

Original

TECHNICAL PROPOSAL

STATE OF WEST VIRGINIA REQUEST FOR PROPOSAL 10 - CONSULTING

WV DEPARTMENT OF COMMERCE ADVERTISING SERVICES

CENTRAL MASTER AGREEMENT

Solicitation: CRFP 0308 DEV1900000001

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DIVISION



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State of West Virginia
 Request for Proposal
 10 - Consulting

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BID CLERK

DEPARTMENT OF ADMINISTRATION

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Signature

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DATE 4/22/19

All offers subject to all terms and conditions contained in this solicitation

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EXECUTIVE SUMMARY:

This proposal represents an unprecedented marketing and advertising opportunity for the WV Department of Commerce.

NCWV Media (Clarksburg, Kingwood, Fairmont, Charleston and Garrett County, MD), as the single and sole full-service advertising and marketing agency for this proposal, is presenting the ability and capability to not only perform the work as specified in the Request For Proposal, but we are confident that NCWV Media is the only agency able to assemble a team of core agency and media professionals to serve the WV Department of Commerce and its Agencies 24 hours a day.

In addition to our NCWV Media team, we have an exclusive affiliation agreement with InnerAction Media (Morgantown) and with our combined powers we are able to provide earned and sponsored media content exposure in print, news media websites, social media, business publications, travel and tourism publications, sponsored content, video production and distribution, inbound marketing, podcast content, media buying, website development, graphic design, promotion and more.

This team of experienced journalists, content professionals and marketing experts includes more than 35 full-time journalists and content creators, 10 full-time graphic designers and web developers, 3 full time video professionals, and key players in the media industry not only in West Virginia, but throughout the tri-state region.

The key concept of our proposal is that everything in marketing today relies on quality content - online, in print, in video, in social media, in broadcast and through inbound marketing strategies.

All of this is done with a team that not only meets deadlines and exceeds quality standards, but meets multiple deadlines 7 days a week, 365 days a year, and has been doing so for decades.

With our local powers combined and love for the State of West Virginia, we are able to dramatically and significantly reduce the paid media costs, and at the same time, devote substantially less of the budgeted dollars to "Agency Fees," while simultaneously directing those dollars to getting the right message in front of the right people, at the right time.

NCWV Media delivers a high-quality local media audience of more than **3.5 MILLION impressions per month. That's organic reach - not paid ads.**

Paid, targeted digital advertising is also included in this proposal including digital retargeting, geo-targeting, contextual targeting and geofencing.

Therefore, our overarching theme in this proposal is to spend the allocated WV Department of Commerce advertising and marketing dollars more on development of strategic content and media exposure, and less on agency fees. Our goal is to get these dollars working harder and smarter!

Note: Throughout this report, "we" is used to include NCWV Media and InnerAction Media's teams as they are one and the same ownership. Also, all NCWV Media responses are in purple below.

SECTION 4: PROJECT SPECIFICATIONS

4.1. Background and Current Operating Environment: Commerce comprises nine agencies: the West Virginia Development Office, the West Virginia Division of Energy, the West Virginia Division of Forestry, the West Virginia Geological and Economic Survey, the West Virginia Division of Labor, the West Virginia Office of Miners' Health, Safety & Training; the West Virginia Division of Natural Resources; the West Virginia Tourism Office, and Workforce West Virginia. The marketing efforts for these agencies are managed by Commerce's Marketing and Communications unit, and that unit will be the exclusive conduit between the agencies and the Vendor with the exception of the Tourism Office, which can work with the vendor directly. Additionally, Vendor is expected to provide Advertising Services to agencies outside of the Department of Commerce, if those agencies have opted to utilize Commerce's Marketing and Communications unit and that unit has instructed the vendor to perform Advertising Services for the outside agency.

NCWV Media Response: We work with over 1500 West Virginia businesses and local governments for marketing, consulting, and other needs. With over 100 employees operating 24/7, we can fulfill the needs of all agencies in real time. NCWV Media exceeds this requirement.

4.2. Project Goals and Mandatory Requirements: Vendor should describe its approach and methodology to meeting the goals/objectives identified below. Vendor's response should include any information about how the proposed approach is superior or inferior to other possible approaches.

Vendor's response should also include creative proposals as examples of a bidders' ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under this RFP but will help to evaluate Vendor's proposal. By submitting sample creative proposals as set forth in section four of this RFP, vendor acknowledges and agrees that any content, layouts, art work, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of Agencies.

NCWV Media Response: We do work for hire for over 1500 businesses and government agencies around the State of West Virginia. All our work is exclusively our marketing partners. NCWV Media exceeds this requirement.

4.2.1. Goals and Objectives - The project goals and objectives are listed below

4.2.1.1 Currently Known Projects:

(A). Division of Natural Resources Website Design: Vendor should submit a website proposal for the West Virginia Division of Natural Resources to replace the current WVDNR.gov website. The proposal should include a recommended publishing platform, sample design compositions, sample content plan, strategy for converting online sales, and engine optimization strategy. It should also include a plan to integrate the hunting and fishing license platform found on wvhunt.com and wvfish.com and a strategy for complementing the standalone website for the parks section, wvstateparks.com.

