



Peak Radar Primer

Peak Radar - A Summary

PeakRadar.com is the cultural calendar for the Pikes Peak region, serving El Paso and Teller counties, and the City of Colorado Springs. Beyond the online event calendar at its core, Peak Radar is a multi-platform communications resource that includes four social media accounts, email marketing, print guides, media relations, and community outreach.

How Peak Radar Can Help You

Peak Radar operates as a free marketing department for all kinds of events in the Pikes Peak region, expanding the reach of your organization and visibility of your event to local audiences and tourists. In 2017, PeakRadar.com earned over half a million page views and listed over 4,000 events.

Creating an Event Listing

The core of Peak Radar is event listings, and we rely on users to submit events details, narrative, and images. Listing your event on PeakRadar.com is simple and free, and here's how:

1 Log In

- **If you do not have an existing PeakRadar.com account:**

Visit PeakRadar.com. Under "Submit an Event" in the upper right hand corner, click on "Register." Fill out and submit the required information. Login to your dashboard.

- **If you already have a Peak Radar account:**

Visit PeakRadar.com. Under "Submit an Event" in the upper right hand corner, click on "Login." Login to your dashboard.

- **If you have misplaced/forgotten your Peak Radar login information:**

Call **719-634-5155** or email **support@peakradar.com** so we can reset or relay your login information as necessary.

2 Create an Event

Click on the "Create New Event" button in the center of your dashboard and follow the outlined event form. Note: For those organizations that have many events in their schedule, a bulk upload tool is available. Please contact **support@peakradar.com** for more information.

3 Approval

Once you have submitted your event listing, please allow 2-3 business days for our Peak Radar staff to approve the event and get it live on the site.

Additional Directories

In addition to event listings, PeakRadar.com is also home to organization and public art directories. You can create, edit, and update your organization's listing via your same Peak Radar login.



Promo Services

FREE Promotional Opportunities

List your event or organization on PeakRadar.com for a complimentary page listing on the region's premier cultural website. Quality information with eye-catching imagery may also receive premium placement on our website, additional exposure on social media, and/or be included in the weekly Peak Radar Lodging Picks (a partnership with the Pikes Peak Lodging Association that provides weekly event information to hotels, motels and bed & breakfasts).

Be a Guest Curator for a Peak Radar Picks weekly e-blast. This is your chance to recommend two events from PeakRadar.com to over 17,000 eblast subscribers. Use this opportunity to shamelessly self-promote your own events!

Give away tickets. We do promotional giveaways in Peak Radar Picks weekly e-blasts, social media campaigns, and more! Contact support@peakradar.com for details.

Ask us for a post or a tweet from our various social media platforms.

Request a Peak Radar Live broadcast. Give us a sneak peek at dress rehearsal, installation, a private tour, or other special access leading up to your event and we'll come shoot a live interview that normally reaches 1,500-5,000 newsfeeds on Facebook, plus views on YouTube.

Paid Digital Ads

Website Banner Ad on PeakRadar.com for one week (Fri-Thur) • \$100
approx. 12,000-21,000 impressions per week, depending on season

E-blast Ad in Peak Radar Picks on a Wednesday evening • \$150
approx. 17,000 in-boxes in local + tourist list • local has a 19% open rate and 21% CTR

Ad specs are: 300x150 pixels at 72 dpi in .jpg or .png format, plus click-through .url

Paid Print Ads

The Peak Radar Pages Guide to Arts & Culture \$110-\$1,300

50,000 copies inserted in *The Gazette*, distributed locally, and downloadable online. Accepting ads annually February through August. Reserve with Trent Lage at trent.lage@gazette.com or 719-476-4805

Gallery Guide \$60-\$250

1,000 copies distributed at regional galleries, and online. Accepting ads annually in October.

Arts Month Cooperative Ad Spreads \$150-\$540

Support Arts Month by purchasing an ad in one or more of the four weekly inserts that appear in the Independent, CSBJ, and 3 local military papers. Accepting ads annually July-September.