



**LEAVE A LEGACY™**

Un héritage à partager  
MANITOBA

**2008  
RATE CARD**

Reach 309,900\* readers in the Saturday Free Press PLUS publication will be posted on [www.winnipegfreepress.com](http://www.winnipegfreepress.com) which received over 2,932,000 page views and 326,000 unique visitors in August 2007\*\*



**LEAVE A LEGACY™** Manitoba is a public information initiative of the Canadian Association of Gift Planners Manitoba Roundtable. The program encourages all Manitobans to consider making a planned gift to charities of their choice. Through the generous support of The Winnipeg Free Press, LEAVE A LEGACY™ produces an annual newspaper insert that provides both general information about planned giving and articles about specific gifts that have made a difference in the community. The insert is one of our strongest tools for reaching the public with our message about planned giving. This year's insert will be published on Saturday, April 26, 2008.

<b>T425</b>	<b>SIZE</b>	<b>COST (NET)</b>
Full Page	10 3/8" x 11 3/8"	\$ 3,777.14
1/2 Vertical	5 1/8" x 11 3/8"	\$ 1,888.57
1/2 Horizontal	10 3/8" x 5 5/8"	\$ 1,888.57
1/4	5 1/8" x 5 5/8"	\$ 944.29
1/8 Vertical	2 1/2" x 5 5/8"	\$ 473.19
1/8 Horizontal	5 1/8" x 2 3/4"	\$ 473.19

\*COLOUR AND APPLICABLE TAXES EXTRA

**Publication Date:**

Saturday, April 26, 2008

**Booking Deadline:**

Monday, March 31, 2008

**Material Deadline:**

Thursday, April 3, 2008

**Colour:**

Black plus spot red add **15%**

Full colour add **25%**

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\* nadbank 06. \*\* sources: ComScore Media Metrix, January to March, 2007. Average Google Analytics - August 2007.