



GREAT LAKES PUBLISHING



Custom Media



West Virginia Travel Guide

Req#: TOR 3619

ORIGINAL DOCUMENTS INCLUDED

Presented by: Great Lakes Publishing Co.

1422 Euclid Ave.

Suite 730

Cleveland Ohio 44115

216.377.3678

September 7, 2010

RECEIVED

2010 SEP -9 A 10: 31

PURCHASING DIVISION
STATE OF WV

Table of Contents

Page 1: Vendor Information
Page 2: Welcome

Section I

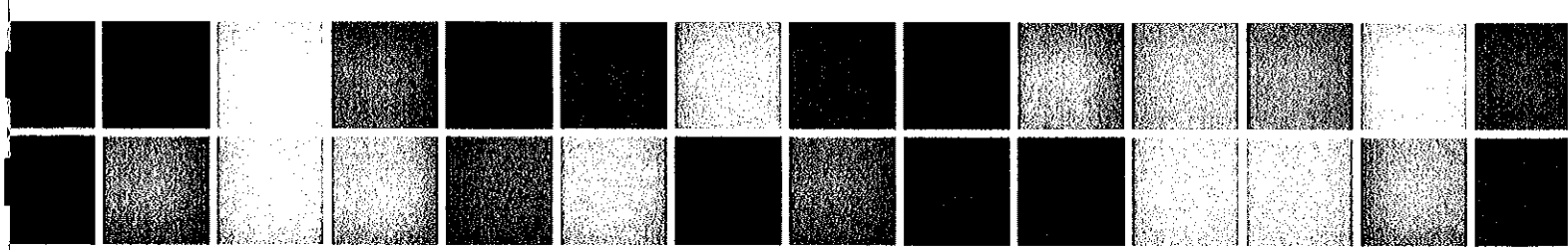
Pages 4-12: 4.1.1: Layout Recommendations
a. Individual Sections
b. Regional map & information inclusion
c. Cover & text page samples, style sheet
d. Paper Stock
Page 13: 4.1.2: Fulfillment Packet
Page 14: 4.1.3: Ad-to-Editorial Ratio
Page 15: 4.1.4: Timeline
Pages 16-19: 4.1.5: Advertising Sales Strategy
Page 20: 4.1.6: Advertising Response Strategy

Section II

Page 21: 4.1.7: In-house Capabilities & Subcontractor Information
Page 22-23: 4.1.8: Translation Services
Pages 24-32: 4.1.9: Personnel & References
a. Key Personnel
b. Great Lakes Publishing Custom Media Experience
c. References
d. Financial Information
Page 33: 4.1.10: Conflicts of Interest

Section III

Page 34: 4.1.11: Estimated Value of our Proposal
Page 35: 4.1.12: Revenue Share
Page 36: 4.1.13: Additional Copies & Cost
Pages 37-40: 4.1.14: Special Features



Vendor Information

(1)

Vendor Name: Great Lakes Publishing Co.

Address:

1422 Euclid Ave.
Suite 730
Cleveland, Ohio 44115

Contact Name: Lute Harmon Jr.

Phone Number: 216.377.3678

Fax Number: 216.781.6318

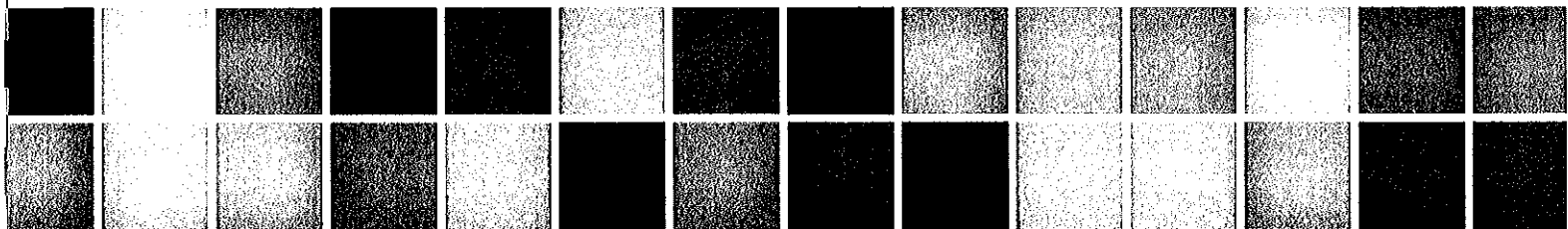
Contact Email Address: harmonjr@glpublishing.com

Date established: 1972

Ownership: Privately held corporation



Lute Harmon Jr., President of Great Lakes Publishing Co.
Signed and date on:



Welcome

(2)

On behalf of entire team at Great Lakes Publishing Custom Media, I would like to say how excited our staff is to present this proposal for your review and consideration.

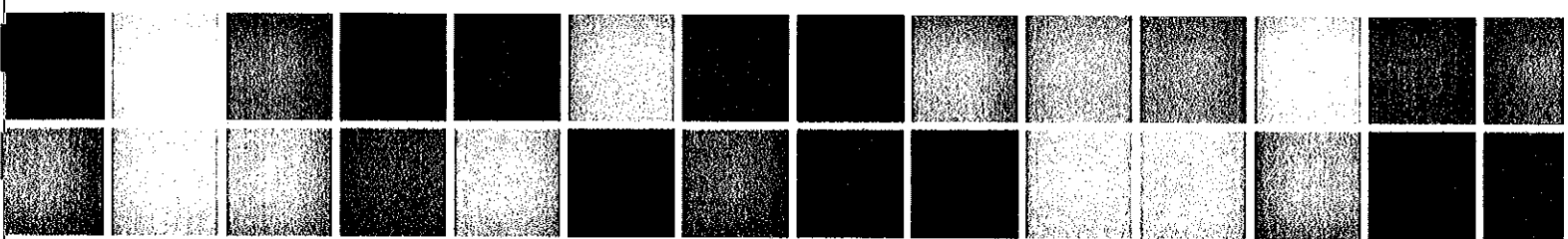
We understand that your goal is to create a publication that elevates West Virginia as a **four-season, top-tier** travel destination. This is not an uncommon goal within the travel and tourism industry. What will be **uncommon**, however, is how **Great Lakes Publishing Custom Media** plans to provide a publication, additional distribution outlets, added value and marketing to help support your long-term goals.

When reviewing our proposal keep in mind the following:

- Our Expertise
- Potential Reach and Distribution Outlets
- Credibility
- Unique Added Value Opportunities

We understand the following project specifications as outlined in the RFQ#: TOR3619

- Page Count
 - Cover: 4
 - Body: 224
 - Reader Response: 2
- Page size: 7.5" x 10.5"
- Color: Four-color process throughout
- Ad to editorial ratio: 30/70 percent
- Paper Quality:
 - Cover: 80#-#3 matte
 - Body: 60#-#3, C2S
 - Reader Response: 7 point, high-bulk return
- Binding: Perfect bound with a hinge-score
- Quantity: 500,000
- Distribution: Carton-packed, 30 publications to a carton. Shipping to two locations in West Virginia.
- Digital publication ~ Great Lakes Publishing Custom Media will provide a digital publication for the use of the West Virginia Division of Tourism.



Welcome (continued)

(3)

We understand the following services will be provided to the West Virginia Division of Tourism to ensure the on-time delivery of the 2011 West Virginia Travel Guide:

- Editorial
- Design
- Project Management
- Digital
- Production/Printing
- Distribution
- Advertising Sales

We understand the 2011 West Virginia Travel Guide should be delivered on or before February 25, 2011. We understand the packing and shipping requirements as stated on page 18 of the RFQ.

We plan to work hand-in-hand with the West Virginia Division of Tourism to develop a premier tourism publication. We will develop a comprehensive timeline to meet your expectations.

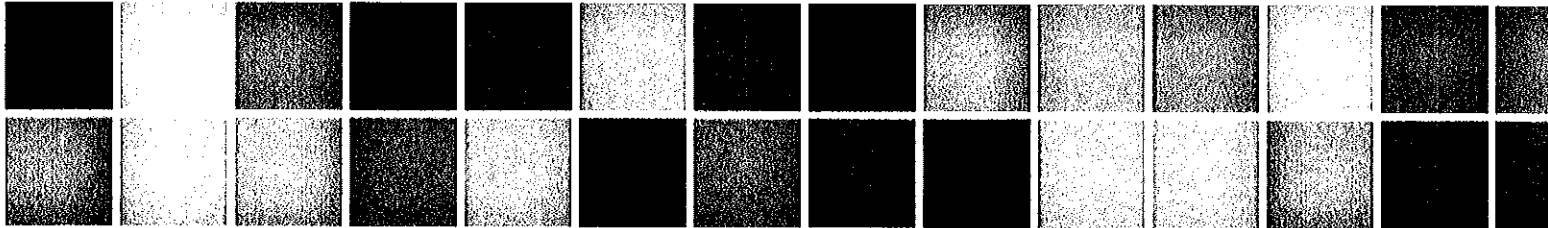
In closing, we **believe** in being a true **partner** in every sense of the word. We believe that each client has a **unique** story to tell. We believe that partnering with Great Lakes Publishing Custom Media will **elevate** West Virginia as a four-season, premier travel destination.

We believe in your mission and are ready to become your partner.

Regards,



Lute Harmon Jr.
President of Great Lakes Publishing Co.



4.1.1 Layout Recommendations

(4)

DESIGN & STYLE INPUT

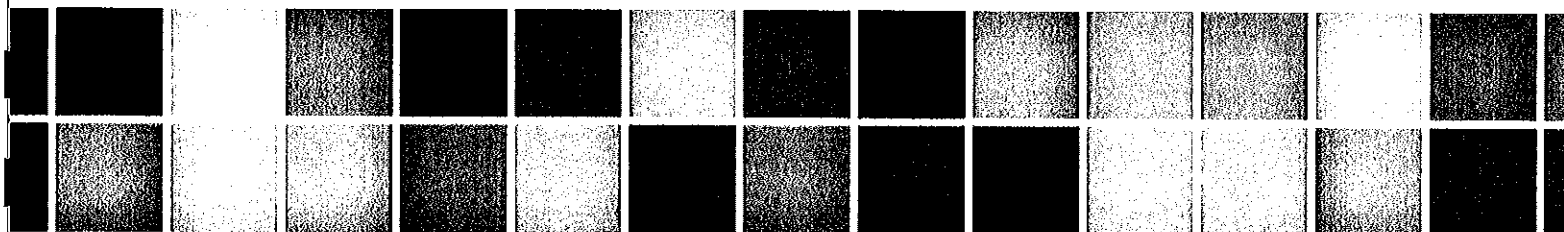
Great Lakes Publishing Custom Media takes great pride in **custom** creating **solutions** for each client.

Our methodology involves understanding and embracing your **goals**, the current **economic** climate and **industry trends**. It is with this understanding and our drive for **excellence** that we will carefully craft your publication as well as other communication vehicles specifically for **you**.

The travel-planning audience is motivated by a variety of subjective factors. **Time** of year, **who** is traveling, the **length** of the trip, the **budget** and **why** are they traveling can all factor into how the traveler is making their decisions.

We know that it is imperative to the **success** of your travel planner that we artistically blend each of those subjective factors with **compelling** editorial (content and data) and imagery.

The following pages will provide our recommendations for individual sections, regional & map information, cover, text, fonts, colors, and paper stock.