NCWV Media Response:

Platform: Wordpress on a dedicated hosting server to ensure maximum page speed during peak visiting hours. Easy payment handler integration. Speed up the process of getting a license through the new site. Utilize Hubspot (detail below) to track conversations and continue to encourage via email the hunter or fisherman to purchase if they did not complete the process. Basically, creating a fully integrated sales lead generation and conversion tracking website.

Content: Incorporate WVfish.com and WVhunt.com within the new design. Retire some outdated content from the old site to minimize front page overload and keep a clean, streamlined look. Add Search Engine Optimization (SEO) content and articles several times a week if not daily that includes content related to parks, recreation, hiking, hunting and fishing. We currently have archives of hundreds of similar articles we have written over the years available for quick editing and updating. Additionally, we are currently partnering with the WVDNR on the "West Virginia's Celebration of National Hunting and Fishing Days" where we will be creating a print tab for distribution at the event. We will also be pushing the stories and e-edition of this tab throughout our network of more than 125,000 social media followers and 800,000 unique website visitors to help show off this great event at no cost to the WVDNR.

SEO Strategy: Primary focus on Hunting, Fishing, Tourism, and Wildlife. Strategy to cover all ages and genders, but with a strong emphasis on males between 25 and 59 years of age. Regular article content on WVDNR website and shared across hyper local Facebook and websites to create reputable backlinks to greatly assist with Search Engine Optimization. For instance, our research has indicated that the WVDNR.gov website populates well when someone types "hunting in West Virginia," but to truly help the State, it needs to populate better for "hunting" overall. That is how we attract hunters to spend money here from other states. We can improve this dramatically and have for many customers.

Online Sales: WooCommerce or Shopify online payment handler. Front page emphasis on hunting & fishing licenses, WV Hunting and Fishing Gear and other offerings. This can also be enhanced by utilizing our Hubspot Gold Certified Agency partnership to create even deeper conversion and data mining.

A note on Hubspot: It makes marketing human and creates easy to read reporting for entire digital campaigns. Hubspot allows us to see ROI and conversions with great ease. Hubspot also helps us trigger certain types of marketing or email campaigns to encourage conversions. Hubspot has been around for more than 15 years and continues to assist in the integration of marketing, sales, and customer relationship management.



Additionally, the data and research provided are incredible for local, state, national and international marketing campaigns and management.

On the next few pages are a sample of what the new WVDNR site with combined themes from wvfish.com and wvhunt.com could look like to compliment wvstateparks.com and encourage license purchasing:

