The Alaska Support Industry Alliance

Linking Alaska's Resources to Alaska's People

FIREWEED STRATEGIES LLC



2027 | Media Kit

Official publications of the Alaska Support Industry Alliance

The Alaska Support Industry Alliance
Linking Alaska's Resources to Alaska's People

The Alaska Support Industry Alliance represents Alaska's resource development industry and those who serve it. Our mission is to promote responsible exploration, development and production of oil, gas and mineral resources for the benefit of all Alaskans.

OUR GOALS

- Provide a favorable business climate through strong government relations programs
- Improve public awareness of the relationships among political decisions, industry activity and Alaska's economic health
- Provide members with a competitive edge through exclusive benefits.

MISSION OF OUR PUBLICATIONS

- Serve, inform and advocate for the people and organizations of the resource development industries in Alaska
- Expand communication within Alliance membership and beyond
- Engage Alaska stakeholders and leaders
- Share the positive story about resource development in Alaska
- Provide marketing opportunities for resource development and support industries

2027 PUBLICATIONS CALENDAR & KEY DEADLINES

January ..... The Annual Oil, Gas and Mining Directory
Ad deadline: November 15 year prior to publication

The Link Magazine / Year Preview including Juneau and Washington D.C.
Ad deadline: November 15

March . . . . . .The Link Magazine / Meet Alaska issue
Distributed at Alaska's biggest one-day resource industry event
Ad deadline: January 31

July . . . . . The Link Magazine / Alaska's Oil, Gas, and Mining People and Heritage
Ad deadline: April 30

October . . . . . The Link Magazine / Fairbanks Issue and Fairbanks Industry Update
Ad deadline: July 31

These publications are produced in partnership with the Alaska Support Industry Alliance 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 LINK

- Premium full-color magazine delivered to Alliance members, and Alaska business, Native, and government leaders
- Published four times a year with statewide distribution
- Expert commentary and analysis from Alaska's leading energy writers
- Full-color photography and feature-length stories Alliance updates, industry news, and committee reports
- Flexible advertising opportunities to fit your goals and budget
- Also available online at AlaskaAlliance.com

THE ALASKA OIL, GAS AND MINING DIRECTORY

- 180+ pages of exclusive industry information
- Distributed annually to all Alliance members, Alaska legislators, operators, managers, and procurement officers
- Comprehensive listings of all Alliance corporate and individual members
- Contact information for key leaders, permitting agencies, government offices, and Native corporations



WHY ADVERTISE WITH US?

Advertising with the Alliance 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 resource development industry. By aligning with the Alliance's trusted publications, you position your brandalongside 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 thatfits your goals and maximizes value:

- **All-In Partner** – Year-round visibility across the Alliance publications and directory
- **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 Alliance in telling the story of Alaska's resource industry
- Position your company alongside Alliance's mission of responsible development, industry leadership, and economic contribution

Specifications

- Full-page and two-page options
- Final copy/design approval by Alliance 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

SPECS, CONTACT & NEXT STEPS

The Link Magazine	
AD SIZE	**W x H (in inches)**
Full page (with bleed, 1/8" all sides)	8.625 x 11.125
Full page (trim size)	8.375 x 10.875
Full page (no bleed)	7 x 10
Half page (vertical)	4.625 x 7.3125
Half page (horizontal)	7 x 4.875
Quarter page (limited)	3.375 x 4.875

The Alaska Oil, Gas and Mining Directory	
AD SIZE	**W x H (in inches)**
Full Page / Tab / Cover	4.5 x 7.5
Half page (horizontal)	4.5 x 3.375
Quarter page (limited)	2.125 x 3.375

Signed Scanned Insertion Orders and Advertising Artwork to the Publisher:

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

Payment Instructions:

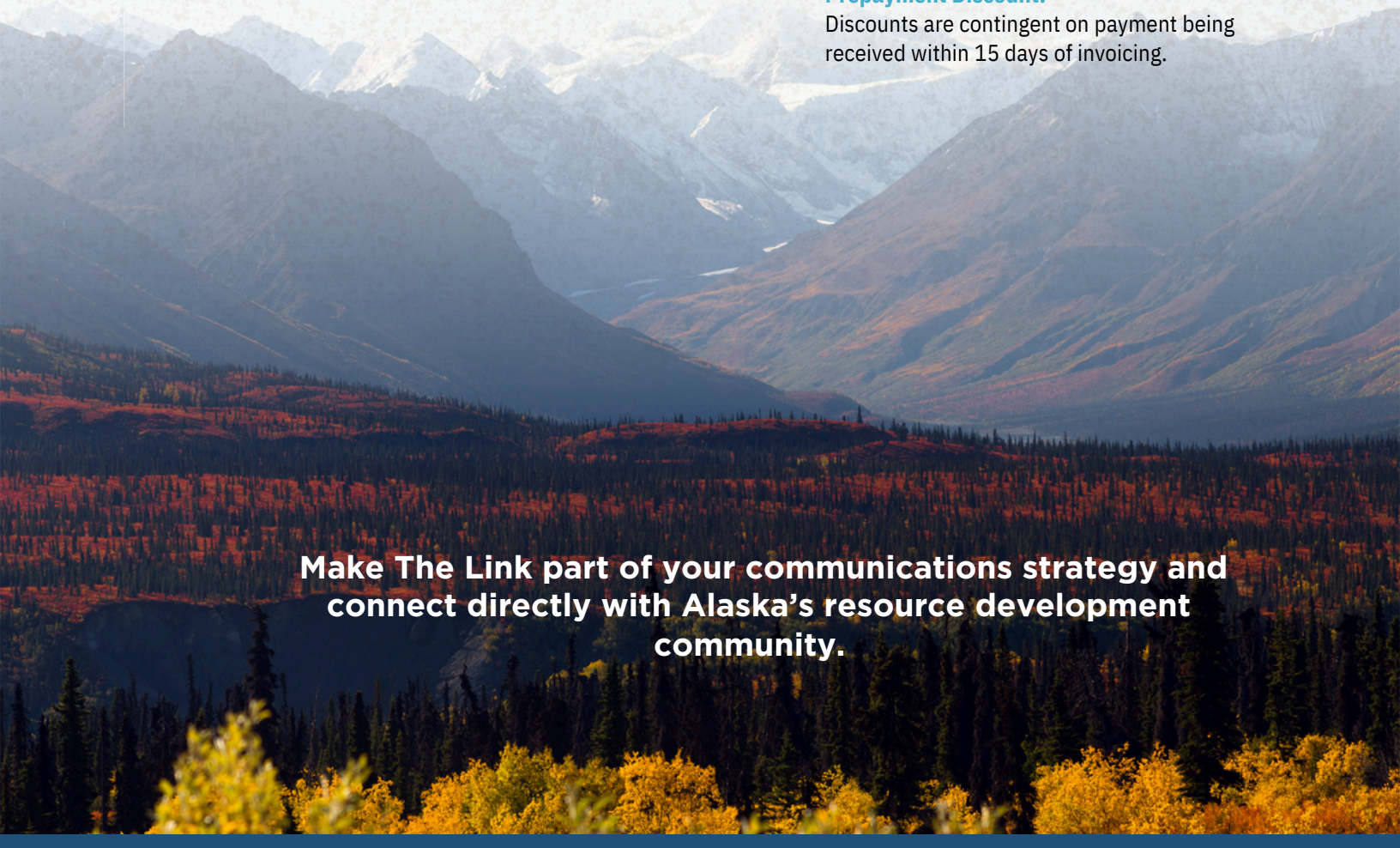
Advertiser will be invoiced for advertising as contracted upon signature and payment due within 30 days.

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.



Make The Link part of your communications strategy and connect directly with Alaska's resource development community.