4.1.1 Layout Recommendations

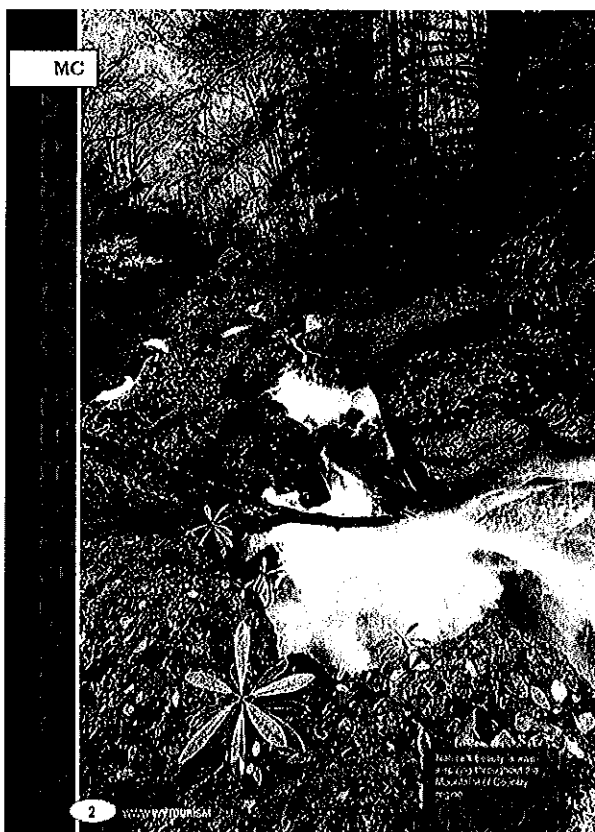
(5)

INDIVIDUAL SECTIONS (a)

Each of the nine regions has unique characteristics. By opening up with an amazing image and story, the publication will engage the reader, thus promoting them to continue on their “planning journey”.

The image and color selection will welcome the reader into the experience.

We believe that it is vital to make the connection with the reader within these individual regional sections.



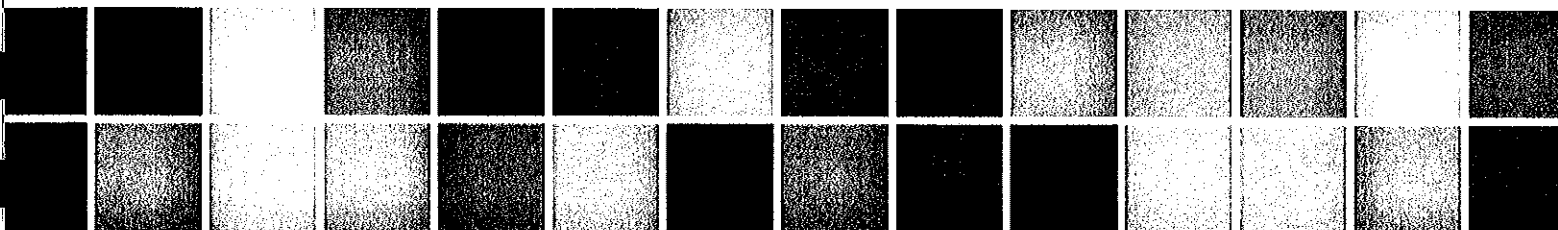
Mountaineer Country

An adventure awaits!

Landscape rich in natural beauty, history and culture.

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4.1.1 **Layout Recommendations**

(6)

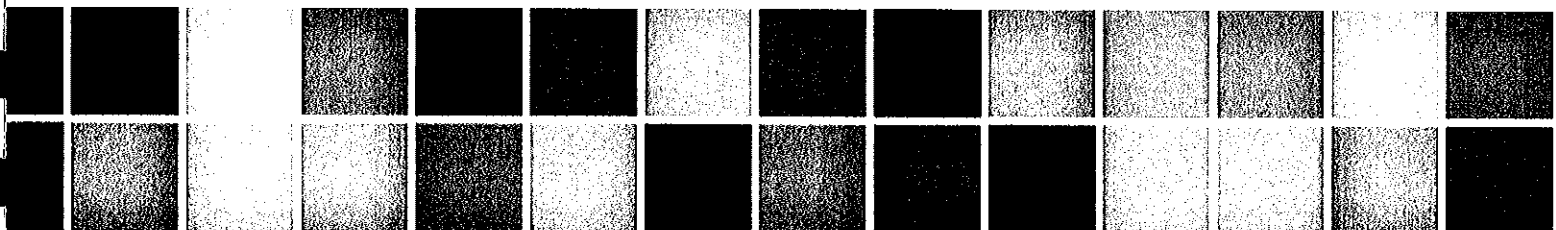
REGIONAL MAP & INFO (b)

As the potential visitors delve deeper into the guide they, will be begin to experience the true flavor of West Virginia. They will find the best attractions; things to do, see and experience; and places to stay.

They will readily be able to identify where in the region they are with the regional map easily identifiable at the top of the page and listing section.

We believe that it is important to incorporate a complete experience in the regional sections without mixing in too many variables. We want to make sure that we are communicating to adventurers, family travelers, empty nesters and baby boomers. We also want to make sure that we are providing information that a travel “planner” is looking for, such as deals, freebies, quick trip ideas and more.

Take a look at the sample recommendations provided on the following pages.



MC

West Virginia is full of cultural history.
PHOTO BY JIM JONES

Pedaling & PADDLING TRAILS

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History, Up-Close & Personal

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FREE Travel Tips

DID YOU KNOW WEST VIRGINIA HAS...it Borepint oassinclint aut fuga. Alibus et laccules eturum que optaocetEbit harchillore qua quas dis maximal endio. Nem labor Ebit harchillore quia ques dis ma

LEARN MORE

about outdoor recreation trails throughout the state with the West Virginia Rails to Trails Council at www.wvrtc.org

WHEN YOU VISIT

Day 1

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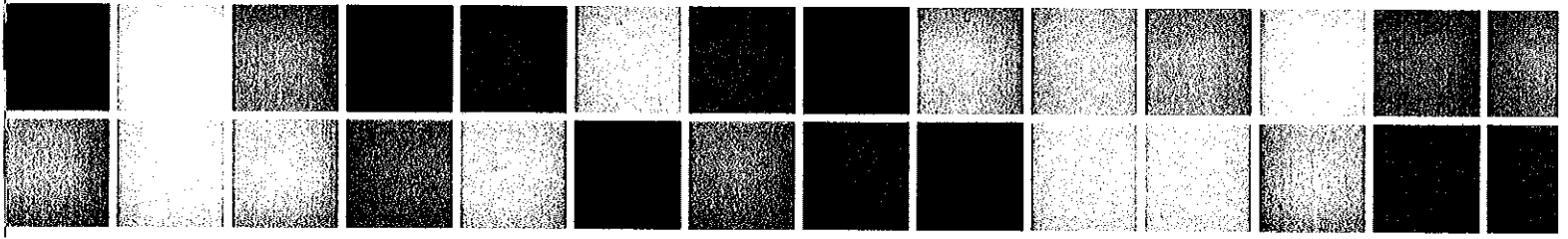
Day 2

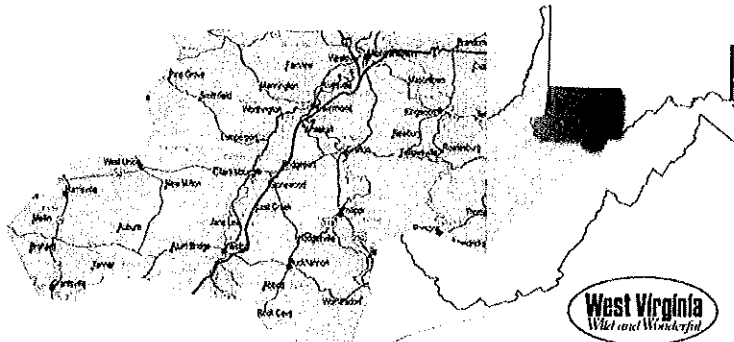
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Day 3

- Voleseq uidit, ullor aperume autas sit, volupta vellabore
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- Voleseq uidit, ullor aperume autas sit, volupta vellabore
- Voleseq uidit, ullor aperume autas sit, volupta vellabore

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WWW.WVTourism.com





MC



Attractions & Recreation

PRICES reflect one adult paying regular admission.
 \$ = under \$8; \$\$ = \$8-\$16; \$\$\$ = \$16-\$24; \$\$\$\$ = \$24-\$45 and up.
 ♿ = Full wheelchair access
 ♻ = Recipient of MAPF funding from the Division of Tourism
 ☞ = Free attraction or event
 The attractions and accommodations included on the following pages are paid listings and do not represent everything West Virginia has to offer.

COLLEGES & UNIVERSITIES

Fairmont State University
 1201 Locust Ave., Fairmont WV
 26554 800-641-5678.
www.fairmontstate.edu
 90 four-year majors, graduate programs, 50 associate degrees, many year and skill set certificates. Ad page 79. Reader response 18.

Glass House Studio
 34 W. Main St., Romney WV 26547
www.glasshousestudio-wv.com
 Shop a variety of local art or spend the weekend trying your hand at creating your own work of art. Ad page 79. Reader response 18.

Blackwater Falls Restaurant
 R.R. 29, Box 490, Davis, WV 26230
www.blackwaterfalls.com
 Where dining rivals the view. Like lodge, open year-round. Reunions, groups and walk-ins. Ad page 79.

ARTS & CULTURE

Fairmont State University
 1201 Locust Ave., Fairmont WV
 26554 800-641-5678.
www.fairmontstate.edu
 90 four-year majors, graduate programs, 50 associate degrees, many year and skill set certificates. Ad page 79. Reader response 18.

Glass House Studio
 34 W. Main St., Romney WV 26547
www.glasshousestudio-wv.com
 Shop a variety of local art or spend the weekend trying your hand at creating your own work of art. Ad page 79. Reader response 18.

Blackwater Falls Restaurant
 R.R. 29, Box 490, Davis, WV 26230
www.blackwaterfalls.com
 Where dining rivals the view. Like lodge, open year-round. Reunions, groups and walk-ins. Ad page 79.

HISTORY & HERITAGE

Fairmont State University
 1201 Locust Ave., Fairmont WV
 26554 800-641-5678.
www.fairmontstate.edu
 90 four-year majors, graduate programs, 50 associate degrees, many year and skill set certificates. Ad page 79. Reader response 18.

Glass House Studio
 34 W. Main St., Romney WV 26547
www.glasshousestudio-wv.com
 Shop a variety of local art or spend the weekend trying your hand at creating your own work of art. Ad page 79. Reader response 18.

Blackwater Falls Restaurant
 R.R. 29, Box 490, Davis, WV 26230
www.blackwaterfalls.com
 Where dining rivals the view. Like lodge, open year-round. Reunions, groups and walk-ins. Ad

DINING

Fairmont State University
 1201 Locust Ave., Fairmont WV
 26554 800-641-5678.
www.fairmontstate.edu
 90 four-year majors, graduate programs, 50 associate degrees, many year and skill set certificates. Ad page 79. Reader response 18.

Glass House Studio
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 R.R. 29, Box 490, Davis, WV 26230
www.blackwaterfalls.com
 Where dining rivals the view. Like lodge, open year-round. Reunions, groups and walk-ins. Ad page 79.

REAL ESTATE

Fairmont State University
 1201 Locust Ave., Fairmont WV
 26554 800-641-5678.
www.fairmontstate.edu
 90 four-year majors, graduate programs, 50 associate degrees, many year and skill set certificates. Ad page 79. Reader response 18.

Glass House Studio
 34 W. Main St., Romney WV 26547
www.glasshousestudio-wv.com
 Shop a variety of local art or spend the

4.1.1 Layout Recommendations

(9)

COVER & TEXT PAGE RECOMMENDATIONS (c)

Color Recommendation






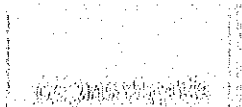



We understand that end users react to colors in different ways. The use of color is one of the most powerful design tools we have available to us. Each hue has its own personality and reaction. Color selection and color combinations can dramatically change the perception of an experience.

