



2023 | **Media Kit**
for the official publications of the
Alaska Miners Association



ALASKA MINERS ASSOCIATION

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

- To serve, inform and advocate for the people and organizations of the \$3.4 billion a year mining industry in Alaska
- Expand communication with membership
- Communicate with Alaska stakeholders and leaders
- Tell the good news about mining in Alaska
- Provide marketing opportunities for mining and support industries



THE ALASKA MINER PUBLICATIONS

- **The Alaska Miner Magazine** – Statewide Premium Magazine published four times a year.
- **The Alaska Miners Association Journal** – Member-only news mailed to AMA members, eight times a year, in months when the Magazine is not published.
- **The Alaska Mining Handbook & Service Directory** – The Bible of Alaska Mining and Membership Directory of the Alaska Miners Association published annually each spring.

PUBLICATIONS CALENDAR

- **January** – *The Alaska Miner Magazine* / Year Preview including Juneau and Washington D.C.
- **February** – *AMA Journal*
- **March** – *AMA Journal*
- **April** – *The Alaska Miner Magazine* / The Mining Season Preview
- **May** – *AMA Journal* and *Annual Alaska Mining Handbook*
- **June** – *AMA Journal*
- **July** – *The Alaska Miner Magazine* / Mining People and Heritage
- **August** – *AMA Journal*
- **September** – *AMA Journal*
- **October** – *The Alaska Miner Magazine* / The Convention Issue
- **November** – *AMA Journal*
- **December** – *AMA Journal*

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

ADVERTISING DEADLINES

- **Alaska Miner Magazine**
 - October issue advertising deadline July 31
 - January issue advertising deadline November 15
 - April issue advertising deadline January 31
 - July issue advertising deadline April 30
- **Alaska Miners Journal**
 - Advertising deadline 45 days prior to publication issue
- **Alaska Mining Handbook**
 - Advertising deadline December 31 for coming year's edition



THE ALASKA MINER

- Premium full-color magazine delivered to both AMA members and Alaska business, Native and government leaders
- 64 pages minimum
- Mailed and distributed statewide four times a year:
 - October** / The Convention Issue
 - January** / The Year Ahead, including Juneau and Washington D.C.
 - April** / The Mining Season Preview
 - July** / Mining People and Heritage
- Full-color photography and feature-length stories
- AMA updates, news and committee reports
- Business directory in every issue including Miner and Miner Handbook advertisers
- Many advertising options
- Online at AlaskaMiners.org



THE ALASKA MINER JOURNAL

- Our newsletter/magazine delivered to AMA members
- 20 pages minimum
- Mailed eight times a year (alternating with The Alaska Miner Magazine): February, March, May, June, August, September, November, December
- Full-color throughout
- AMA updates, news and committee reports
- Many advertising options
- Online at AlaskaMiners.org





THE ALASKA MINERS HANDBOOK AND SERVICE DIRECTORY

- The Handbook is the Bible of mining in Alaska, packed with more than 200 pages of priceless information available nowhere else
- 208 pages minimum
- Mailed and distributed ONLY to AMA members
- Advertising Directory and listing of all AMA corporate and individual members
- Contact information for key Alaska leaders, permitting and government offices and Native corporations
- AMA leadership
- Option to repeat handbook listings in quarterly Alaska Miner Magazine

- Alaska Miner Business and Service Directory in The Alaska Miner Magazine
- This directory is included in The Alaska Miner Magazine four times a year, mailed throughout Alaska to business, government and Native leaders. By picking up Handbook listings into this directory, you're adding both statewide print audience and unlimited online audience at AlaskaMiners.org.



ADVERTISING SPECIFICATIONS FOR ALASKA MINER PUBLICATIONS

AD SIZE	WIDTH x HEIGHT (in inches)
<i>The Alaska Miner Magazine</i>	
Full Page (trim size)	8.375 x 10.875
Full Page with bleed (1/8" bleed all sides)	8.625 x 11.125 (allow 1/4" safety margin for live area)
Full Page (floating, no bleed)	7 x 10
2/3 page (vertical)	4.625 x 10
1/2 page (vertical)	4.625 x 7.3125
1/2 page (horizontal)	7 x 4.875
1/3 page (vertical)	2.25 x 10
1/3 page (horizontal)	4.625 x 4.875
1/4 page (limited)	3.375 x 4.875
<i>The Alaska Miners Handbook and Service Directory</i>	
Full Page / Tab / Cover	4.5 x 7.5
1/2 page (vertical)	2.125 x 7.5
1/2 page (horizontal)	4.5 x 3.375
1/4 page (limited)	2.125 x 3.375
Listings up to 100 words	
<i>The Alaska Miners Journal</i>	
Cover (full bleed)	8.625 x 11.125
Full Page (trim size)	7.25 x 9.75
1/2 page (vertical)	3.5 x 9.75
1/2 page (horizontal)	7.25 x 4.75
1/4 page	3.5 x 4.75
1/8 page	3.5 x 2.3125
Front Banner	8 x 1



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. Prepayment discount if paid before publication.

Payments To:

Fireweed Strategies LLC
4849 Potter Crest Circle
Anchorage, Alaska 99516
For Payment by Credit Card call: 907-957-6025