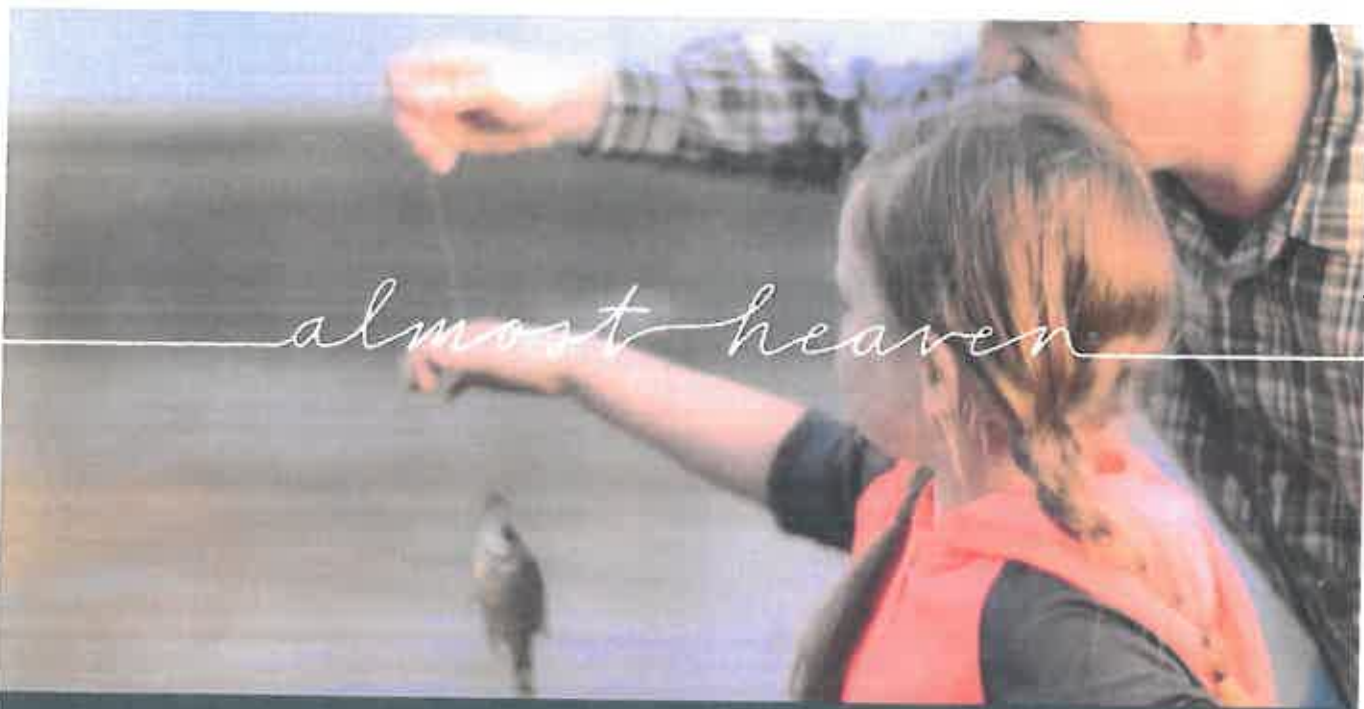




New Homepage – more inviting and more easily to engage. It also has very clear call to action and points of contact to not confuse the user. That is currently a major problem with wvdnr.gov. Main image could be changed with the seasons or more frequently. It could also be a video like wvstateparks.com.

Get Your DNR ID Number or Check Game [Here](#)

WEST VIRGINIA DNR  **HUNTING** ▾ **FISHING** ▾ **WILDLIFE** ▾ **STATE PARKS** ▾ **LINKS** ▾  **CONTACT US**

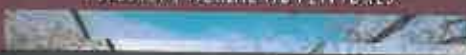

304-558-2771 Deals



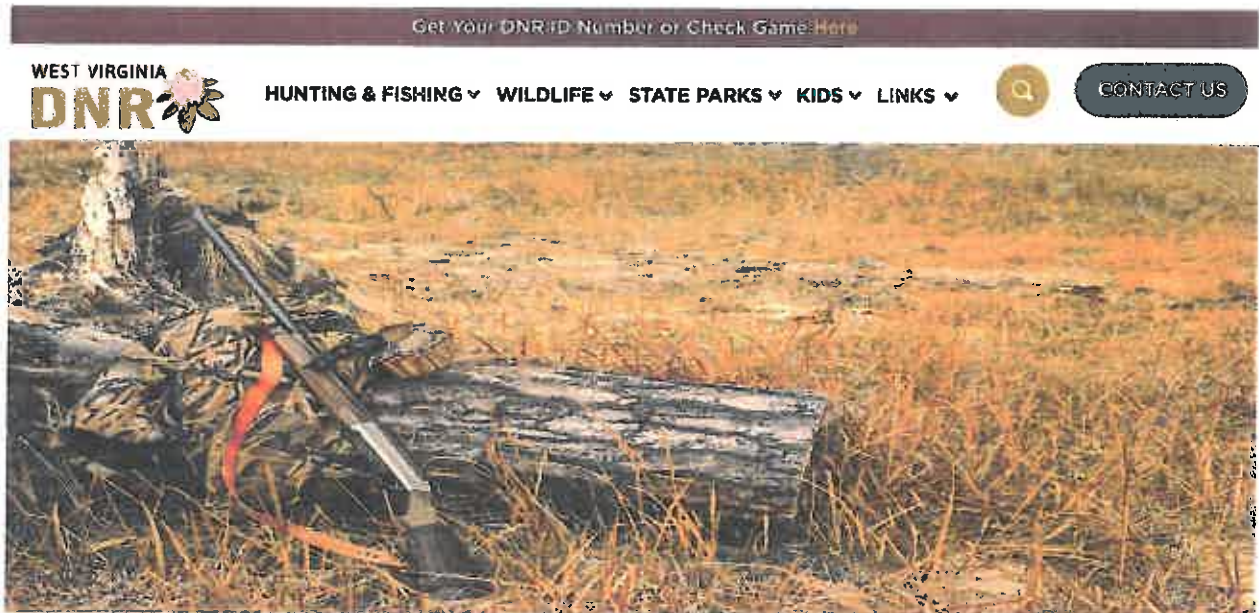
PURCHASE A HUNTING LICENSE  **PURCHASE A FISHING LICENSE** 

SIGN UP FOR OUR NEWSLETTER

FEATURED ACTIVITIES

PTRESTEM AERIAL ADVENTURES  **GUIDED FISHING TOURS** 

Internal pages will have the same theme. Below is the hunting and fishing page. Also note, we combined hunting and fishing as one category on this internal page as another option. We did this because the licensing uses the same system. If the goal is to get more license purchases, we don't want to confuse the user, but we do want to get them to buy multiple licenses.



HUNTING & FISHING INFORMATION



HUNTING REGULATIONS



FISHING REGULATIONS



LICENSING INFORMATION



FIND A GUN RANGE



FIND A FISHING SPOT



FIND A HUNTING SPOT

Username Password ELS LOGIN ENROLL

Here is another example of an internal page. We believe the Kids Zone or whatever it may be called in the future is an opportunity for growth on the WVDNR site. However, this is just another sample of the theme and the clean look.



