



Advertising Opportunities

The Weal – Campus Newspaper

The award-winning Weal newspaper is published weekly by SAITSA with a minimum press run of 4,000 copies. The Weal is tabloid format and is distributed free every Monday to 25 locations on campus, the Alberta College of Art and Design, and off-campus spots around Calgary.

PAGE SIZE	1-3 ADS	4-9 ADS	10-15 ADS	+16 ADS
FULL	\$800	\$720	\$680	\$640
1/2	\$384	\$364	\$345	\$308
1/4	\$190	\$180	\$171	\$152
1/8	\$98	\$93	\$88	\$78
1/14	\$48	\$45	\$43	\$38
Banner	\$114	\$108	\$103	\$91
Centre Spread	\$1513	\$1437	\$1361	\$1210

Orientation Weal

A special orientation Weal will be distributed beginning of September. It will be included in the 6,000 orientation packages distributed to new students, as well as handed out during both fall and winter welcome weeks. The deadline for advertising in this issue is August 1, 2016. Prices are same as above.

Orientation Package

SAITSA organizes and assembles the 6,000 orientation packages distributed to full-time students throughout the year. Promotional items that are of use to students may be included for free. Coupons and rack cards do require a fee.

TYPE	SIZE	PRICE
Coupon/Flyer	5 X 7 (approx.)	\$1100
Promotional Item	N/A	Free

Student Survival Guide – Handbook

Every year, SAITSA produces the handbook as a survival guide to SAIT student life. First-year students receive it directly in their orientation packages during the first days of the academic year. Second-year students seek out the book at different



Advertising & Sponsorship Pricing for 2016/17

locations on campus. Both groups are excited to pick up the book and use it; students want it for the calendar/agenda, the coupons and to help navigate their student experience. Many students have told us that it is essential to organizing their busy student lives throughout their studies.

TYPE	SIZE	PRICE
Coupon	6 X 1.8	\$350
Full Page	6 X 7.75	\$1300
Half Page (horiz.)	6 X 3.8	\$700
Half Page (vert.)	2.9 X 7.75	\$700
Quarter Page	2.9 X 3.8	\$400
Add Colour to Above	-	\$500
Inside Front Cover	6 X 7.75	\$2500
Inside Back Cover	6 X 7.75	\$2500
Outside Back Cover	6 X 7.75	\$3000
Front Flap	(Front/back request specs)	\$3000
Divider Page (colour incl.)	6 X 7.75	\$2000

SAITSA App

The SAITSA App has just finished its first active year, and it has proven to be extremely popular among students. It serves as a place for students to connect, start clubs, buy and sell textbooks, learn about events and campus services, receive local deals, and learn more about all SAITSA offers.

Coupons	Timeframe	PRICE
1-3	1 Full Time Semester (Fall/Spring)	\$600
1-3	Summer Semester	\$400
1-3	Entire Year (3 semesters)	\$1200



Sponsorship Opportunities

Welcome Week

At the beginning of each fall and winter semester, SAITSA welcomes thousands of enthusiastic new and returning students with a series of Welcome Week events. Welcome Weeks feature two highlight events, Expo and Fun Day. Both events take place in SAIT's impressive Irene G. Lewis Atrium at the heart of campus. Here you will be able to connect with students directly. They flock to the Expo and Fun Day to gather valuable information about programs, products and services, and to connect with the larger campus community. More details are still to come about this year's upcoming welcomes weeks.

Expo Day

Set up in tradeshow format, thousands of students engage with staff at booths representing a vast range of on and off-campus services, programs, retailers and SAIT Departments.

Fun Day

Imagine an indoor theme park, just for students. Inflatable obstacle courses, a hot dog eating contest, and free lunch are just some of what students have come to look forward to. Getting a booth on Fun Day guarantees you plenty of foot traffic and a good time too.

BOOTH TYPE	COST/UNIT (incl. GST)	Savings
Fall Expo	\$788	-
Fall Fun Day	\$945	-
Fall Expo & Fun Day	\$1312	\$421
Winter Expo	\$525	-
Winter Fun Day	\$525	-
Winter Expo & Fun Day	\$714	\$336
Fall & Winter Welcome Weeks	\$1837	\$900
Non-Welcome Week Booth	\$263	-



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SAITSA Awards

The SAITSA student and instructor awards become very competitive amongst the SAIT community, with over 2000 applications received annually. 500+ attendees come out for a special evening in March to watch approximately 45 awards be handed out to SAIT students and instructors.

LEVEL	COST (incl. GST)
Bronze: Small logo on event program & website	\$500
Silver: Large logo on event program & website	\$750
Gold: Large logo displayed + 1 branded award	\$1000

If you have any questions about SAITSA's advertising and sponsorship opportunities please contact Shona Sutherland at 403.284.7292 or shona.sutherland@edu.sait.ca.