



# link

THE MAGAZINE FOR SAIT ALUMNI  
MEDIA KIT 2023/24

## LINK IS THE OFFICIAL ALUMNI MAGAZINE OF THE SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY (SAIT).

LINK connects with readers through well-crafted stories showcasing the impact SAIT alumni and educators are making on the trades, technology, business and research. LINK offers readers unique SAIT perspectives on ideas, innovation and issues that intrigue and inform.

LINK's primary audience is SAIT alumni — a diverse community of entrepreneurs, leaders and community builders with practical skills and pride in their alma mater.

77%

of alumni surveyed  
read LINK.

80%

of alumni readers are  
between the ages of  
25 and 64 years old.

74%

of alumni surveyed  
read the print  
magazine.

57%

of readers are men.

39%

of readers are women.

2%

self-described  
as other.

Source: LINK Readership Survey 2022

### FREQUENCY

Fall and spring

### READERSHIP

More than  
90,000 per issue

### DISTRIBUTION

SAIT alumni across  
Canada and around the  
world, plus on stands  
across campus

LINK is a powerful  
vehicle for advertising  
services, products or  
initiatives that speak  
directly to its core  
SAIT alumni audience.

**A new, fresh look  
for LINK launches  
in Fall 2023, with  
a distinctive page  
size and style to  
better connect with  
today's readers.**

For information and to book  
your advertisement in LINK,  
please contact:

### JOSH NAUD

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# LINK 2023/24

## ADVERTISEMENT RATES AND SPECIFICATIONS

ADVERTISING RATES	Inside Front Cover	Full Page	Half Page	Outside Back Cover
Per issue	\$2,650	\$2,400	\$800	\$3,000

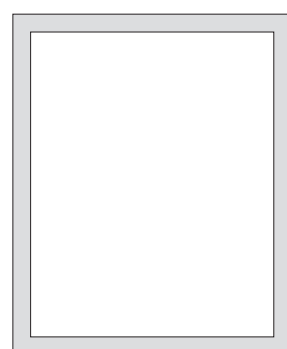
Receive a 15% discount when you book in both issues for the year.

### ADVERTISING SPECIFICATIONS

- Please submit a high resolution PDF or camera ready file.
- Back cover ads must accommodate space required for label to meet Canada Post mailing regulations.
- Photos should be imported at 100%, 300 dpi, and should be in CMYK.
- The outside back cover ad is full-bleed. Please add 1/4" on bleed sides.
- *Any files containing RGB images or insufficient dpi will be returned for adjustment.*

### OUR COMMITMENT TO ETHICS

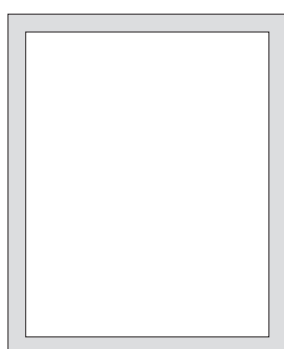
LINK uses paper that is Forest Stewardship Council (FSC) Certified. The FSC is a non-government organization that sets standards and carries out certifications to guard against unethical forest management. The FSC ensures the sources in their paper are derived in a socially and environmentally responsible manner.



**Inside Front Cover**

7.8575" (w) x 9.85" (h)  
No bleed

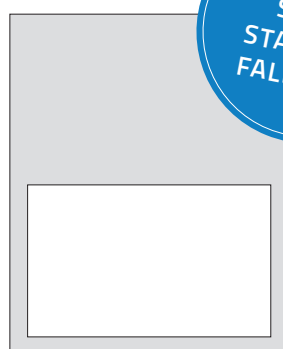
**\$2,650**



**Full Page (inside)**

7.8575" (w) x 9.85" (h)  
No bleed

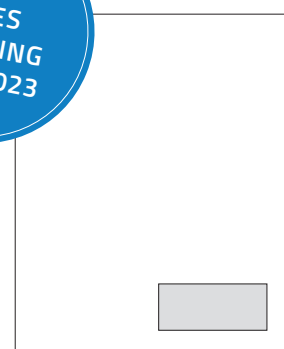
**\$2,400**



**Half Page (inside)**

7.8575" (w) x 4.9125" (h)  
No bleed

**\$800**



**Outside Back Cover**

9" (w) x 11" (h)  
Full bleed

\*Design must allow for a 3" (w) x 1.5" (h) white box for mailing addresses.

**\$3,000**

