

link

THE MAGAZINE FOR SAIT ALUMNI
MEDIA KIT 2026/27

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 boldly 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 thinkers, innovators, industry leaders and lifelong learners. Published twice a year, LINK is your opportunity to engage with SAIT's proud graduates.

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
75,000 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
403.512.3805
Astha.Vohra@sait.ca

LINK 2026/27

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

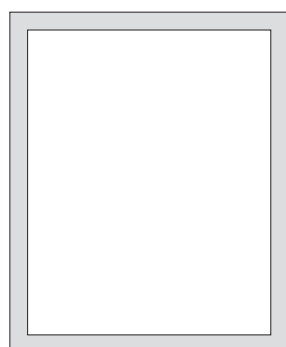
Receive a 15% discount when you book in both issues for the year.

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

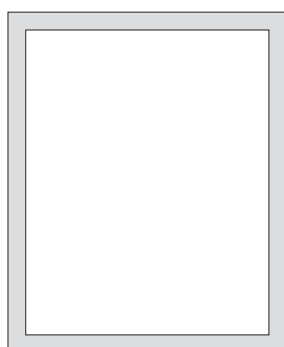
LINK uses paper that is Forest Stewardship Council (FSC) Certified. The FSC is a non-government organization that sets standards and carries out certifications to guard against unethical forest management. The FSC ensures the sources in their paper are derived in a socially and environmentally responsible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



Inside Front Cover

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

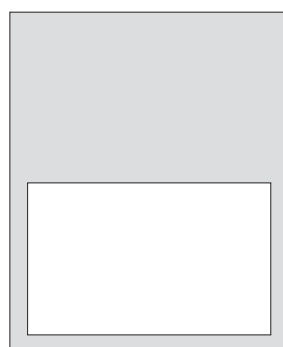
\$2,650



Full Page (inside)

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

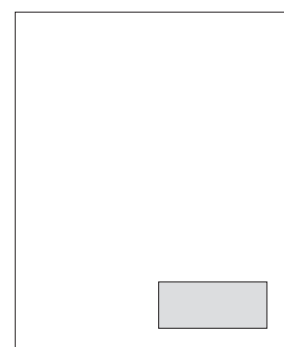
\$2,400



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