

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES

## SALES WINDOW

10/29/24 - 12/31/24

## TRAVELSPIKE HI-IMPACT DIGITAL ADVERTISING

Unique inventory engages travelers throughout the travel journey

- Ability to target based on key geographies, relevant content (i.e., Travel) and audience targeting (i.e., demo, behavioral)

Opportunity to leverage custom-built creative units that drive strong engagement

- Travelspike to support production of custom creative units

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	3 Months	3 Months	3 Months
Delivery	76K + views	1.25MM Impressions	1.65MM Impressions
Total Value	\$10,000	\$15,000	\$20,000
Wyoming Match	\$10,000	\$10,000	\$10,000
Partner Price	\$10,000	\$10,000	\$10,000
Creative Units	Video Card*	In-Image/In-Screen High Impact	Adtours
Added Value	Custom Creative Support		

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

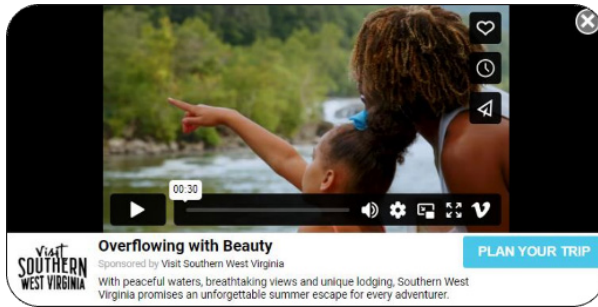
FIND OUT MORE: [WOTCO.OP@BVK.COM](mailto:WOTCO.OP@BVK.COM)



## Video Card

Custom video creative, with engaging video card layered over existing video assets; purchased on a cost-per-view basis.

- Click images for creative demos.
- Requires video assets.



## In-Image / In-Screen High Impact

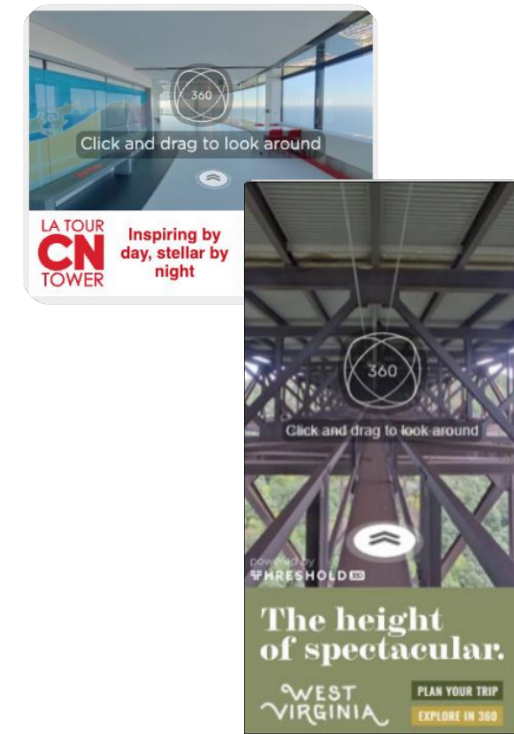
High-visibility and high-impact units; overlay on article images or browser scroll.



## Adtours

360 interactive virtual tours integrated into programmatic ads. Custom footage filmed by Travelspike as added value; opportunity to leverage WOT or owned footage as well.

- If partner has access to existing footage and will build the frame, bonus media impressions will be added to campaign.



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