

# Saitsa\*

SAIT Students'  
Association



**Rate Card**  
2021/2022



## Saitsa.com

With over **212,000 annual visitors**, advertising on the Saitsa website is an easy and efficient way to get your message out to SAIT students.

## Lower Leaderboard

\$150 per week

### Deliverables

- 728px x 90px
- 300kb max file size
- JPG or PNG

### Submission Deadline

5 working days

## Big Box

\$250 per week

### Deliverables

- 300px x 250px
- 300kb max file size
- JPG or PNG

### Submission Deadline

5 working days

## Social Media Posts

With over 12,620 combined followers, Saitsa's Instagram, Facebook and Twitter is a direct way to engage with SAIT students

## Social Media Post

\$300 per post

(shared on Instagram, Facebook, and Twitter)

### Deliverables

- Square image preferred for maximum compatibility across social media platforms (1080px x 1080px)
- 500kb max
- JPG or PNG

### Submission Deadline

5 working days

## Contact

**Andrea Rizzuti**

Marketing & Communications Coordinator  
andrea.l.rizzuti@edu.sait.ca



## Student Bulletin

Saitsa's student bulletin has been identified as SAIT student's primary source of information. Sent out to over **15,000 students** each week from September to April, this is a great tool for connecting with SAIT students.

## Featured Image

\$300 per week

### **Deliverables**

- 1920px x 1080px
- 300kb max file size
- JPG or PNG

### **Submission Deadline**

5 working days

## Big Box

\$250 per week

### **Deliverables**

- 300px x 250px
- 300kb max file size
- JPG or PNG

### **Submission Deadline**

5 working days

## Lower Leaderboard

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## Student Handbook

Thousands of SAIT students bring their handbook to class everyday, which means your ad will make a lasting impression.

With 5000 - 6000 print copies distributed on-campus and over 10,000 unique impressions online advertising in the Saitsa student handbook is a great option for any business.

### Full Page Ad

\$1755

#### Deliverables

- 6.5in x 9in 0.5in right margin
- PDF, JPG, or PNG
- CMYK 300dpi

#### Submission Deadline

July 2

### Half Page Ad

\$985

#### Deliverables

- 5.75in x 4.25in
- PDF, JPG, or PNG
- CMYK 300dpi

#### Submission Deadline

July 2

### Quarter Page Ad

Price \$570

#### Deliverables

- 2.8125in x 4.25in
- PDF, JPG, or PNG
- CMYK 300dpi

#### Submission Deadline

July 2

### Eight Page Ad

\$360

#### Deliverables

- 5.75in x 1.0625in
- PDF, JPG, or PNG
- CMYK 300dpi

#### Submission Deadline

July 2

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## On Campus

Thousands of students and faculty members traverse the SAIT campus everyday. TV ads and posters are cost effective, tried-and-true methods for catching their attention and getting your message across.

## Poster Boards

\$150 per week

+\$25 printing

### Reach

30,000+ weekly impressions

### Deliverables

- 11x17 PDF, PNG, or JPEG
- Working file AI, ID, or PSD
- CMYK 300dpi
- Must be co-branded with Saitsa logo and icon, placed by Saitsa Graphic Designer

### Submission Deadline

10 working days

## Campus TVs

\$200 per week

### Reach

10,000+ weekly impressions

### Deliverables

- 1920px x 1080px
- JPG, or PNG
- RGB 72dpi

### Submission Deadline

5 working days

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## Programming

Saitsa offers a variety of student programs designed to support and enhance students' educational and personal development.

Being a sponsor of one of these support programs is a great way to make a meaningful and lasting impression on students' lives.

### Investment

Inquire about pricing.

### Brand Awareness & Recognition

- Logo on all digital graphics for social media, website and student bulletin.
- Logo on all posters
- Recognition on the program web page

## Student Grant Program

The Student Grant Program provides students with the opportunity to receive funding to be used towards professional development. This program is designed to help students enhance their skill sets outside of the classroom to align with their professional aspirations.

## Saitsa Awards

We believe outstanding students and instructors should be rewarded for their dedication and hard work at SAIT, which is why we honor their commitment through awards.

## Saitsa's Snake Pit

Move over Dragon's Den! Saitsa's Snake Pit supports SAIT students with innovative ideas by providing startup funding. This funding is intended to help students get their business off the ground, help their community, or develop an innovative product.

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## Campaign Bundle

\$3000 package: Select 15 activations  
\$2000 package: Select 10 activations  
\$1000 package: Select 5 activations

### Saitsa.com Leaderboard

**Duration:** 1 Week  
**Reach:** 212,000 Annual Visitors

### Saitsa.com Big Box

**Duration:** 1 Week  
**Reach:** 212,000 Annual Visitors

### Social Media Post

**Duration:** 1 Post  
(Instagram, Facebook and Twitter)  
**Reach:** 12,620 + total followers

### Student Bulletin Featured Image

**Duration:** 1 Email  
**Reach:** 15,000+ students weekly

### Student Bulletin Big Box

**Duration:** 1 Email  
**Reach:** 15,000+ students weekly

### Student Bulletin Leaderboard

**Duration:** 1 Email  
**Reach:** 15,000+ students weekly

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