



# 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.

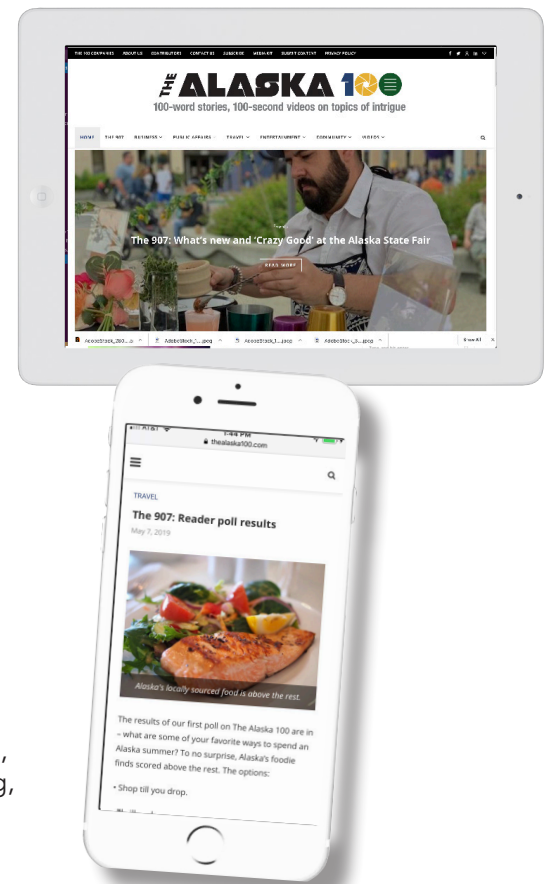
With stories that are short and sweet, readers spend less time searching and more time getting the scoop on the great state of Alaska. Stay in touch with travel and tourism trends, restaurant openings, nonprofits, community events and more in our monthly newsletter that's 100-word stories, 100% Alaska, 100% 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 on TheAlaska100.com. 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:

- 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 – sponsored content clients have options to provide their 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.



# Editorial Calendar

	Publish Date	Deadline Date	Special Editions
2019	<b>Sept. 4, 2019</b>	Aug. 28, 2019	
	<b>Oct. 11, 2019</b>	Oct. 4, 2019	
	<b>Nov. 5, 2019</b>	Oct. 29, 2019	
2020	<b>Nov. 21, 2019</b>	Nov. 14, 2019	Giving Tuesday Special Edition
	<b>Dec. 5, 2019</b>	Nov. 28, 2019	'Tis The (Alaska 100) Season
	<b>Jan. 8, 2020</b>	Dec. 30, 2019	
	<b>Feb. 5, 2020</b>	Jan. 29, 2020	
	<b>March 4, 2020</b>	Feb. 26, 2020	
	<b>April 1, 2020</b>	March 25, 2020	
	<b>May 6, 2020</b>	April 28, 2020	Summer Special: Alaska Staycation Season
	<b>June 3, 2020</b>	May 27, 2020	
	<b>July 1, 2020</b>	June 24, 2020	
<b>Aug. 5, 2020</b>	July 29, 2020		

## When & what does The Alaska 100 publish?

The Alaska 100 publishes monthly. Approved copy, photography and videos need to be ready for publication a week prior to distribution.

Stories may fall into the following categories:

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

## Pricing

### PACKAGES:

Articles per year	Cost
<b>12</b>	\$4,000
<b>6</b>	\$2,000
<b>3</b>	\$1,200
<b>1</b>	\$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.

Contacts:  
The Alaska 100 Creative Content Specialists

Megan O'Malley  
omalley@ThompsonPR.com  
832.804.9918

Kelsey Fiedler  
kelsey@ThompsonPR.com  
907.561.4488



100-word stories  
100-second videos  
on topics of intrigue

[TheAlaska100.com](http://TheAlaska100.com)



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 nonprofit 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.