

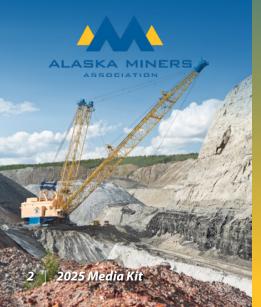
ALASKA MINERS

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 \$4.3 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.

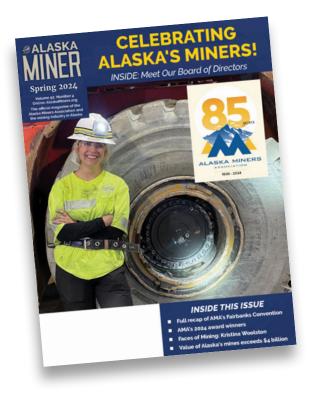
- Advertising information, story ideas, artwork and insertion orders:
 Lee Leschper, Lee.Leschper@FireweedStrategies.com, 907-957-6025
- Complimentary subscriptions and to be added to mailing list: admin@fireweedstrategies.com

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 JOURNAL

- Our newsletter/magazine delivered to AMA members
- 28 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 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:
 Fall / The Convention Issue

Winter / The Year Ahead, including Juneau and Washington D.C.

Spring / The Mining Season Preview **Summer** / 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 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
- 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)
The Alaska Miner Magazine	
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
The Alaska Miners Handbook and Service Directory	
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	
The Alaska Miners Journal	
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.

Payments To:

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

