

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**

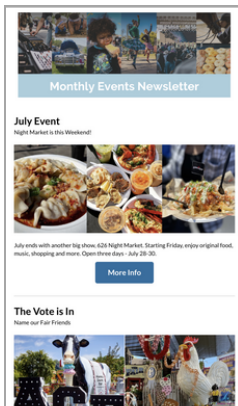
Outdoor Fair Jumbotrons

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

Earned Media Value

\$696,320

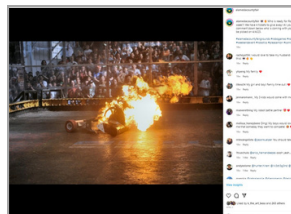
Examples



eBlast



Readerboard



Instagram



Facebook