



The Alaska Support Industry Alliance

Linking Alaska's Resources to Alaska's People



2025 | **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 and beyond our membership
- Communicate with Alaska stakeholders and leaders
- Tell the good news about resource development in Alaska
- Provide marketing opportunities for resource development and support industries

THE ALLIANCE PUBLICATIONS

• ***The Link Magazine***

Statewide Premium Magazine published four times a year and mailed to industry, government and business leaders statewide.

• ***The Alaska Resource Development Handbook & Service Directory***

The Bible of Alaska Resource Development and the Membership Directory of the Alaska Support Industry Alliance published annually each January.

PUBLICATIONS CALENDAR

• ***January***

- The Annual Oil, Gas and Mining Directory
- The Link Magazine / Year Preview including Juneau and Washington D.C.

• ***March***

- The Link Magazine / The Resource Development Season Preview

• ***July***

- The Link Magazine / Alaska's Resource Development People and Heritage

• ***October***

- The Link Magazine / Fairbanks Issue and Fairbanks Industry Update

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

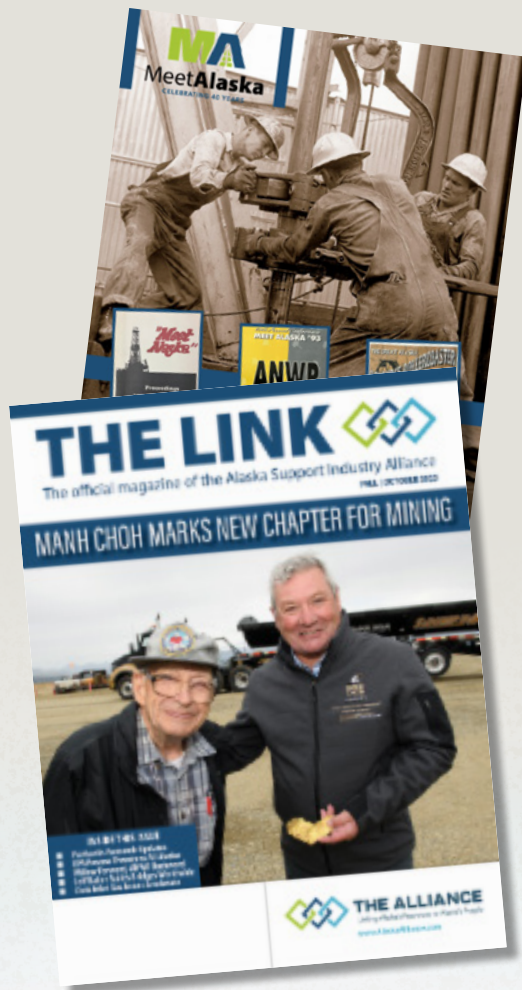
ADVERTISING DEADLINES

• ***The Link Magazine***

- January issue advertising deadline: November 15
- March Meet Alaska issue advertising deadline: January 31
- July issue advertising deadline: April 30
- October Fairbanks Summit issue advertising deadline: July 31

• ***Alaska Oil, Gas and Mining Directory***

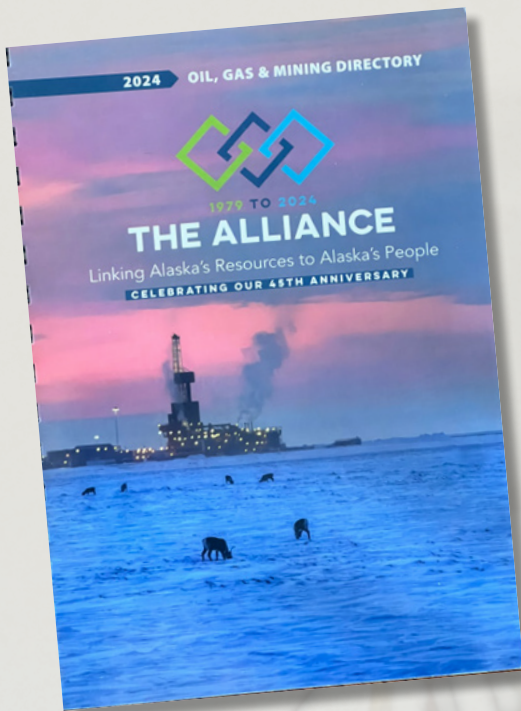
- Advertising deadline: November 15 for coming year's edition



THE LINK

- Premium full color magazine delivered to both Alliance members and Alaska business, Native and government leaders
- Mailed and distributed statewide four times a year:
 - January** – The Year Ahead, including look for what's coming from Juneau and Washington D.C.
 - March** – The Meet Alaska Issue, distributed at Alaska's largest annual energy conference
 - July** – Resource Development People and Heritage
 - October** – The Fairbanks Summit Issue
- Expert insight and commentary by Alaska's best energy writers
- Full color photography and feature length stories
- Alliance updates, news and committee reports
- Business directory in every issue including Directory and Link advertisers
- Many advertising options
- Online at AlaskaAlliance.com





THE ALASKA OIL, GAS AND MINING DIRECTORY

- The Handbook is the Bible of Resource Development in Alaska, packed with more than 180 pages of priceless information available nowhere else
- Mailed and distributed to all Alliance members, as well as Alaska legislators, owner/operators, managers and procurement officers
- Detailed contact information for all Alliance corporate and individual members
- Contact information for key Alaska leaders, permitting and government offices and Native corporations
- Option to repeat Handbook listings in quarterly The Link Magazine

ADVERTISING SPECIFICATIONS FOR ALLIANCE PUBLICATIONS

AD SIZE	WIDTH x HEIGHT (in inches)
<i>The Link Magazine</i>	
Full Page (1/8" bleed, all sides)	8.625 x 11.125
Full Page (trim size)	8.375 x 10.875
Full Page (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 Oil, Gas and Mining 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	

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

