

link

A PUBLICATION FOR
SAIT POLYTECHNIC
ALUMNI

MEDIA KIT



link
SAITALUMNILINK.CA

Who We Are What We Do

LINK IS A FULL COLOUR MAGAZINE DISTRIBUTED TO MORE THAN 90,000 ALUMNI AND FRIENDS OF SAIT. It is published three times per year by SAIT's Alumni and Development department.

LINK highlights alumni, student and SAIT success locally, nationally, and internationally. It provides SAIT alumni and friends with engaging, relevant news and information about the SAIT community while promoting alumni activities, member benefits and rewards. LINK strives to encourage alumni involvement in the activities and services provided by SAIT.

LINK PUBLISHES THREE TIMES PER YEAR

LINK - FALL EDITION, 2011

Ad booking: JULY 1
Camera-ready ads due: JULY 19
Magazine circulation date: AUGUST 17

LINK - WINTER EDITION, 2012

Ad booking: NOVEMBER 1
Camera-ready ads due: NOV. 14
Magazine circulation date: JANUARY 3

LINK - SPRING EDITION, 2012

Ad booking: MARCH 9
Camera-ready ads due: MARCH 23
Magazine circulation date: MAY 1

FOR INFORMATION AND TO BOOK YOUR AD IN LINK MAGAZINE, CONTACT:

Susan Mainella,
Associate Director, Major Gifts
Phone: 403.210.4443
E-mail: Susan.Mainella@sait.ca



Your Target Audience

Reach affluent and influential alumni of SAIT Polytechnic with a print run of 90,000. LINK magazine connects with readership that is loyal, motivated, and eager to discover more about SAIT, its partners and other alumni.

ECONOMIC DRIVERS

- 97% of 2009 graduates are currently employed
- 66% of alumni readers are between the ages of 25 and 50 years old

ENGAGED

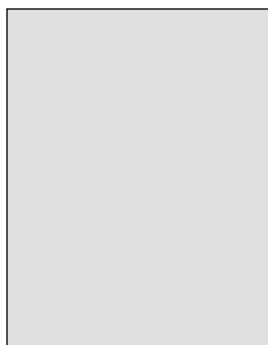
- 86% of alumni surveyed read most or every issue of LINK
- 23% keep the magazine for more than a month
- 34% of readers spend 30+ minutes with an issue of LINK*

HIGH ACHIEVERS

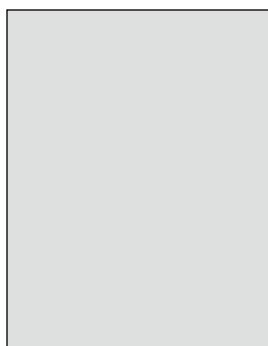
- 61% of LINK readers earn more than \$70,000/year. Of those, 24% earn between \$70k and \$100k, and 37% earn more than \$100,000*

* Results taken from a survey of 3,196 readership survey respondents in January 2010.



**Outside Back Cover**

\$3,000
8.25" (w) x 10.625" (h)
Full bleed

**Inside Front Cover**

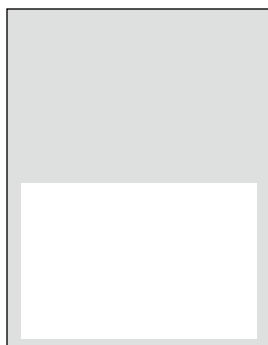
\$2,650
8.25" (w) x 10.625" (h)
Full bleed

Inside Back Cover

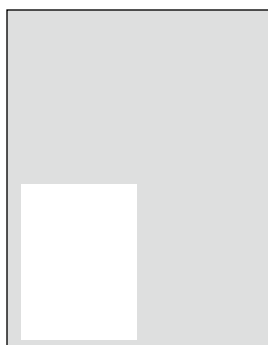
\$2,650
8.25" (w) x 10.625" (h)
Full bleed

**Full Page**

Inside
\$2,400
7.375" (w) x 10" (h)
No bleed

**Half Page**

Inside
\$1,500
7.375" (w) x 4.875" (h)
No bleed

**Quarter Page**

Inside
\$800
3.625" (w) x 4.875" (h)
No bleed

link

2011/12 Advertisement Technical Specifications

Yearly rate incentives for advertisers (3 issues):

15% discount on ad rates

FILE REQUIREMENTS

- All inside and outside cover ads are full-bleed.
For full-bleed ads: 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 per cent, 300 dpi, and should be in CMYK or Greyscale mode.
- Compress files into a single collected folder with Stuffit or WinZip (FileName.zipx).
- Include all fonts and support files.

* Distribution dates subject to change.

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.