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WV PURCHASING
DIVISION



charles ryan associates

877.342.0161 • www.charlesryan.com

Agency Overview

Charles Ryan Associates (CRA) is one of the most experienced integrated marketing communications firms in the Mid-Atlantic region with offices in Charleston and Morgantown, W. Va. and Richmond, Va. We are an independently owned, limited liability corporation specializing in advertising, creative public relations, interactive services, community outreach, media strategy, crisis communications, public opinion research and more. CRA's corporate headquarters is located at 300 Summers Street, Suite 1100, Charleston, W.Va.

Founded in 1974, our 37 year history allows us to provide a team that can deliver great creative, cutting-edge communications, solid account service and high-end technology solutions. We have refined the art of bringing together different schools of thought into one agency and one mindset. Our integrated business model combines creativity with reality – and it works well. We are especially proud that our integrated areas of expertise produce award-winning work and most importantly, bring positive results for our clients.

Our work experience is wide-ranging: financial services, transportation, health care, tourism, technology, telecommunications, retail, utilities, energy, education, mineral production, the arts, litigation, labor relations, government and manufacturing, among others.

We have an in-house specialized Transportation Practice Group comprising seasoned communications experts who have years of experience working with transportation industry leaders on specific projects and campaigns. During the past 10 years, we've provided public involvement and/or integrated marketing communications services for nearly 50 transportation projects. So whether we contract directly with state transportation departments and transportation associations or serve as a subcontractor to engineering firms, we've got the experience you're looking for. We are knowledgeable about the industry and prepared to manage any situation that may arise.

Our approach to working with the West Virginia Division of Highways will be simple – we want you to view us as part of your team. We truly believe that partnering with your staff members is the only way effective work can be accomplished, and accomplished well. We want our partnership to strategically strengthen your mission while expanding image recognition within the community.

As such, we would like to highlight a few of our services in detail based upon the scope of your request for a quote.



Public Relations and Community Outreach

Our public relations team operates on the belief that effective communications are rooted in a sound understanding of the client issues, community reactions and creative problem solving. The idea of "one size fits all" is simply not true. From investor relations to community outreach, CRA has formulated the tools and services necessary to effectively communicate your messages to target audiences, allowing them to make informed decisions.

With decades of experience and first-hand knowledge, we absorb information about our clients to best arm us with the intelligence we need to move forward. Our public relations strategies and tactics are tailored specifically to meet your goals. The evolution of technology has fundamentally transformed the nature of public relations, and our team creates results-driven campaigns by combining proven traditional public relations activities with new innovative strategies to maximize effectiveness.

Development and Implementation of Comprehensive Marketing Campaign

As a fully integrated firm we have all of the communications disciplines needed to create, develop and implement effective strategies for our clients. We have the knowledge and capability to be your full-service integrated marketing firm. But we consider ourselves much more than that. We are your organization's right-hand men and women. When you retain CRA you expect an experienced team, and that's what you get.

An integrated marketing communications campaign takes a team of dedicated individuals across all of the communications disciplines. A process has been born out of our experiences and successes, which allows us to tailor specific plans for each client. Experienced account service members, award-winning creative artists and no-nonsense media experts work together to create campaigns by immersing themselves in our clients' cultures, pulling from research and emerging industry trends, and always expecting the unexpected. Throughout the entire process of a campaign, all team members are striving for desired results, evaluating chosen tactics and ensuring that the strategy is moving along as it should.

That is the CRA way.

Research

Market research is critical to establishing baselines, identifying consumer habits and determining effectiveness of campaigns. We recognize and believe that both qualitative and quantitative research is essential to making informed decisions that otherwise would be based on speculation.

Properly-executed public opinion research improves the decision-making process by reducing uncertainty, bringing to light new perspectives, an understanding of



public issues and demands, and creating reliable, effective responses for decision makers by adding evidence as support for decisions.

CRA's public opinion research services include:

- Telephone surveys
- Focus groups (in person or electronic)
- In-depth interviews
- Online bulletin boards
- Web surveys
- Image mapping
- Mail surveys
- Online panels
- Man-on-the-street interviews

We have the capabilities to develop, execute and manage several of these services in house. However, it is also our practice to utilize subcontractors for the execution of research programs when most appropriate for our client. This is typically determined by the size and scope of the research to be conducted.

Following the research, you will receive a detailed report that not only examines top-line numbers and initial reactions, but also provides in-depth analysis. We will break out statistically relevant information into meaningful charts and graphs to highlight data which can be used to make decisions and/or reinforce decisions already in progress.

Media Strategy and Purchasing

Location, location, location – it means as much for marketing as it does for real estate. If you build materials to refine your brand, it won't mean much unless you know how to best exhibit what you've developed.

