

# FY24 Co-op Offerings



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*That's*  
**WY**





## Co-op Goals & Strategy

- Support industry partner's paid media strategy through a strong co-op program
- Multi-pronged approach focusing on a variety of paid media tactics with varying budget levels to allow for maximum participation



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# Planning Considerations



# Co-op Planning Considerations

## Target Audience

- Align with brand core audience and subsegments
- Active Recreationalists  
Sightseeing Adventurers,  
Cultural Explorers

## Geography

- Incorporate National opportunities and key market heavy-ups
- Key Markets include Primary (SLC, Denver, Phoenix, Dallas) and Secondary markets LA, Chicago, Rapid City, Billings, Idaho Falls
- Incorporate partner priorities

## Timing

- Concentrate spend early in the Spring season
- More limited presence late Summer
- Flighted primarily March 1st - September 30th

## Messaging

- Leverage partner creative
- Consider opportunities for templated creative to improve efficiency and performance
- Consider co-branding opportunities with Travel Wyoming or media partners

# Summary

## SOCIAL

- Meta Brand  
Page Extensions
- Meta  
Prospecting &  
Remarketing

## VIDEO

- Cowboy  
Channel
- Google Video
- CTV

## DISPLAY

- Google
- Geofencing

## TRAVEL/OTA

- Expedia
- TravelZoo

## SEARCH

- SEM
- SEO

**BVK**



**MADDEN**

**miles**  
PARTNERSHIP



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**BV**

# **Spring / Summer Co-op Opportunities**

# Paid Social

Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2024 - August 31, 2024

## Meta Brand Page Extensions

Leverage WOT brand page to drive reach for co-op partners, while incorporating more localized elements to brand page

### PARTNER ADS THROUGH BRAND PAGE

Utilize brand page on Meta to extend reach of partner's social ads, along with state-level alignment.

	Silver Package	Gold Package
Timing	4 months	6 months
Number of Ads/Mo	2-3	2-3
Total Value	\$1,600	\$6,000
Wyoming Match	\$800	\$3,000
Partner Price	\$800	\$3,000

All opportunities available on a first come, first serve basis



# Video



Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2024 - September 30, 2024

## Cowboy Channel

Continue similar program to FY23, providing awareness-driving access to relevant rodeo content through Cowboy Channel

	Bronze Package	Silver Package	Gold Package
Number of Rodeos	4-8	6-12	8-16
Number of Spots	16	24	32
Digital Added Value	X	X	X
Partner Funds	\$3,500	\$5,250	\$7,000
WOT Funds	\$3,500	\$5,250	\$7,000
<b>Total Spend</b>	<b>\$7,000</b>	<b>\$10,500</b>	<b>\$14,000</b>



# Video



Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2024 - September 30, 2024

## Cowboy Channel – Potential Rodeos for Broadcast Component

(subject to change, pending final broadcast schedule)

### Wyoming PRCA Rodeos

Forever West Xtreme Bulls  
Thermopolis Cowboy Rendezvous  
PRCA Rodeo  
Cody Stampede  
Central Wyoming Fair & PRCA  
Rodeo  
Sheridan WYO Rodeo  
Cheyenne Frontier Days  
Red Desert Rodeo – Rock Springs  
New Years Eve Buck & Ball

### Out-Of-State Rodeos

Houston Livestock Show & Rodeo  
Nebraskaland Days  
Reno Rodeo  
Yellowstone Rode  
Greeley Stampede Rodeo  
Mesquite ProRodeo Series  
World's Oldest Continuous Rodeo  
Dodge City Roundup  
Caldwell Night Rodeo  
Rancho Mission Viejo Rodeo  
Ellensburg Rodeo  
Pendelton Roundup



All opportunities available on a first come, first serve basis

# Travel/OTA

Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2023 - June 30, 2023



## Expedia & TravelZoo

Leverage travel partners to engage high-intent audiences, leveraging a mix of display and custom content.

### EXPEDIA

Leverage display placements focused on flight searches, targeted to people interested in travel to Wyoming or National Parks.

	Bronze Package	Silver Package	Gold Package
Campaign Flight	2 months	3 months	4 months
Impressions	260K+	525K+	785K+
Total Value	\$5,000	\$10,000	\$15,000
Wyoming Match	\$2,500	\$5,000	\$7,500
Partner Price	\$2,500	\$5,000	\$7,500

Notes:

- Subject to inventory availability

### TRAVELZOO

Consider options to distribute more custom content, aligning with multiple partners in the same feature.

