

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

## SALES WINDOW

10/29/24 - 12/31/24

## SOJERN PROGRAMMATIC DIGITAL ADVERTISING

Strong-performing media partner within brand campaign.

- Ability to drive efficient reach and engagement.

Align closely with in-market travel audiences.

- Can be catered to partner needs, such as National Parks, Sustainability Audiences, Outdoor Travelers, etc.

Sojern dashboard provides access to media performance & destination insights.

- Including economic impact of campaign.

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	3 Months	3 Months	3 Months
Delivery	1.5MM Impressions	2.2MM Impressions	2.6MM Impressions
Total Value	\$6,000	\$12,000	\$18,000
Wyoming Match	\$3,000	\$6,000	\$9,000
Partner Price	\$3,000	\$6,000	\$9,000
Creative Units	Display	Display Native	Display Native Video (Pre-Roll)*
Added Value	20-30%+ Discounted CPMs. Access to Dashboard, including Destination Insights		

PACKAGES ARE LIMITED AND OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.  
INFORMATION IS SUBJECT TO CHANGE

### Notes:

- Creative should be provided by partner

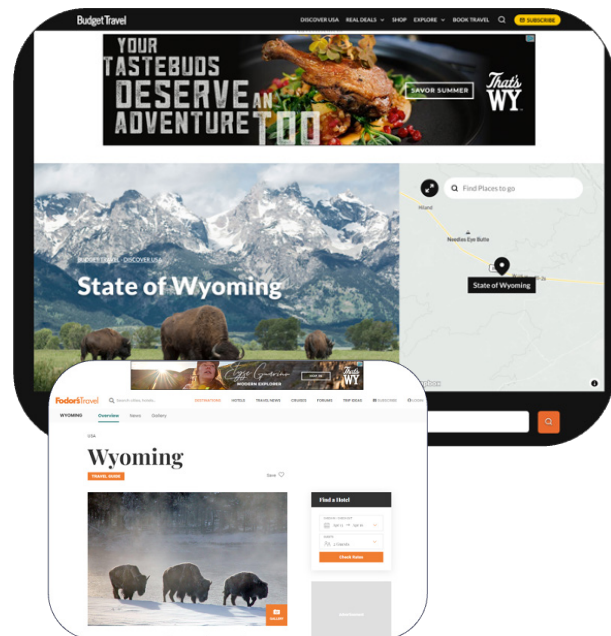
Managed By: BVK

FIND OUT MORE: [WOTCO.OP@BVK.COM](mailto:WOTCO.OP@BVK.COM)

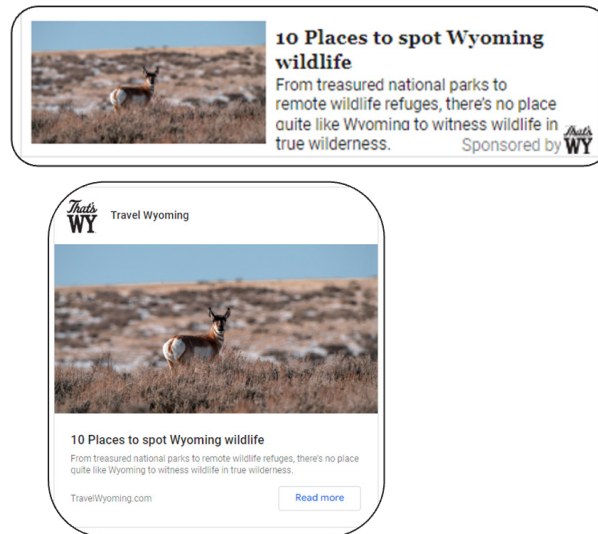
GO  
BIGGER  
THAN MAKE  
BELIEVE



## Display



## Native



## Video / Pre-Roll

- Requires video assets.

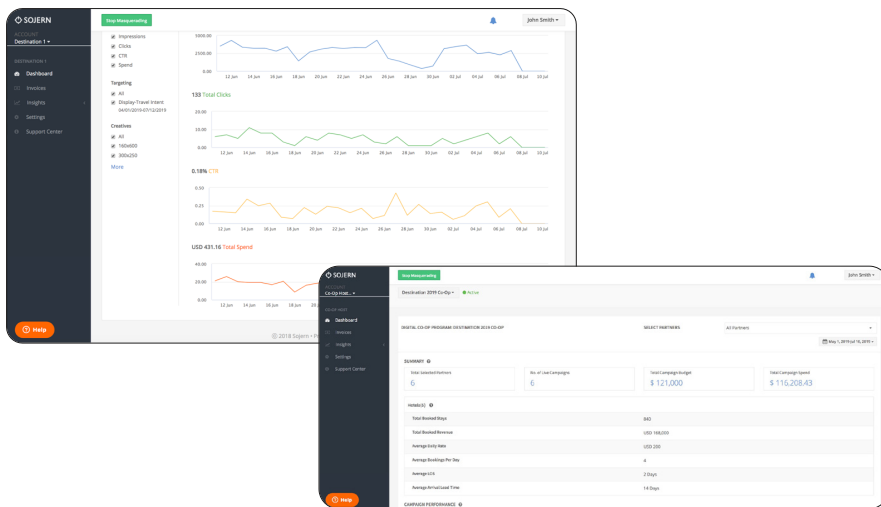


**Notes:**

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## Dashboard

- Partners to receive on-going access to Sojern dashboard; featuring campaign metrics (impressions, clicks, spend, etc.), as well as market insight\*
- Requires pixel placement



- Notes:**
- Creative should be provided by partner

## Economic Impact Report

- Partners to receive a campaign wrap report, including Sojern's EIR - including post-impression travel events as well as foot traffic (currently in beta)
- Requires pixel placement

