

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.
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Notes:

- Creative should be provided by partner

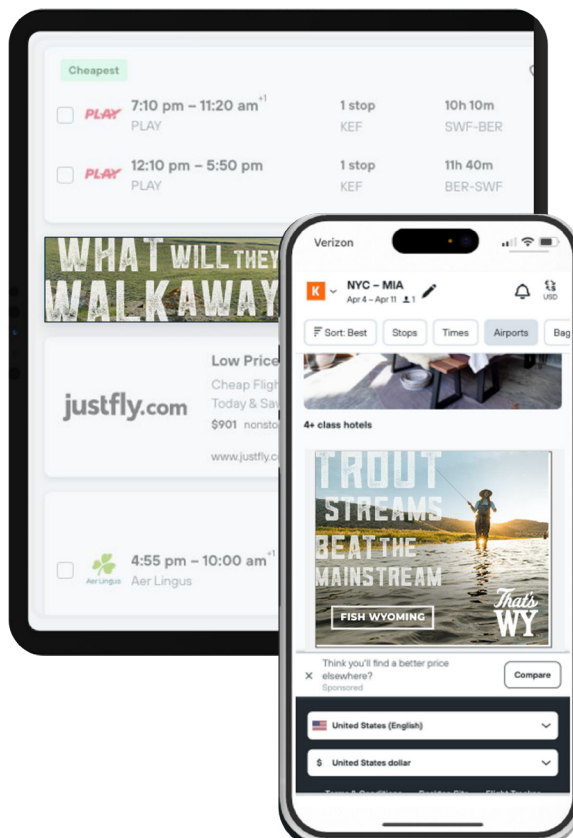
Managed By: BVK

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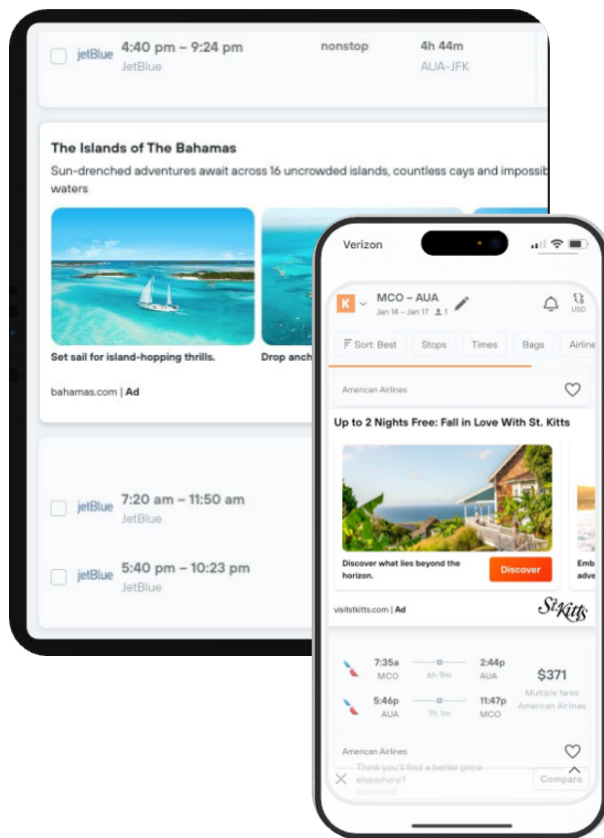


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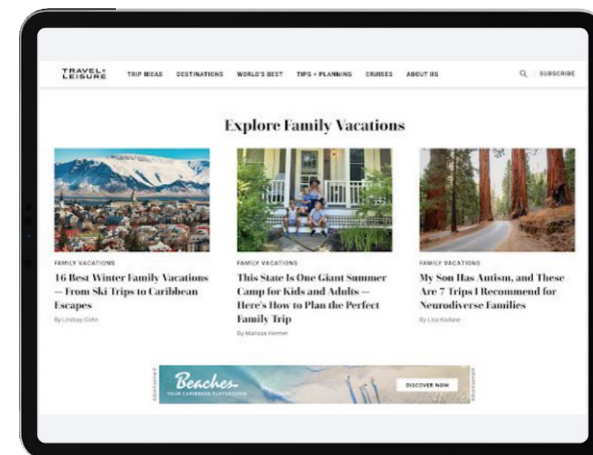
Onsite Display



Sponsored Destination Inline



KAYAK+ Display



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TRIPADVISOR TRAVEL ADVERTISING

Tripadvisor is back for another year of Co-op, building off of another season of strong performance.