THE KID ZONE



CRITTER COLORING SHEETS



KID KRAFTS



TRY-ITS



CREATE FEATURES



KID'S ACTIVITY 5





KID'S ACTIVITY 6

Username Password ELS LOGIN

One of the larger goals of the WVDNR it seems with this proposal is to encourage more licenses sold. Currently the form is not streamlined, nor does it encourage someone to complete the transaction. We would redesign the form to make it more user friendly.

[Get Your DNR ID Number or Check Game Hours](#)

WEST VIRGINIA DNR  [HUNTING & FISHING](#) [WILDLIFE](#) [STATE PARKS](#) [KIDS](#) [LINKS](#)  [CONTACT US](#)

WEST VIRGINIA DNR ELECTONIC LICENSING ENROLLMENT

RESIDENCY PERSONAL ADDRESS APPEARANCE CONTACT ACCOUNT

Absentee ownership of land in West Virginia does not constitute legal residence

I attest that I understand the residency requirements of the State of West Virginia, that I am a U.S. citizen or resident alien, and meet one of the following criteria to qualify as a resident:

- you have been a domiciled resident continuously in West Virginia for the past 30 consecutive days or more;**
- or, you are an active member of the U.S. armed forces and were a West Virginia resident at the time you entered the military;**
- or, you claim residency outside of West Virginia but are a full-time student of a West Virginia college or university;**
- or, you claim residency in another state but hold a valid West Virginia Lifetime License and are purchasing additional stamps related to your base lifetime license (THIS SHOULD BE USED FOR LIFETIME LICENSE HOLDERS THAT NO LONGER RESIDE IN WV)**

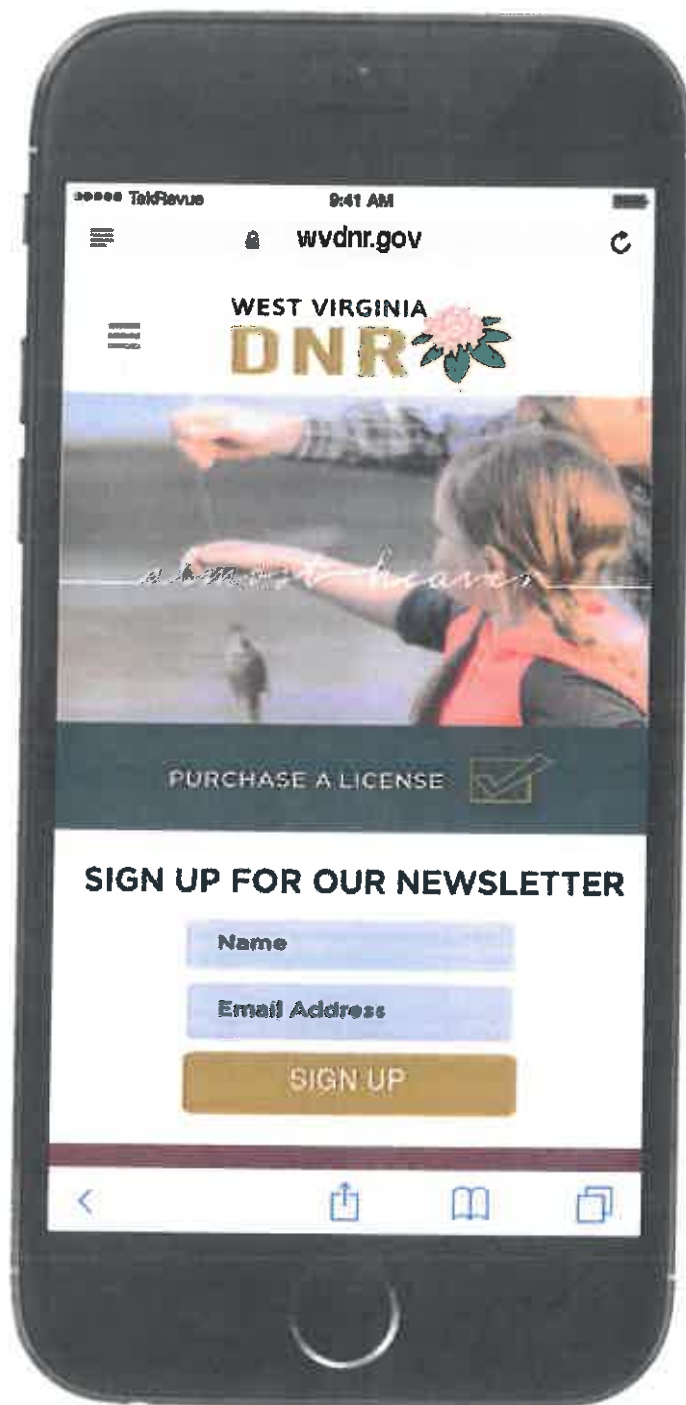
I am not a resident of the State of West Virginia:

- enroll as a non-resident**
- * I hereby certify under the penalty of false swearing that I have not failed to meet child support obligations as required by WV code 48-15-303, and that I realize that making a false statement may result in loss of my license.**

CONTINUE



Here is what it will look like on mobile. The design will be fully responsive as our own local data shows more than 70% of content consumption is on a mobile device.



