ALASKA MINERS ASSOCIATION

2027 | Media Kit

For the Official Publications of the Alaska Miners Association

FIREWEED STRATEGIES LLC

The Alaska Miners Association represents Alaska's mining industry and those who serve it. We are dedicated to responsible mineral development, educating the public about the value of mining, providing information for our membership and the general public, providing policymakers the information they need to understand the mining industry, and monitor political and regulatory processes affecting mining in Alaska.

MISSION OF OUR PUBLICATIONS

- Serve, inform, and advocate for the people and organizations of Alaska's $4.3 billion mining industry
- Strengthen communication with AMA members
- Engage Alaska stakeholders and leaders
- Share the positive story of mining in Alaska
- Provide effective marketing opportunities for mining and support industries

ALASKA MINERS ASSOCIATION

2027 PUBLICATIONS CALENDAR & KEY DEADLINES

January ..... The Alaska Miner Magazine / Year Preview including Juneau and Washington D.C.
January issue deadline: Nov 15

February . . . . . .AMA Journal

March . . . . . .AMA Journal and Annual Alaska Mining Handbook

April . . . . . .The Alaska Miner Magazine / The Mining Season Preview
April issue deadline: Jan 31

May . . . . . .AMA Journal

June . . . . . .AMA Journal

July . . . . . .The Alaska Miner Magazine / Mining People and Heritage
July issue deadline: Apr 30

August . . . . . .AMA Journal

September . . . .AMA Journal

October . . . . . .The Alaska Miner Magazine / The Convention Issue
October issue deadline: Jul 31

November . . . .AMA Journal

December . . . . .AMA Journal

Miner Journal deadline: 45 days prior

Miner Handbook deadline: Dec 31 for the coming year's edition

Alaska Miner publications are produced in partnership with the Alaska Miners Association by Fireweed Strategies LLC.

Advertising information, story ideas, artwork and insertion orders: | Lee Leschper, Lee.Leschper@FireweedStrategies.com, 907-957-6025. Complimentary subscriptions and to be added to mailing list: admin@fireweedstrategies.com.

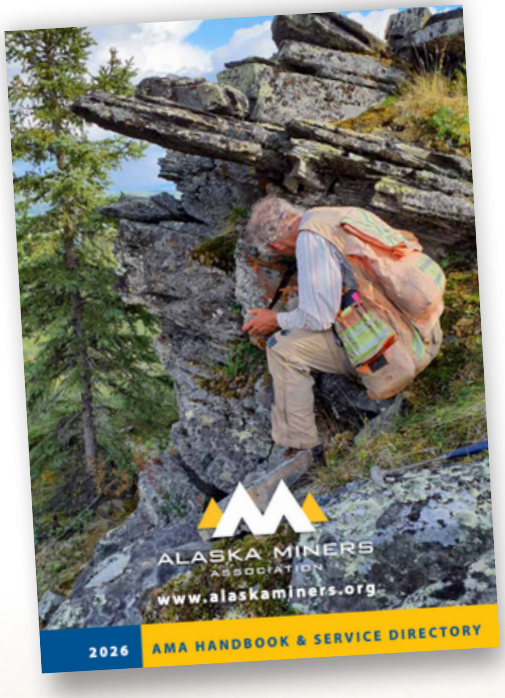
THE ALASKA MINER MAGAZINE

- Statewide, premium full-color magazine published **four times a year**
- Delivered to AMA members, Alaska business, Native, and government leaders
- **64+ pages** of feature-length stories, photography, AMA updates, and committee reports
- Includes a **business directory** of Miner and Handbook advertisers
- **Flexible advertising solutions** tailored to your goals and budget
- Also available online at **AlaskaMiners.org**

ALASKA MINERS ASSOCIATION

THE ALASKA MINER JOURNAL

- Member-exclusive news magazine, mailed **eight times a year** (Feb, Mar, May, Jun, Aug, Sep, Nov, Dec)
- **28+ pages** of full-color updates, news, and committee reports
- Alternates with *The Alaska Miner Magazine* to provide continuous coverage year-round
- **Flexible advertising solutions** tailored to your goals and budget
- Also available online at **AlaskaMiners.org**



THE ALASKA MINERS HANDBOOK AND SERVICE DIRECTORY

- The definitive "Bible of Alaska Mining," published annually each spring
- 200+ pages of essential information, available only to AMA members
- Includes a comprehensive advertising directory and listings of all AMA corporate and individual members
- Contact information for key Alaska leaders, permitting offices, and Native corporations
- AMA leadership directory
- **Added value**: Handbook listings may also appear in *The Alaska Miner Magazine* and its quarterly Business & Service Directory, expanding reach statewide and online at AlaskaMiners.org

WHY ADVERTISE WITH US?