CRA continues to set the standard for media buying in this region. Our media department places more than \$24 million annually and maintains relationships with media outlets throughout West Virginia, Virginia and the Mid-Atlantic region. We plan and execute buys for clients with annual budgets ranging from \$12,000 to \$12 million including print, online, radio, outdoor/transit, out-of-home, network and cable television. Due to the diverse needs of our client base, we have been able to plan, negotiate and place comprehensive advertising on a local, regional, national and international level. Once we determine overall objectives, markets and budget, our media team goes to work to create the proper balance of advertising placement.



Additional Services

We've only highlighted a few of the services available to West Virginia Division of Highways. Other options include:

- Spokesperson training and media training
- Media tours and media relations
- Speakers' bureau creation and assistance
- Interactive support, including web design, strategic online planning, database management and more
- Social media support
- Event coordination
- Promotion development and coordination
- Community outreach analysis and management

We want our partnership to meet all goals as identified in your Request for Quote. That being said, we respectfully submit this proposal in response to the West Virginia Division of Highways Request for Quote.



Terms and Conditions

Charles Ryan Associates, LLC, by signing and submitting this proposal, herein agrees to be bound by all the terms and conditions as set out in your RFQ 95120001 and in regard to general requirements/scope of work; financial stability; experience; insurance requirements; conflict of interest; prohibition against gratuities; certifications related to lobbying; vendor relationship; indemnification; contract provisions; governing law; compliance with laws and regulations; subcontracts/joint ventures; term of contract and renewals; non-appropriation of funds; contract termination; changes; invoices, progress payments and retainage; liquidated damages and record retention (access and confidentiality). We have the capability to meet every requirement within, including all additional requirements as outlined in 3.0 of the RFQ.

Statement Regarding Bankruptcy

Charles Ryan Associates, Inc. has never filed for protection under the federal bankruptcy laws.

Statement Regarding Taxes

Charles Ryan Associates, Inc. is not in arrears for any federal, state and/or local taxes of any type.



References

BrickStreet Mutual Insurance Company

Contact: Greg Burton, President and
Chief Executive Officer

Address: 400 Quarrier Street, Charleston,
WV 25301

Phone: 304-941-1000

Email address: greg.burton@brickstreet.com

Relationship: Current client

Years of Service: 2004 – present

Services Provided: Logo/Brand Development; Concept, Design and Produce Print, Radio, Television and Online Advertisements; Account Strategy; Special Event Planning and Management; Message Development; Media Relations; Crisis Communications; Spokesperson Training; Public Relations Strategy and Implementation; Earned Media Strategy and Implementation; Manage Website Content and Upgrades; Public Opinion Research; Focus Groups; In-depth Interview Research; Concept, Develop and Implement Agent Communications and Relations; Produce Quarterly Magazine; Manage Content and Distribution of Monthly e-Newsletter; Prepare Content for Daily Message from CEO



Independent Oil & Gas Association of West Virginia

Contact: Mike McCown, Past President,
Current Member

Address: 229 W. Main St. Suite 301, Clarksburg,
WV 26301

Phone: 304.622.4823

Email address: mmccown@gastar.com

Relationship: Current client

Years of Service: 2010 – present

Services Provided: Brand Revise; Account Strategy; Concept and Develop Print and Online Advertisements; Media Planning and Buying; Event Coordination/Management; Develop; Develop and Execute Promotions; Social Media Management; Public Relations; Earned Media; Crisis Communications; Message Development



Mardi Gras Casino and Resort

Contact: John Cavacini

Address: PO Box 7118 - Charleston, WV 25356

Phone: (304) 546-8137

Email address: johncavacini@msn.com

Relationship: Current Client

Years of Service: 2007 – present

Services Provided: Brand Development; Concept, Design and Produce Print, Radio, Television and Online Advertisements; Account Strategy; Special Event Planning and Management; Message Development; Media Relations; Crisis Communications; Public Relations Strategy and Implementation; Earned Media Strategy and Implementation; Prepare Promotional Materials; Eblast Preparation, Design and Execution



Virginians for Better Transportation (VBT),

It's Time Campaign

Contact: Jeff Southard, Virginia Transportation Construction Alliance

Address: 620 Moorefield Park Drive, Suite 120
Richmond, Virginia 23236

Phone: (804) 330-3312

Email: jeff@vtca.org

Relationship: Current Client

Years of Service: 2005 – present

Services Provided: Integrated Marketing Communications Campaign including Research; Message Development; Stakeholder Group Organization; Community Outreach; Spokesperson Training; Brand Development; Creative Design; Media Outreach; Public Relations; Advertising, Media Planning; Media Buying, Interactive Services; Event Planning and Implementation, Website Development, etc.



