

The Showcase Special

A full-color newspaper previewing
the New York Thoroughbred Showcase Day

Saturday, May 31 at Belmont Park in Elmont, N.Y.

ST Publishing, publisher of the daily newspaper *The Saratoga Special*, will add to its list of editorial titles when it again teams with the New York Thoroughbred Breeders to produce *The Showcase Special* newspaper in advance of the three programs for registered New York-breds in 2014.

Fans and readers of *The Saratoga Special* should expect the same quality writing, unique style, captivating photography and informative features for the Big Apple Showcase May 31 at Belmont Park, Saratoga Showcase August 24 Saratoga Race Course and Empire Showcase October 18 at Belmont.

Many of the popular features from Saratoga will be included in *The Showcase Special*, including Worth Repeating, By the Numbers, The Power Grid handicapping chart, stakes previews, historical features, Sean Clancy's Cup of Coffee column and plenty more.

The Showcase Special will be distributed on-track on race days, hand delivered to horsemen during morning training and available to fans around the world via digital download at thisishorseracing.com and nytbreeders.org.

The Showcase Specials in May and October will be stand-alone publications and the August edition will appear in a special section of *The Saratoga Special*.

The Showcase Special is the second joint venture for ST Publishing with the NYTB, following the successful production of the organization's commemorative awards dinner program in April.

**In print at the track and online at:
thisishorseracing.com**

"We're excited again to work with the team at ST Publishing. Our project with the commemorative awards dinner program was a success and we look forward to seeing our three exciting days receive the same excellent editorial coverage the racing industry receives daily in *The Saratoga Special*."

**— Jeffrey Cannizzo, executive director,
New York Thoroughbred Breeders**



May Advertising Opportunities

Advertising in *The Showcase Special* is a prime opportunity to reach a diverse audience with strong ties to the Empire State's growing Thoroughbred breeding industry along with other fans and racing enthusiasts that will be on hand at the event.

The opening Big Apple Showcase, May 31, will be staged a week before the Belmont Stakes at historic Belmont Park in Elmont, N.Y.

Ad Size	Dimensions	Price
Center Spread	20 x 9.75	\$1,400
Back Cover	9.5 x 9.75	1,200
Inside front/back	9.5 x 9.75	1,000
Full page	9.5 x 9.75	800
Half page (horiz)	9.5 x 4.5	600
Half page (vert)	4.625 x 9.75	600

Space Reservation: May 20.

Materials and payment: May 27.

**All ads full color. To be furnished as high-resolution PDFs.
Prices subject to design/photo charges if applicable.**

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