conjunction with the advertiser event, we can do a reader contest as well by picking exotics. We will draw all the reader names from the different combos so that there will be one winner per exotic bet. So for example, if we have 5 readers pick the Exacta, we will put all five in a hat and draw a winner.
- Readers must enter to win by Wednesday April 29.
- No purchase necessary to participate.
- Exotic prizes will be (based on 10 participating advertisers):
  - Exacta = \$200 in gift cards
  - Trifecta = \$300 in gift cards
  - Superfecta = \$500 in gift cards