it's time

**Greenbrier County Convention and
Visitors Bureau (CVB)**

Contact: Kara Dense, Executive Director
Greenbrier County CVB

Address: 200 West Washington Street, Lewisburg, WV 24901

Phone: 304-645-1000

Email address: kdense@greenbrierwv.com

Relationship: Current client

Years of Service: 2008 – present

Services Provided: Brand Revise; Account Strategy; Concept and Develop Print, Radio and Online Advertisements; Media Planning and Buying; Event Coordination/Management; Develop, Design and Print Visitor's Guide; Develop, Design and Produce Destination Planning Guide; Develop and Execute Promotions; Design and Execute Lead Generation Program; Social Media Management; Public Relations; Earned Media; Crisis Communications; Message Development



Heartwood



Contact: Todd Christensen, Executive Director,
Southwest Virginia Cultural Heritage Commission

Address: 468 East Main Street, Suite 300B, Abingdon, VA 24210

Phone: 276-676-5471

Email address: todd.christensen@dhcd.virginia.gov

Relationship: Current client

Years of Service: 2010 – present

Services Provided: Account Strategy; Concept and Develop Print, Radio, Billboard and Online Advertisements, Develop and Manage Promotions; Media Relations; Special Event Planning; Public Relations; Interactive Development; Collateral Materials; Message Development; Media Planning and Buying; Design and Execute Customer Relationship System



Client Case Studies

BrickStreet Mutual Insurance Company

Situation

Converting a state agency to a private company was an extraordinary undertaking and Commission leaders selected Charles Ryan Associates as the agency of record to strategize and execute marketing efforts associated with the change. This included developing a complete identity package for the new entity, launching and establishing its brand and executing communications to reach the company's many target audiences.



Strategy

It all began with research. To identify overall understanding of the issue by the general public, help define the current operating climate and determine what obstacles to communication were present, CRA commissioned market research including a statewide public opinion poll and a series of focus groups with employees, business-decision makers and the general public. The research indicated an overwhelming misunderstanding and a lack of knowledge about the upcoming transition associated with the workers' compensation system.

CRA and BrickStreet's creative teams went straight to work and began developing a brand for West Virginia's newest insurance company.

The identity package included a name, logo, color palette and tagline for the company. Following months of development, trademark research and consumer testing, BrickStreet Mutual Insurance Company was born.

As part of the 2005 West Virginia Business Summit, our team executed a large scale "unveiling ceremony" to launch the new brand. This included intensive media relations, a custom flash presentation introduced by the governor and informational folders for attendees to take away.



After launching the brand, our first priority was to execute a community education campaign so that West Virginia's 42,000 businesses would be informed about changes associated with payment schedules and injured workers would know how the change would impact them. The public education efforts included a direct mail campaign targeting the 42,000 businesses in the state, a website dedicated to the transition, and a statewide community tour, where company leaders conducted public information meetings and answered questions from business leaders, medical providers, injured workers and the general public.



When BrickStreet officially became operational January 1, 2006, CRA launched the second phase of the campaign, focusing on communicating the BrickStreet brand. These efforts included a statewide TV campaign, radio ads, print ads and a more comprehensive website.

Results

BrickStreet representatives have received tremendous feedback based on the campaign. The public is now familiar with the name and logo, and businesses have a solid understanding of how a state entity has become private.

BrickStreet successfully transitioned to the open market in July 2008 and retained about 70 percent of its market share. CRA continues to help them be the provider of choice for West Virginia businesses and keep a positive image of the company in the public eye.



Mardi Gras Casino and Resort

Situation

With the addition of a new, 150-room hotel in July 2010, Tri-State Racetrack & Gaming Center became a full destination resort, complete with luxury hotel accommodations, fine dining facilities and a wide range of gaming entertainment. In conjunction with the casino's new resort status, Tri-State's parent company Hartman & Tyner approached CRA about renaming and rebranding the resort. The company sought an overall re-branding initiative designed to better represent the facility and position it as a destination resort, including a cohesive brand that would bring Tri-State in line with the company's two other casinos located in Michigan and Ohio.

Complicating matters, Hartman & Tyner attempted to rename the casino once before. However, due to failed communications and a lack of publicity about the name change, the attempt failed.

