

LEAVE A LEGACY™ 2021

Make a difference in the lives that follow

AD BOOKING DEADLINE: THURSDAY, APRIL 15 | AD MATERIAL DEADLINE: TUESDAY, APRIL 20

Tabloid Rates:

AD SIZE	DIMENSIONS (W X H)	RATE (NET)
Full Page	11.5625" x 21.5"	\$4,790
1/2 Page Vertical	5.125" x 11.375"	\$2,590
1/2 Page Horizontal	11.5625" x 10.75"	\$2,590
1/4 Page	5.75" x 10.75"	\$1,270
1/8 Page Vertical	2.5" x 5.625"	\$640
1/8 Page Horizontal	5.125" x 2.75"	\$640
Front Cover Banner	11.5625" x 3"	\$2,150*
Outside Back Cover	11.5625" x 21.5"	\$5,990*

Rates include ad design services.

* INCLUDES FULL COLOUR

COLOUR CHARGES: Spot Red: +15% Full Colour: +25%

Online Publication & Promotion:

A digital copy of this special section will be published online for an entire year at: winnipegfreepress.com/publications
It will also be promoted on our homepage for a full month.

EACH WEEK, WINNIPEG FREE PRESS PRINT & DIGITAL PRODUCTS REACH 407,000 OR 61% OF WINNIPEG ADULTS.

(Source: Spring 2020 Vividata Study)

May is National Leave a Legacy month. Over the last year, many of us have contemplated important life choices and charitable gift planning is one of them.

CAGP partners with the Winnipeg Free Press annually, to encourage fellow Manitobans to leave a gift to a charity, not-for-profit, or foundation of their choice.

This feature assists Manitobans with this complex and crucial decision.

Your organization's expertise in gift or estate planning plays a vital role in educating Manitobans so that they make wise choices that will positively affect our community.

CAGP Members:

With each ad purchase, the Winnipeg Free Press will **DOUBLE** your ad space at no extra charge.

Space may be used for editorial about your organization or an inspirational story about how a planned gift has benefited the community.

Editorial must be submitted no later than Tuesday, April 20 and may be subject to editing by the Winnipeg Free Press. Offer available to current CAGP members only.

Not a CAGP Member? Membership information is available at:

www.cagp-acdp.org/en/why-join
or e-mail: membership@cagpmb.ca