

SALES WINDOW
10/29/24 - 12/31/24

5280 (DENVER) MARKET-SPECIFIC ADVERTISING

WOT's Brand Campaign will include a multi-channel regional campaign to support last minute travel opportunities in key markets (places like Salt Lake City and Denver). Partners have an opportunity to align with this effort in key publications, like this one in 5280 Magazine.

Placements available to partners include print executions, which may coincide with Brand insertions.

- Extend through digital units (email, newsletters).

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	1 Day	1 Month	1 Month
Delivery	20K Sends	60K Circulation 220K Sends	60K Circulation 220K Sends
Total Value	\$1,500	\$5,400	\$7,300
Wyoming Match	\$750	\$2,700	\$3,650
Partner Price	\$750	\$2,700	\$3,650
Creative Units	Getaways Dedicated Email	Half Page Ad Getaways Dedication Email	Full Page Ad Getaways Dedication Email
Added Value	N/A	Sponsored Content In Local Daily Newsletter	Sponsored Content In Local Daily Newsletter

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



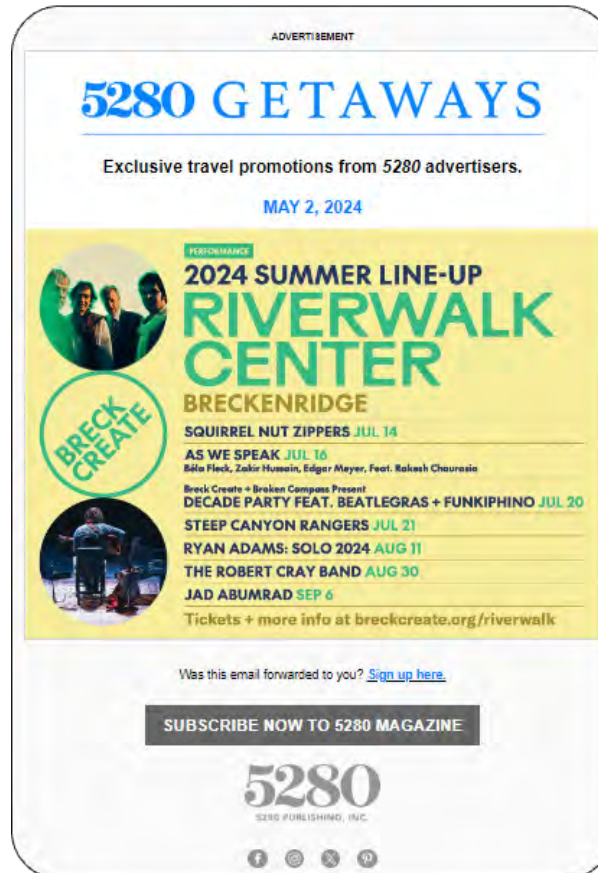
OUR
PREFERRED
SEARCH

Print



Getaways Dedicated Email

- Opportunity to feature upcoming events.



Local Daily Newsletter

- Opportunity to feature upcoming events.



Notes:
• Creative should be provided by partner

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES

SALES WINDOW
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COWBOY CHANNEL BROADCAST TV

Engage in a western-lifestyle audience with Cowboy Channel broadcast inventory, including cherry-picked rodeo broadcasts.

Cowboy Channel provides strong contextual alignment, with rodeo-specific programming.

	Bronze Package	Silver Package	Gold Package
Number of Rodeos	4-8	6-12	8-16
Number of Spots	16	24	32
Total Value	\$8,400	\$12,600	\$16,800
Wyoming Match	\$4,200	\$6,300	\$8,400
Partner Price	\$4,200	\$6,300	\$8,400
Creative Units	:30 Spot	:30 Spot	:30 Spot

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- Notes:**
- Creative should be provided by partner
 - Partners able to select preferred rodeos

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COWBOY CHANNEL - POTENTIAL RODEOS

Potential Rodeos for Broadcast Component

*SUBJECT TO CHANGE, PENDING FINAL BROADCAST SCHEDULE

*RODEOS NOT FEATURED IN FINAL BROADCAST SCHEDULE (PENDING) MAY REQUIRE ADDITIONAL FUNDING AND APPROVAL

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 Rodeo

Greeley Stampede Rodeo

Mesquite ProRodeo Series

World's Oldest Continuous Rodeo

Dodge City Roundup

Caldwell Night Rodeo

Rancho Mission Viejo Rodeo

Ellensburg Rodeo

Pendleton Roundup



Notes:

- Creative should be provided by partner
- Partners able to select preferred rodeos

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SALES WINDOW

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PAID SOCIAL WOT'S CHANNELS

Continue the paid social co-op campaign that harnesses the power of the Wyoming Office of Tourism official channels (Facebook & Instagram) to promote partners around the state.

