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Saturday 8th September 2007

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The BIRMINGHAM POST Sat, September 08, 2007

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John Smith's Challenge - Windows Internet Explorer

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John Smith's Challenge

ARE YOU UP TO THE CHALLENGE?

Do you want to take part in the John Smith's People's Race at Aintree on the day of the Grand National!

If you have ever dreamed of racing down the finishing straight at Aintree with 70,000 people cheering you on, here is the chance to make your dream come true. The John Smith's People's Race is back for its second year - and the brewers of the People's Pint is looking for 10 new No Nonsense jockeys to compete on Grand National Day. Last year Kevin Old had the experience of a lifetime riding Hoo La Baloo to become the first ever John Smith's People's Race champion - but you could take his crown on 5 April 2008. To do that you will need to train like a jockey, get fit like a jockey and have a jockey's will to win but - with John Smith's and Ladbrokes providing a £100,000 charity prize fund, a trip to the Dubai World Cup for the winner and the opportunity to ride fat out at Aintree on the biggest day of the racing calendar - there is every motivation. We are not looking for former jockeys, just 10 members of the public who John

Banner Advert **Button Advert**

A Splash/Holding Page is an on-line advert that sits on the icnetwork. It links from either a button or banner advert and enables companies without their own website an advertising solution on-line.

Rate: £150 for design, proof and an online presence for 6 months. *Amendments may be charged dependent on the amount required.*

Please note the £150 is additional to the rate charged for an on-line campaign

Rates valid until February 2008.

**CPM = cost per thousand page impressions - can rotate with other advertisers. Delivery and click through reports available on request.

All prices quoted exclude VAT
*limited availability

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