

# The Peak Sponsorship Programs



The Peak's Sponsorship Programs provide an opportunity for you to draw attention to your event, cause, business, or organization, AND support a good cause. For more than 30 years, A Peek at the Peak (The Peak) magazine has been a respected part of the north Scottsdale community. It's a community service provided by the nonprofit 501 c (3) Greater Pinnacle Peak Association (GPPA), founded in 1977. The association is dedicated to the preservation of the environment and the enrichment of quality of life in the North Scottsdale Sonoran Desert. Friends of the Scenic Drive, a corps of volunteers within GPPA, works to preserve and enhance the Desert Foothills Scenic Drive, an area landmark since 1963.

## Editorial Sponsorships

A proven way to promote an event, activity, or cause is to have information published that reaches your target audience- but doing that can be difficult and costly. The Peak's Editorial Sponsorship Program guarantees that your information will be published at an affordable price. Plus, your support is recognized; sponsor names are showcased in both our e-newsletter and magazine.

### Articles and Event Listings, Guaranteed Publication, Great Value

- Articles are published in the subject category that the sponsor selects: COMMUNITY, ENVIRONMENT, EVENTS, GOVERNMENT, SCENIC DRIVE, etc. Event listings are published in the EVENTS category in the Community Events Calendar article along with other event listings.
- Articles can be a maximum length of 999 words, including four images, e.g. photos, logo, graphics. Event listings can be up to 225 words and include one image. Articles and listings can include contact information with a link to a website home page, information page, coupon, etc.
- A single article and event listing can be published or a series of related articles and events can be published.
- Articles are assigned the best available placement within their category and can be optionally featured on the category or magazine home page\*. Events are listed by the date of the event.
- The deadline for submitting listings and articles is the 15th of the month, preceding the publication month. We provide complimentary editorial guidelines.

### Sponsorship Fees and Options\*

Type	Subject Category	Maximum # Words	Maximum # Images	Contact Info/ Website Link	1 Month	2-6 Months	7-12 Months	Editorial Premium Placement	Setup/ Change
Article	COMMUNITY EVENTS ENVIRONMENT GOVERNMENT SCENIC DRIVE, etc.	999	4	Yes	\$50	\$45	\$40	Yes	\$10
Community Events	EVENTS, Community Events Calendar Article	225	1	Yes	\$25	\$22	\$20	Events are listed by then date	\$10

## Advertising Sponsorships

For more than 30 years businesses and organizations have used advertisements in The Peak to reach their target markets. Advertising Sponsorships continue that tradition, but with additional benefits.

### Maximum Exposure and Great Value

- Advertisements appear on every editorial page, including the home page.
- Advertisement are displayed in the same place, every time, rotating, if necessary, every few seconds.
- Advertisements can include a link to a website home page, information page, coupon, etc.

- Sponsors are listed both in our e-newsletter and magazine.
- Advertising opportunities in the magazine are limited, ensuring maximum exposure.
- An advertisement that appears on every editorial page can be sponsored for as little as \$20 per month.
- Renewable sponsorships are available for three, six, and 12 months.

## Professional Development Services

The Peak's advertising design consultants can create your ad, if needed. Design services are not required when you submit a web-ready advertisement.

### Advertisements Types, Rates, Options

The visual representations show four types of advertisements as green boxes with white text:

- Side Tall:** 250 x 250 pixels (2.6" x 2.6") (actual size)
- Side Tile:** 250 x 125 pixels (2.6" x 0.63") (actual size)
- Article Banner:** 468 x 60 pixels (4.88" x 0.63") (actual size)
- Page Banner:** 970 x 90 pixels (10.1" x 0.94") (illustration size approximate)

Advertisement Types, Rates, Options*	3 Months Advertising	6 Months Advertising	12 Months Advertising	Development Rate (Optional)	Setup/Change Charge
Side Tile. Published on the right side of every editorial page.	\$90	\$150	\$240	\$25	\$10
Side Tall. Published on the right side of every editorial page.	\$180	\$300	\$480	\$40	\$10
Article Banner. Published below every website article.	\$180	\$300	\$480	\$60	\$10
Website Banner. Published at the bottom of every page on the website.	\$270	\$420	\$720	\$80	\$10

\* Rates are subject to change without notice. Sponsorships benefit Scenic Drive and other GPPA nonprofit causes. Date: 10/15/2014

**INFORMATION, SPACE RESERVATION: Contact The Peak, (480) 361-6498, info@gppaaz.org**

www.ThePeakAz.org www.APeekatthePeak.org www.ScenicDrive.org  
**The Greater Pinnacle Peak Association**  
**Friends of the Scenic Drive**