

# Marketing Reach



## Social Media

Facebook: **128,214**      LinkedIn: **521**  
Instagram: **26,573**      TikTok: **3,329**  
X: **4,537**

## Year Round Website

Views: **1,001,000**  
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**

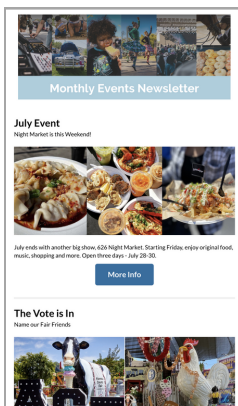
## Outdoor Fair Jumbotrons

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

## Earned Media Value

**\$696,320**

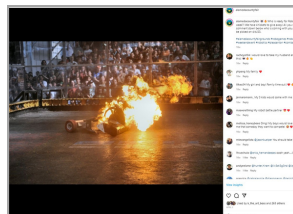
## Examples



eBlast



Readerboard



Instagram



Facebook