

# 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](mailto: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

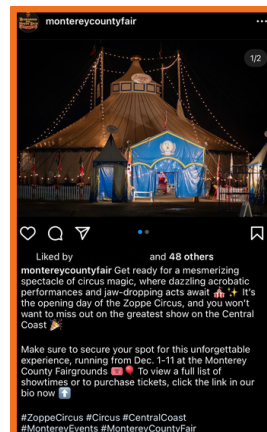
Inclusion of your event, with a photo and a short description of the event, in two monthly E-Newsletters.

### 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](mailto: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 specific contact list (25,000+)

## 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 2025, our Instagram page had **1,200,000** impressions, with **32,000** instances of user engagement and a yearly follower growth rate of **30%** in 2025.

### 02. Facebook Reach

In September of 2025, our Facebook page had **1,900,000** impressions, with over **80%** of those impressions being organic. Our Facebook page also had **6,000** instances of user engagement.

### 03. Website Reach

In September of 2025, our website garnered nearly **120,000** landing page views. Users were primarily directed to our website via organic SEO methods and social media link redirection.

### 04. Email Newsletter Reach

We have **40,000** total email contacts, with a **41%** email open rate and over **500,000** email opens over the last 12 months. Our email reach statistics are nearly **25% 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**

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HOME PAGE SLIDERS

**1200 px / 600 px**

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EVENT LISTING PHOTOS



**1080 px /  
1080 px**

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INSTAGRAM  
POST

*(recommended)*

**1200 px /  
1200 px**

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FACEBOOK  
POST

*(recommended)*