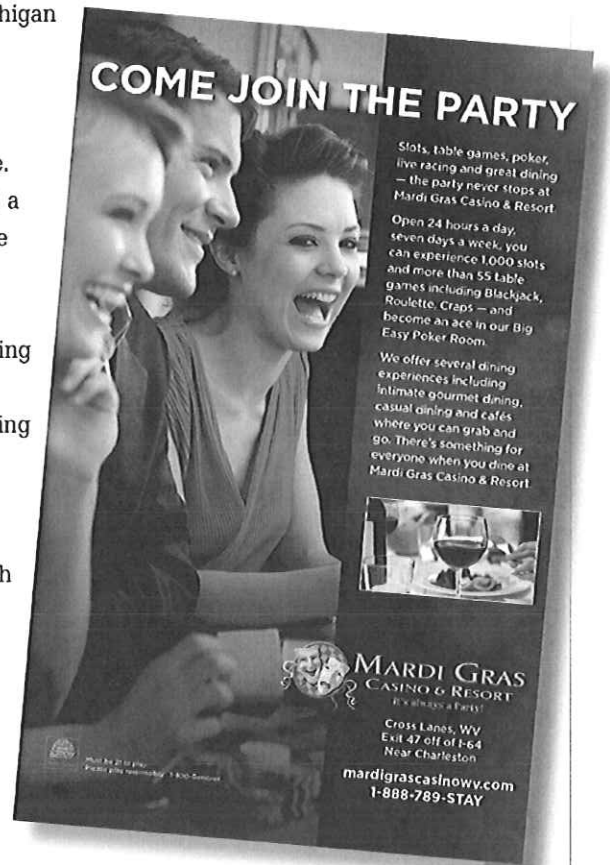
Hartman & Tyner charged CRA with promoting the name change to Mardi Gras Casino & Resort and coordinating the events celebrating the grand opening of the resort.

Strategy

At the outset, CRA conducted media research to pinpoint Mardi Gras' target audiences and identify media outlets that would best reach those audiences. The team examined demographics and media habits of the casino's loyal players, its Player's Club members, and also conducted an informal audit of similar events conducted at Hartman & Tyner's other facilities.

Following the initial research, CRA established goals and objectives for the campaign. The overall goals of the campaign were to communicate the casino's name change and attract attention to the new resort through a series of special events and promotions. The objectives identified for the campaign were: 1) to increase player traffic to the casino and 2) attract substantial bookings to the resort's new hotel.

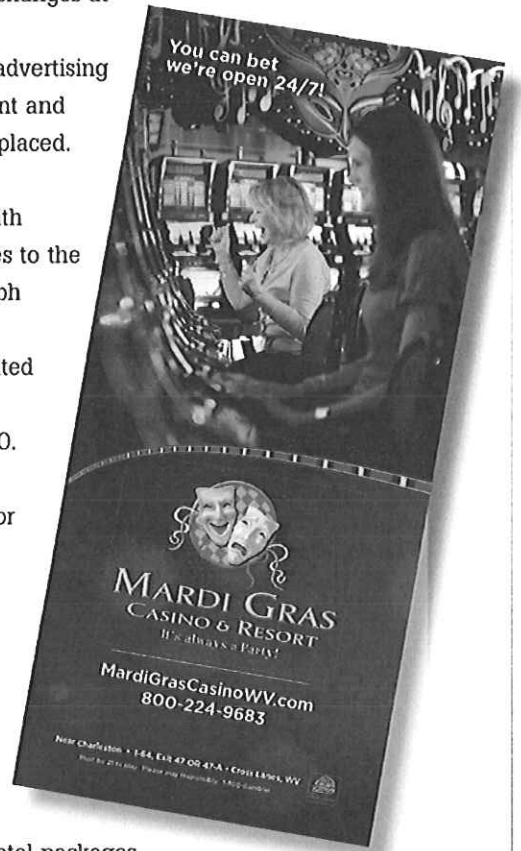
Based on the objectives outlined above and the initial research conducted, CRA developed an integrated marketing plan to communicate Mardi Gras Casino & Resort's new brand and resort grand opening. The plan included earned media



efforts, paid advertising, special events management and promotions, among other tactics.

Once the marketing plan was complete, CRA executed implementation of the plan.

- **Earned media efforts:** CRA drafted, released and tracked a number of news releases and media alerts relating to the name change. In addition, CRA conducted several press tours and photo opportunities for the media to view and report on the changes at Mardi Gras.
- **Paid advertising:** A comprehensive paid advertising campaign, including radio, television, print and web advertisements, was produced and placed.
- **Special Events and Promotions:** To begin promoting future events, CRA assisted with bringing the Budweiser Clydesdale horses to the site for an evening parade and photograph opportunity. Following a soft opening of the hotel on July 30, 2010, CRA executed the festivities associated with the grand opening of the resort August 25-29, 2010. To begin the five-day event, CRA coordinated a ribbon-cutting ceremony for local area dignitaries. CRA also arranged for a series of promotional giveaways throughout the grand opening including \$100,000 in cash, electronic prizes, hotel certificates and a Mercedes-Benz C-Class grand prize. Other events were also directed during grand opening week, including a \$20,000 poker tournament, radio remotes and special hotel packages.



Results

Following the campaign, casino officials confirmed that we achieved our objectives. Casino traffic increased and the hotel received strong bookings related to the events. Opening week saw guests from West Virginia, Ohio, Kentucky, Virginia, North Carolina and other states. In addition, as a client services company we are extremely proud that our client was not only happy with results, but has asked for additional and ongoing services from CRA.