	Bronze Package	Gold Package	Gold Package
Campaign Flight Min.	2 Months	4 Months	6 Months
Delivery	250K + Impressions	500K + Impressions	750K + Impressions
Total Value	\$2,000	\$4,000	\$6,000
Wyoming Match	\$1,000	\$2,000	\$3,000
Partner Price	\$1,000	\$2,000	\$3,000
Creative Units	On-Platform Ads	On-Platform Ads	On-Platform Ads
Added Value	(1) Video Asset if footage allows		

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Notes:

Creative should be provided by partner.

- Video assets are recommended.
- Where available, BVK can create a simple :06 motion/video asset for participating partners.
- Creative should be clear of marks.

Managed By: BVK

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NOTHING STATIONARY ABOUT IT



Examples

 Wyoming Office of Tourism   
Sponsored · 



Visit Fort Laramie for a traditional July 4th celebration! Old-fashioned games, live music, and interpretive demos await!



gogoshen.com
July 4th at Fort Laramie
ADVENTURE AROUND EV... [Learn more](#)

  27


 Like  Comment  Share

 Wyoming Office of Tourism   
Sponsored · 

10 bedroom, 11.5 bath Western style lodge welcoming vacations, family reunions, or corporate retreats. Visit starvalleylodge.com today!



starvalleylodge.com
34 Acres of Beauty at SVL
In the heart of Wyoming's ... [Learn more](#)

 Like  Comment  Share

Notes:

Creative should be provided by partner.

- Video assets are recommended.
- Where available, BVK can create a simple :06 motion/video asset for participating partners.
- Creative should be clear of marks.

SALES WINDOW
10/29/24 - 12/31/24

**SALT LAKE CITY MAGAZINE
MARKET-SPECIFIC ADVERTISING**

WOT's Brand Campaign will include a multi-channel regional campaign to support last minute travel opportunities in key markets (places like Salt Lake City and Denver). Partners have an opportunity to align with this effort in key publications, like this one in Salt Lake City Magazine.

Placements available to partners include print executions, which may coincide with Brand insertions.

- Extend through digital units (email, newsletters).

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	1 Day	1 Month	1 Month
Delivery	51K Sends	16K Circulation 41.5K Sends	16K Circulation 41.5K Sends
Total Value	\$750	\$3,000	\$4,200
Wyoming Match	\$375	\$1,500	\$2,100
Partner Price	\$375	\$1,500	\$2,100
Creative Units	Dedicated Email	Half Page Ad Dedicated Email	Full Page Ad Dedicated Email
Added Value	6 Months Display Ads 3 E-Newsletters	6 Months Display Ads 3 E-Newsletters	6 Months Display Ads 3 E-Newsletters

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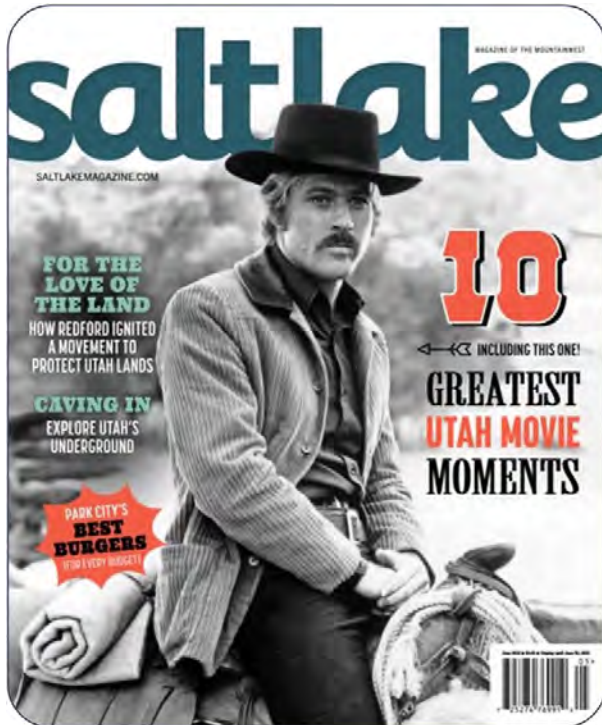
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**GIVE
YOURSELF
MORE
ROOM
TO ROAM**