This offering allows an opportunity to target key target audiences, including those seeking travel to the Western U.S.

New this year is more custom creative units to incorporate partners into Tripadvisor content even more seamlessly.

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	2 months	3 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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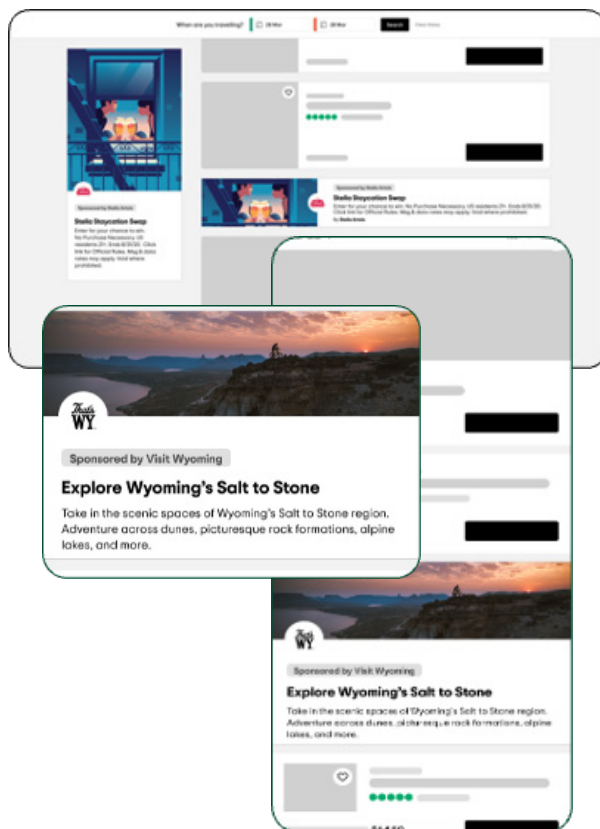
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Native Boost

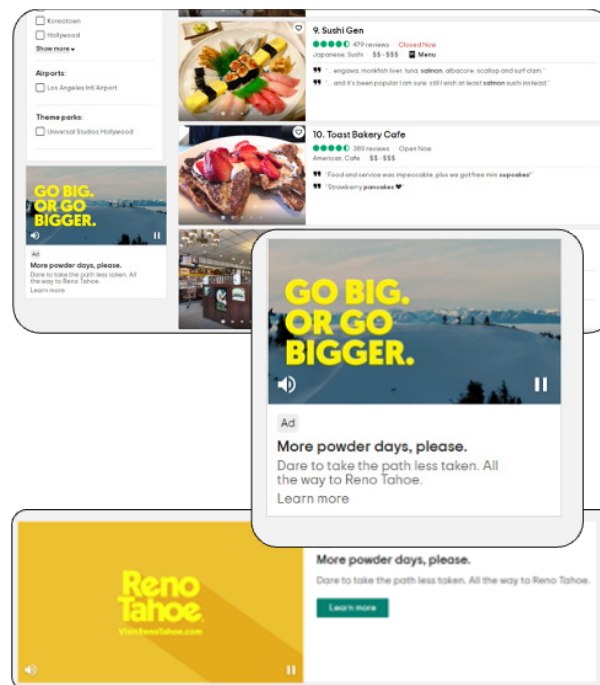
Messaging delivered more organically within site content, driving strong click engagement.



Explorer Video

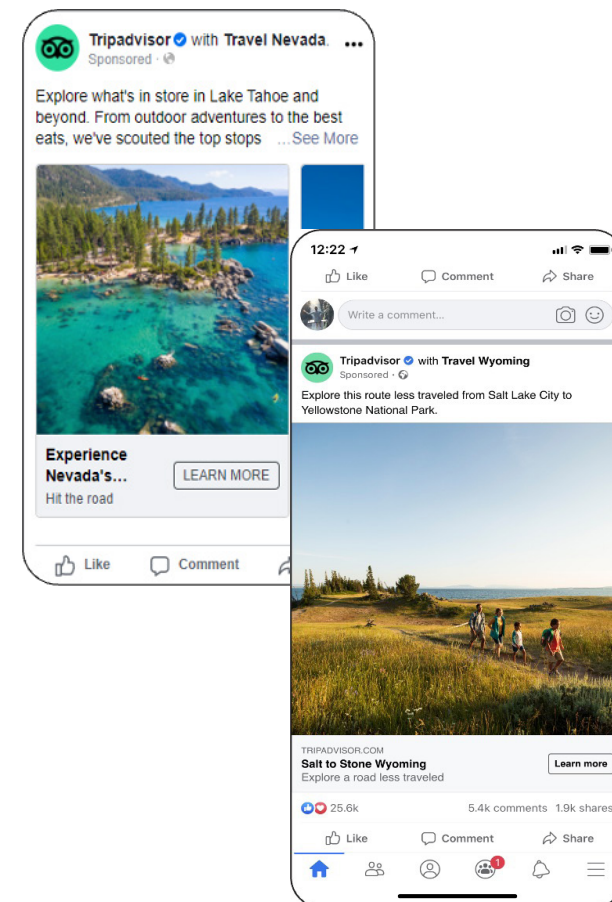
Similar to Native Boost, provides more organic distribution for video - designed for viewability within relevant content.

