



## 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

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

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

**JOSH NAUD**  
Senior Development Officer  
403.210.4322  
Josh.Naud@sait.ca

### FREQUENCY

Fall and spring

### READERSHIP

More than 85,000 per issue

### DISTRIBUTION

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

# LINK 2023/24

## ADVERTISEMENT RATES AND SPECIFICATIONS

ADVERTISING RATES	Outside Back Cover	Inside Front Cover	Inside Back Cover	Full Page	Half Page
Spring or Fall	\$3,000	\$2,650	\$2,650	\$2,400	\$800

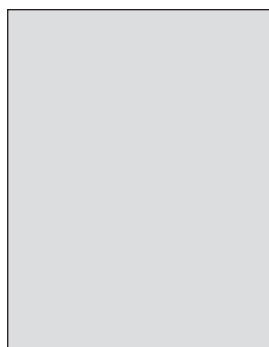
Receive a 15% discount when you book in both issues.

### ADVERTISING SPECIFICATIONS

- All inside and outside cover ads are full-bleed. Please add 1/4" on bleed sides.
- 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 or Greyscale mode.
- Compress files into a single collected folder with Stuffit or WinZip (FileName.zip).
- Include all fonts and support files.

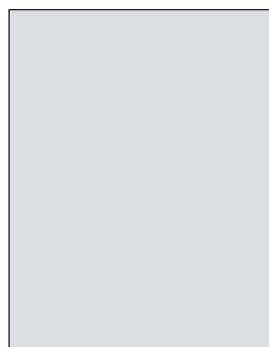
### OUR COMMITMENT TO ETHICS

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.



**Outside Back Cover**  
8.25" (w) x 10.625" (h)  
Full bleed

\* Design must allow 3" (w) x 1.5" (h) of white space to allow for mailing addresses.

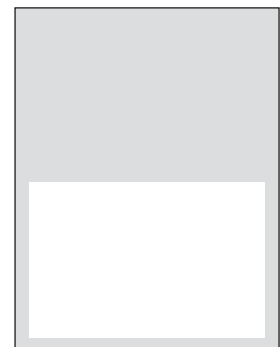


**Inside Front Cover**  
8.25" (w) x 10.625" (h)  
Full bleed

**Inside Back Cover**  
8.25" (w) x 10.625" (h)  
Full bleed



**Full Page**  
Inside  
7.375" (w) x 10" (h)  
No bleed



**Half Page**  
Inside  
7.375" (w) x 4.875" (h)  
No bleed