	Option 1	Option 2
Timing	2-3 months	2-3 months
Placement	Sponsored Gallery	Sponsored Story
Reach*	4M+	4M+
Total Value	\$5,000	\$10,000
Wyoming Match	\$2,500	\$5,000
Partner Price	\$2,500	\$5,000

Notes:

- Reach based on overall program, not specific to each partner.
- Each option requires minimum participation of 3 partners, maximum of 5 partners.
- Recommend focusing on 1-2 options in final offerings.

All opportunities available on a first come, first serve basis







# **Spring / Summer Co-op Opportunities**

# PERFORMANCE Media



Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2024 - September 30, 2024

## Meta Prospecting (CPC)

Leverage Meta prospecting to build awareness in key target markets and drive relevant traffic directly to their site

Meta Prospecting	Bronze Package	Silver Package
Campaign Flight Minimum	3 months	6 months
Prospecting	4,700+ clicks	10,500+ clicks
Total Value	\$4,000	\$9,000
Wyoming Match	\$2,000	\$4,500
Partner Price	\$2,000	\$4,500

## Meta Remarketing (CPC)

Utilize Meta Remarketing as way to connect with those consumers who are already aware of Wyoming and drive them further down the funnel.

Meta Remarketing	Bronze Package	Silver Package
Campaign Flight Minimum	3 months	6 months
Remarketing	4,000+ clicks	9,000+ clicks
Total Value	\$4,000	\$9,000
Wyoming Match	\$2,000	\$4,500
Partner Price	\$2,000	\$4,500

## Google Prospecting (CPM)

Google uses a machine learning model to determine the optimal combination of assets for each ad slot based on predictions built from site performance history.

Google Prospecting	Bronze Package	Silver Package
Campaign Flight Minimum	3 months	6 month
Prospecting	1.1m+ impressions	2.5 m+ impressions
Total Value	\$4,000	\$9,000
Wyoming Match	\$2,000	\$4,500
Partner Price	\$2,000	\$4,500

## Search Engine Marketing (CPM)

Once strategy is understood, Madden will put together a Google Ads campaign that will focus keywords and ad copy to reach potential travelers and move them closer to conversion.

Search Engine Marketing	Bronze Package	Silver Package
Campaign Flight Minimum	3 months	6 months
SEM	8,700+ clicks	13,000+ clicks
Total Value	\$8,000	\$12,000
Wyoming Match	\$4,000	\$6,000
Partner Price	\$4,000	\$6,000



# PERFORMANCE & INNOVATIVE Media

**Sales Window: September 19, 2023 - December 1, 2023**

**Timing: March 1, 2024 - September 30, 2024**



## Google Video (CPV)

Reach key target audiences through guaranteed views on the world's second largest web domain and expand partners' awareness.

Google Video	Bronze Package	Silver Package	Gold Package
Campaign Flight Minimum	1 month	3 months	6 month
Video Views	16,500+ views	33,300+ views	75,000+ views
Total Value	\$2,000	\$4,000	\$9,000
Wyoming Match	\$1,000	\$2,000	\$4,500
Partner Price	\$1,000	\$2,000	\$4,500

## Geofencing (CPM)

Geofencing capabilities can continue to drive local awareness once visitors are in the state. It's both a great way to move people once they're in the state and a way to connect to past visitors who have been to a specific place or event.

Geofencing	Package
Impressions	400,000
Total Value	\$5,000 per month
Wyoming Match	\$2,500 per month
Partner Price	\$2,500 per month



# NEW: INNOVATIVE Media



Sales Window: September 19, 2023 - December 1, 2023

Timing: March 1, 2024 - September 30, 2024

## Connected TV (CPM)

Promote your branded video message to give potential visitors a full screen ad experience during TV app activity or streaming.

- Partner must have existing video for placement
- Deliverable: Impressions
- Flight Dates: 1, 2, and 3 months

Connected TV	Bronze Package	Silver Package	Gold Package
Campaign Flight Minimum	1 months	2 months	3 months
Connected TV	143k impressions	257k impressions	385k impressions
Total Value	\$10,000	\$18,000	\$25,000
Wyoming Match	\$5,000	\$9,000	\$12,500
Partner Price	\$5,000	\$9,000	\$12,500



# UPDATED: Search Engine Optimization (SEO) & Content



**Sales Window: September 19, 2023 - December 1, 2023**

**Timing: March 1, 2024 - September 30, 2024**

## Search Engine Optimization

Search engine optimization (SEO), is the foundation to every website, and should be the foundation to every good marketing plan. SEO is often undervalued and misinterpreted simply as a suggestions tool to move pages slightly higher in search results. In reality, it is a treasure trove of data and information that can help website owners both keep track of their own site, as well as provide key insights into the performance of competitors. Before you spend money driving paid media to your website, it is critical to ensure that you have a good handle on your SEO efforts—good news—we’re here to help!