- Requires video assets



Tripadvisor Connect

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



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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		

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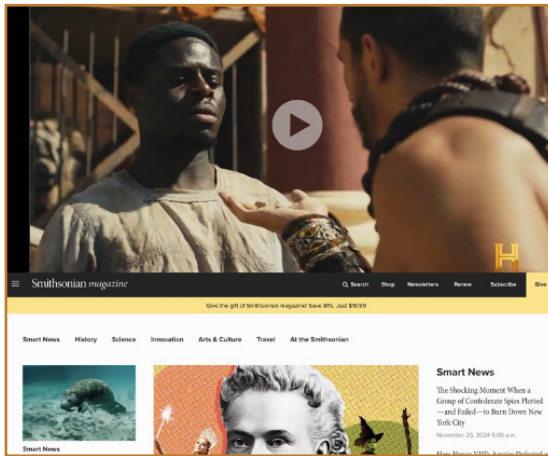


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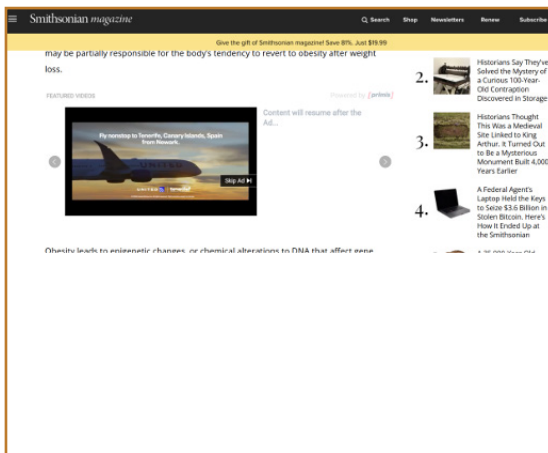
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Full Screen Video Pushdown



In-Article Pre-Roll



Travel & Culture Newsletter



America's 250th Anniversary Map + Pin



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META & TIKTOK PAID SOCIAL WOT'S CHANNELS

The Social Co-op campaign returns this year—giving destinations the opportunity to tap into the reach and influence of the Wyoming Office of Tourism's official social channels.

New for this year, the program expands to include TikTok Search at the Platinum level, providing even greater visibility and engagement potential with travel-minded audiences.

	Bronze Package	Silver Package	Gold Package	Platinum Package
Campaign Flight Min.	2 Months	4 Months	6 Months	6 Months
Delivery	235K + Impressions	470K + Impressions	700K + Impressions	900K + Impressions
Total Value	\$2,000	\$4,000	\$6,000	\$8,000
Wyoming Match	\$1,000	\$2,000	\$3,000	\$4,000
Partner Price	\$1,000	\$2,000	\$3,000	\$4,000
Channel	Meta	Meta	Meta	Meta, TikTok
Creative Units	On-Platform Ads			
Added Value	One (:06) Video Asset if footage allows			

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Notes:

Creative should be provided by partner.

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

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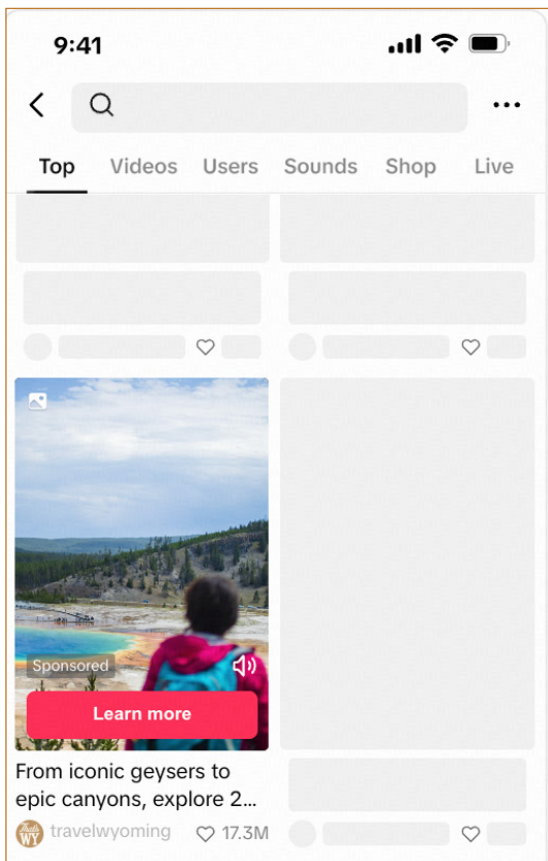
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TikTok