(B). Promotion of West Virginia State Parks: Vendor should propose a print collateral piece for West Virginia State Parks in coordination with the Tourism Office's Almost Heaven brand that showcases all 45 parks and forests in the system with an emphasis on revenue-producing facilities. This piece should complement the Tourism Office's Vacation Guide but also work as a standalone piece. The plan should include a recommended content strategy, as well as spec design, size and plan for distribution.

NCWV Media Response:

"Getaway to #Almost Heaven"

Whether it's for a day-trip, a weekend getaway, a family reunion, or week-long vacation, West Virginia State Parks offer 45 parks and forests that can make each family experience seem like a different and unique "slice of heaven."

Make memories that will last a lifetime that you will want to share with family, friends and neighbors over and over again on your favorite social media platform (Facebook, Instagram, Snapchat and others). This could help build out wvtourism.com's plan of increasing tourists participation in sharing of content.

Description:

80-page 5" x 7" Easy Pocket Guide
70# Full-Color Glossy with 80# Self-Cover - stapled

Content:

Feature page on all 45 State Parks and forests. Four-page spreads on each of the 10 State Parks with Lodges/Resorts including profile of state golf courses. Two-page spread on each of the State Parks with Cabins and Camping: focus on revenue generating properties.

Content will be customized for what makes each State Park Unique: Special Events; Historical Activities; Best Fishing Hole; Breathtaking views; Favorite family fun activity; Best Photo-Op; Unique eats and things to do and the best places to observe wildlife.

All packaged in creative graphic design that showcases the best that each State Park has to offer. All content will be optimized for SEO so additional distribution can occur digitally.

Distribution:

- a) Insert into the following WV Daily Newspapers and Regional Newspapers (Total Distribution - 200,000 copies)

- Charleston Gazette-Mail
- Huntington Herald-Distribution
- Beckley Register-Herald
- Bluefield Daily Telegraph
- Lewisburg WV Daily News
- Logan Banner
- Williamson Daily News
- Parkersburg News & Sentinel
- Elkins Inter-Mountain

Clarksburg Exponent Telegram
Fairmont Times West Virginian
Morgantown Dominion Post
Wheeling News-Register
Weirton Daily Times
Martinsburg Journal
Marietta Times
Uniontown Herald-Standards

b) Distribute at WV Welcome Centers, Turnpike Travel Plazas and Rest Stops (Total Distribution 50,000 copies)

Welcome Centers (8)
Turnpike Travel Plazas (4)
Rest Stops (5)

c) Distribute at WV State Parks and Forests (Total Distribution - 25,000 copies)

