



Media Kit 2020/21

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 — entrepreneurs, leaders and community builders with practical skills and pride in their alma mater.

82%

of alumni surveyed read LINK

60%

of alumni readers are between the ages of 25 and 49 years old.

49%

of LINK readers earn more than \$70,000 a year. Of those, 23% earn more than \$120,000.

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:

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FREQUENCY

Fall and spring

READERSHIP

More than 70,000 per issue

DISTRIBUTION

SAIT alumni across Canada and around the world

LINK 2020/21 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

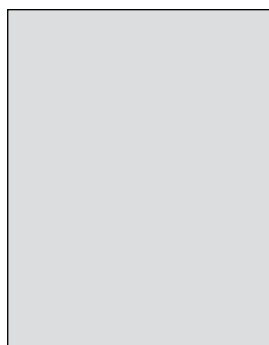
Receive a 15% discount when you book in both issues.

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.

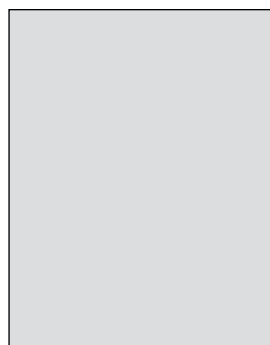
OUR COMMITMENT TO ETHICS

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.

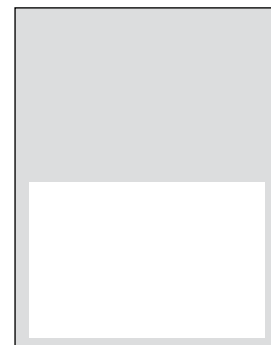


Inside Front Cover
8.25" (w) x 10.625" (h)
Full bleed

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

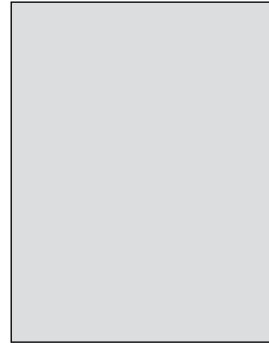
LINK 2020/21 ADVERTISEMENT SPECIFICATIONS (WEB)

Currently we are offering free online ads with the purchase of a print ad.

ADVERTISING SPECIFICATIONS

- All art must be RGB colourspace at 72dpi
- Acceptable file formats: GIF, JPEG, PNG
- All creative must be accompanied by a valid click-through link
- Creative with a white background must include a 1px solid border
- Animation can loop twice (play through 3 times) and be provided as a GIF file
- No strobing effects or rapid animation permitted

Note: Ads are placed in a random rotation. Every time a page is refreshed a different ad will show.



Sidebar Web Ad
813px (w) x 1067px (h)
RGB
GIF, JPEG, PNG