



Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

State of West Virginia  
**Delivery Order**

Order Date: 04-07-2023

CORRECT ORDER NUMBER MUST APPEAR  
 ON ALL PACKAGES, INVOICES, AND  
 SHIPPING PAPERS. QUESTIONS  
 CONCERNING THIS ORDER SHOULD BE  
 DIRECTED TO THE DEPARTMENT  
 CONTACT.

<b>Order Number:</b> CDO 0511 3245 BSS2300000003 1	<b>Procurement Folder:</b> 1204004
<b>Document Name:</b> Advertising and Marketing Service	<b>Reason for Modification:</b>
<b>Document Description:</b> Advertising and Marketing Service	
<b>Procurement Type:</b> Central Delivery Order	
<b>Buyer Name:</b> Crystal G Husted	
<b>Telephone:</b> (304) 558-2402	
<b>Email:</b> crystal.g.husted@wv.gov	
<b>Shipping Method:</b> Best Way	<b>Master Agreement Number:</b> CMA 0506 HHR2200000001 1
<b>Free on Board:</b> FOB Dest, Freight Prepaid	5/3/23

VENDOR	DEPARTMENT CONTACT																				
<b>Vendor Customer Code:</b> 000000109305 THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400  CHARLESTON WV 25301  US <b>Vendor Contact Phone:</b> 999-999-9999 <b>Extension:</b>  <b>Discount Details:</b> <table border="1"> <thead> <tr> <th></th> <th>Discount Allowed</th> <th>Discount Percentage</th> <th>Discount Days</th> </tr> </thead> <tbody> <tr> <td>#1</td> <td>No</td> <td>0.0000</td> <td>0</td> </tr> <tr> <td>#2</td> <td>No</td> <td></td> <td></td> </tr> <tr> <td>#3</td> <td>No</td> <td></td> <td></td> </tr> <tr> <td>#4</td> <td>No</td> <td></td> <td></td> </tr> </tbody> </table>		Discount Allowed	Discount Percentage	Discount Days	#1	No	0.0000	0	#2	No			#3	No			#4	No			<b>Requestor Name:</b> Anthony J Walizer <b>Requestor Phone:</b> (304) 356-2915 <b>Requestor Email:</b> anthony.j.walizer@wv.gov  <div style="text-align: center; font-size: 2em; font-weight: bold;">23</div> <b>FILE LOCATION</b> _____
	Discount Allowed	Discount Percentage	Discount Days																		
#1	No	0.0000	0																		
#2	No																				
#3	No																				
#4	No																				

INVOICE TO	SHIP TO
ADMINISTRATIVE SERVICES ASSISTANT - 304-356-4528 HEALTH AND HUMAN RESOURCES  BCF - COMMISSIONER'S OFFICE  350 CAPITOL ST, RM 730  CHARLESTON WV 25301-3711  US	ADMINISTRATIVE SERVICES ASSISTANT - 304-356-4528 HEALTH AND HUMAN RESOURCES  BCF - COMMISSIONERS OFFICE  350 CAPITOL ST, RM 730  CHARLESTON WV 25301-3711  US

Purchasing Division's File Copy

<b>Total Order Amount:</b>	\$298,685.00
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**ENTERED**

CH 4/10/23

<b>PURCHASING DIVISION AUTHORIZATION</b> <b>DATE:</b> Tara H 4/10/2023 <b>ELECTRONIC SIGNATURE ON FILE</b>
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<b>ENCUMBRANCE CERTIFICATION</b> <b>DATE:</b> 4/10/2023 <b>ELECTRONIC SIGNATURE ON FILE</b>
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**Extended Description:**

The Manahan Group LLC Delivery Order - WV DHHR BSS Adult Protective Services

Timeframe: 05/01/2023 to 04/30/2024

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
1	82101800	12.00000	HOUR	\$105.0000	\$1,260.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-05-01	2024-04-30				

**Commodity Line Description:** Contract Administration/Consultation

**Extended Description:**

Contract Administration/Consultation

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
2	82101800	55.00000	HOUR	\$105.0000	\$5,775.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-05-01	2024-04-30				

**Commodity Line Description:** Account Services

**Extended Description:**

Account Services

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
3	82101800	70.00000	HOUR	\$20.0000	\$1,400.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-05-01	2024-04-30				

**Commodity Line Description:** Video Production

**Extended Description:**

Video Production

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
4	82101800	70.00000	HOUR	\$105.0000	\$7,350.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-05-01	2024-04-30				

