

Splash Madness Rules

The contest is open to the first 15 advertisers that sign up to play. After completing registration with Splash staff, advertisers must complete their 63-game bracket at www.libertylakesplash.com/madness by Tuesday, March 16 at noon. (The March 16 play-in game will not count toward the Splash Madness contest.)

The first week of the ad will appear in the March 18 issue of The Splash with the advertiser's pick for national champion. Placement on the ad for the first week will be determined by the order in which advertisers officially register to play.

Beginning with the second week's ad that will appear on March 25, placement on the ad will be built around the overall standings. On the March 25 ad page there will be an update on how many teams said advertiser still has alive among their tournament picks.

On the third week's ad page that will appear on April 1, the placement and standings will again be updated along with a list of which final four teams the advertiser still has alive going into the final four weekend games.

On the final ad page that will appear on April 8, the final standings will be placed on the page along with the announcement of the first, second and third place winners.

The round-by-round scoring is as follows:

- Each correct pick in the first-round is worth 1 point.
- Correct second-round picks receive 2 points.
- Correct third-round picks receive 4 points.
- Correct fourth-round picks receive 8 points.
- Correct fifth-round picks receive 16 points.
- Correctly selecting the national champion results in 32 points.

In the event of a tied score in overall standings, the following criteria will be applied:

- The first tiebreaker will be the advertiser's overall win/loss record in the tourney.
- The second tiebreaker will be win/loss percentage in the first round of games.
- The third tiebreaker will be win/loss percentage in the second round.
- The fourth tiebreaker will be win/loss percentage in the third round.
- The fifth tiebreaker will be a coin toss.

Prizes

- The top three advertisers win credit toward future Splash advertising. First place receives \$500 in ad credit, second place receives \$200 and third place receives \$100.
- The public will also be invited to play along through the Splash Connect area of The Splash Web site. Winners will earn gift certificates. These Splash Connect users will "play along" through the Web site and will have ample opportunity and reason to follow the Splash Madness page as well as check back to view the online game.

Cost

Advertisers must register by Friday, March 12, along with the full payment of \$200. The \$200 includes four weeks with an ad on the Splash Madness page as well as recognition online. Registration is not complete until payment is received. Splash discounts do not apply.

**To advertise, call Janet at 509-242-7752
or email janet@libertylakesplash.com**

The Liberty Lake Splash · 2310 N. Molter Rd., Ste 305 · Liberty Lake, WA 99019

THE
Splash
NEWS AND NETWORKING FOR LIBERTY LAKE

509.242.7752
2310 N. Molter Rd.

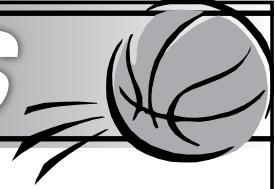


Chad Kimberley
Splash Sports Editor

Oklahoma

SAMPLE AD

SplashMADness



The Liberty Lake Splash
 509.242.7752
 2310 N. Molter Rd.



Chad Kimberley
 Splash Sports Editor

Pittsburgh

Follow the NCAA March Madness excitement as Splash Sports Editor Chad Kimberley and the advertisers below battle for the top spot after predicting the outcome for the national college basketball championship. Watch over the next 4 weeks to see which local business person will rise to the top — and if any of them can beat the Splash's sports guy. Meanwhile, community members can see how they stack up if they have filled out a bracket online.

This week, our advertisers reveal their picks for the overall National Championship Winner ...

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- Correctly selecting the national champion results in 32 points.

zyph
 realtors
 Century 21 Beutler & Associates
 509.951.8242
 www.ZyphRealtors.com
JoAnn, Andrew & Tyler

Memphis

LIBERTY LAKE Athletic Club
 509.891.2582
 23410 E. Mission Ave.

Grant Bafus
 Owner

Pittsburgh

a new start
 rejuvenation center
 509.893.3623
 23505 E. Appleway Ave.
 www.anewstartcenter.com

Kim Wells
 Owner

Memphis

Edward Jones
 MAKING SENSE OF INVESTING
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 23403 E. Mission, Ste. 101

Scott Draper, A.A.M.S.®
 Financial Advisor

Louisville

KIDDS dental
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 1327 N. Stanford Ln., Ste. B

Dr. Jared D. Evans, D.M.D.
 Pediatric Dentist

Duke

STERLING SAVINGS BANK
 The Perfect Fit Bank
 509.892.1357
 21601 Country Vista Rd.

Tracy Zepeda
 AVP Community Manager

Pittsburgh

BAKER CONSTRUCTION & DEVELOPMENT, INC.
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 www.bakerconstruct.com

Barry Baker
 President

Louisville

Papa Murphys
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 1334 N. Liberty Lake Rd.

Nate Adelman
 Manager

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 Be healthy. Be happy. Anytime!
 509.891.6800
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Merle Davis
 Owner

Pittsburgh

Liberty
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 1421 N. Meadowwood Ln., Ste. 100

Mary Duncan
 Owner

Pittsburgh

All Sports GRILL & BAR
 Watch all the games here!
 509.892.3077
 1803 N. Harvard Rd.

Richard Grow

North Carolina

Great Harvest Bread Co.
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 In front of Home Depot

Ross Umbdenstock
 Owner

Louisville

emerald city smoothie
 nourish your body
 509.924.7170
 1322 N. Liberty Lake Rd.

Kevin Stocker
 Owner

Louisville

Century 21
 Beutler & Associates
 509.844.1308
 George Herner
 Realtor

Mountain West Bank
 509.499.5314
 Keven Martinez
 Loan Officer

Louisville

Our online leaderboard will be updated daily.

Visit www.libertylakesplash.com/madness/results.asp or go to our website and click on the Splash Madness icon, then click on Results.



SplashMADness Community Leaderboard



Check back each week for the current leaders

Gift certificates to All Sports Grill & Bar will be awarded to the top winners, including a \$100 certificate to the overall champion.