Print



Dedicated Email

- Opportunity to feature upcoming events.

salt lake
MAGAZINE

Exclusive Offers From Our Partners

Pendry
PARK CITY

Contemporary Luxury

Polished comfort. Modern edge.
A new tradition of luxury hospitality.

Pendry Park City is your year-round playground.
Only 35-minutes from downtown Salt Lake City, our slopeside retreat's modernist design, luxury service, thoughtful amenities, and unbeatable access to premiere destinations for outdoor recreation make Pendry Park City perfect for your summer staycation.

[LEARN MORE](#)

E-Newsletter

- Opportunity to feature upcoming events.

salt lake
THE HIVE
Foodie Edition

WESTERN NUT
BEST • CUSTOM • CORPORATE
Gifting
ONLY THE FINEST
SEE CODE NOTEN FOR 10% OFF YOUR NEXT PURCHASE

Some things never get old.

A New Hearth & Hill Restaurant is Coming to Sugar House
A new cafe and restaurant concept from Leave Room for Dessert Eateries is coming to the heart of Sugar House in early 2025.
[READ ON >>>](#)

HILL'S kitchen
NEW CAFE
OPENING
SOON
— BY DAY NIGHTS —

Dutch Oven Cooking with Marlin Bodily
Marlin Bodily, owner of traveling catering company The Dutch Oven Shoppe and the Dutch oven cooking instructor

Notes:

- Creative should be provided by partner

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

SALES WINDOW

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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		

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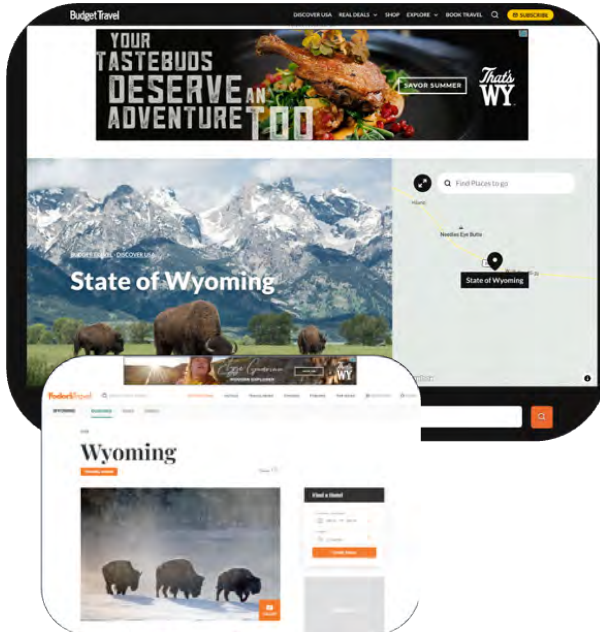
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GO
BIGGER
THAN MAKE
BELIEVE

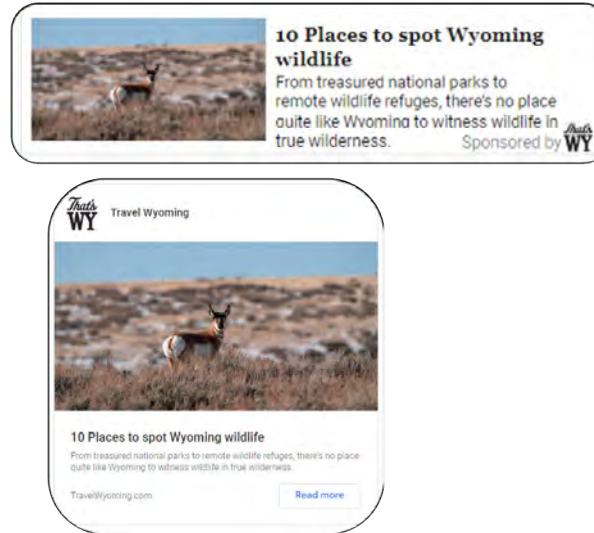


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Display



Native



Video / Pre-Roll

- Requires video assets.