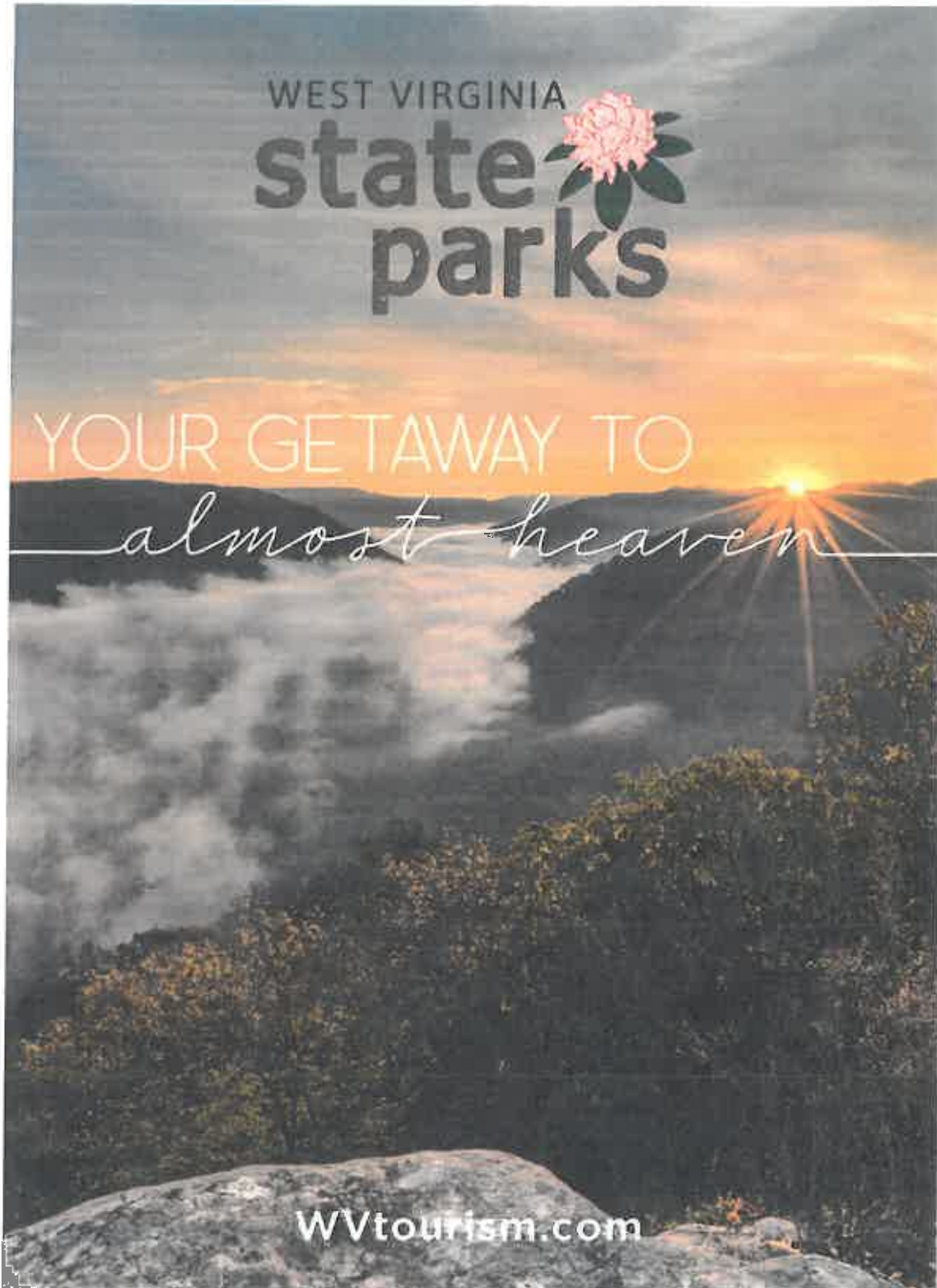
d) Distribute at WV Dept. of Tourism Events & Displays (Total Distribution - 25,000 copies)

WV State Fair
Snowshoe Mountain
Canaan Valley
Winterplace
Hatfield & McCoy Trail
Ace Adventure Resort
Tamarack
WV Cultural Center
State Capital
Gun shows/Trade Shows

Below is a 16-page spread of what this will look like. Note, it will be folded in half per our design specs above. So, although there are only 8 pages attached, that actually makes up 16 to show the layout.



COVER:



YOUR GETAWAY TO

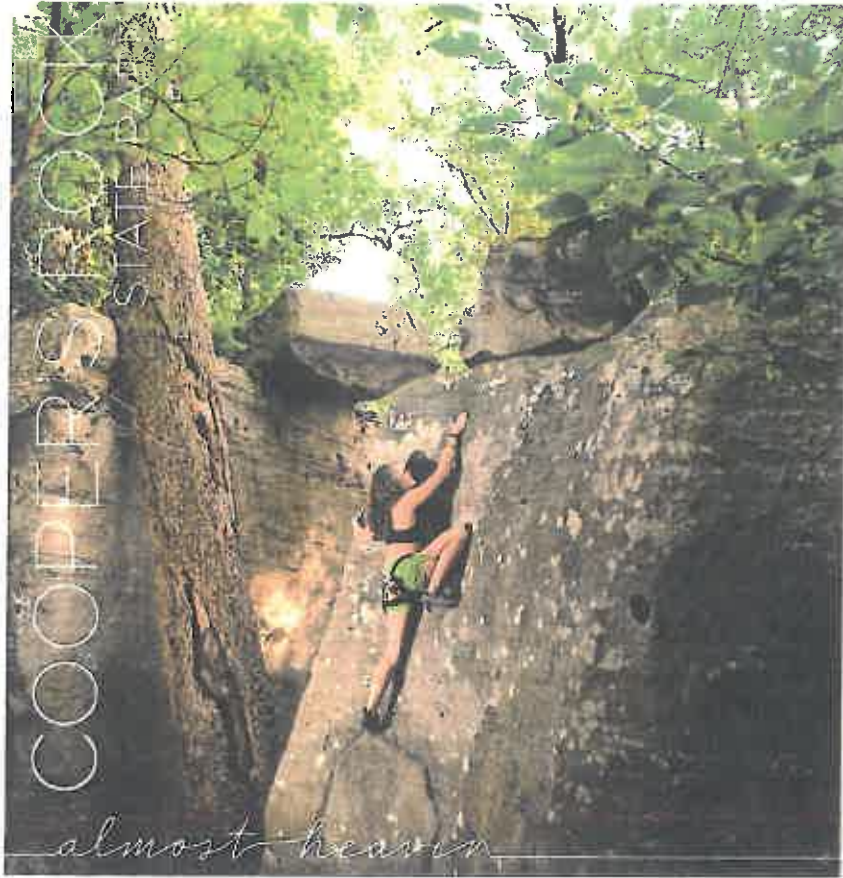
almost heaven

Whether it's for a day-trip, a weekend getaway, a family reunion or week long vacation West Virginia State Parks offer 45 parks and forests that can make each family experience seem like a different and unique "slice of heaven." Make memories that will last a lifetime that you will want to share with family, friends and neighbors over and over again on your favorite social media platform (FaceBook, Instagram, Snapchat and others).