Virginians for Better Transportation

Situation

The Virginia Tourism Corporation's (VTC) Partnership Alliance Marketing (Partnership Marketing) division represents all services offered by VTC and assists Virginia's tourism community of small businesses, attractions, corporations, associations and agencies with product development and marketing initiatives aimed to increase visitor spending within the Commonwealth. CRA worked with the Partnership Marketing team to create dynamic marketing materials for use in educating tourism entities, community/business leaders and elected officials about the benefits VTC offers, as well as the economic impact of the tourism industry in Virginia.

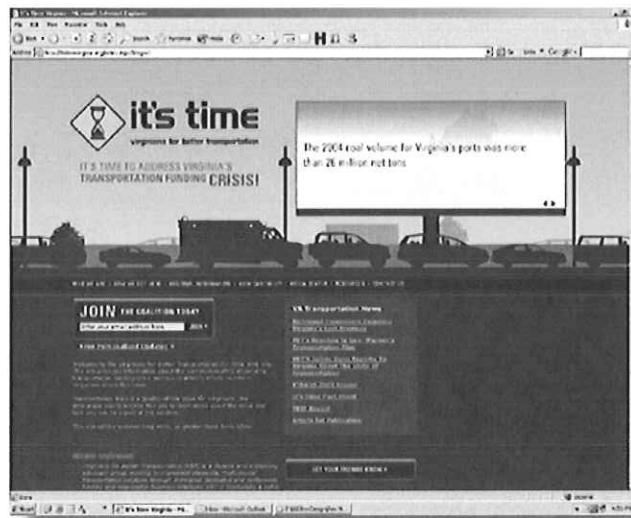


it's time

Strategy

CRA began by conducting in-depth interviews within Virginia's tourism industry to ascertain their awareness of the services offered and available from VTC, as well as their depth of knowledge regarding tourism's impact on the overall economy for the Commonwealth. Interviews comprised a sample of representatives from small and large destinations, restaurants, businesses, hotels and convention and visitors bureaus.

Combining the research results from the interviews with information gleaned from the Partnership Marketing directors, CRA was able to develop succinct messaging and benefit statements for the industry partners. This message focused on meaningful topics such as assistance in bringing more travelers to their destinations, the importance of partnering with other tourism entities in their regions and the full array of services available to them through VTC.



CRA had to demonstrate the benefits of Partnership Marketing without bogging down the partners in marketing-speak, technical language, reams of paper or lengthy seminars. This was accomplished with the development of a VTC Partnership Marketing Benefits Guide card deck and a series of videos.

The Benefits Guide features 20 post-card size pieces with brief descriptions of VTC services and contact information. The Benefits Guide allows Partnership Marketing staff members to talk with industry partners and assess their marketing

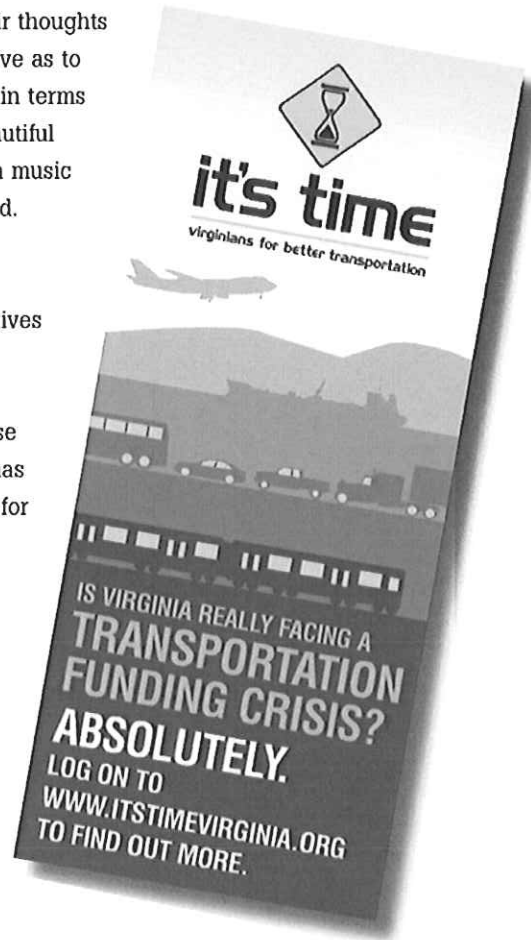


needs. In addition it provides step-by-step instructions for utilizing VTC services for a customized plan.

The Partnership Marketing video series features interviews with tourism business owners, association directors and corporate executives throughout the Commonwealth who share their thoughts about Virginia's tourism industry and perspective as to what a strong tourism community can provide in terms of direct economic contribution to Virginia. Beautiful visuals from around Virginia, as well as custom music keep the pieces lively and the viewers engaged.


