



RESOURCE DEVELOPMENT COUNCIL

50 Years of Responsible Resource Development in Alaska

FIREWEED STRATEGIES LLC
Publisher of the Resource Development Council magazine



Media Kit 2026

Official publication of the Resource Development Council For Alaska

THE RESOURCE DEVELOPMENT COUNCIL FOR ALASKA, INC.

is a statewide trade association comprised of individuals and companies from Alaska's fishing, forestry, mining, oil and gas, and tourism industries. RDC's membership includes Alaska Native corporations, local communities, organized labor, and industry support firms. RDC's purpose is to encourage a strong, diversified private sector in Alaska and expand the state's economic base through the responsible development of our natural resources.

OUR GOALS

- Champion responsible, balanced development across Alaska's oil & gas, mining, fisheries, forestry, and tourism sectors
- Unite diverse voices, from industry leaders to communities, on key resource issues
- Grow and sustain a broad, multi-industry membership that reflects Alaska's economy
- Educate and inform the public, policymakers, and students about the value and impact of responsible resource development

MISSION OF OUR PUBLICATION

- Serve, inform, and advocate for the people and organizations across Alaska's resource industries
- Strengthen communication within RDC membership and with Alaska's broader communities
- Engage stakeholders and leaders statewide to build understanding and common ground
- Share positive stories of innovation, stewardship, and opportunity in resource development
- Provide strategic marketing opportunities that connect businesses with decision-makers across industries

EDITORIAL CALENDAR + DEADLINES

Winter Legislative Preview

Distribution to Alaska Legislators & State Leadership

Ad deadline: November 15

Spring Alaska on the Hill

Ad deadline: January 15

Summer Annual Member Luncheon issue distributed at RDC's Annual Fall Convention

Fall RDC Annual Convention issue/Year in Review

November publication for Annual Meeting distribution

Ad deadline: August 31

These publications are produced in partnership with the Resource Development Council 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.





ALASKA RESOURCE REVIEW

- Premium full-color magazine delivered to Alaska business, Native, and government leaders
- Published **four times a year** with statewide distribution
- Reaches more than 20,000 readers important to these industries, in print, at RDC events and online via digital, social and email media.
- Expert analysis and commentary from Alaska's top resource and policy writers
- Full-color photography and feature-length stories covering oil & gas, mining, fisheries, forestry, and tourism
- RDC updates, industry news, and committee reports
- **Flexible advertising opportunities** to reach a cross-industry audience
- Also available online at **AkRDC.org**



ADVERTISING SPECIFICATIONS

AD SIZE	W x H (in inches)
Full page (w/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

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 60 days of invoicing.

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

WHY ADVERTISE WITH US?

Advertising with the RDC 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 resource development in Alaska. By aligning with the RDC's trusted publication, you position your brand alongside the most respected voices in Alaska's economic-driving industries.

Who We Reach

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

- Executives & Industry Leaders – Mining, oil & gas, fisheries, forestry, supply chain, and tourism
- 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 RDC publications
- **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 leaders in Alaska's core economic-driving industries.
- Partner with RDC in telling the story of what drives Alaska's economy
- Position your company alongside the RDC's mission of responsible development, industry leadership, and economic contribution

Specifications

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

Make the Resource Review part of your strategy — and reach Alaska's most influential voices across every resource industry.