2019 | Media Kit
for the official publications of the 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 New 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.

PUBLICATIONS CALENDAR

- **January** – The Alaska Miner Magazine / Year Preview including Juneau and Washington DC
- **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 October 31
  - 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 covers

- 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

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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 of 10 percent if paid before publication (prepayment discount is 5 percent if paid by credit card).

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