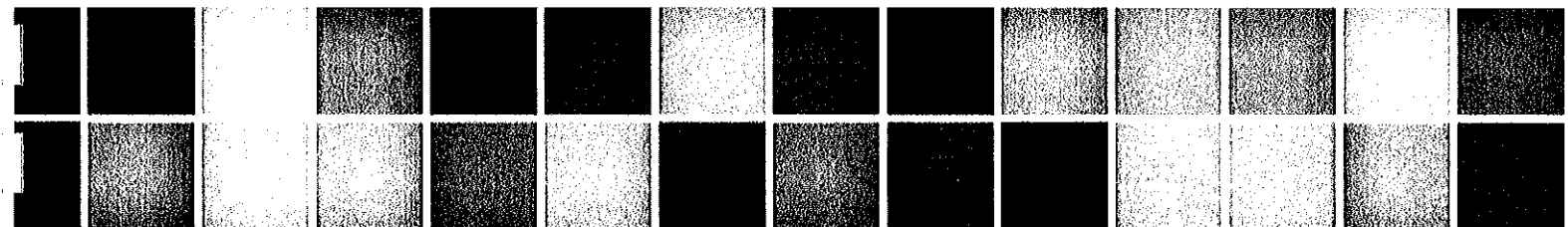
Colors can help create a mood, unify and provide texture and dimension.

We want to work collaboratively with the West Virginia Division of Tourism to create a color palette that is more than just nine colors. We want to create a powerful connection between the traveler and the experience.

Below is our recommended foundation for your color palette.

Color Palette

 C/18 M/93 Y/100 K/0	 C/100 M/42 Y/100 K/0	 C/13 M/50 Y/100 K/0	MC Mountaineer Country
 C/31 M/100 Y/79 K/0	 C/63 M/27 Y/93 K/0	 C/75 M/50 Y/100 K/0	NG New River Greenbrier Valley
 C/100 M/62 Y/10 K/0	 C/60 M/12 Y/10 K/0	 C/64 M/100 Y/22 K/0	MV Metro Valley
			EP Eastern Panhandle
			HM Hatfield-McCoy Mountains
			MO Mid-Ohio Valley
			PH Potomac Highlands
			ML Mountain Lakes
			NP Northern Panhandle



COVER & TEXT PAGE RECOMMENDATIONS (c)

Font Recommendations

When selecting fonts for the West Virginia Division of Tourism, we wanted to make sure that readability and functionality of the typography meets our best-practice standards.

Our recommended typefaces will work well with the current volume of text and information printed.

Once editorial and content volume is determined, we will work with the West Virginia Division of Tourism to establish what the best course of action will be.

Typefaces

West Virginia

Providence will be used for headlines and subheads. This font reflects the current design, but is not as feminine and reflects the uniqueness of the state.

West Virginia

Worstveld Sling will be used for pull-quote and highlighting specific information in a fun way, reflective of handwriting.

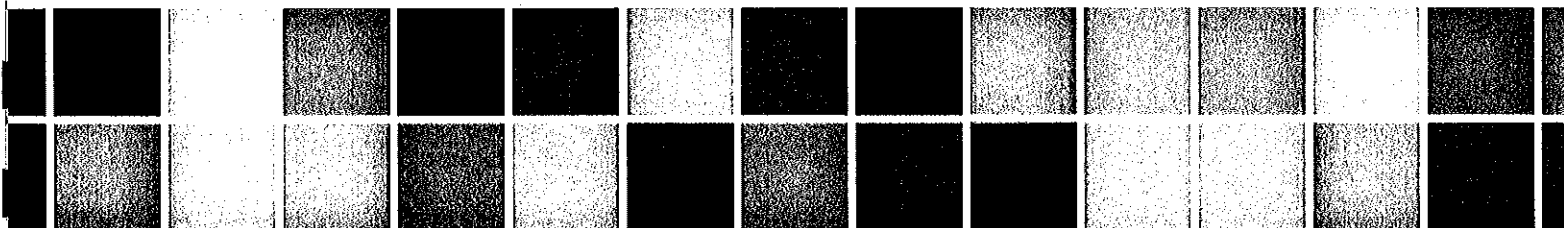
West Virginia

West Virginia

West Virginia

West Virginia

Univers will be used for body copy and listings.



4.1.1 Layout Recommendations

(11)

PROJECT SPECIFICATIONS (c)

Recommended Page Count

Cover: 4

Body: 224

Reader Response: 2

Recommended Size of the publication: 7.5" x 10.5"

Ad-to-edit ratio: 30/70 percent

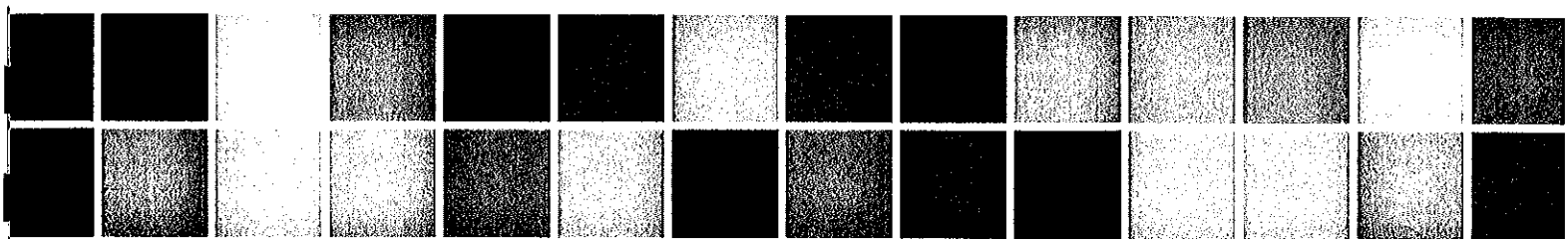
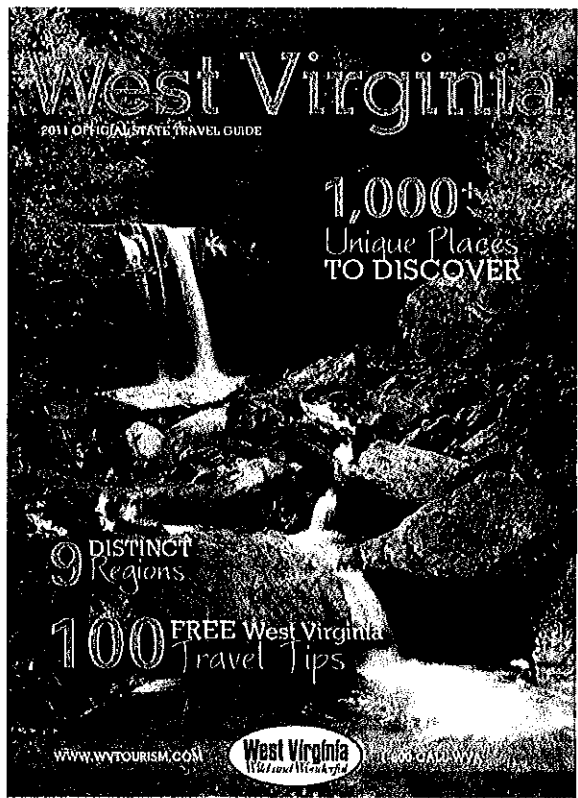
Binding: Perfect-bound with a hinge score

Great Lakes Publishing Custom Media has provided samples for the Division's reference in the enveloped marked "Sample Publications."

MC Accommodations

Accommodation Name	Address	Phone	Website	Category	Rate	Notes
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly
Super Motel	200 E. Main St. Martinsburg, WV 26150	304.771.7700	www.supermotel.com	Motel	\$119	Free breakfast, pet-friendly
Alpine Lake Resort Community	1000 N. Main St. Martinsburg, WV 26150	304.771.7700	www.alpinelake.com	Resort	\$119	Full-service resort, pet-friendly
Super Motel	200 E. Main St. Martinsburg, WV 26150	304.771.7700	www.supermotel.com	Motel	\$119	Free breakfast, pet-friendly
Alpine Lake Resort Community	1000 N. Main St. Martinsburg, WV 26150	304.771.7700	www.alpinelake.com	Resort	\$119	Full-service resort, pet-friendly
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly
Super Motel	200 E. Main St. Martinsburg, WV 26150	304.771.7700	www.supermotel.com	Motel	\$119	Free breakfast, pet-friendly
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly
Alpine Lake Resort Community	1000 N. Main St. Martinsburg, WV 26150	304.771.7700	www.alpinelake.com	Resort	\$119	Full-service resort, pet-friendly
Alpine Lake Resort Community	1000 N. Main St. Martinsburg, WV 26150	304.771.7700	www.alpinelake.com	Resort	\$119	Full-service resort, pet-friendly
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly
Super Motel	200 E. Main St. Martinsburg, WV 26150	304.771.7700	www.supermotel.com	Motel	\$119	Free breakfast, pet-friendly
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly
Alpine Lake Resort Community	1000 N. Main St. Martinsburg, WV 26150	304.771.7700	www.alpinelake.com	Resort	\$119	Full-service resort, pet-friendly
Motel Inn & Suites	301 E. Main St., Ste. 100 Martinsburg, WV 26150	304.771.7700	www.motelinn.com	Motel	\$119	Free breakfast, pet-friendly

www.WVTOURISM.COM



PAPER STOCK & BINDING (d)

Great Lakes Publishing Custom Media is recommending the following paper stock for the annual West Virginia Travel Guide.

Cover: 80#-#3 Matte text

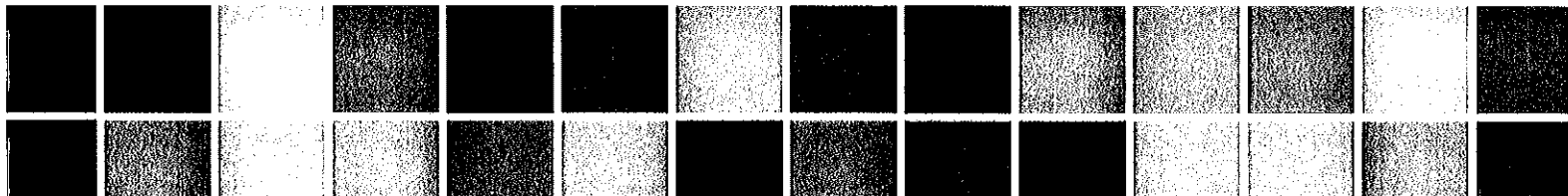
Body: 60#-#3, C2S text

Reader Response: 7 point high bulk return

The binding will be perfect bound with a hinge score.

The estimated weight of the publication is: 13.3 ounces

A sample dummy has been provided in the Paper Samples envelope.



4.1.2 Fulfillment Packet

(13)

Below please find the mailing/shipping information requested for the proposed Travel Guide (4-page cover, 224-page body, 2-page reader response card).

Estimated Weight: 13.3 oz.

Postage for first-class:

Due to the weight, we are recommending the Standard Bound Printed Matter rate. Since the weight is over 13 ounces, we would not recommend first class. Due to the lack of information on the mailing list for first-class delivery, Great Lakes Publishing Custom Media is providing the following zone breakdowns for your reference. Please keep in mind, the post office has announced make an increase in postage in 2011. These estimated rates were provided on September 4, 2010, and are not guaranteed.

Estimated Standard Bound Printed Matter Rates in Zones:

Zones 1 and 2: \$1.89/piece

Zone 3: \$1.93

Zone 4: \$1.99

Zone 5: \$2.08

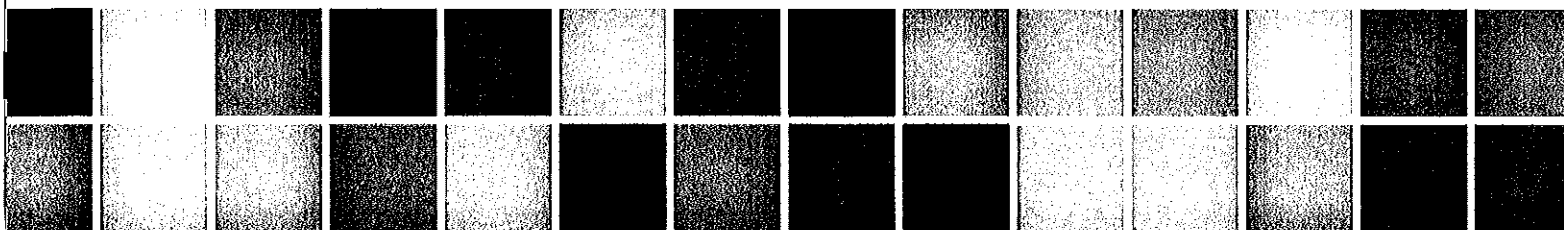
Zone 6: \$2.19

Zone 7: \$2.25

Zone 8: \$2.44

Postage for Bulk Shipping:

In order to obtain a bulk shipping rate, Great Lakes Publishing Custom Media would need the quantity of product being shipped as well as the locations.