SEO & Content Optimization	Bronze Package	Silver Package	Gold Package
Monthly Technical Support for Keyword Optimizations	X	X	X
Technical Audit	X	X	X
Content Audit		X	X
Monthly Content Support inclusive of monthly content briefs		(1 brief per month)	(3 briefs per month)
Competitive Analysis		X	X
Quarterly Strategy Deep Dive		X	X
*Estimated Monthly Hours	14	19	30
Reporting Cadence	Automated Monthly	Virtual Monthly	Virtual Monthly
Total Value	\$6,000 per quarter	\$8,000 per quarter	\$12,000 per quarter
Wyoming Match	\$3,000 per quarter	\$4,000 per quarter	\$6,000 per quarter
Partner Price	\$3,000 per quarter / \$1,000 per month	\$4,000 per quarter / \$1,333.33 per month	\$6,000 per quarter / \$2,000 per month



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**Co-op Opportunities**

# 2025 TRAVEL GUIDE

Sales Window: May 1, 2024 - September 15, 2024

Timing: January, 2025 - January, 2026



## REACH 800K ACTIVE WYOMING TRAVEL PLANNERS WITH THE OFFICIAL PRINT GUIDE

### DISTRIBUTION

300K Circulation, 2.3 readers per copy

**Direct Request:** Reach visitors while they are pre-planning their trip. Visitors request the guide through [TravelWyoming.com](https://TravelWyoming.com) or by calling 1-800-CALL-WYO.

### In-State Distribution:

Reach visitors while they are in Wyoming, making in-market decisions

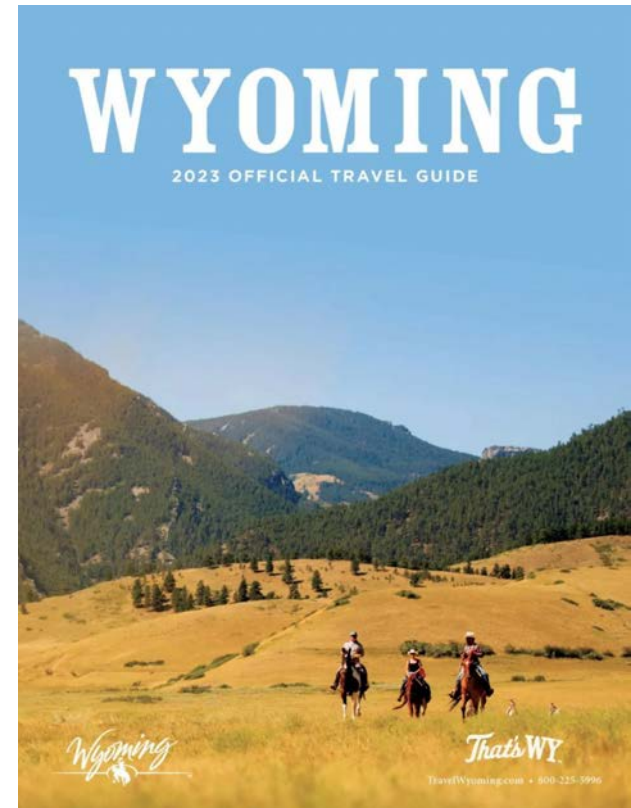
- Visitor Centers
- Hotels
- Airports
- Rental Car Agencies
- Campgrounds
- Restaurants
- Service Stations
- Military Bases

### RATES

NON-PREMIUM	RATE
FULL	\$8,700
1/2	\$6,500
1/4	\$3,200
1/8	\$1,700

PREMIUM	NET RATE
BACK COVER	\$15,075
IFC, IBC, PAGE 1	\$12,380
ROLLFOLD	\$9,886
PAGE 2 AND 3	\$19,382

LISTINGS	RATE
ENHANCED LISTING	\$510
ADDITIONAL LISTING	\$358



Circulation begins January 2025





# WEB ADVERTISING

*Ongoing Sales Window and Year Round Opportunities*



## NATIVE ADVERTISING

Native ads allow you to target your message by site content, season or geography — and they reach consumers looking for recommendations on things to do and places to stay around beautiful Wyoming.

## FEATURED BUSINESS LISTING

Featured partners always display in a top-tier sort, affording you premium positioning. Drive qualified traffic to your site through your robust profile page.