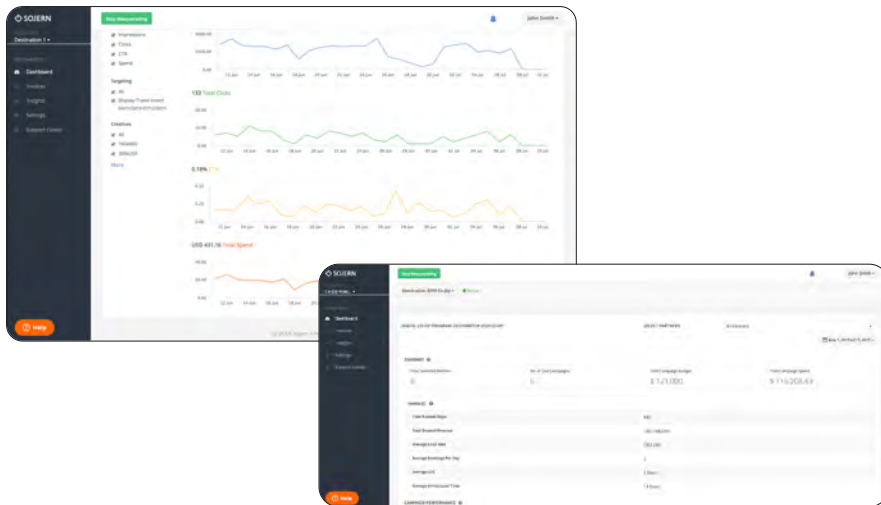


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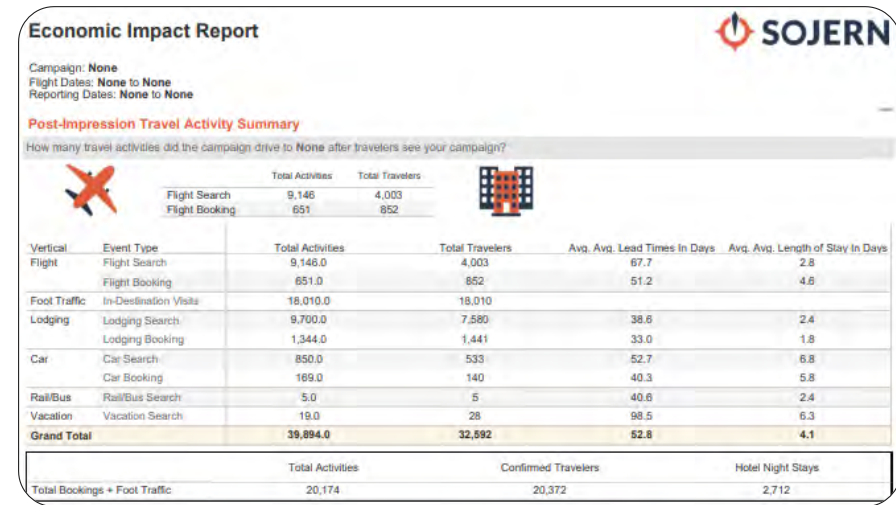
Dashboard

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



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



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WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

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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	\$5,000	\$7,500	\$10,000
Partner Price	\$5,000	\$7,500	\$10,000
Creative Units	Video Card*	In-Image/In-Screen High Impact	Adtours
Added Value	Custom Creative Support		

