

link

THE MAGAZINE FOR SAIT ALUMNI
MEDIA KIT 2025/26

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

Since 1916, countless stories have started at SAIT — stories about people solving problems, leading change and making their mark.

LINK connects readers with those stories. In print and online, we showcase SAIT alumni and educators while exploring their impact on the trades, technology, business and research.

Our primary audience is SAIT alumni — a diverse community of innovators, challengers and community leaders with practical skills, the drive to get the real work done, and pride in their alma mater.

73%

of readers are likely or very likely to share LINK with others.

73%

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

72%

read LINK in print and online.

54%

of readers are men.

41%

of readers are women.

1%

self-described as other.

Source: LINK Readership Survey 2024

FREQUENCY

Fall and spring

READERSHIP

More than 80,000 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.

LINK has received magazine awards from the Canadian Council for the Advancement of Education, the Council for Advancement and Support of Education, and the international Hermes Creative Awards competition.



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

ASTHA VOHRA

Sponsorship Officer
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LINK 2025/26

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

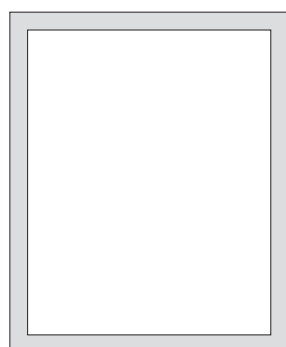
Receive a 15% discount when you book in both issues for the year.

ADVERTISING SPECIFICATIONS

- Please submit a high resolution PDF 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, insufficient dpi or incorrect sizing will be returned for adjustment.*

OUR COMMITMENT TO ETHICS

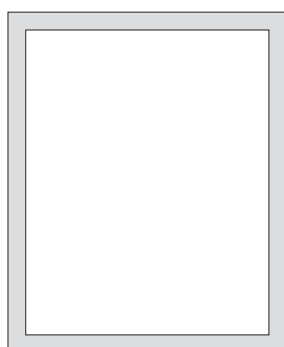
LINK uses paper that is Forest Stewardship Council (FSC) Certified. The FSC is a non-government organization that sets standards and carries out certifications to guard against unethical forest management. The FSC ensures the sources in their paper are derived in a socially and environmentally responsible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



Inside Front Cover

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

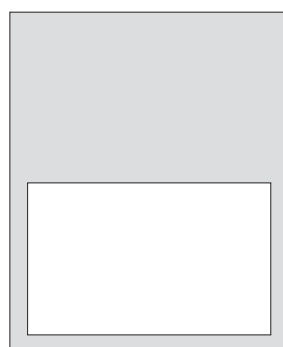
\$2,650



Full Page (inside)

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

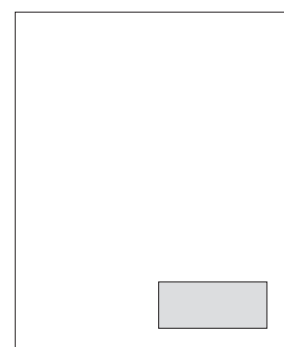
\$2,400



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