



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 five social media accounts, email marketing, print and digital guides, creative media, directories, 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 2019, PeakRadar.com earned over 700,000 page views and listed over 3,500 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 18,000 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. 18,000 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

Guide Sponsorship in one of 10-12 yearly Peak Radar digital event guides. Sponsorship includes organization branding on the guide and mentions on social posts promoting the guide. Prices, audience reach, and guide topics vary throughout the year - for a full list of guides and corresponding prices, contact support@peakradar.com.

Paid Print Ads

The Peak Radar Guide to Arts Month • \$110-\$1,300
50,000 copies inserted in *The Gazette* in early October, distributed locally, and downloadable online. Accepting ads annually February through August. Reserve with Danielle Rogge at danielle.rogge@gazette.com or **719-636-0116**