Peak Radar Summary

Peak Radar Basics

The multi-faceted Peak Radar program has connected locals and tourists to events, opportunities, and attractions throughout the Pikes Peak region since 2007. As the flagship program of the Cultural Office of the Pikes Peak Region, Peak Radar offers a free marketing platform for local arts, culture, and fun - connecting hundreds of under-resourced arts & cultural groups in Colorado Springs and across El Paso and Teller counties to hundreds of thousands of potential audience members and supporters.

How Peak Radar Can Help You

Peak Radar expands the reach of your organization and visibility of your events. When you create your free event listing on PeakRadar.com, it not only becomes more visible to local residents and visiting tourists, but is also included in event feeds that showcase your content on several partner sites across the region such as VisitCOS, Downtown Partnership of Colorado Springs, Pikes Peak Region Attractions, Springs Media, and more.

Beyond the online event calendar at its core, Peak Radar's support includes five social media accounts, email marketing, local creative sector job opportunities, media relations, community outreach, and much more to engage new audiences! *98 percent of users say Peak Radar helps them connect to local arts, culture, and entertainment*.

Creating an Event Listing

We rely on users like you to submit events details, explanations, and images. Listing your event on PeakRadar.com is free and easy:

1 **Log In**
Visit PeakRadar.com. Under "Submit an Event" in the upper right hand corner, click on "Register" if you don't have an existing account, OR "Login" if you already have an account. Fill out and submit the required information.

2 **Create & Submit an Event**
Click on the "Create New Event" button in the center of your dashboard and follow the outlined event form. Make sure to complete the form and click submit. You may save a draft of your event listing. For those organizations that have many events in their schedule, a bulk upload tool is available.

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 website.

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support@peakradar.com • (719) 634-5155

Free Promotional Opportunities

List your event and/or organization on PeakRadar.com for a complimentary page listing on the region's premier online cultural calendar. 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 Picks e-blast.

Ticket Giveaways
Leverage this promotional option in the weekly Peak Radar Picks e-blast by giving away tickets to your event.

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

2023 Peak Radar Numbers
- **238,697** PeakRadar.com users
- **55 percent** engagement rate
- **15,779** social media followers
- **19,824** Peak Radar Picks e-blast subscribers
- **15,939** "Buy Tickets" clicks
- **72 percent** of site visitors from outside the region

Guides & Other Promotions

PeakRadar.com creates popular guides throughout the year, such as the **Annual Events Guide**, **Free Outdoor Summer Concert Guide**, and **Holiday Guide**. Making sure your events are posted to the website means they become eligible for inclusion and additional promotion in guides such as these, along with the Peak Radar Picks e-blast, social media, and more.

2023 Survey Data
"Because of Peak Radar..."
- **82 percent** said they attended an event they otherwise would not have
- **77 percent** said they discovered an event or organization they didn't previously know about
- **51 percent** said they have bought tickets to a local cultural event

Paid Ad Opportunities

PeakRadar.com
One Week, Friday-Thursday. 8,000-17,000 impressions per week, depending on season.

Banner Ad
    300x150 pixels = $100
    300x250 pixels = $175
    300x600 pixels = $250

Slider Image on Homepage
    1920x600 pixels = $400

Peak Radar Picks E-Blast
Wednesdays. 19,000+ local & tourist subscribers.

Banner Ad
    300x150 pixels = $150
    600x150 pixels = $200

E-Blast Takeover
    Allows an organization to tailor a dedicated e-blast to their messaging. *Once per quarter.* Takeover = $500

NOTE: Ads must be 72 dpi in .jpg or .png format. Please also include a click-through URL.

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