

Marketing Services



Embracing Partnership, Building Brand Identities

Here at the Monterey County Fairgrounds and Event Center, we are grateful for every organization that chooses to partner with us. To ensure that your event reaches the highest level of success, we offer a variety of complementary marketing services, as well as additional marketing amenities. Please submit all marketing materials at least 60 days prior to your event to media@montereycountyfair.com.

Here's the complementary services we offer:

01. Two Social Posts

Two stand-alone, feed social media posts on Facebook & Instagram platforms. The caption can be created by your event staff or organization, or by our marketing team.

02. E-Newsletter Inclusion

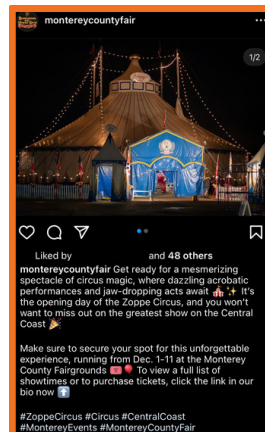
Inclusion of your event, with a photo and a short description of the event, in two monthly E-Newsletters.

03. Website Calendar

Inclusion in our monthly website event calendar, which garners nearly 3,500 monthly views.

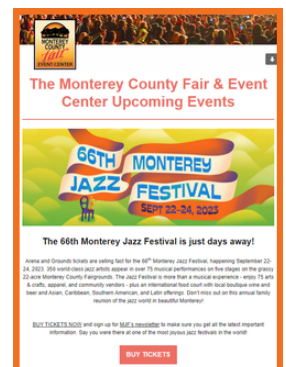
04. Banner Exposure

Exposure of your banner on the Monterey County Fairgrounds fence, along the busy Fairgrounds road. Banner must have grommets and can be hung 60 days in advance.



Social Post
Example

E-Newsletter
Example



Add-On Services



TO REQUEST AN ADD-ON SERVICE, PLEASE EMAIL MEDIA@MONTEREYCOUNTYFAIR.COM WITH SERVICE REQUESTED AND ALL CONTENT MATERIALS AT LEAST 60 DAYS PRIOR TO YOUR EVENT.

Stand-Alone E-Newsletter

PRICE:
\$200

- Newsletter created by MCF Marketing and Public Relations team
- Utilizes your choice of information and photos to promote your event or organization
- Is sent to the full MCF contact list

Web Slider

PRICE:
\$100

- Your event or organization's web slider on the front page of the Monterey County Fairgrounds website
- Slider image must be pre-created by your event or organization, and follow MCF spec requirements
- Slider can be implemented 60 days in advance

Social Media Post

PRICE:
\$50

- Base charge is per social media post, and includes the same image and caption on Facebook and Instagram
- Caption can be pre-created by your team, or can be created by the MCF team at no additional charge
- If you would like graphics for your event or organization to be created by the MCF team, there will be a \$20 additional charge per graphic



Website Slider Example

MARKETING

Reach



01. Instagram Reach

In September of 2023, our Instagram page had **584,570** impressions, with **1315** instances of cross-channel user engagement and **42,864** story impressions.

02. Facebook Reach

In September of 2023, our Facebook page had **294,750** impressions, with **115,332** of those impressions being organic. Our Facebook page also had **9996** instances of cross-channel user engagement.

03. Website Reach

In October 2023, our website gathered **17,965** total page views, with **8,000** new users, and **3,408** views on our event directory page. **5,800** users came from an organic search, and **2,200** came from a direct search.

04. Email Newsletter Reach

We have **25,500** total email contacts, with a **42%** email open rate and a total of **295,504** email opens over the last 12 months. Our email reach statistics are nearly **26% higher** compared to the industry average.

05. Banner Exposure

Fairgrounds road has nearly 9,200 cars utilizing the road per day - which is **9,200** visual banner impressions for your event or organization.

DIGITAL

Spec Requirements



1920 px / 800 px

HOME PAGE SLIDERS

1200 px / 600 px

EVENT LISTING PHOTOS



1080 px /
1080 px

INSTAGRAM
POST

(recommended)

1200 px /
1200 px

FACEBOOK
POST

(recommended)