**Commodity Line Description:** Design & Copy

**Extended Description:**

Design & Copy

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
5	82101800	80.00000	HOUR	\$105.0000	\$8,400.00
<b>Service From</b>	<b>Service To</b>	<b>Manufacturer</b>		<b>Model No</b>	<b>Delivery Date</b>
2023-05-01	2024-04-30				

**Commodity Line Description:** Media Buys

**Extended Description:**

Media Buys

Line	Commodity Code	Quantity	Unit	Unit Price	Total Price
6	82101800	0.00000		\$0.0000	\$274,500.00
Service From	Service To	Manufacturer	Model No	Delivery Date	
2023-05-01	2024-04-30				

**Commodity Line Description:** Media Buying Add-On

**Extended Description:**

Percentage Add-On for Media Buying = 5%

Add on Multiplier: 1.05



**THE MANAHAN GROUP LLC**

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301  
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

To: Amber Moore  
WVDHHR, Bureau for Social Services, Adult Protective Services

From: Bethany West

RE: WV Adult Protective Services Outreach Campaign, 2023-2024

Date: March 9, 2023

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**Statement of Work to be Performed:**

The Manahan Group LLC will work with the WV DHHR Bureau for Social Services, Adult Protective Services on initiatives to generate community awareness of their services. Messaging will include reliable information about who is a vulnerable adult, what is vulnerable adult maltreatment and how to report maltreatment of a vulnerable adult.

The project will include the production of :30-:60 spots to generate awareness around these messages, as well as digital assets to support the tv & radio messaging. The paid media placements include but are not limited to television, radio and digital ads placed across the state.

Planning on this project has commenced and management will be finalized after the last invoice has been received from outside vendors and processed for payment.

**Timeframe:**

May 1, 2023 – April 30, 2024 *(The Manahan Group LLC will honor the terms, conditions and pricing past the expiration date of the master agreement for this work order.)*

**Estimated Labor and Costs:**

The Manahan Group LLC will need a total of 287 labor hours to help create, plan, coordinate and execute the campaign elements for this project. Per the terms of CMA 0511 2514 HHR220000001 1, the breakdown of hours between commodity line items is as follows:

Commodity Line Description	# Hours	Rate	Total
Contract Admin/Consultation	12.00	\$ 105.00	\$ 1,260.00
Account Services	55.00	\$ 105.00	\$ 5,775.00
Television Production	70.00	\$ 20.00	\$ 1,400.00



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Design and Copy	70.00	\$ 105.00	\$ 7,350.00
Media Buys	80.00	\$ 105.00	\$ 8,400.00

*Total Labor: \$ 24,185.00*

**Production and Media Placement Costs:**

The Manahan Group LLC will coordinate production and place media on behalf of WVDHHR and the Adult Protective Services Program. Placements may include but are not limited streaming television, and digital video ads etc. Per the terms of CMA 0511 2514 HHR220000001 1, all outside costs are billed under commodity line item "Media Buying Add-on".

Commodity Line Description	Medium	Total
Media Buying Add-On	Production	\$75,000.00
Media Buying Add-On	Digital/Streaming TV	\$190,000.00
Media Buying Add-On	5% Markup on Media Placements	\$ 9,500.00

*Total Media Placement Costs: \$274,500.00*

**Total Work Order Not to Exceed: \$ 298,685.00**

**Submitted by:**

**Bethany West**

**The Manahan Group**

*Kimberly Jobe*

**Approved**

Service	All-Inclusive Hourly Rate
Contract Administration, Consultation, Planning	\$105.00
Account Services	\$105.00
Video Production	\$20.00
Radio, TV, Cable Platform	\$20.00
Outdoor Advertising	\$20.00
Media Buys	\$105.00
Print Media	\$20.00
Research, Survey, Analysis, Evaluation	\$20.00
Design and Copy	\$105.00
Website Design	\$75.00
Data Acceptance and Transfer	\$0.00

All vendors responding to this RFP must provide a percentage of add-on or "markup" for media buying activities if the vendor will charge the agency an add-on to the actual costs for media buys. Vendors not intending to charge an add-on will use an add-on percentage of Zero (0) with a multiplier of 1.0. If a vendor fails to provide an add-on percentage, it will be interpreted as no add-on for media buys during the life of the contract.

**ADD-ON FOR MEDIA BUYS PERCENTAGE** 5.0%

Multiplier (Convert percentage to a decimal and add to 1) (For example, 10% would be .10 making the multiplier 1.10) \$2,750,000 is the amount of estimated media buys.

**-See Next Page**