- Search Ads Campaign enables sophisticated keyword-based ads which specifically target TikTok's search results page
- WOT Summer Campaign -Yellowstone Results: 1.1M impressions, 8.31% CTR, and nearly 92K clicks.



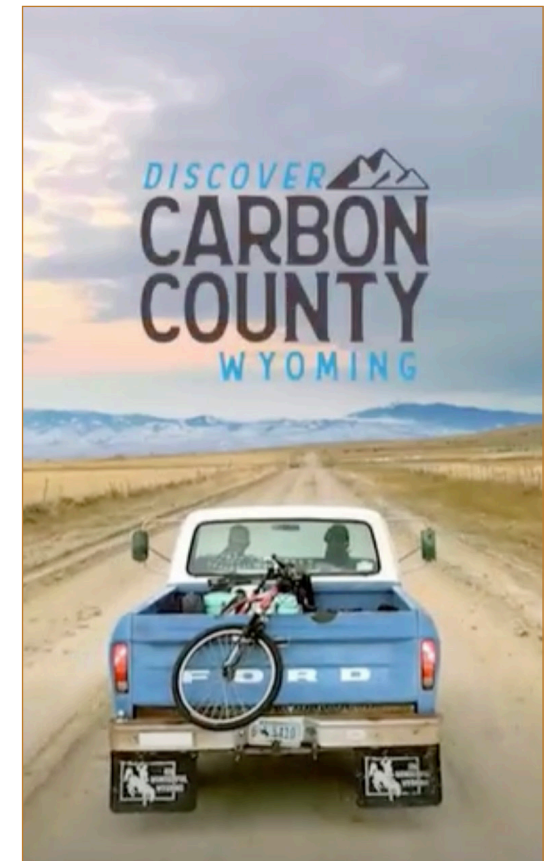
Meta | Star Valley

- Static asset provided by Star Valley Summer 2025 Campaign
- Early Results: 175K impressions, 2.21% CTR, and nearly 4K clicks



Meta | Carbon County

- :06 Video created for Carbon County Summer 2025 Campaign
- Early Results: 23K impressions, 2K ThruPlays, 0.94% CTR, and 214 clicks



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

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CLUEP WOT'S CHANNELS

Tap into the power of emotion-driven advertising with our cutting-edge AI technology—built to help brands connect with audiences based on how they feel and what captures their attention. By analyzing real social activity across text, audio, images, and videos, our platform delivers smarter, more human advertising moments.

For Wyoming, targeting focuses on audiences who are genuinely inspired by the West—from National Park enthusiasts and outdoor adventurers to fans of Western culture and the open road and partners are able to select key markets to target.

Proven in the Summer 2025 campaign, our placements drove exceptional site engagement and meaningful interactions with travel-minded audiences. This is performance powered by emotion and innovation—bringing Wyoming's story to life in the moments that matter most.

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	3 Months	5 Months	7 Months
Delivery	380K Impressions	680K Impressions	1.4MM Impressions
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, Video	Display, Video
Added Value	Flat CPMs to Wyoming National Campaign Bonus impressions at Gold Level		

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Cluep is an AI company that helps brands advertise to people based on **how they feel** and **what they see**

STEP 1

Cluep's patented AI, Soma, analyzes public social media content across formats (text, audio, image and video) and platforms to identify target audiences.



STEP 2

Cluep delivers ads across mobile apps, websites, and desktops, helping brands reach key audiences by aligning with their intent and interests in safe environments.



Notes:

Creative should be provided by partner.

