

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES

## SALES WINDOW

10/22/25 - 12/31/25

## KAYAK TRAVEL ADVERTISING

Join forces with Wyoming's statewide marketing momentum through a new opportunity with KAYAK. We know that Wyoming's core audience is 2.4 times more likely to use KAYAK for travel planning and research, making it the perfect platform to inspire travelers as they dream about their next Western U.S. getaway.

Our strategic placements are crafted to engage high-intent travelers across the country who are actively seeking Western adventures.

- Onsite Display is the base tactic included with all budget levels
- Silver tier expands to include KAYAK+ Audience ExtensionDisplay – reaching KAYAK audiences across the internet
- Gold tier builds off Silver tier, while native unit – SponsoredDestination Inline and Added Value Display

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	1-2 Months	2-3 Months	3-4 Months
Delivery	357K + Impressions	1MM + Impressions	1.42MM Impressions 2.8K Clicks
Total Value	\$5,000	\$10,000	\$20,000
Wyoming Match	\$2,500	\$5,000	\$10,000
Partner Price	\$2,500	\$5,000	\$10,000
Creative Units	Display	Display	Display Destination Inline
Added Value	-	-	350K Display Impressions

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

### Notes:

- Creative should be provided by partner

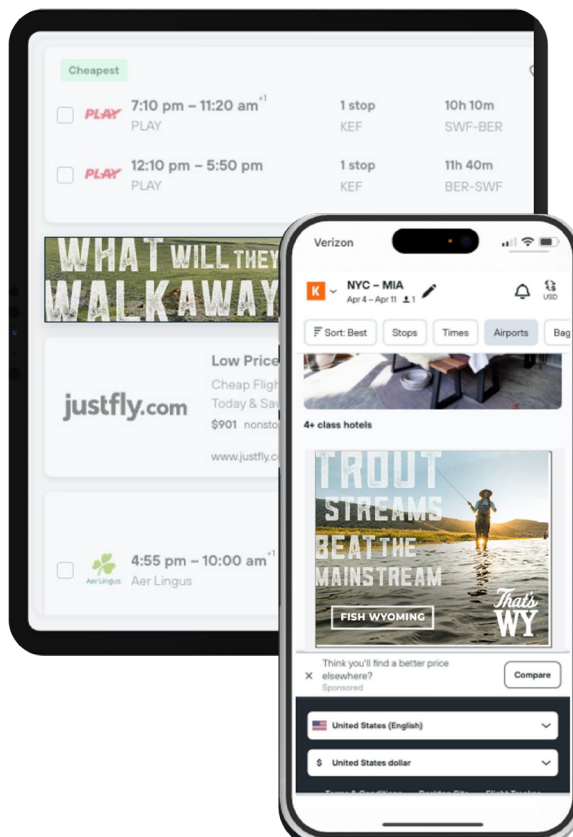
Managed By: BVK

FIND OUT MORE: [ABBY.JENKINS@BVK.COM](mailto:ABBY.JENKINS@BVK.COM)

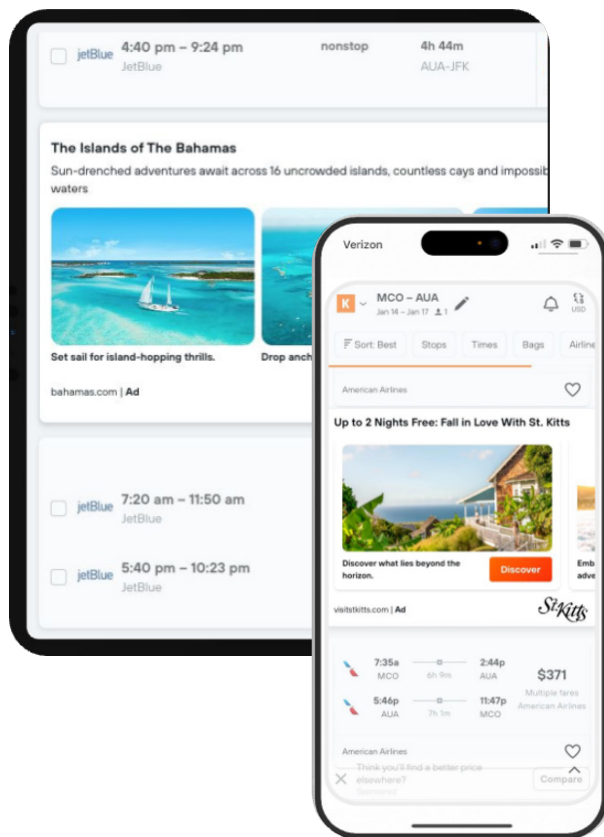


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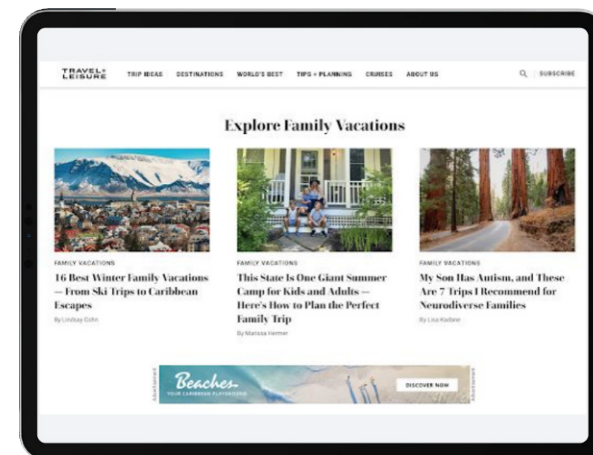
## Onsite Display



## Sponsored Destination Inline



## KAYAK+ Display



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