Results

Tourism has been named one of the key initiatives for job growth and economic development by Governor McDonnell's administration. Virginia Tourism Corporation is pleased to assist in these efforts and its Partnership Marketing division has experienced a substantial increase in requests for services since the implementation of this new initiative.



**VIRGINIANS WASTED
254,000,000
GALLONS OF GAS IN 2003
STUCK IN TRAFFIC.**

**AND IT'S ONLY GETTING WORSE.
IT'S TIME TO DEMAND A SOLUTION.**


it's time
Virginians for better transportation

Virginia's transportation funding crisis affects you - your time, your family, your safety and your quality of life. It impacts every mode of transportation and every Virginian.

It's time to address the crisis. It's time to demand a long-term solution from our state legislature.

Log on to www.itstimevirginia.org or call 804-237-1309 to learn more and see how you can make a difference.

itstimevirginia.org

Statistical Source: VT 2003 Economy of the First Report



Greenbrier County Convention & Visitors Bureau



Situation

In 2008, a new, user-friendly website was launched and was doing its part in engaging prospective travelers but it was not being used to its full marketing potential. After establishing a presence on Facebook in the third quarter of 2008, the Greenbrier County Convention and Visitors Bureau (GC CVB) recognized the need to be more than present on the Internet, we had to engage.

Between mid-March and mid-April, the GC CVB engaged in a litmus test of the social media opportunities for the organization by working with CRA to evaluate the impact of social media and the potential effectiveness of a formal, strategic campaign for future marketing purposes in combination with traditional print and radio advertising. With limited means and fiscal resources – a budget of only \$15,000 – the integrated traditional and social media campaign had to build on the existing GC CVB website and utilize the tremendous email database of more than 35,000 audience members in a way it had not been used previously.

Strategy

The "Spring Blitz" was a concentrated campaign which spanned the end of March through April 19, 2009. The web presence of the GC CVB was promoted on the CVB's homepage and in multiple email outreaches to key audiences. Specific activities included development and implementation of a Twitter page, updating their Facebook icon to reflect comprehensive branding initiatives and incorporated timely updates to social sites with news from Greenbrier Valley (i.e. Delta Airlines blog and Statements on "breaking news" involving the sale of The Greenbrier). Additionally, radio, internet and print advertisements targeted markets within a 250 mile radius to and noted the online presence.



Results

The "Spring Blitz" generated a tremendous response through concentrated social media efforts in a very short period of time. The campaign components tripled the organization's online fan base in just two weeks and the information proved to be valuable to users, thus laying the groundwork for future social media successes for the GC CVB.

In just 20 days, the GC CVB noted website visits increased more than 2,000 over the previous 20 days and with a notable average of 4.63 pages viewed per visit. Visits and calls to the Visitors Center were up 27 percent over 2008, the largest



single increase in 18 months for the GC CVB. Further, the Lewisburg Chocolate Festival, which fell within the timing for the Spring Blitz enjoyed tremendous success as a result. Within just 30 minutes of the event start, the 3,000 ticket packets available for sale, each consisting of five tasting tickets (15,000 tastes available), were completely sold out. The crowd (estimated at an increase of 10 percent over 2008) included more than 3,000 individuals throughout the day.

The power of the cooperation and integration for this marketing campaign provided not only economic impact benefits for the daylong festival, but also raised the profile of Lewisburg and Greenbrier County as an easy, day's drive getaway to a variety of new audiences. On September 21, the GC CVB was recognized by the West Virginia Division of Tourism and the West Virginia Hospitality and Travel Association with the award for Most Innovative Campaign for its Spring Blitz initiative.



**WEST VIRGINIA
STATE TAX DEPARTMENT
BUSINESS REGISTRATION
CERTIFICATE**

ISSUED TO:
**CHARLES RYAN ASSOCIATES, LLC
DBA CRA LLC
300 SUMMERS ST 1100
CHARLESTON, WV 25301-1631**

BUSINESS REGISTRATION ACCOUNT NUMBER: 2004-6888

This certificate is issued on: 09/13/2011

*This certificate is issued by
the West Virginia State Tax Commissioner
in accordance with Chapter 11, Article 12, of the West Virginia Code*

*The person or organization identified on this certificate is registered
to conduct business in the State of West Virginia at the location above.*

This certificate is not transferrable and must be displayed at the location for which issued.

This certificate shall be permanent until cessation of the business for which the certificate of registration was granted or until it is suspended, revoked or cancelled by the Tax Commissioner.

Change in name or change of location shall be considered a cessation of the business and a new certificate shall be required.

TRAVELING/STREET VENDORS: Must carry a copy of this certificate in every vehicle operated by them.
CONTRACTORS, DRILLING OPERATORS, TIMBER/LOGGING OPERATIONS: Must have a copy of this certificate displayed at every job site within West Virginia.

