

Marketing Reach



Social Media

Facebook: **128,214** LinkedIn: **497**
Instagram: **26,573** TikTok: **3,329**
Twitter: **4,537**

Year Round Website

Views: **1,000,000**
Event Calendar Views: **220,000**
Visitors: **337,000**

Digital Readerboard

Average Daily traffic through the Bernal Avenue and Valley Avenue intersection at the Readerboard is approximately **70,000** vehicles per day

Email Marketing

300,000+ Subscribers
E-news promotes the Fairgrounds Monthly Event Calendar to email database

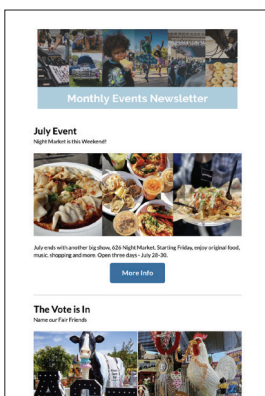
Fair Website

Views: **3,718,892**
Visitors: **1,281,510**

Outdoor Fair Jumbotrons

Concert Lawn **445,032** Guests
Horse Racing Track **60,622** Fans

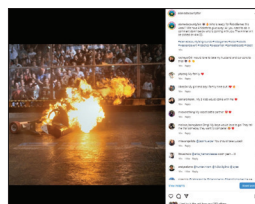
Examples



eBlast



Readerboard



Instagram



Facebook