## PRICE

TOTAL IMPRESSIONS	TOTAL RATE
RUN-OF-SITE	\$14 CPM
TARGETED	\$16 CPM

## FEATURED BUSINESS LISTINGS

PRODUCT	12-MONTH RATE
FEATURED BUSINESS LISTING	\$675



**NATIVE AD (300 x 250)**

Tell your story with a high-impact canvas.



**FEATURED BUSINESS LISTING**

Featured partners always display in a top-tier sort, affording you premium positioning. Drive qualified traffic to your site through your robust profile page.

**5.3  
MILLION  
PAGE VIEWS**



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# ENEWSLETTER

*Ongoing Sales Window and Year Round Opportunities*



## REACH ENGAGED & ACTIVE TRAVEL PLANNERS

Every month, subscribers are inspired with rich stories showcasing what to see and do in Wyoming. Newsletter themes/topics provide opportunity to tailor your business or destination to the content users are already tuned into. Closer relevance provides context and user are more likely to engage.

## RATES

MONTHLY EMAIL	MONTHLY RATE
SPONSORED CONTENT	\$910
FEATURED PARTNER	\$640
MORE IDEAS FROM PARTNERS	\$450
SEASONAL/EVENTS EMAIL	MONTHLY RATE
SPONSORED CONTENT	\$600



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**Take the Scenic Route**  
Wyoming's Wind River Country

Take the Grand Tour of Wyoming as you drive the award-winning "Circle the Continental Divider" driving loop.

EXPLORE NOW

**Experience Wyoming like a Local**  
Hikes

From our favorite activities to the best places to camp, hike and catch a sunset, travel Wyoming like a local this year.

EXPLORE NOW

FEATURE SPONSOR

**7 Stunning WY Rock Formations**  
Rock Springs & Green River

Explore formidable and photo worthy geological landmarks on your next Southwest Wyoming road trip.

EXPLORE NOW

MORE IDEAS FROM OUR SPONSORS

**Explore Carbon County Wyoming!**  
Visit Carbon County

Escape the crowds & explore our backyard. You might be surprised at all the things to see and do here.

EXPLORE NOW

**Find your Fossil**  
Raptors Fossil Basin

We've all been fishing, but have you been fossil "fishing"? Come try it out at the fossil fish capital of the world.

EXPLORE NOW

**Mobile Interactive Itineraries**  
Visit Gillette & Wright, WY

Immerse yourself in interactive smart phone tours of Gillette & the Devils Tower to Yellowstone route.

EXPLORE NOW

**FREE TRAVEL GUIDE**

ORDER NOW

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### SPONSORED CONTENT

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Wyoming's Wind River Country

Take the Grand Tour of Wyoming as you drive the award-winning "Circle the Continental Divider" driving loop.