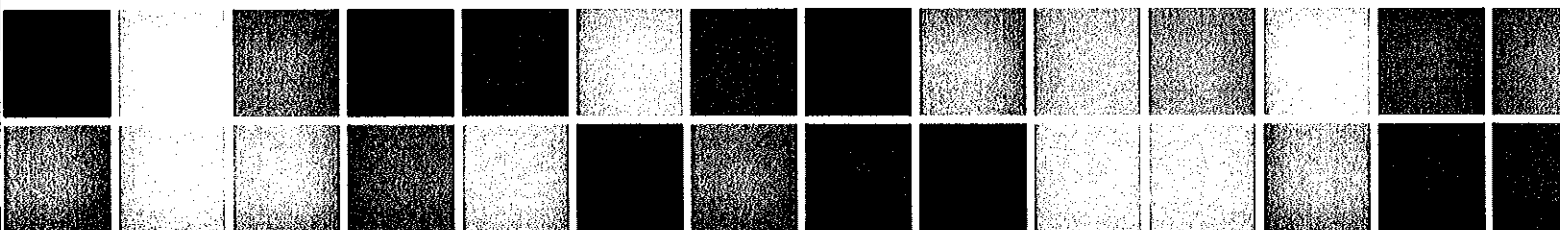
Ad-to-Edit Ratio

We are recommending the annual Travel Guide have the following page count:

Cover: 4
Body pages: 224
Reader Response Card: 2
Total page count: 230

Our ad-to-edit ratio would be **30% advertising** and **70% editorial**.

The editorial percentage does include the six pages that may be used by the West Virginia Division of Tourism for advertising purposes.



Our Work Plan

Great Lakes Publishing Custom Media is committed to producing products that will meet and exceed the West Virginia Division of Tourism's expectations.

Great projects start with good communication and clearly set goals for all aspects of the project.

Our Discovery Process for each project will include the following procedures:

- Discuss with the West Virginia Division of Tourism design and editorial goals and objectives
- Provide an editorial calendar and overview for review and approval of the West Virginia Division of Tourism
- Create a development and production timeline
 - Timeline includes design and editorial presentations, data collection and auditing processes, ad sales, print production and distribution
- Develop a media kit, in print and online, for all projects
- Aggressive advertising sales campaign will begin upon the approval of the media kits.

Estimated Timeline for Development & Delivery

Our proposal below includes milestones for the development and delivery of the publication. We will meet with your team to develop a more comprehensive timeline.

Delivery: January 14

Files to the printer: December 30

Publication approved by: December 27

Advertising sales close: December 3

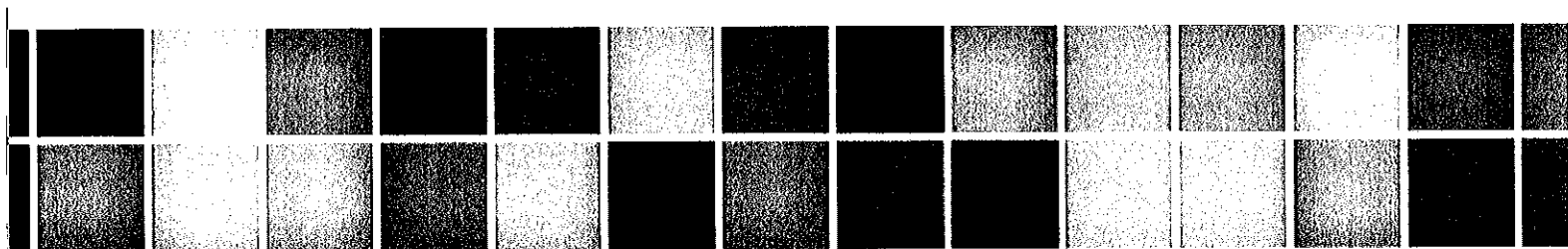
Editorial approved by: November 11

Initial designs to the client: October 16

Stories assigned by: October 11

Story slug list to the client for approval: October 7

Creative meeting with client: October 1



4.1.5 Advertising Sales Strategy

(16)

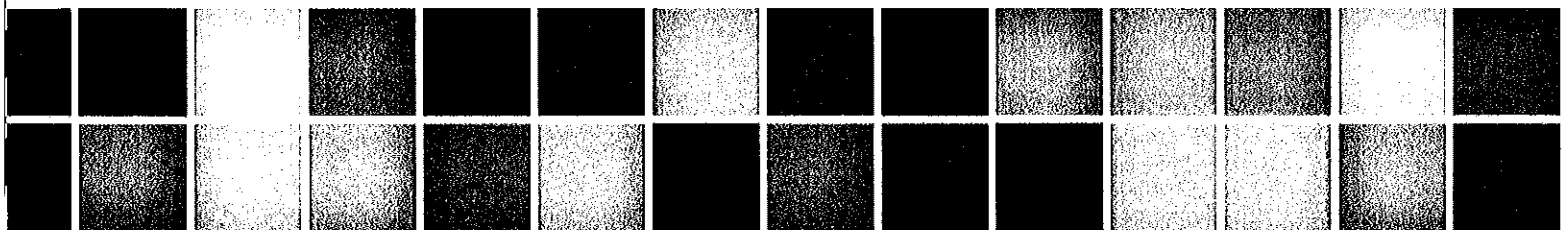
Our sales philosophy is built on relationships. The better an advertising account executive understands the needs of businesses in West Virginia the better he or she is at creating win-win partnerships between the Tourism Division and its constituents in the marketplace. These relationships take time and trust to develop. As an established entity in the area, Great Lakes Publishing Custom Media and our *LongWeekends* magazine teams are involved with local and state wide associations. We are in contact with local businesses on a regular basis and not once a year.

We demand integrity, engagement and dedication from each of our personnel, and our staff will be year-round advocates for the state.

Great Lakes Publishing Custom Media will develop, in conjunction with the Tourism Division, a media rate card that includes sizes, rates, print and digital packaging, dates and specific distribution information.

Great Lakes Publishing Custom Media will work with West Virginia-based businesses and approved national companies to generate out-of-the-box advertising partnerships. We will strive to create partnerships that will market West Virginia as a top-tier travel destination and provide travelers with unique West Virginia experiences and/or offers.

Great Lakes Publishing Custom Media understands that we are to adhere to the rate card unless the Tourism Division approves otherwise. We also understand the Tourism Division has final approval on all advertisements, advertising placement and house advertising content.



4.1.5 Advertising Sales Strategy

(17)

Display Advertising Rates

Great Lakes Publishing Custom Media will maintain the 2010 rate card for the 2011 travel guide.

All rates provided are NET

Ad Size	Rate
Spread	\$14,620
Full page	\$8,200
Two-thirds page	\$6,265
Half-page (H and V)	\$4,790
Sixth-page	\$1,750
Eighth-page	\$790

Premium Positions

Ad Size	Rate
Back Cover	\$12,790
Inside Front Cover	\$10,790
Inside Back Cover	\$9,425
Gate Fold	\$9,425

Directory Listing Rates & Information

For any advertiser, directory listings are free.

Directory Listing Option for Accommodations only

Names, address, phone, website and up to 65 character description

Rate: \$125

Directory Listing Option for Non-Accommodations

Names, address, phone, website and up to 100 character description

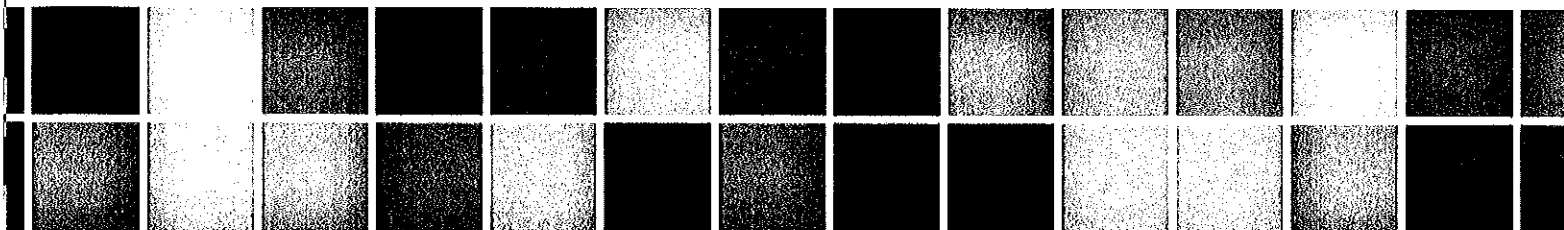
Rate: \$125

Event Listing Rates & Information

1-4 Events: \$55 per event

5 or more Events: \$45 per event

10 or more Events: \$40 per event



4.1.5 Advertising Sales Strategy

(18)

Great Lakes Publishing Custom Media Advertising Services

Great Lakes Publishing Custom Media will provide the following services to all advertisers at no cost:

- Design services
- Production services

All advertisers will receive a free hotlink from the digital publication to their home website.

Digital Publication Rates & Information

Great Lakes Publishing Custom Media recommends the addition of video to the digital publication as well the opportunity for events to purchase advertising after the publication has gone to print.

Video hosting within the digital publication will allow the publication to come alive and interact on a new level for the consumer. It will also allow the advertiser to speak directly to the consumer with special messaging or offers that might be hard to convey in a static print ad.

We know that some events are planned at the last minute. To help with promote those events, we would like to offer the opportunity to purchase a space in the publication after it has gone to print.

Video & Digital Event Rates

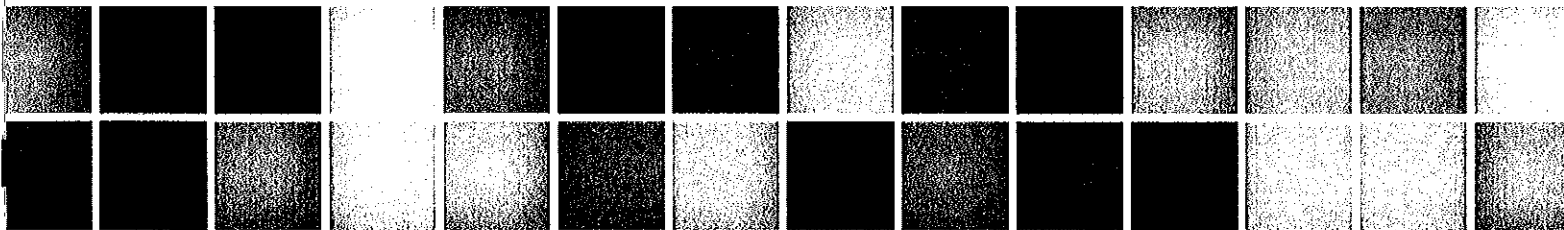
Video (:30), must be provided by the advertiser: \$5,000/one year

Digital Event: \$80 per event

Integrated Advertising Packages

Great Lakes Publishing Custom Media believes that the creative integration of advertising is crucial to the success of the publications and e-newsletters.

We foresee creating packages in conjunction with the West Virginia Division of Tourism. We want to make sure that you are a partner in all efforts that concern your constituents.