**ADVERTISING & MARKETING SERVICES
DOH95120001 BID FORM**

A. Advertising & Marketing Services

Service	Estimated Hours	All Inclusive Hourly Rate	Extended Cost
Television Production	50	\$ 50	\$ 2500
Radio Production	25	\$ 50	\$ 1250
Media Buys	300	\$ 50	\$ 15,000
Outdoor Advertising	25	\$ 50	\$ 1250
Print Media	25	\$ 50	\$ 1250
Internet/Worldwide Web	25	\$ 50	\$ 1250
Survey, Analysis, Evaluation	200	\$ 50	\$ 10,000
Contract Administration/Consultation	25	\$ 50	\$ 1250
Grand Total			\$ 33,750

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

Charles Ryan Associates
Vendor

By: 

Title: Managing Partner

Date: 9/15/11

Address:

300 Summers St Suite 1100

Charleston WV 25301

Business Phone No (304) 556-9129

Rev. 09/08

State of West Virginia VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with **West Virginia Code, §5A-3-37**. (Does not apply to construction contracts). **West Virginia Code, §5A-3-37**, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

- 1. Application is made for 2.5% resident vendor preference for the reason checked:
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,
- 2. Application is made for 2.5% resident vendor preference for the reason checked:
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
- 3. Application is made for 2.5% resident vendor preference for the reason checked:
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,
- 4. Application is made for 5% resident vendor preference for the reason checked:
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; or,
- 5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,
- 6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Charles Ryan Associates

Signed: [Signature]

Date: 9/15/11

Title: Managing Partner

*Check any combination of preference consideration(s) indicated above, which you are entitled to receive.

RFQ No. 95 120001

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 owned 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 exceeds 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: Charles Ryan Associates

Authorized Signature: [Signature] Date: 9/15/11

State of West Virginia

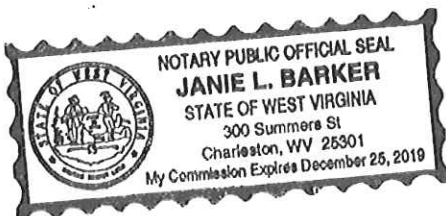
County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 15 day of Sept. 20 11

My Commission expires 12-25, 20 19

AFFIX SEAL HERE

NOTARY PUBLIC Janie L. Barker





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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

VENDOR

*618142430 304-556-9105
 CHARLES RYAN ASSOCIATES LLC
 BB&T SQUARE
 300 SUMMERS ST # 1100
 CHARLESTON WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

Received
SEP 14 2011

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/12/2011				

BID OPENING DATE: 09/21/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 1		
				REVISED SPECIFICATIONS ATTACHED.		
				ADD: VENDOR PREFERENCE CERTIFICATE		
				ADDITIONAL TECHNICAL QUESTIONS WILL BE ACCEPTED UNTIL 4:30 P.M. SEPTEMBER 15, 2011.		
				BID OPENING DATE CHANGED		
				FROM: 09/14/11 @1:30 P.M.		
				TO: 09/21/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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 Purchasing Division
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 Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

*709043838 304-342-0161
 CHARLES RYAN ASSOCIATES INC
 BB&T SQUARE
 300 SUMMERS STREET SUITE 1100
 CHARLESTON WV 25301

VENDOR

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

SHIP TO

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/29/2011				

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001		LS		915-03		
COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER OPEN END CONTRACT THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS IS SOLICITING BIDS FOR AND OPEN END CONTRACT TO PROVIDE COMPREHENSIVE PROFESSIONAL ADVERTISING AND MARKETING SERVICES FOR THE WEST VIRGINIA DEPARTMENT OF TRANSPORTATION PER THE ATTACHED SPECIFICATIONS. TECHNICAL QUESTIONS CONCERNING THIS SOLICITATION MUST BE SUBMITTED IN WRITING TO PAUL REYNOLDS IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT PAUL.REYNOLDS@WV.GOV. A WORD DOCUMENT FOR SUBMITTING TECHNICAL QUESTIONS IS ATTACHED. DEADLINE FOR ALL TECHNICAL QUESTIONS 09/09/11 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED. EXHIBIT 3 LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS						

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LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)</p> <p>QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE</p>						

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<p>APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.</p> <p>ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p>THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.</p> <p>REV. 05/26/2009</p> <p style="text-align: center;">NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p style="text-align: center;">DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
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TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
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BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
CHARLESTON, WV 25305-0130						
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:						
SEALED BID						
BUYER:		PAUL REYNOLDS		FILE 33		
RFQ. NO.:		95120001				
BID OPENING DATE:		09/14/2011				
BID OPENING TIME:		01:30 P.M.				
PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:						
				-----304-342-1941-----		
CONTACT PERSON (PLEASE PRINT CLEARLY):						
				-----Susan Larenski-----		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: _____						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS						
SIGNATURE				TELEPHONE		DATE
TITLE		FEIN		ADDRESS CHANGES TO BE NOTED ABOVE		

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ADDENDUM NO. 1
Department of Transportation

ADVERTISING SERVICES
RFQ DOH95120001

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Office of Administrative Hearings; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "**must**", "**shall**" or "**will**" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

Written questions will be accepted and must be submitted to the Purchasing Division as follows no later than See Page 1: of the Addendum.

