

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

## SALES WINDOW

10/29/24 - 12/31/24

## TRIPADVISOR TRAVEL ADVERTISING

Advertising on site where audiences are seeking travel information and options

- Partner presence enhanced through complementary WOT placements

Opportunity to target key audiences, including those seeking travel in the Western US.

Recommend more custom creative units, to incorporate partners into Tripadvisor content more seamlessly.

- Units have historically driven stronger engagement

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	2 months	4 months	3-8 Weeks
Delivery	344K + Impressions	622K + Impressions	6K Clicks
Total Value	\$5,000	\$10,000	\$15,000
Wyoming Match	\$2,500	\$5,000	\$7,500
Partner Price	\$2,500	\$5,000	\$7,500
Creative Units	Native Boost	Native Boost Explorer Video*	Tripadvisor Connect (Social)
Added Value	Custom built creative leveraging partner assets		

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

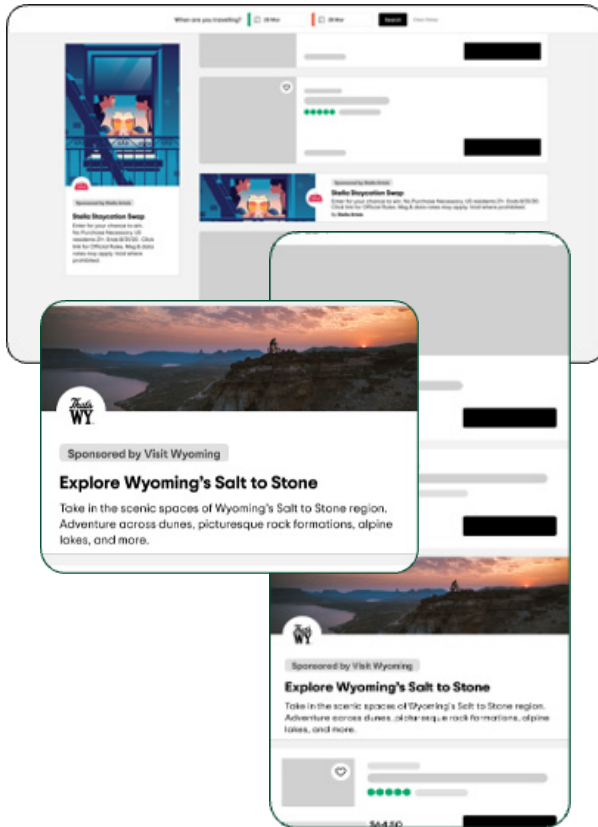
FIND OUT MORE: [WOTCO.OP@BVK.COM](mailto:WOTCO.OP@BVK.COM)

FIND A  
FRESH WAY  
FORWARD



## Native Boost

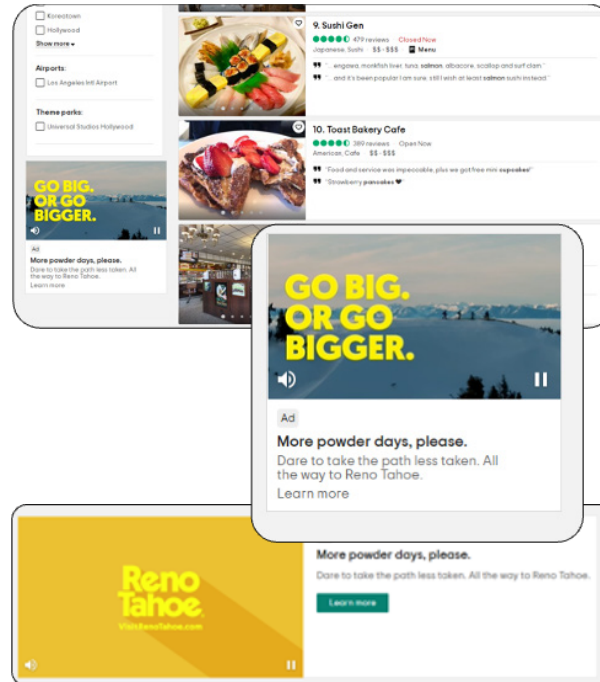
Messaging delivered more organically within site content, driving strong click engagement.



## Explorer Video

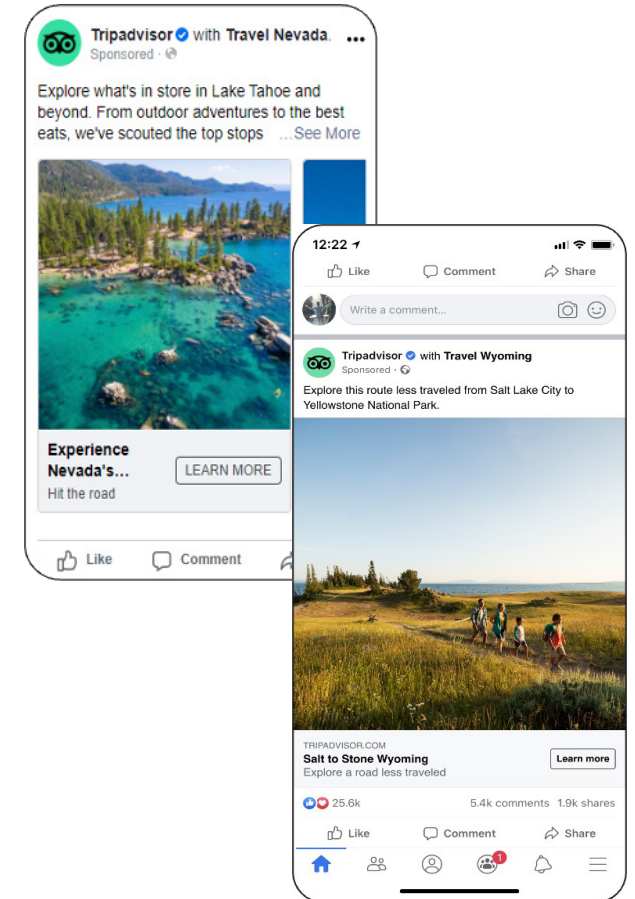
Similar to Native Boost, provides more organic distribution for video - designed for viewability within relevant content.

- Requires video assets



## Tripadvisor Connect

Runs throughout Meta platforms - Facebook & Instagram; pay-per-click rather than impression.



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