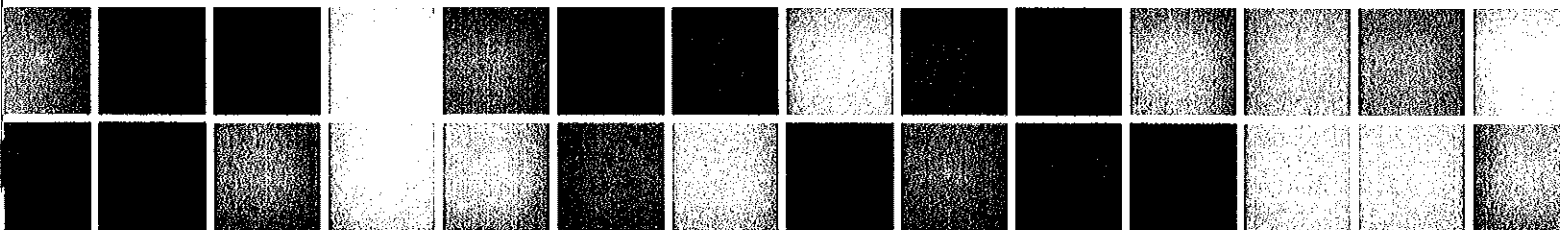
Multiple Purchase Discounting

Great Lakes Publishing Custom Media encourages rewarding those that purchase multiple pages in one publication as well as multiple insertion orders in more than one publication/program.

Upon the creation of the Integrated Advertising Packages, a discount scale will be presented for the West Virginia Division of Tourism's approval.

Integrity of the Rate Card

Great Lakes Publishing Custom Media prides itself on maintaining the integrity of the rate card presented and approved by the West Virginia Division of Tourism. We will not create special rates for advertisers without your written permission.



Reader Response Services

Great Lakes Publishing Custom Media will offer a real-time reader response program as well as a reader response mechanism available within the publication that allows the travel planner to send for information. All reader response information will be available to advertisers on demand via our online reader response system.

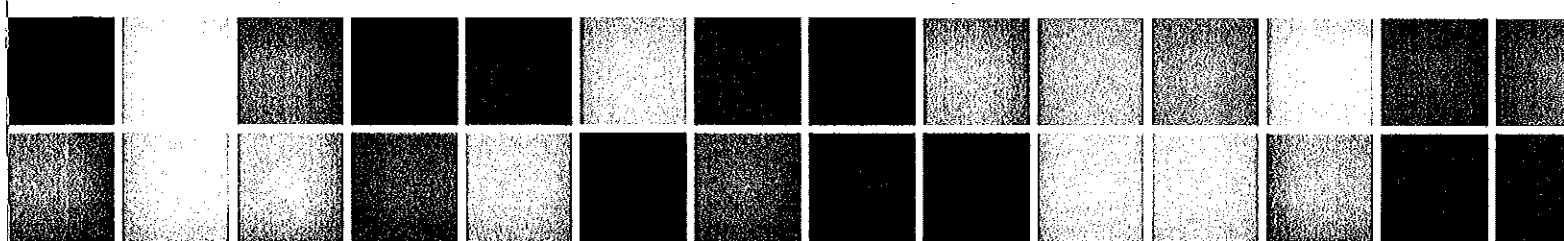
What is in it for the Advertiser?

This online system will offer advertisers the following:

- Ability to download information anytime they want
- Choose a specific date range to pull data for up to one year

What is in it for the Traveler?

- The online system will allow them to request information via the Internet immediately and when their interest is hot.
- This system also allows for faster turnaround and a shorter wait for the traveler to receive information.



4.1.7 In-House Capabilities & Subcontractors (21)

Our Services & Staff Make the Difference

Great Lakes Publishing Custom Media is a **leader** in custom-solution communications and integrated marketing.

By **understanding** the current market trends, including the way people are purchasing, living, traveling and choosing to **improve** their surroundings, we are aware of what **motivates** people to respond.

We understand that the “**personal**” brand relationship is one of the most important and valuable in any business. This relationship is driven by loyalty, trust and investment. The evolution of this relationship is where **growth** and **sustainability** in the marketplace will show its greatest return.

Our unparalleled **expertise**, history and knowledge allow our custom publishing team to help you **evolve** your brand and elevate the **relationship** you have with your customers.

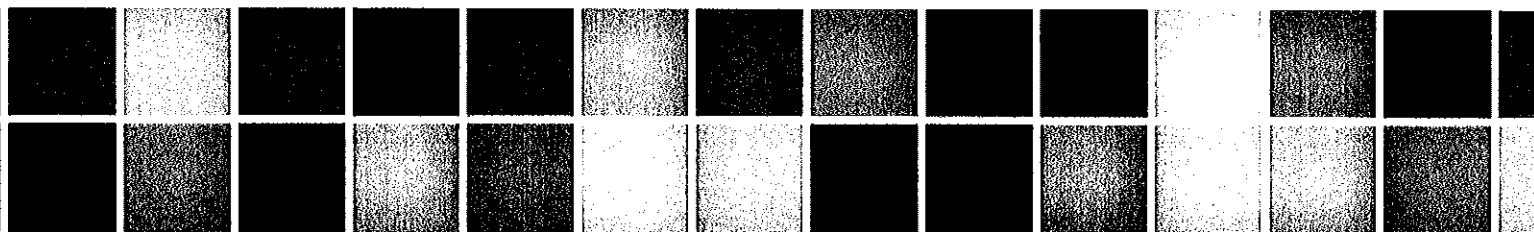
We offer a complete range of custom publishing services.

Our In-House Services Include:

- Creative design & editorial
- Project management
- Advertising sales
- Print production management
- Circulation & distribution
- Marketing
- Data verification & online fact-checking
- Interactive design & programming

We provide **leadership** and **innovative** platforms that will influence your target audience.

We currently produce more than 100 print and electronic publications for our subscriber and client base. With more than 35 years of experience, we have built a solid reputation for providing result-driven solutions that will impact your bottom line.



4.1.7 In-House Capabilities & Subcontractors (22)

Great Lakes Publishing Custom Media will be partnering with Quad/Graphics. They are experienced publication printers and provide world-class service and products. The body printing, binding, packing and distribution will be done in West Virginia.

Subcontractor Information

Printer & Paper Information

Name: Quad/Graphics - West Virginia

Address: 855 Caperton Blvd.

City: Martinsburg

State: WV

Zip: 25403-8081

Phone: 248-637-9950

Contact: Scott Jamrog

Email: Scott.Jamrog@qg.com

Description of services: Printing of the text pages, binding, carton packing and final distribution services.

Name: Quad/Graphics - Saratoga Springs, NY

Address: 56 Duplainville Rd.

City: Saratoga Springs

State: NY

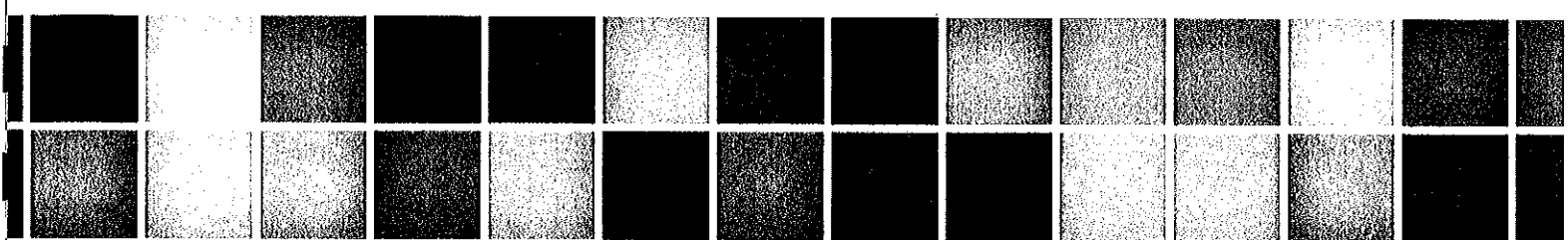
Zip: 12866-9050

Phone: 248-637-9950

Contact: Scott Jamrog

Email: Scott.Jamrog@qg.com

Description of services: Printing of the cover.

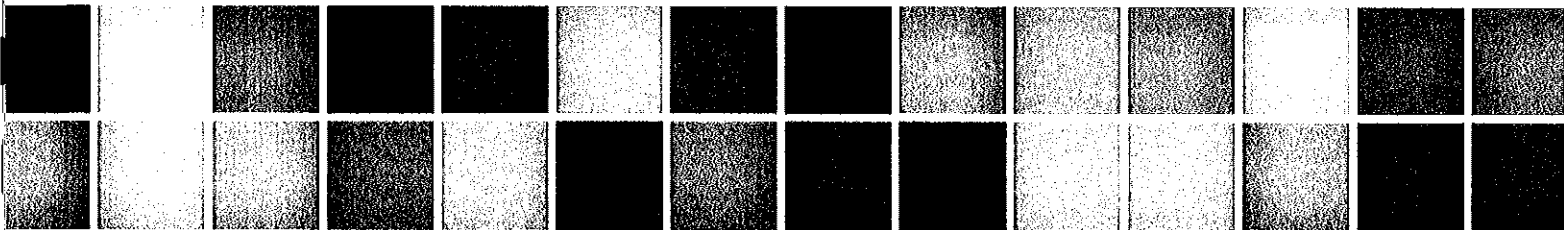


If the services of translation are needed, Great Lakes Publishing Custom Media works with a variety of subcontractors.

The appropriate subcontractor will be hired when the project request is accessed.

Our primary subcontractor can translate in more than 35 languages as well as specific lingual dialects.

This subcontractor is also certified with the ISO 9001:2001 quality assurance system and the EN 15038.



4.1.9 Key Personnel & References

(24)

Our Staff—Our Strength (a)

The Great Lakes Publishing Custom Media staff is dedicated, experienced, ready to work and make a difference on your behalf.

At Great Lakes Publishing, we pride ourselves on our award-winning design and editorial. Whether the reader is a visitor or calls West Virginia home, Great Lakes Publishing Custom Media has the knowledge and solutions to provide a demonstrable return on investment.

Project Management

President: Lute Harmon Jr.

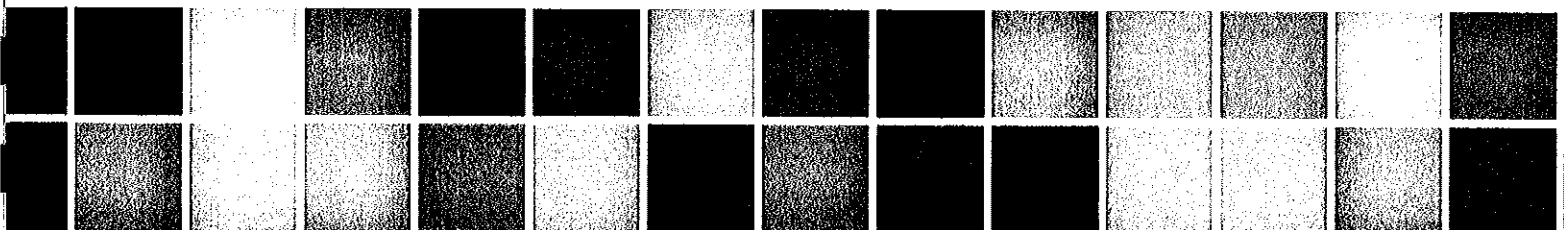
Education: Bachelors of Arts, Marketing

Role & Experience: Lute has over 15 years of publishing experience and, as the President of Great Lakes Publishing, he will provide leadership, insight and support on all projects. Lute is the former president of the American Advertising Federation of Cleveland.

Project Publisher: Michelle Berry

Education: Bachelors in Psychology, with a minor in Sociology

Role & Experience: Michelle has been the Project Publisher of the Ohio Travel Publication team for the past five years. She has worked with Fortune 500 companies developing award-winning brand strategies and campaigns. She specializes in immersing herself in relevant industry research and trends and works with key partners to keep Great Lakes Publishing ahead of the curve. Her role on the West Virginia team will be that of managing the relationship between Great Lakes Publishing and the department.



Our Staff—Our Strength (a)**Design & Editorial**

Art Director: Kristen Miller

Education: Bachelor of Journalism Degree with an emphasis in graphic design from the University of Missouri (Columbia, Mo.)

