



Content Marketing Packages

Bursting with local culture, beautiful landscapes and endless opportunities for adventure, Alaska is a special place that deserves its own kind of news. Fully dedicated to all things Alaska, The Alaska 100 brings everything you need to know straight to your inbox in exactly 100 words.

With stories that are short and sweet, readers spend less time searching and more time getting the scoop on the great state of Alaska. Stay in touch with travel and tourism trends, restaurant openings, nonprofits, community events and more in our biweekly newsletter that's 100 words, 100 percent Alaska, 100 percent of the time.

SUMMARY:

Clients will work with Thompson & Co. Public Relations, publishers and editors of The Alaska 100, to develop a strategy to publish informational stories or videos related to the client's category of business in The Alaska 100 e-news and website. Through these sponsored news stories, companies included will be positioned as thought leaders or subject-matter specialists in front of more than 15,000 Alaskans.

THE ALASKA 100 CLIENTS WILL RECEIVE THE FOLLOWING:

- 100-word stories paired with photos or videos that are approximately 100 seconds long. Stories will appear in:
 - The Alaska 100 e-news, which reaches 15,000+ Alaskans.
 - The Alaska 100 website with nearly 10,000 unique visitors per month.
 - The Alaska 100 social media feeds, including Facebook, Instagram and Twitter.
- Stories are written, edited and produced by T&C staff – the client has options to provide its own photography/videography or hire T&C to provide visual content.
- Final client approval of all stories and accompanying images/videos.
- Credit to the company in the byline or opt to defer the byline to a member of The Alaska 100's editorial team.
- Stories archived in The 100 Companies national database.
- Stories made available to publish in e-news editions in other markets around the country and even internationally. (Other markets include: Arizona, Arkansas, Atlanta, Boston, Colorado, Dubai UAE, Houston, Memphis, New Orleans, North Carolina, Ohio, Oklahoma, Pittsburg, Southwest Florida, Tallahassee, Tampa Bay, Washington D.C., and Wisconsin)



TheAlaska100.com

PACKAGES:

Articles per year	Cost
25	\$9,000
18	\$7,500
12	\$4,000
6	\$2,000
3	\$1,200
1	\$400

*Pricing includes The Alaska 100 editorial staff copywriting and providing an image; add \$1,000 to your package to include a video or \$3,000 to add five videos to any package. Clients can also provide their own video content.

Nonprofits receive a 25% discount.

Editorial Calendar

2019

<i>Publish Date</i>	<i>Deadline Date</i>	<i>Special Editions</i>
Jan. 9, 2019	Jan. 2, 2019	
Jan 23, 2019	Jan. 16, 2019	
Jan. 30, 2019	Jan. 20, 2019	
Feb. 13, 2019	Feb. 6, 2019	
Feb. 27, 2019	Feb. 20, 2019	
March 13, 2019	March 6, 2019	
March 27, 2019	March 20, 2019	The Alaska Edition
April 10, 2019	April 3, 2019	
April 24, 2019	April 15, 2019	
May 8, 2019	May 1, 2019	Toast to Alaska Tourism (National Tourism Week May 5-11)
May 22, 2019	May 15, 2019	
June 12, 2019	June 5, 2019	Summer Solstice Special
June 26, 2019	June 19, 2019	
July 10, 2019	July 3, 2018	
July 24, 2019	July 17, 2019	
Aug. 7, 2019	July 31, 2019	
Aug. 21, 2019	Aug. 14, 2019	
Sept. 4, 2019	Aug. 28, 2019	
Sept. 18, 2019	Sept. 11, 2019	The Alaska 100, A Special PFD Production
Oct. 2, 2019	Sept. 25, 2019	
Oct. 30, 2019	Oct. 23, 2019	
Nov. 13, 2019	Nov. 6, 2018	
Nov. 26, 2019	Nov. 20, 2019	Giving Tuesday Special Edition
Dec. 4, 2019	Nov. 27, 2019	'Tis The (Alaska 100) Season
Dec. 18, 2019	Dec. 11, 2019	

When & what does The Alaska 100 publish?

The Alaska 100 will publish every other Wednesday throughout the year. Approved copy, photography and videos need to be ready for publication a week prior.

Stories may fall into the following categories:

- Arts-Music
- Business
- Education
- Events
- Food
- History
- Living
- National
- Public Affairs
- Travel
- Wellness

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The Alaska 100 is a project of Thompson & Co. Public Relations, a full-service agency based in Anchorage, Alaska, with a second location in Houston, Texas. T&C specializes in brand messaging, media relations, social media strategy, event coordination, crisis planning and more for a wide range of industries and non-profit clients. At T&C the focus is on strategic communications for exceptional results. The agency strives to build mutually beneficial relationships between our clients and their audiences through fresh, creative campaigns.