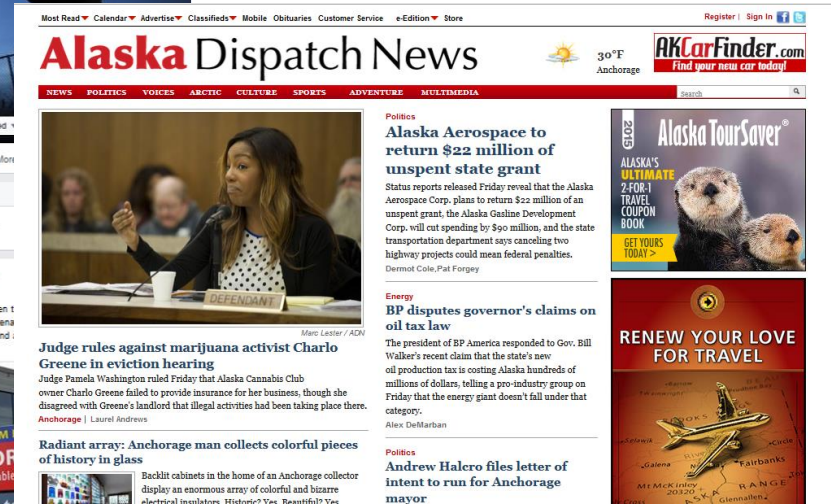


Alaska Dispatch News





OUR MODEL: CONTENT — COLLABORATION — CONSOLIDATION

CONTENT: While the news side will always be the independent source of gathering and presenting the important news of the day — News, features, opinion, sports — we're exploring partnerships that will provide new ways for Alaska businesses to reach readers.

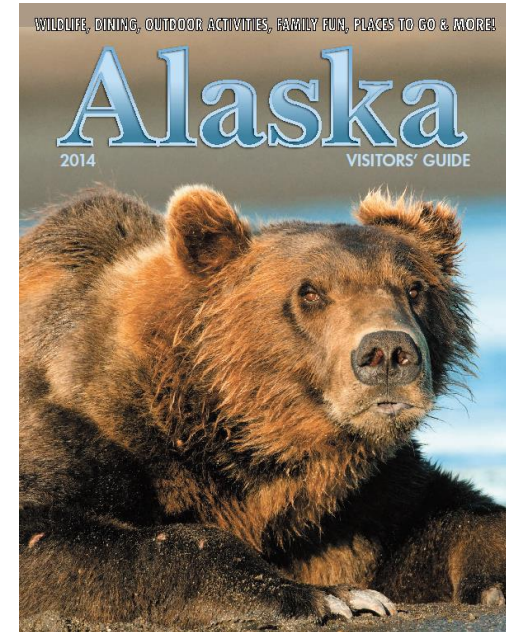
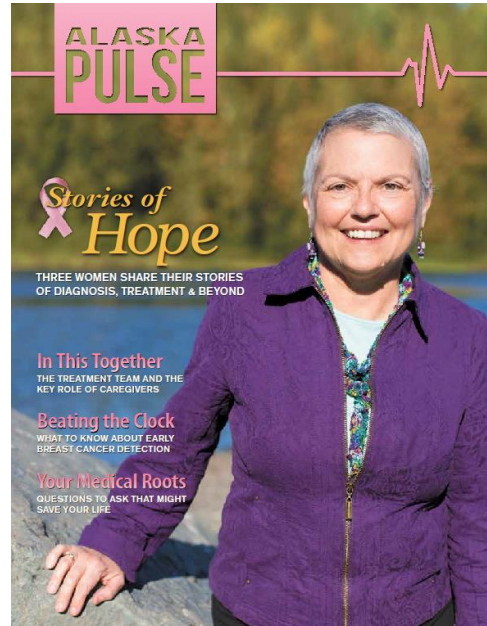
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CONTENT:

- The next frontier: Sponsored content, media partnerships, special publications

Alaska Dispatch News



CONTENT:

- We are an Alaska business, and we believe in Alaska businesses.
- For that reason the business side of our organization, led by Robbie Graham, will, in concert with the business community, offer what readers demand - more business content.

Alaska Dispatch News



Introducing Maia Nolan-Partnow
Director, Special Content

CONTENT:

- The Special Content Division will be led by Maia Nolan-Partnow.
- This parallel news operation will celebrate business and offer publishing opportunities for businesses to sponsor the narrative you want to publish.

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Alaska Dispatch News

30°F Anchorage AKCarFinder.com Find your new car today!

NEWS POLITICS VOICES ARCTIC CULTURE SPORTS ADVENTURE MULTIMEDIA Search

61° North - December 2014

December 12, 2014

Email Print Like 2 Tweet 0 +1 0 Text Size

The screenshot displays the Alaska Dispatch News website interface. At the top, there are navigation links for 'Most Read', 'Calendar', 'Advertise', 'Classifieds', 'Mobile', 'Obituaries', 'Customer Service', 'e-Edition', and 'Store'. The main header features the 'Alaska Dispatch News' logo, a weather widget for Anchorage showing 30°F, and an 'AKCarFinder.com' advertisement. Below the header is a red navigation bar with categories: NEWS, POLITICS, VOICES, ARCTIC, CULTURE, SPORTS, ADVENTURE, and MULTIMEDIA. A search bar is located on the right. The main content area shows a digital magazine cover for '61° North' with a 'Click to read' button. To the right of the magazine are two sponsored advertisements: one for 'World WIZ Pub Trivia Night' and another for 'Know your responsibilities' from the FAA. At the bottom of the page, there is a small circular logo.

61° NORTH

Click to read

HOLIDAY TRENDS

FAA

Know your responsibilities

Circle of Safety

Go to FAA video page

As a passenger, take responsibility for your safety

ISSUU

Open publication - Free publishing

COLLABORATION:

- Sponsored content
- Special publications done with industry partners
- What's your story? How can we work together to tell it?

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Open publication - Free publishing



COLLABORATION:

- The March issue of 61 Degrees North will focus on real estate – everything from how staging helps home sales to how millennials can manage high student debt and hope to become home owners to how housing effects our overall economic development in Anchorage.