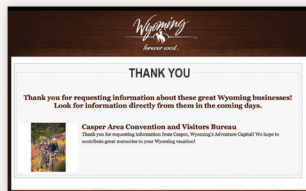
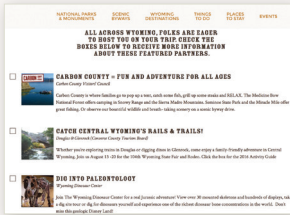




WYOMING OFFICE OF TOURISM LEADS PROGRAM SPECIFICATIONS



CONFIRMATION EMAIL

An immediate, auto-generated confirmation email is deployed to the users who request information from you.

CREATIVE TIPS:

- This is your opportunity to move users down the funnel to really sell them on incorporating your business into their Wyoming itinerary.
- Drive them to your website or include a special offer.

FORMATTED AD

Formatted ad on the confirmation page (after a user selects to receive info from WOT), including a photo, headline, advertiser name and copy. Character counts include spaces.

HEADLINE

30 characters

ADVERTISER NAME

20 characters

BODY COPY

250 characters

PHOTO

164 x 125 px (No larger than 15mb)

CLICK THROUGH URL

LEADS

Leads are sent to the provided contact (below) weekly. Please provide contact information for the person who will receive the weekly leads email update.

CONTACT NAME

CONTACT EMAIL

SUBMISSION INSTRUCTIONS

- Log into the Data Engine to upload your message.

COLOR SPECIFICATIONS AND RESOLUTION

- All colors used must be **RGB** or **Index** (Web safe recommended).
- All photos and graphics must be **RGB** or **black and white**.
- All images, graphics and logos must be **72 dpi**.
- Image file must not exceed **15MB**.

CREATIVE TIPS:

- Make sure to sell the user on your value proposition.
 - Tell the user what they will get by checking your box.
 - *Check the box to receive an immediate special offer.*
 - *Check the box to sign up for our monthly email where you'll be kept in the loop on current events and specials.*
 - *Check the box to receive our visitors guide.*
- Do NOT include your website here, the call-to-action is to get them to check your box.

miles
PARTNERSHIP

SUPPLYING DIGITAL MATERIALS

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