- Silver and Gold require video assets

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Cluep User Journey

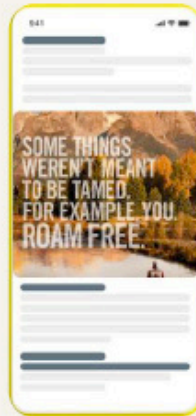
Step 1: Person makes a social post about outdoor adventures



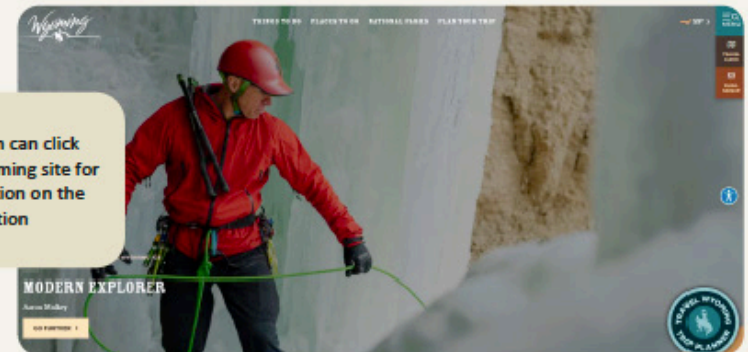
I'm ready for an outdoor adventure, any recommendations?



Step 2: Within 30 mins on average, they will receive brand message in apps and sites they visit off the social platform



Step 3: Person can click through to Wyoming site for more information on the destination



Notes:

Creative should be provided by partner.

- Silver and Gold require video assets

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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	20	28
Total Value	\$8,750	\$12,500	\$17,500
Wyoming Match	\$4,375	\$6,250	\$8,750
Partner Price	\$4,375	\$6,250	\$8,750
Creative Units	:30 Spot	:30 Spot	:30 Spot
Added Value	3-5 Bonus Spots	7-10 Bonus Spots	12-15 Bonus Spots

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Notes:

- Creative should be provided by partner
- Partners to select preferred rodeos from March thru September

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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

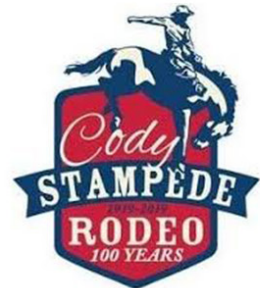
Dodge City Roundup

Caldwell Night Rodeo

Rancho Mission Viejo Rodeo

Ellensburg Rodeo

Pendleton Roundup



Notes:

- Creative should be provided by partner
- Partners to select preferred rodeos from March thru September
- Requires broadcast quality assets

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TEMPLATED CREATIVE
MARKET-SPECIFIC ADVERTISING

Destination partners can now access brand-level creative, tailored to their specific location through a new templated approach to paid media tactics such as OOH, banners, and print.

We recommend leveraging Wyoming’s distinctive look and feel to develop industry partner paid media assets with a similarly refined and cohesive style.

	Bronze Package	Silver Package	Gold Package
Delivery	Final files for display	Final files for display and Print	Final files for display, Print and OOH
Total Value	\$2,000	\$3,000	\$4,000
Wyoming Match	\$1,000	\$1,500	\$2,000
Partner Price	\$1,000	\$1,500	\$2,000
Creative Units	Display	Display, Print	Display, Print, OOH

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Notes:
• Pricing would depend on final creative concept and degree of customization.

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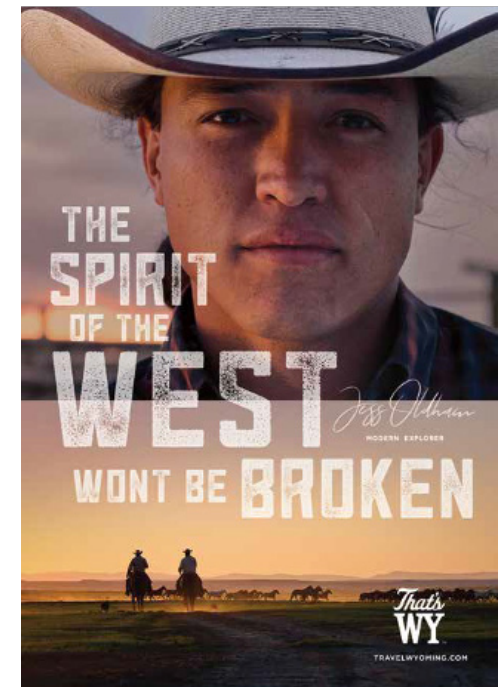
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Content

- Access Wyoming brand-level creative, tailored to your location through new templated creative.
- Creative options may include units such as OOH, Banners and Print



Notes:

- These are representative samples of Wyoming-level creative. We will be creating a template specifically for partners in our new campaign look and feel.

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