

Marketing Reach



Social Media

Facebook: **129,533** LinkedIn: **874**
 Instagram: **33,476** TikTok: **4,421**
 X: **4,472**

Email Marketing

360,000+ Subscribers
 E-news promotes the Fairgrounds Monthly Event Calendar to email database

Digital Readerboard

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

Outdoor Fair Jumbotron

Concert Lawn: **410,156** Guests

Fair Website

Views: **3,060,149**
 Visitors: **860,571**
 Sessions: **1,567,747**

Year Round Website

Views: **1,001,000**
 Event Calendar Views: **220,000**
 Visitors: **337,000**

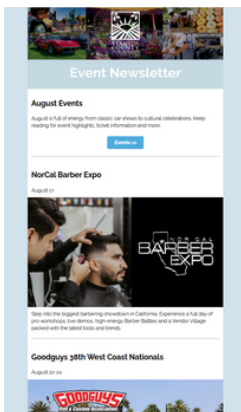
Earned Media Value (Fair)

\$1,563,224

Earned Media Value (Yearround)

\$2,267,364

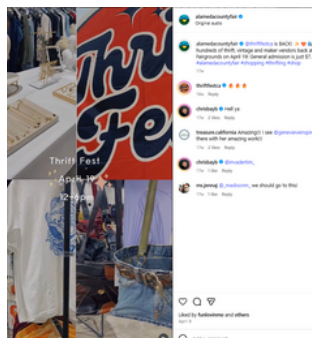
Examples



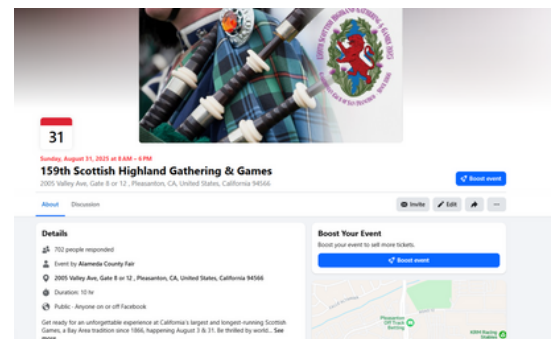
eBlast



Readerboard



Instagram



Facebook

*Artwork examples shown in this guide are for reference only. All graphic layouts and prices are subject to change. Restrictions apply. Based on availability.