Paul Reynolds, Senior Buyer
WV Purchasing Division
(e-mail address)
2019 Washington Street, East
Charleston, WV 25305

Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Office of Administrative Hearings; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

- **Safety and protection** for citizens through modern operating standards for our highways, rail and airport facilities and licensing and permitting of drivers and motor

- vehicles;
- **Transportation services** including public transit, railway operation and maintenance, airport and river port development, and highway construction and maintenance;
- **Community and economic development** through accessible roads, rivers, railways and airports and support for the artisan community through Tamarack and other development initiatives;
- **Revenue generation** through the highway trust fund; air, railway and waterway fuel funds, and tolls and concession fees; and
- **Information and education** through driver education, travel information, safety guidance, public involvement in transportation planning and continuing education.
-

Part 2.0 Mandatory Qualifications and Experience Requirements

The WV DOT requires a professional advertising and marketing vendor capable of providing a full range of services. Professional services include but may not be limited to creative public relations, media and consultation, research analysis, outreach and education and technical assistance in development and implementing comprehensive marketing, advertising and public relation campaigns.

Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract.

Vendors must have been in business a minimum of five years and shall have completed and/or are engaged in a minimum of five projects similar in size and scope within the last five year period in other comparable work environments. Please provide the names of businesses, addresses, contact person name and phone number, dates and description of services. It is preferred that vendors provide all applicable information to evidence compliance with mandatory qualification and experience criteria with the bid. Vendors who fail to provide the required information upon written request by the Purchasing Division by the established deadline may be immediately disqualified.

Part 3.0 Scope of Services and Contract Performance Requirements

The successful vendor shall be solely responsible for providing all material, labor and professional services required to provide all specified advertising and marketing services described herein. Services shall be provided with input and approval from DOT and shall include:

- Market Analysis;
- Theme development;
- Creative concepts and art direction;
- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;

- Incorporating appropriate logos and taglines into all campaign materials;
- Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations;
- Measuring effectiveness/outcome studies;
- Working under short timeframes and deadlines; and
- Television Public Service Announcement (PSA) production.

The successful Vendor shall provide all necessary resources to ensure successful completion of tasks within short time frames when warranted.

The successful Vendor shall provide the expertise, experience and resources necessary to ensure reaching target audiences on a statewide basis.

Vendors must understand and utilize current advertising and marketing trends and work on multiple agency projects concurrently.

The WV DOT shall notify the Vendor of required services in writing, which may be formal or informal at the agency's discretion.

All requests for services under the contract for any DOT Division shall be approved and originated through the DOT Office of Communications. DOT shall not be responsible for payment of any services rendered that are not requested and approved by appropriate DOT Office of Communications staff. Written authorization and approval contact information for the DOT Office of Communications shall be provided the successful vendor immediately following contract award.

The successful Vendor must provide written acknowledgement for receipt of any service request within one business day. The scope of requirements shall be discussed and formalized and a WV-39 Release Order shall be issued by the DOT and will include:

- A detailed description of services needs and requirements;
- Deadline for completion of services;
- Pricing inclusive of hours for completion based on the hourly rates established in the contract for the appropriate service category and any subcontracted services;
- and
- Any reporting requirements and deadlines for receipt.

Services that cannot be provided by the successful vendor that must be subcontracted shall be disclosed to the DOT at the time of the service request acknowledgement. Pricing for any subcontracted service must be approved by the DOT. The DOT has the right to reject proposed subcontractor proposals and require the Vendor to seek other sources.

Part 4.0 Pricing Requirements:

Vendors **shall** be required to submit cost bids based on the information contained in the attached Bid Form. The total **shall** reflect all costs associated with meeting the requirements and services listed in the RFQ being offered by the Vendor as part of the Vendor's response,

inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Costs for subcontracted services shall be paid as a pass-through cost and must be approved prior to completion. A copy of the invoice for any subcontracted service shall be attached to the successful Vendor's invoice for services. The DOT shall pay the approved subcontracted cost and the successful Vendor's hours based on the appropriate service category hourly rate established in the contract and stipulated on the WV-39 Release for each service request.

Any cost that is not specifically listed on the WV-39 shall not be approved for payment. .

It is preferred that Vendors utilize the attached Bid Form. Should a Vendor opt not to use the attached Bid Form and fails to provide all required bid quote information, the bid shall be declared fatally flawed and will be disqualified.