Role & Experience: Kristen's experience spans newspaper, business publications and monthly consumer magazines, as well as client projects. She will lead the design staff in creating a publication that provides impact and memorable experiences. Her creative use of color, fonts and imagery will illuminate West Virginia in a new way.

Assistant Art Director: Amanda Lloyd

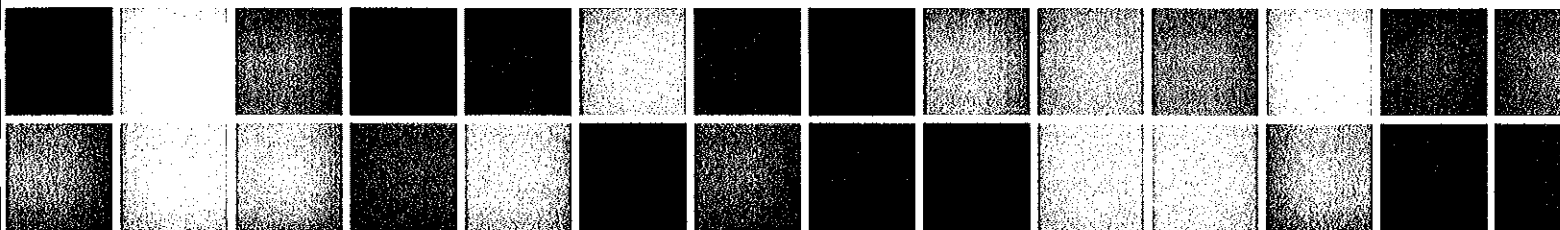
Education: Masters Degree, Visual Communications

Role & Experience: As assistant art director for *Ohio Magazine* since 2008 and art director of *Over the Back Fence* magazine, Amanda designs and handles the art direction for both publications as well as related collateral materials. She will provide assistance in researching imagery as well as creative development for any support materials needed.

Editor: Jennifer Bowen

Education: Bachelor of Science in Journalism with a specialization in magazine journalism, E. W. Scripps School of Journalism, Ohio University

Role & Experience: Associate Editor, Special Projects and Senior Editor, Special Projects. She has served as editor for numerous specialty and custom magazines, managing operations from conception to completion. Helps formulate the content and mission, assign and edit the stories, determine the artistic plan and facilitate the successful production of the magazine based on meeting the schedule and attaining top-notch standards. She works with custom-publishing clients to meet that client's editorial vision. Twelve years experience as a custom-publishing editor for city and regional magazines



Our Staff—Our Strength (a)

Design & Editorial, cont'd

E-Mail & Online Editor: Ilona Westfall

Education: Bachelor of Arts, Communications

Role & Experience: As assistant editor for Great Lakes Publishing since 2008, Ilona edits and writes for internal publications and custom projects. Ilona will be the lead editor on all online materials. She will also be your Social Media conduit.

Advertising Sales

Advertising Director: Karen Matusoff

Education: Bachelor of Science, Major: Art/Minor: Education

Role & Experience: Karen is a creative and highly organized marketing and advertising specialist with more than a 25-year record of achievements in marketing, management and sales positions. Her well-developed instincts for the competitive environment have generated a constant record of profitable success. She leads our advertising sales team with extensive industry knowledge and professionalism.

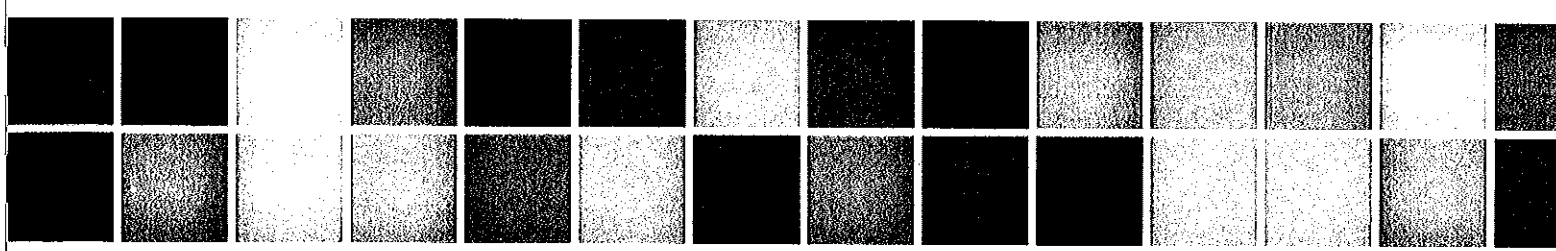
Karen will have a dedicated staff of account executives to work with her in maximizing all of the potential revenue available in West Virginia. Karen will craft a strategic advertising sales plan in conjunction with the efforts of the West Virginia Division of Tourism.

Production

Vice President of Production & Distribution: Steve Zemanek

Education: Cooper School of Art, Communications & Design

Role & Experience: Steve has been in the business for more than 20 years. He oversees the production department and print buying group. He has a sharp eye for detail and is continually searching for better ways to provide a superior product. His staff oversees more than 150 publications, print and digital, yearly.



4.1.9 Key Personnel & References

(27)

Our Staff—Our Strength (a)

Circulation & Distribution

Circulation Manager: David Sika

Education: Bachelor of Arts, Telecommunications

Role & Experience: Dave has been working with national distribution companies for over six years. He is well-versed in postal regulations, direct mail and distribution methods.

Digital

Interactive Manager: Michael Pacelli

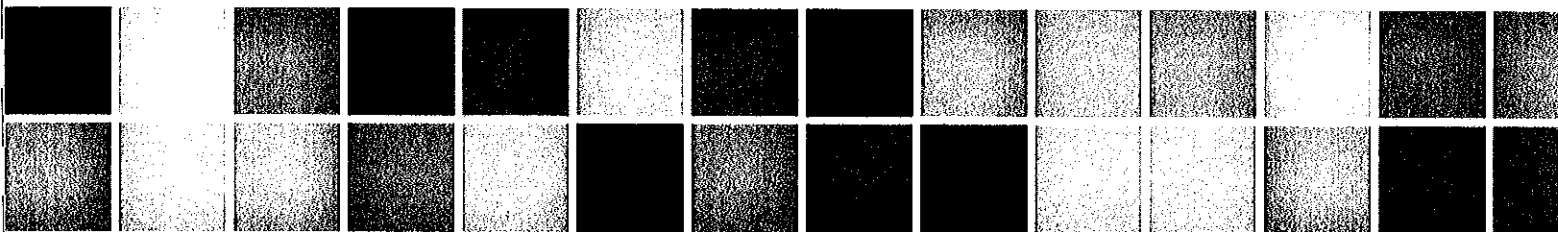
Role & Experience: Michael has a global and diverse background in integrating traditional marketing components with online executions. He has worked on brands such as, CNN, Pepsi and Visa. Michael joined Great Lakes Publishing in 2009. Currently he is the interactive manager of Ripple Effect.

Interactive Specialist & Data Collection: Daniel Klinzing

Education: Bachelor of Science, Computer Science

Role & Experience: Daniel has been with Great Lakes Publishing for three years. He oversees the online-audit and data-collection processes. Daniel specializes in web development and has been instrumental in the creation of the Great Lakes Publishing customized event, dining and hotel search functions and data collection, verification and auditing processes.

Should additional resources be needed, each core member of the team has a full staff at his or her disposal to assist in special circumstances.



4.1.9 Key Personnel & References

(28)

Great Lakes Publishing Custom Media Experience (b)

Our Work Speaks For Itself

Our client base ranges from local, regional and state travel organizations to Fortune 500 companies.

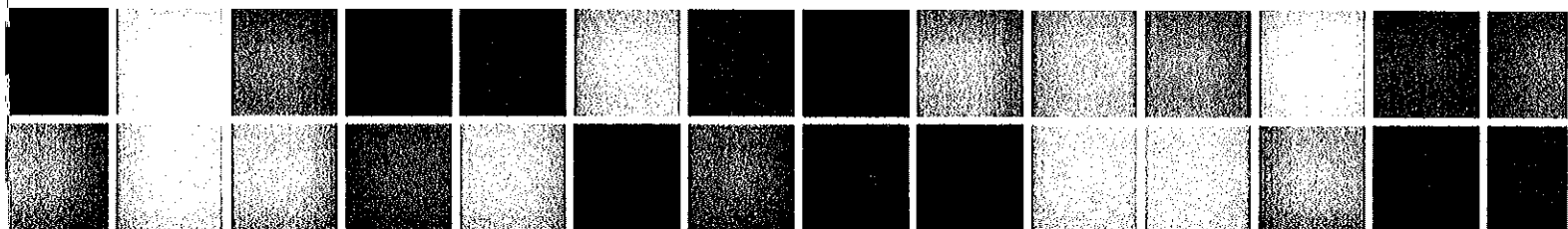
Our experience is diverse and dynamic. Our clients believe in our systems, our leadership and, most importantly, our work.

Great Lakes Publishing has been entertaining and educating readers for over 35 years. We currently produce over 100 print and electronic publications for our subscriber and client base. Our award-winning staff includes exceptional editors, designers, advertising sales, project managers, marketers and web development professionals.

We feel that it is important to emphasize that we pride ourselves in the diversity of our clients. Travel and tourism touches an amazing array of businesses and people. Our ability to understand what is going on at the local business level can be incredibly beneficial because we will know what their tipping points are and when and what will best serve your constituents.

We have selected the following publications as references to for custom publishing capabilities. (State of Ohio Travel Planner, Lake Erie Shores & Islands Travel Guide and *Living For the Weekend* newspaper insert)

We have provided samples of these publications in our Sample Publications envelope.



Great Lakes Publishing Custom Media Experience, cont'd**State of Ohio, Official State Travel Planner**

Quantity: 400,000

Produced annually for the state of Ohio, Tourism Division

The Ohio Tourism Division has been a partner with Great Lakes Publishing Custom Media since 2005. Over the past five years this partnership has not wavered. Great Lakes Publishing Custom Media has continues to meet and in many cases exceed expectations.

Here are some notable milestones from this partnership:

- Page count has increased over the years from 88 pages to 172 pages
- Advertising revenue has remained steady due to key sponsorships and creative cooperative advertising solutions.
- Cover paper quality increased from 80#-#3 text to 80#-#20 cover weight and 40#-#76 bright to 50# matte weight for the body
- Digital publication has been provided at no additional cost to the Division.
- Added a fold-out map at no additional cost to the Division in 2008.
- The number of listings in the publication has continued to grow which is a reflection of partner participation. 2006: 2075 , 2007: 3273, 2008: 3254, 2009: 3508

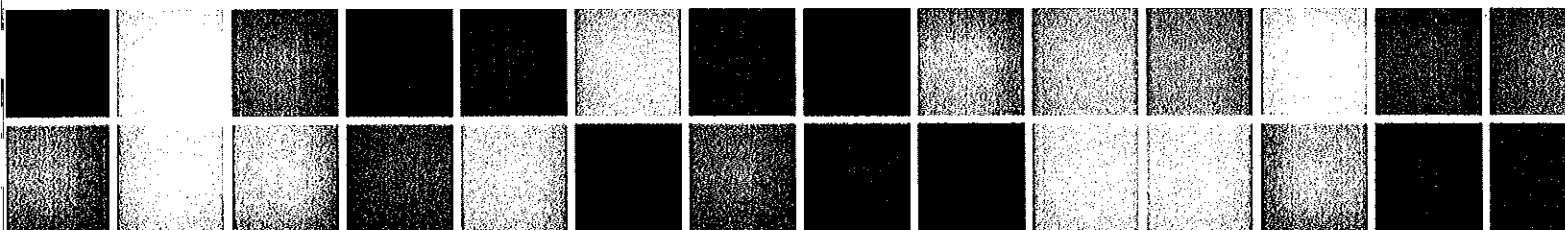
Great Lakes Publishing Custom Media has worked with the Division as well as it's partner agencies around the state to create, develop, produce and distribute this publication.