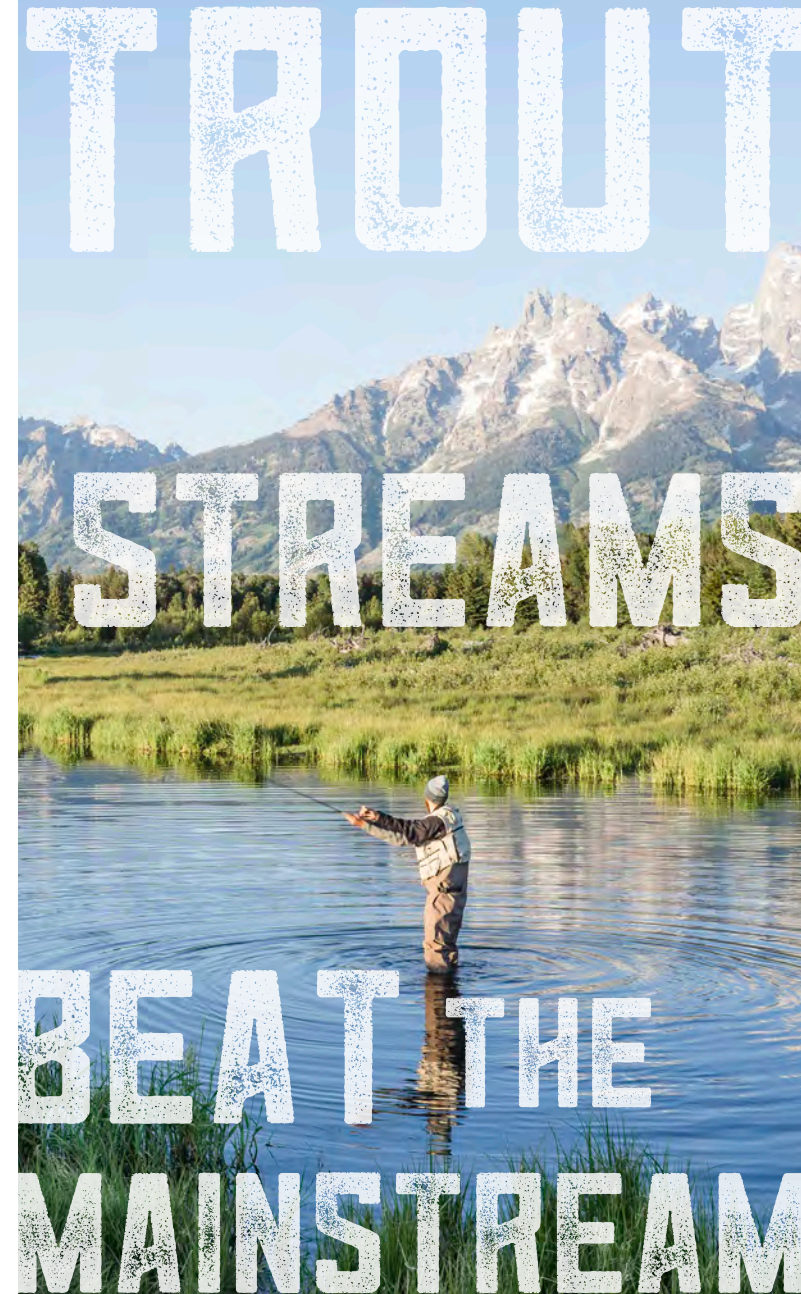
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Video Card

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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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		

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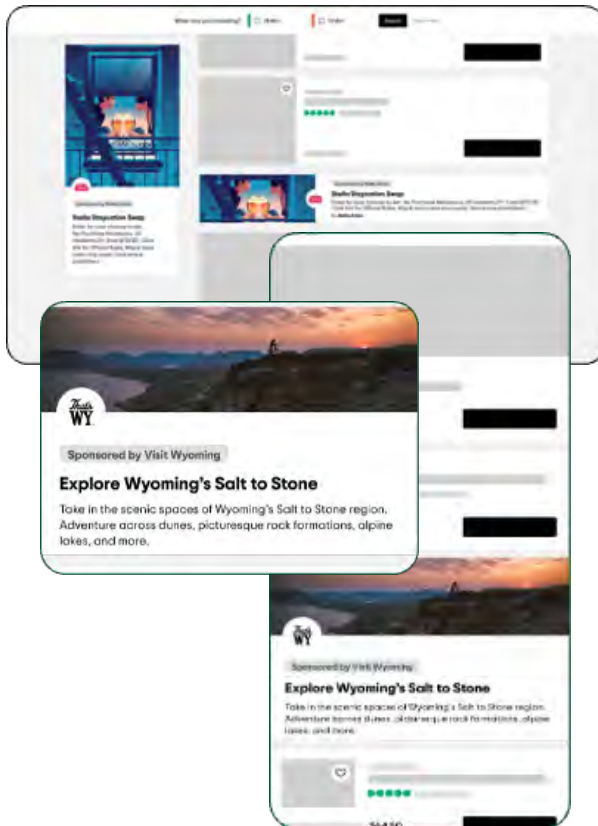
FIND OUT MORE: WOTCO.OP@BVK.COM

