

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



TRAVELWYOMING.COM

## SALES WINDOW

10/22/25 - 12/31/25

## SMITHSONIAN WOT'S CHANNELS

We have a new, exciting opportunity with Smithsonian this year. Reach this highly-interested audience with your destination's video, display and newsletter takeovers.

- 83% of Smithsonian audiences are planning to travel in the next 12 months
- 93% look to Smithsonian as a source of travel inspiration

In addition to several opportunities with video and digital offerings, we also have a unique opportunity to help complement the brand campaign, which includes the "Rooted in the West" editorial hub, Native Photo placements on the America's 250th interactive Travel Map and Branded Media.

## Average discount of 55%+ across Smithsonian opportunities

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	3-5 Months	3-5 Months	3-5 Months
Delivery	462.5K + Impressions	412.5K + Impressions	790K + Impressions
Total Value	\$10,000	\$10,000	\$20,000
Wyoming Match	\$5,000	\$5,000	\$10,000
Partner Price	\$5,000	\$5,000	\$10,000
Creative Units	Display, Travel & Culture E-Newsletter Takeover	Video Package, Display	Video Package, Display, Travel & Culture E-Newsletter Takeover
Added Value	Pin on Smithsonian's 250 Places to Celebrate America Interactive Travel Map		

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

## CONTACT ABBY JENKINS TO LEARN MORE:

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Managed By: BVK

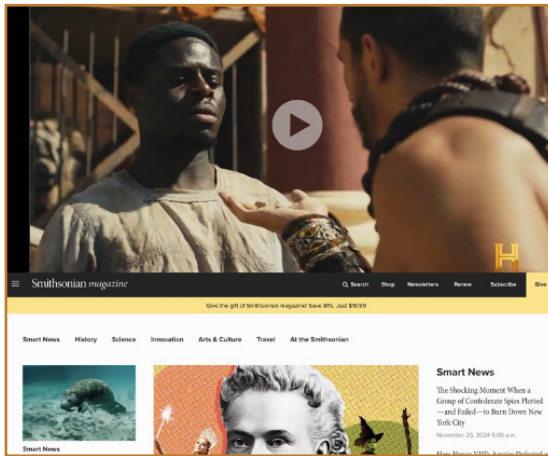


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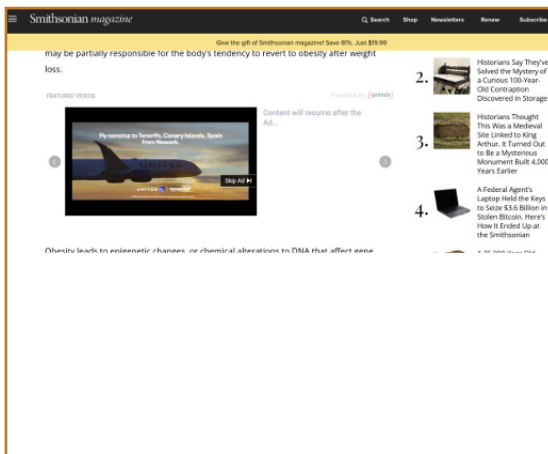
That's  
WY™

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## Full Screen Video Pushdown



## In-Article Pre-Roll



## Travel & Culture Newsletter



## America's 250th Anniversary Map + Pin



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