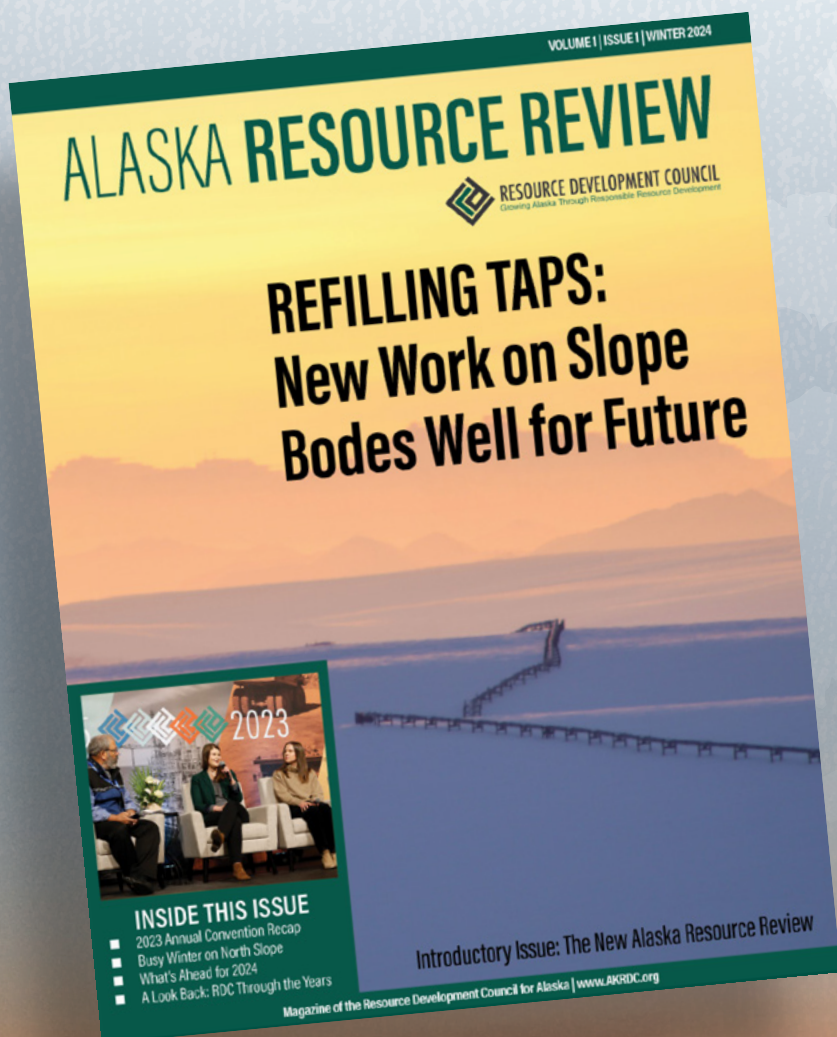




# RESOURCE DEVELOPMENT COUNCIL

Growing Alaska Through Responsible Resource Development



## Media Kit 2025

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

- Promote sound resource development in Alaska.
- Link diverse interests on resource issues.
- Sustain and expand a diverse membership.
- Inform the public, policy makers, and students on resource issues.

## MISSION OF OUR PUBLICATION

- 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



**Alaska Resource Review** is the official magazine of the RDC, published three times a year to inform Alaskans and others about the importance of Alaska's resource industries as well as advocate for issues critical to the success of those industries. Resource Review reaches more than 20,000 readers important to these industries, in print, at RDC events and online via digital, social and email media.

## PUBLICATIONS CALENDAR

### Winter 2024 / Legislative Preview 2025

January 2025 publication / Distribution to Alaska Legislature and State Leadership

### Spring 2025 / 50th Anniversary Edition

April 2025 publication / Honoring RDC's first 50 years!

### Summer 2025 / Annual Member Luncheon

June 2025 publication

### Fall 2025 / RDC Annual Meeting

November 2025 publication for Annual Meeting

## ADVERTISING DEADLINES

### Winter 2024 / Legislative Preview 2025

November 15, 2024

### Spring 2025 / 50th Anniversary Edition

January 15, 2025

### Summer 2025 / Annual Member Luncheon

April 30, 2025

### Fall 2025 / RDC Annual Meeting

August 31, 2025

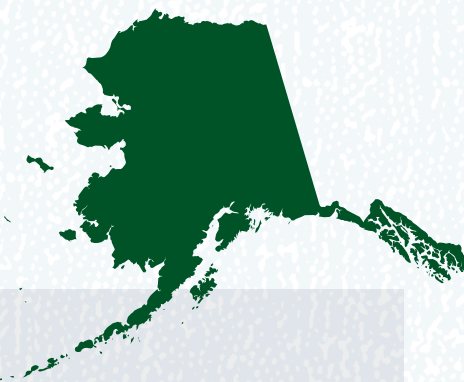






## ALASKA RESOURCE REVIEW

- Premium full color magazine delivered to Alaska business, Native and government leaders
- Mailed and distributed statewide three times a year
- Expert insight and commentary by Alaska's best energy writers
- Full color photography and feature length stories
- RDC updates, news and committee reports
- Many advertising options
- Online at AkRdc.org



## ADVERTISING SPECIFICATIONS

AD SIZE	WIDTH x HEIGHT (in inches)
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

### Signed Scanned Insertion Orders and Advertising Artwork to the Publisher:

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

### Payments To:

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

**Payment Instructions:** Advertiser will be invoiced for advertising as contracted upon signature and payment due within 30 days. Prepayment discount of 5 percent if paid before publication (prepayment discount is 5 percent if paid by credit card).

