

POST-GAZETTE.COM/EVENTS

A Guide to Western Pennsylvania's Largest Online Events Calendar

The Pittsburgh market relies on post-gazette.com as the indispensable online source for news and information. And, that includes entertainment and finding things to do across the region. At post-gazette.com/events, there is something for everyone. Web site visitors can search hundreds of events from plays and sports to festivals and art exhibits and much more.

The events calendar is operated in partnership with Managerie. Managerie's founder, James A. Richards, works to ensure that the calendar is a vital entertainment resource for western Pennsylvania.

Use the power of post-gazette.com/events to publicize your events.

With the calendar's more than 185,000 monthly page views and post-gazette.com's 3.3 million monthly unique users, you can attract substantial attention to your events with a free listing. The only thing you need to do is tell us about them.

Submitting events is easy.

Visit post-gazette.com/events. Choose submit an event, fill out the form and your event information will be submitted to both the Post-Gazette newspaper and post-gazette.com/events. (Due to space limitations in print, more events will be published online.)

Event submission tips:

- In its simplest form, an event is defined as a performance, exhibit, lecture, tour or interactive activity. An event is not an organization's regular business hours unless there is something unique about it. Auditions are not considered events.
- Submit early. The sooner you submit your event, the sooner it will appear online.
- For an event with multiple dates, enter the first date the event occurs.
- Don't forget to include the start time.
- Avoid using quotation marks in the event title.
- The event description should be a few sentences telling an uninformed audience what they need to know. Ticket information is optional, but recommended. Including phone numbers to purchase tickets is often very helpful.
- Check out how other event managers describe their events at post-gazette.com/events.

Venues

A venue is the physical location where an event is held – such as a theater or nightclub. It can also be a business district (centered on a specific street) or public park.

All events in the calendar must be associated with a venue. If you don't see your venue listed when entering an event, let us know that we need to add it at post-gazette.com/events/submit_venue.asp.

Submitting venue tips:

- Don't include opening prepositions such as "the" in the venue's formal name.
- Describe the venue in complete sentences, and write for an uninformed audience.
- If the venue does not have standard operating hours, indicate that they vary.
- Including parking and bus route information is recommended.
- For examples of venue descriptions, visit post-gazette.com/events.

ADVERTISING OPPORTUNITIES

Need to generate extra excitement for your next big event?

- **Online advertising** – We'll custom-design your online advertising program to target your audience resulting in an efficient and effective marketing program that will reach your desired target audience.
- **Featured events** – Prominently feature your event on every page of the events calendar. You will pick a date (or dates) that is important to the event's ticket sales and publicity schedule.
- **Events e-blast** – Advertise in a weekly e-blast that highlights different events happening throughout the region. It is sent to post-gazette.com users who signed up for it – making the audience ideal.

For more advertising information, visit post-gazette.com/onlinemediakit or call 412.263.1427. Have a question about post-gazette.com/events? Send an e-mail to staff@post-gazette.com.