Great Lakes Publishing Custom Media provided the following services:

- Creative development--including design and style execution
- Photography--including working with professional and amateur photographers to gather and shoot photography around the state of Ohio
- Editorial--including writing, editing and stylizing content for the entire publication
- Electronic Auditing and Fact-checking--All submitted listings were contacted via email or phone
- Project management--oversaw all aspects from start to finish of this project.
- Worked with the client, custom team and press to ensure expectations were met and delivery was on time.
- Print and online production of the publication
- Advertising Sales--solely supported this publication

Client: State of Ohio, Tourism Division

Contact: Amir Eylon, 614.466.3704



4.1.9 Key Personnel & References

(30)

Great Lakes Publishing Custom Media Experience, cont'd

Lake Erie Shores & Islands Travel Planner, Annual

Quantity: 400,000

Great Lakes Publishing Custom Media created, sold, distributed and managed this 150-page publication. Our staff worked with the LESI team to create a publication that would provide informative and creative things to do and see when visiting the Lake Erie Shores & Islands region. The team worked collaboratively with LESI to help extend current brand identity into the organization's print and online publications.

Services provided: Editorial, design, project management, auditing services, advertising sales, digital services, distribution, production, reader response, marketing of the publication

Client: Rene Franklin

Phone: 800.255.3743

Livin' For the Weekend

Quantity: 500,000

Great Lakes Publishing Custom Media created, sold, produced, distributed and provided a digital version of this multicultural, 8-page newspaper insert for Singleton & Partners called *Livin' For the Weekend*.

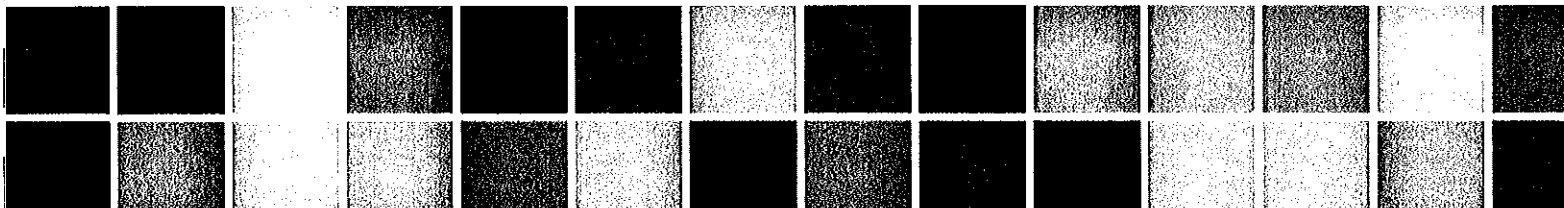
Services provided: Editorial, design, advertising sales, digital services, distribution, production, reader response, marketing of the publication

Client: Singleton & Partners

Contact: Joyce Brown

Phone: 216.344.9966

These projects show that Great Lakes Publishing Custom Media can provide diverse and creative design, editorial, project management, advertising sales, production, marketing, online services and distribution of print and online publications with success and timeliness.



Great Lakes Publishing References (c)

Client: State of Ohio, Tourism Division

Contact: Amir Eylon

Phone: 614.466.3704

Client: Lake Erie Shores & Islands

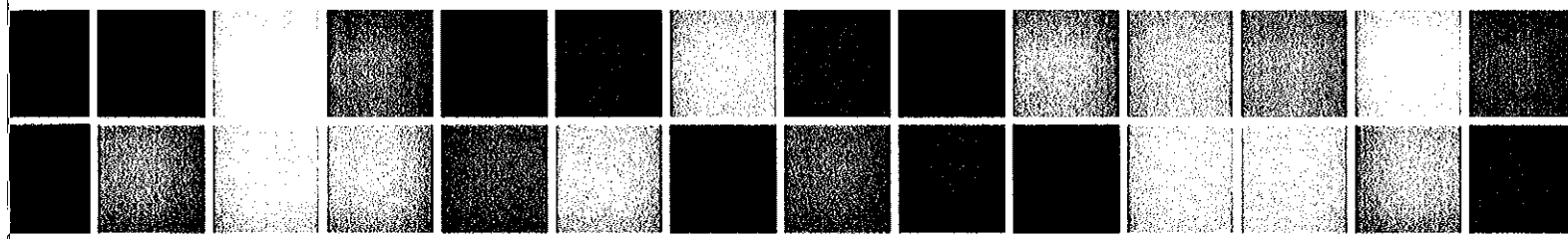
Contact: Rene Franklin

Phone: 800.255.3743

Client: Singleton & Partners

Contact: Joyce Brown

Phone: 216.344.9966



Great Lakes Publishing Financial Information (d)

Great Lakes Publishing Company (tax ID 34-1178689) has an established track record of over 38 years in publishing, and is more than capable to perform the contract requirements.

Support materials provided in the envelope marked "Exhibits":

Reviewed financial statements from 12-31- 2008

Reviewed financial statements from 12-31-2007 with a comparison to 12-31-2006

Page one form 1120 tax return 2008

Page one form 1120 tax return 2007

On a financial basis, the company had operating income before income tax in all of the years supplied. On a tax basis, the company had taxable income in each of the years supplied.

The company's accounting firm is Meaden & Moore Ltd. The company's main bank is Key Bank.

In addition to the supplied financial information, the company has a \$500,000 working capital line of credit.

Contact information:

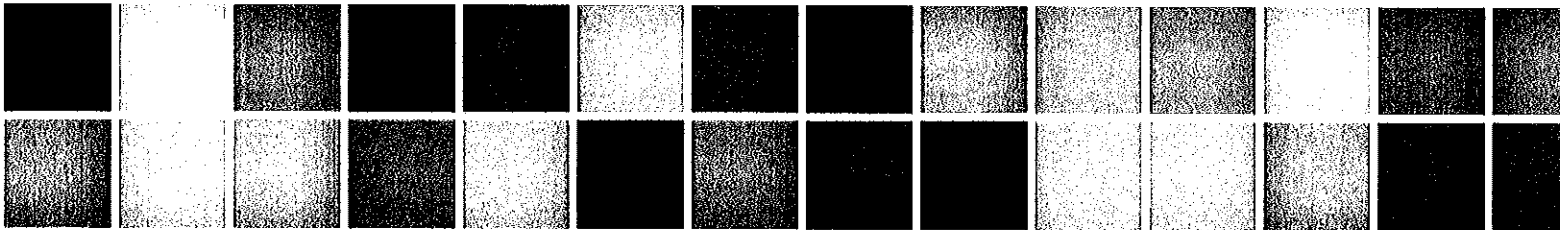
George F. Sedlak

CFO & VP

Great Lakes Publishing

216.377.3661

sedlak@glpublishing.com

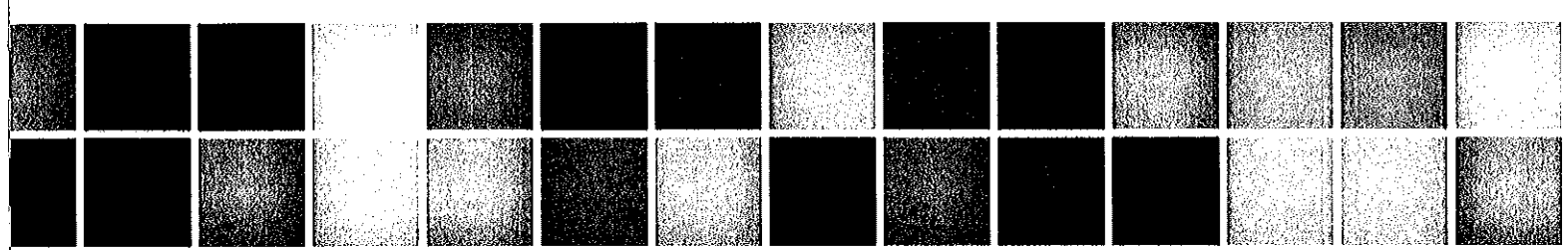


4.1.10

Conflicts of Interest

(33)

Great Lakes Publishing Custom Media does not have any conflicts of interest as per the statement in Section II, 4.1.10.



4.1.11

Estimated Value of Our Proposal

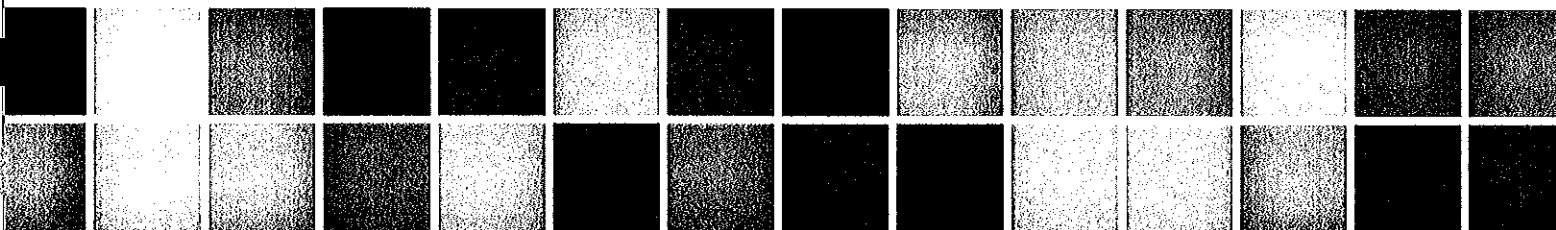
(34)

The proposal provided by Great Lakes Publishing will be provided at no cost to the West Virginia Division of Tourism.

Production of the annual Travel Guide: \$931,000

Added Value Opportunities: \$1,000,000

For a detailed breakdown, please see page 37.

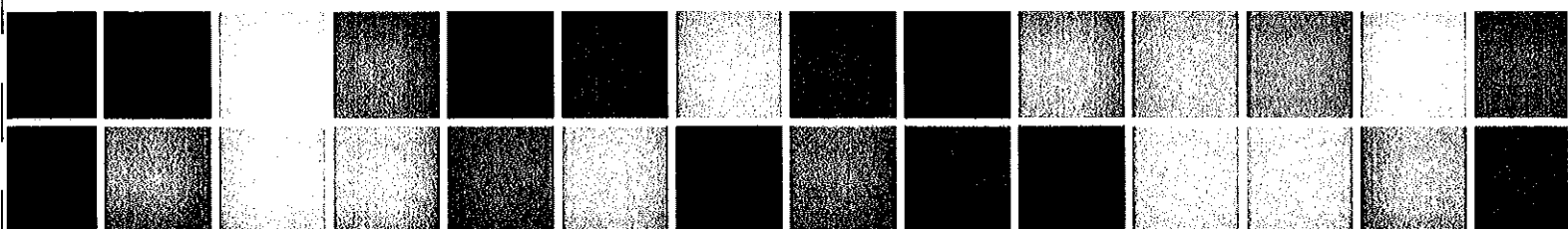


Revenue Share

Great Lakes Publishing Custom Media would welcome a potential revenue-share program with the West Virginia Division of Tourism.

We will share revenues above a 15-percent profit margin. All cash monies collected after the 15-percent profit margin would be split 70-30, with 70 percent going to the West Virginia Division of Tourism and 30 percent being retained by Great Lakes Publishing Custom Media.

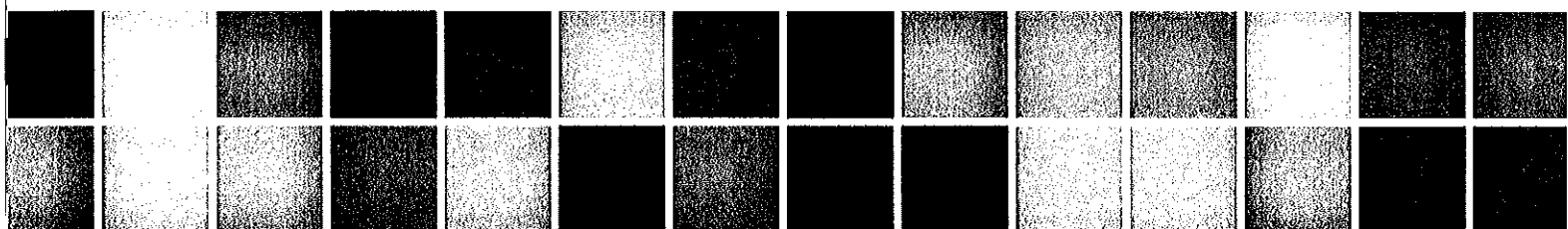
Our revenue numbers would be transparent and shared on a monthly basis.