Advertising with the Alaska Miner publications gives your business unmatched visibility, credibility, and reach. Our readers aren't just a broad audience — they are decision-makers shaping the future of Alaska's mining industry. By aligning with AMA's trusted publications, you position your brand alongside the most respected voices in resource development.

Who We Reach

Copies delivered worldwide in print and digitally to decision makers driving Alaska's resource economy:

- Executives & Industry Leaders – Mining, contracting, engineering, and supply chain
- Alaska Native Leaders & Corporations – Key partners in development projects
- Policymakers & Regulators – State, federal, and local decision-makers
- Contractors, Engineers & Service Providers – Essential technical and support roles
- Business & Community Stakeholders – Organizations influencing Alaska's economic future

Bundled Packages

Choose a package that fits your goals and maximizes value:

- **All-In Partner** – Year-round visibility across *The Alaska Miner Magazine*, Journal, and Handbook •
Multi-Publication Discount – Save when advertising in more than one publication
- **Early Bird Savings** – Secure your placement early and receive exclusive discounted rates

SPONSORED CONTENT OPPORTUNITIES

Fireweed Strategies offers flexible sponsored content to maximize visibility while maintaining the editorial quality our readers trust. Sponsored content is a unique opportunity to:

- Go beyond traditional advertising with storytelling that engages, educates, and builds credibility among Alaska's mining community
- Partner with the Alaska Miners Association in telling the story of Alaska's mining industry
- Position your company alongside AMA's mission of responsible development, industry leadership, and economic contribution

Specifications

- Full-page and two-page options
- Final copy/design approval by AMA required
- Each feature is clearly labeled in the publication
- Pricing available upon request - **call us to discuss options**

Story Types

- **Business Profiles** – Showcase innovation, efficiency, and company success
- **Executive Spotlights** – Feature leadership insights and emerging voices shaping the industry
- **Notable New Hires** – Highlight rising talent bringing fresh ideas and expertise

Partner with us to tell the full story of Alaska's mining industry — past, present, and future.

ADVERTISING SPECIFICATIONS FOR ALASKA MINER PUBLICATIONS

The Alaska Miner Magazine	
AD SIZE	W x H (INCHES)
Full Page (trim size)	8.375 x 10.875
Full Page w/bleed (1/8" all sides, 1/4" safety)	8.625 x 11.25
Half page (horizontal)	7.375 x 4.875
Quarter page (vertical)	3.55 x 4.65

The Alaska Miners Handbook & Service Directory	
AD SIZE	W x H (INCHES)
Full Page / Tab / Cover	4.5 x 7.5
Half page (vertical)	2.125 x 7.5
Half page (horizontal)	4.5 x 3.375
Quarter page (limited)	2.125 x 3.375
Listings	up to 100 words

The Alaska Miner Journal	
AD SIZE	W x H (INCHES)
Back Cover Sponsorship (w/bleed)	8.75x 8.5625
Full Page (trim size)	8.375 x 10.875
Full Page w/bleed (1/8" all sides, 1/4" safety)	8.625 x 11.125
Half page (horizontal)	7.375 x 4.875
Quarter page (vertical)	3.5 x 4.65
Sixth page (vertical)	2.3125 x 4.5

Signed Scanned Insertion Orders and Advertising Artwork to the Publisher:

Lee Leschper
Fireweed Strategies LLC
Lee.Leschper@FireweedStrategies.com

Payment Instructions:

Advertiser will be invoiced for advertising as contracted upon signature and payment due within 30 days.

Payments To:

Fireweed Strategies LLC
4849 Potter Crest Circle
Anchorage, Alaska 99516

Credit Card Payments:
A 3% processing fee will be applied to the total contract amount.

Prepayment Discount:
Discounts are contingent on payment being received within 15 days of invoicing.

ALASKA MINERS
ASSOCIATION