FIND A
FRESH WAY
FORWARD



Native Boost

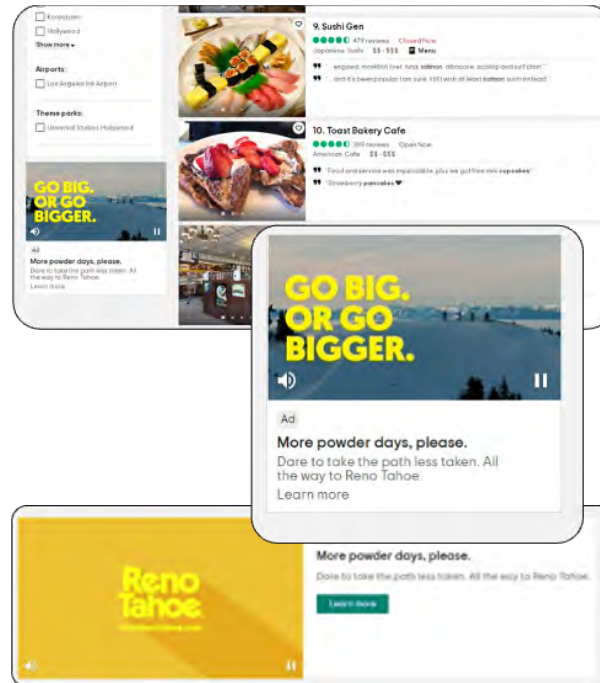
Messaging delivered more organically within site content, driving strong click engagement.



Explorer Video

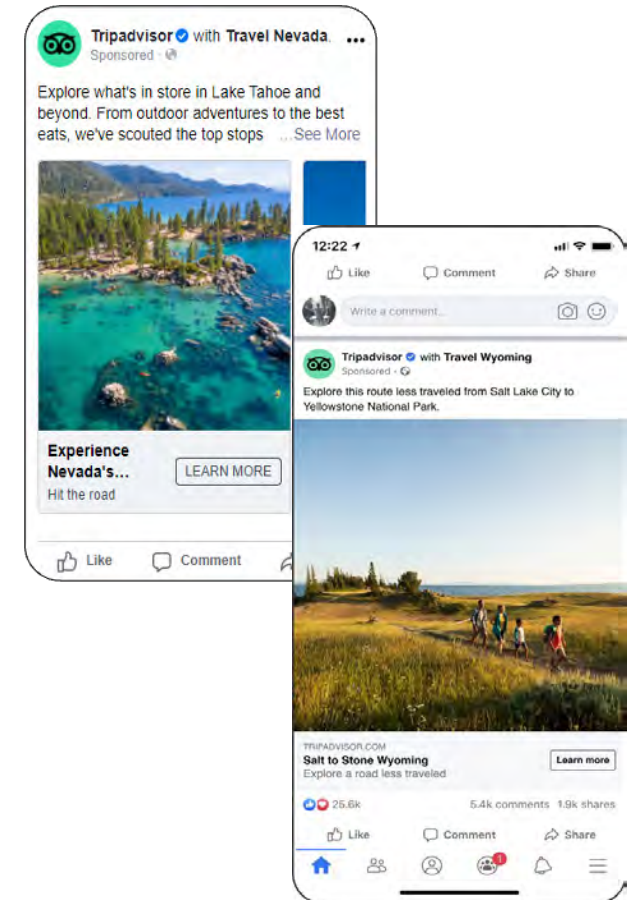
Similar to Native Boost, provides more organic distribution for video - designed for viewability within relevant content.

- Requires video assets



Tripadvisor Connect

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



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