Great Lakes Publishing Custom Media would welcome the opportunity to provide an estimate for the cost of reprinting the annual Travel Guide.

To reprint the travel guide, the minimum quantity that would need to be ordered would be 50,000.

The price per piece would vary due to quantity ordered and the paper cost at the time of the request.



Our **partnership** will not end when the travel guide is delivered. One of our **unique** attributes is our **unparallel** distribution and marketing opportunities.

From online “deals” to **increased** exposure and distribution, Great Lakes Publishing Custom Media stand-above the competition.

All of these ideas will be provided to the West Virginia Division of Tourism at **NO COST**. These opportunities represent more than **\$1 MILLION** worth of exposure, distribution and marketing efforts.



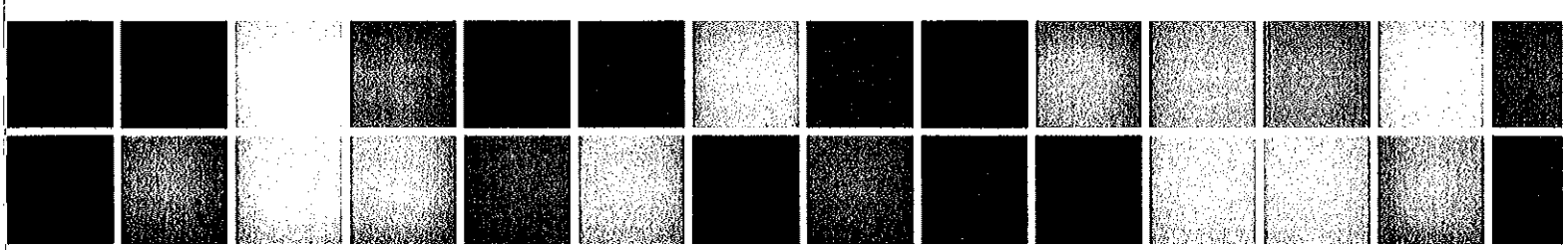
West Virginia Travel Deals

With the current explosion of immediate deals, we would like to create and execute a program that would provide the Division the following benefits:

- Build email database
- Create excitement and urgency to act on West Virginia Travel Deals

With inventory limits and time limits the “wait and see” decision makers learn to act so they don’t miss out on a deal.


- Reinforce value of West Virginia product
The widget created to push email sign-ups will also act as a display ad for West Virginia with the message West Virginia=Value.
- Give opportunity for partners to sell unused inventory
This turnkey delivery allows partners to react to soft spots in their scheduled bookings.
- Build Social Media fans
Those that get a great deal don’t want to miss the next one and will sign up to be sure they are in the know. They will tell friends so they can help each other be aware of deals.





West Virginia Travel Deals, cont'd

- Encourage travelers to try new ideas
A lower price means less risk when adding excursions or new elements to a trip that could be the most memorable.
- Travel partners can test new offerings with immediate feedback
Very easy to read electronic reporting allows partners to understand the tipping points for their products and packages.
- Encourages repeat visits
Extended stays and excursions due to lower pricing will allow for more significant experiences that travelers will want to relive.

From: wwTravelDeals
 To: Jane Doe
 Subject: West Virginia Getaway Deal




share this  

Your Daily West Virginia Travel Deal
from wvtourism.com

West Virginia Overnight Getway Package for only \$77 (up to \$155 Value)

\$77 BUY NOW!


Value	Discount	YOU SAVE
\$155	50%	\$78



Discuss the Deal
This is a great travel deal!


[Join the discussion](#)
30 comments

This deal ends at
11:59 pm
10/25/10




783 bought
 The deal is on!

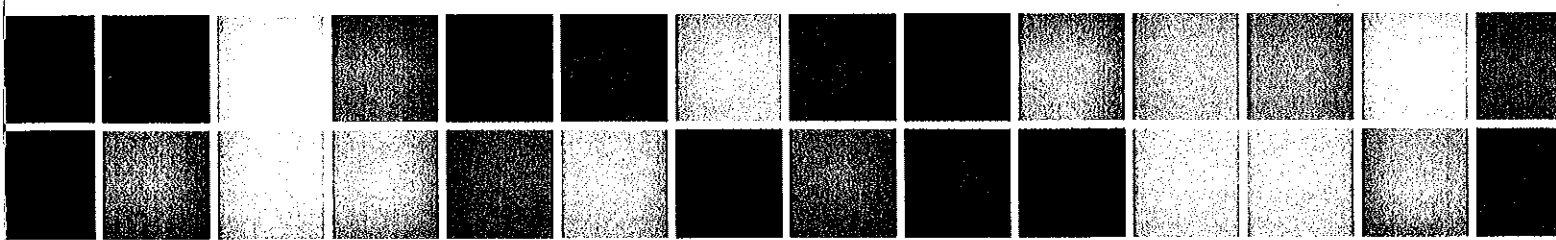
Share the West Virginia Travel Deals with Friends
Tell your friends about us, pin, or tweet, and share recommendations!



Submit your photos and WIN!
Asperere, ad mod ma curas in, in dunt que possit, ut artem, as nasse, in artem, bus equatus enim es equo parate sequi, aut as nisse, equatum aut velit.



Tatquant reperspisci odiaea-bore conseqe il explabo riorepe lliasperore, ad mod ma cones mi, in etumque poribus animi, as non-seclur aceribus eaquatus endit eseqe poriae sequiduntias modi quatum aute velis quia quam fugit aute simliquam laei to expelic iliginis aut venti natium



Advertising

Great Lakes Publishing can offer an **unprecedented** distribution plan to the West Virginia Division of Tourism.

Our **goal** is to not only create the best products but also make sure that the right people see them. Our travel focused subscription publications give us the **unique** opportunity to do just that for West Virginia.

LongWeekends magazine*

We would like to create a special West Virginia *LongWeekends* Section/Insert.

Summary of our offer for *LongWeekends*:

Once the West Virginia Division of Tourism achieves its current spending level in the 2011 Spring/Summer and 2011 Fall/Winter editions of *LongWeekends* magazine, Great Lakes Publishing will provide an additional four pages to create a special eight-page insert/special section to run in each publication as well as to be distributed in your key target regions. .

West Virginia will receive four (4) pages of editorial followed by three (3-4) pages, one (1) page West Virginia Tourism Branding, two (2) pages of Tourism partner co-op ads (with an option of third co-op page).

The special section will run in *LongWeekends* magazine in Ohio, Pennsylvania, Kentucky and West Virginia.

We will, at our cost, distribute 50,000 inserts to your key targeted areas such as Maryland, Virginia and North Carolina, with a special focus on Washington D.C., Baltimore, Charlotte, Richmond and Roanoke.

The cash value: \$105,200

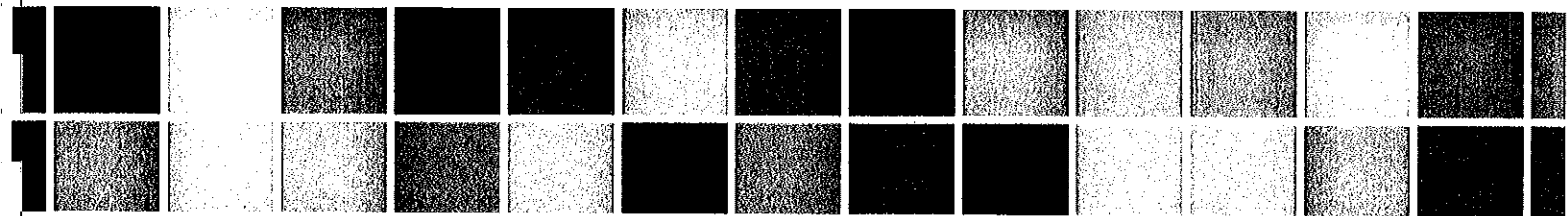
Ohio Magazine*

When the West Virginia Division of Tourism purchases four full page insertions in *Ohio Magazine* it will receive a 2-1 match resulting in eight months of exposure in *Ohio Magazine*. The months will be chosen by West Virginia Division of Tourism.

The cash value: \$25,360

Twelve (12) Travel Directory ads in *Ohio Magazine* promoting the West Virginia Official Travel Guide.

The cash value: \$8,340



Advertising, cont'd**OhioMagazine.com**

Ohio Magazine will host the digital version of the official travel guide for 12 months. This service offers an online reader response option.

Ohio Magazine will promote the travel guide with leaderboard ads for 90 days. Timing to be recommended by West Virginia Division of Tourism.

Ohio Magazine will host, record and produce two 20 minute podcast recordings about West Virginia travel. These will be recorded at the Rock & Roll Hall of Fame & Museum and will be hosted on OhioMagazine.com.

The cash value of the digital package: \$25,000

Great Lakes Publishing Distribution Efforts

Great Lakes Publishing subscription-based publications (*Ohio Magazine*, *Cleveland Magazine* and *Lake Erie Living*) participate in consumer shows throughout the year.

We would offer the West Virginia Division of Tourism the opportunity to distribute the travel guide at a select number of shows. A master list of the shows would be provided at the beginning of the calendar year. The publications that would be distributed would be stored at Great Lakes Publishing's cost on behalf of the West Virginia Division of Tourism.

The cash value: \$15,000

Cleveland Magazine

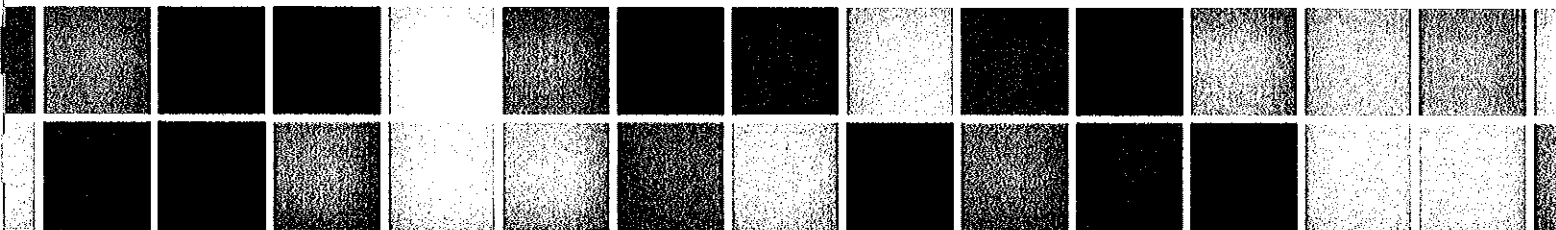
Cleveland Magazine would provide the West Virginia Division of Tourism one (1), four-color full page ad in an issue of the Division's choice.

Cincy magazine

Cincy magazine would provide the West Virginia Division of Tourism one (1), four-color full page ad in an issue of the Division's choice.

The cash value: \$10,000

*Samples of these publications are provided in the "Exhibits" envelope.



STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (*West Virginia Code* §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: GREAT LAKES PUBLISHING

Authorized Signature: George F. Jellah CFO CVP Date: 9/8/2010

State of OHIO

County of CUYAHOGA, to-wit:

Taken, subscribed, and sworn to before me this 8 day of SEPTEMBER, 2010.

My Commission expires AUG 3rd, 2013.

AFFIX SEAL HERE

[Signature]
NOTARY PUBLIC KALIM
NOTARY PUBLIC • STATE OF OHIO
Recorded in Cuyahoga County
My commission expires Aug. 3, 2013