CONTENT



WVtourism.com



Coopers Rock State Forest
Mountaineer Country | Monongalia and Preston counties
61 County Line Drive, Brunston Mills, WV 26525

MORE THAN JUST A PRETTY ROCK FACE.

Coopers Rock State Park is a nearly year-round playground.

The view of Cheat River Canyon from the overlook may be the most obvious thing casual visitors think of when they hear "Coopers Rock."

But the state park is just as popular for activities that aren't as easily seen.

Every year, while some of the 250,000 visitors are attending weddings on the overlook or holding reunions in the picnic shelters built by the Civilian Conservation Corps during the Great Depression, others are scaling rock formations named Sunset Wall and the Big Blocks.

And other park users are trout fishing in the lake or running through the forest. And some visitors are seeking geocaches, capsules of objects that can be located with GPS coordinates posted on a website such as geocaching.com.

Climbers are another group of sportsmen and women who mentor each other in the sport, said Dan Brayack, a climber, trail runner, hunter and beginning mountain biker from Charleston.

Visitors are not allowed to climb at the overlook but there are large boulders where they can climb without ropes. The sport is called bouldering, and it started in the 1980s, according to Brayack, who has published the "Coopers Rock Bouldering Guide."

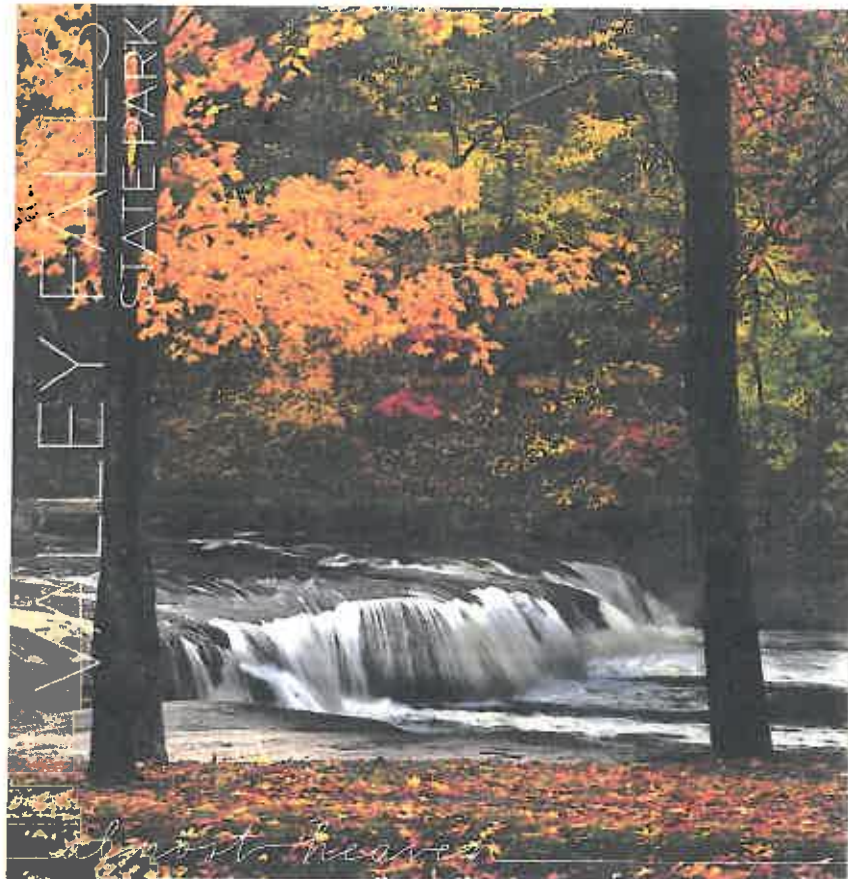
GETAWAY TO

COOPER'S ROCK STATE PARK

almost heaven

Cooper's Rock State Park — The
Getaway to the Mountains — makes it
a great place to enjoy a summer
day. The park is a beautiful view
of the mountains and the valley.
The view is great for all ages.
The park is another great
spot for the family. Cooper's
Rock State Park is a beautiful
view of the mountains and the
valley.

See the State
View the State
View the State
View the State
View the State
View the State



Valley Falls State Park
1000 Valley Falls Road
Valley Falls, NY 13154

FALLING LEAVES MAKE AN IMPRESSION

Valley Falls State Park offers something for those who are active or just want to relax.