EXPLORE NOW

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### MORE IDEAS

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EXPLORE NOW

# LEADS PROGRAM



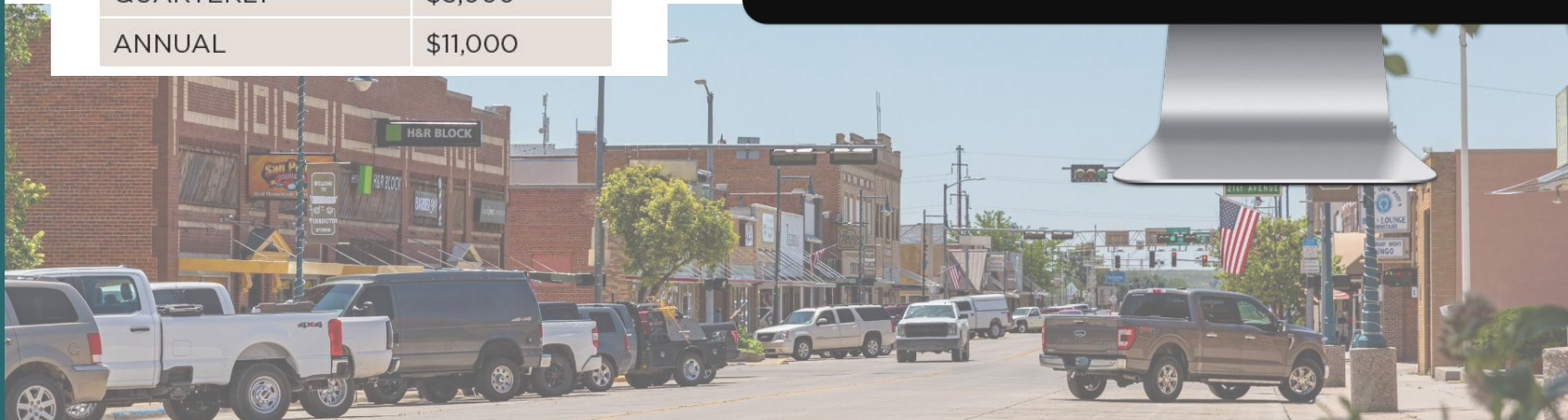
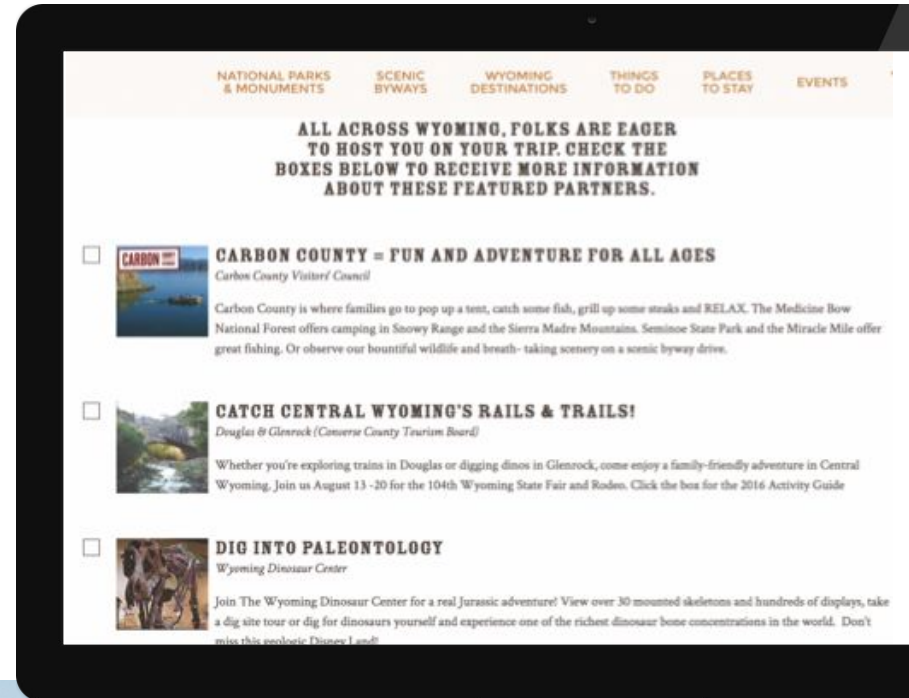
*Ongoing Sales Window and Year Round Opportunities*

## GROW YOUR OPT-IN DATABASE

Gain exposure in front of our most qualified audience and grow your opt-in database with our lead-generation program.

### UNLIMITED LEADS

CONTRACT LENGTH	PRICE
MONTHLY	\$1,200
QUARTERLY	\$3,000
ANNUAL	\$11,000



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# ADDITIONAL OPPORTUNITIES & COMING SOON



## ARTICLE & VIDEO CREATION

Leverage the expertise of our editorial and video teams who will write an article, produce a video, or both, featuring your experience. Your content will be featured on TravelWyoming.com for one year. You also own the content for use on your site indefinitely, which will continue to drive organic traffic to your site to boot. You can also promote a video you already own to this highly qualified audience.

### *Ongoing Sales Window and Year Round Opportunities*

PRODUCT	RATE
ARTICLE CREATION & PROMOTION	\$4,750
ARTICLE DISTRIBUTION ONLY	\$4,750
VIDEO DISTRIBUTION ONLY	\$4,000

## REVAMPED SOCIAL TAKEOVERS

Allowing you to diversity content and expand organic reach while gaining new followers from parallel communities. Through a strategic approach to social media takeovers, WOT and partners will mutually increase brand awareness, drive social media engagement and build/strengthen relationships with complementary audiences

## DESTINATION OPTIMIZATION

### Local tourism business audit and activations

Work with individual destination marketing organizations to assist in understanding and improving how your destinations and local businesses are presented on the major travel inspiration and planning platforms. Within Google and Tripadvisor, audit completeness of local businesses on the platforms, improve the completeness of listings by suggesting edits, add missing businesses, POIs and facilities, and contribute high-quality photos.

# Commitment Dates

## BVK Dates:

**Sales Close: December 1**

## Madden Dates

**Sales Close: December 1**

## Miles Dates

**Guide: Closes September for following year**

Scan or [CLICK](#) to view all opportunity information on the industry website.

