

Marketing Reach



Social Media

Facebook: **126,505** LinkedIn: **301**
 Instagram: **23,563** TikTok: **2,215**
 Twitter: **4,604**

Website

Average Monthly Website Visitors:
298,000
 Average Monthly Visitors to Events Calendar:
25,000

Outdoor Readerboard

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

Email Marketing

250,000+ Subscribers
 E-news promotes the Fairgrounds' Monthly Event Calendar to email database

Fair Website

Fair Site Users: **1,108,068**
 Fair Site Visits: **3,580,102**

Outdoor Fair Jumbotrons

Concert Lawn **418,553** Guests
 Horse Racing Track **59,744** Fans

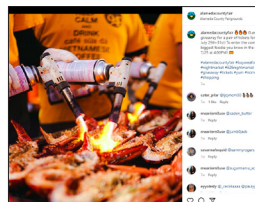
Examples



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.