



2016 MEDIA COVERAGE AT THE GREAT NEW YORK STATE FAIR

AUGUST 25 – SEPTEMBER 5, 2016



**Media exposure reaches between 15–20 million viewers
upstate, downstate, out-of-state, and in Canada**



- All three major TV networks – CBS, NBC, and ABC affiliates and Time Warner Cable News have permanent locations during the 12 day Great New York State Fair. The networks all broadcast live several times a day. Additionally, local talk show *Bridge Street* is performed live each morning from Chevy Court and showcases what is new at the Fair, contests and more. All the major regional radio groups also broadcast live from the Fair.
- Targeted media buys are negotiated with scores of traditional and new media outlets to promote the Great New York State Fair. TV, print, radio, online, outdoor, and mobile marketing are all utilized.
- Social Media – Based upon the success of our award-winning social media campaign, the Fair continues to use Facebook, Twitter and Instagram for two-way communication and one-on-one interaction with Fair fans. The Facebook site has now more than 136,000 “likes”, making the New York State Fair Facebook page the seventh largest of any state fair.