Peak Radar Summary

peakradar.com
The Cultural Calendar for the Pikes Peak Region

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, the Peak Radar program operates as a free marketing platform for local arts, culture, and fun - serving hundreds of under-resourced arts & cultural groups in Colorado Springs and across El Paso and Teller counties.

2021 Peak Radar Numbers
- 2,300 event listings
- 12,765 social media followers
- 19,594 Peak Radar Picks e-blast subscribers
- 1.75 million page views of PeakRadar.com content

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 thousands of locals 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.com*, *downtowncs.com*, and *springsmag.com*.

Beyond the online event calendar at its core, Peak Radar is also a multi-platform communications resource that includes five social media accounts, email marketing, local Organization and Venue directories, media relations, community outreach, and much more.

Creating an Event Listing

We rely on users like you to submit events details, narrative, 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.

Additional Services

peakradar.com
The Cultural Calendar for the Pikes Peak Region

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.

Be a Guest Curator for a Peak Radar Picks weekly e-blast This is your chance to recommend your Peak Radar event to over 19,000 local and tourist e-blast subscribers. Use this opportunity to shamelessly self-promote your own event!

Tickets to your event We offer promotional giveaways in the Peak Radar Picks weekly e-blasts and on social media.

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

Curator of the Week Example

Curator Event Picked By:
Sergei Vassiliev founded EPIC (Educational Partnerships Immersive Concerts) - an original programming arts series and 2020 Peak Arts Prize winner. In addition to being principal clarinet with the Colorado Springs Philharmonic since 2009, he has appeared throughout the U.S. and Europe as a soloist, chamber musician, and clinician.

Paid Ad Opportunities

Website Banner Ad on PeakRadar.com ($100)
One week (Friday-Thursday)
8,000-17,000 impressions per week, depending on season

E-blast Ad in Peak Radar Pick e-blast ($150)
Wednesday evening
19,000+ inboxes (local + tourist)
Local averages a 25% open rate and 9% CTR

NOTE: Ad specs are: 300x150 pixels at 72 dpi in .jpg or .png format. Please also include a click-through URL.

Website Banner Ad Examples

Directories

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

COPPR | CULTURAL OFFICE OF THE PIKES PEAK REGION | peak radar