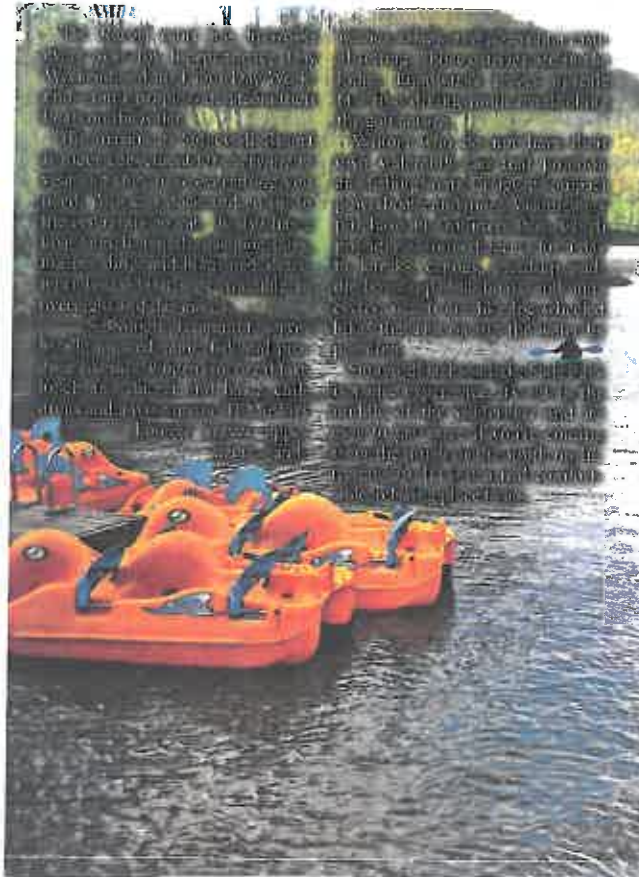
Mountain biking is also enjoyed at Valley Falls State Park near Fairmont. It is convenient for local enthusiasts who like to train for races or just like the thrill of flying through the wilderness.

By far, hiking is one of the park's most popular activities. Valley Falls has 18 miles of hiking trails that are frequented throughout the year. Even in the dead of winter, hikers will park their cars outside of the gates and walk inside to still take to the trails. Cross country skiing, whitewater kayaking, and fishing are other activities that draw people to the park.

Whether it's a local college student who heard about the park from word-of-mouth or a tourist who visited the park for a wedding, it becomes a haven for many who need an escape from the rigors of life.

Visitors come to hike and bring their friends. After a day spent on the grounds, it's also a place for those to appreciate the beauty in the environment. And if you pay close attention to the falls, their appearance changes with the season.





the Stone Mountain Lake
 State Park. The park is a
 beautiful area with a
 large lake and a
 forested shoreline.
 The park is a great
 place to enjoy the
 outdoors and
 enjoy the view of
 the lake and the
 surrounding forest.

Stone Mountain Lake
 is a beautiful area
 with a large lake
 and a forested
 shoreline. The park
 is a great place to
 enjoy the outdoors
 and enjoy the view
 of the lake and the
 surrounding forest.

GETAWAY TO

STONE MOUNTAIN LAKE STATE PARK

<p>Special Events</p>	<p>Hospital Activities</p>
<p>Special Events</p>	<p>Things to Do</p>
<p>Water</p>	<p>Fishing</p>
<p>Stone Mountain</p>	<p>Wildlife Viewing</p>

almost heaven

4.2.2. **Mandatory Requirements** - The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.

4.2.2.1. The Vendor must have the professional capability to develop and maintain successful marketing campaigns, including a minimum of at least one fulltime employee to serve as an account representative, on call 24 hours a day, seven days a week with a response time to Agencies of a maximum of four hours.

NCWV Media Response: We work with over 1500 West Virginia businesses and local governments for marketing, consulting, and other needs. With over 100 employees operating 24/7, we can fulfill the needs of all agencies in real time. We have more than 25 account representatives working with marketing companies and agencies around the State. We can easily dedicate 1 or more full time representatives. NCWV Media exceeds this requirement.

4.2.2.2. The Vendor must have a minimum of three years' experience in marketing and strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotion.

NCWV Media Response: Our roots date back to 1861, as one of the first newspapers in publication just before West Virginia became a State thanks to President Lincoln. We have been marketing experts ever since. When ownership changed in 2012, our focus shifted to building out a digital and print network throughout West Virginia and providing other marketing services including but not limited to strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotion.

From planning more than 10 events a year to developing complex digital, social, and traditional media plans, we are the premier and fastest growing full-service marketing company in the State. This doesn't even count our enormous print and digital distribution network. NCWV Media exceeds this requirement.

4.2.2.3. The Vendor must have experience in areas related to business and tourism marketing.

NCWV Media Response: Business and tourism marketing go hand in hand for NCWV Media. We have helped Convention and Visitor Bureaus, Economic Development Corporations, as well as, over 1500 businesses with all their marketing needs and placements.

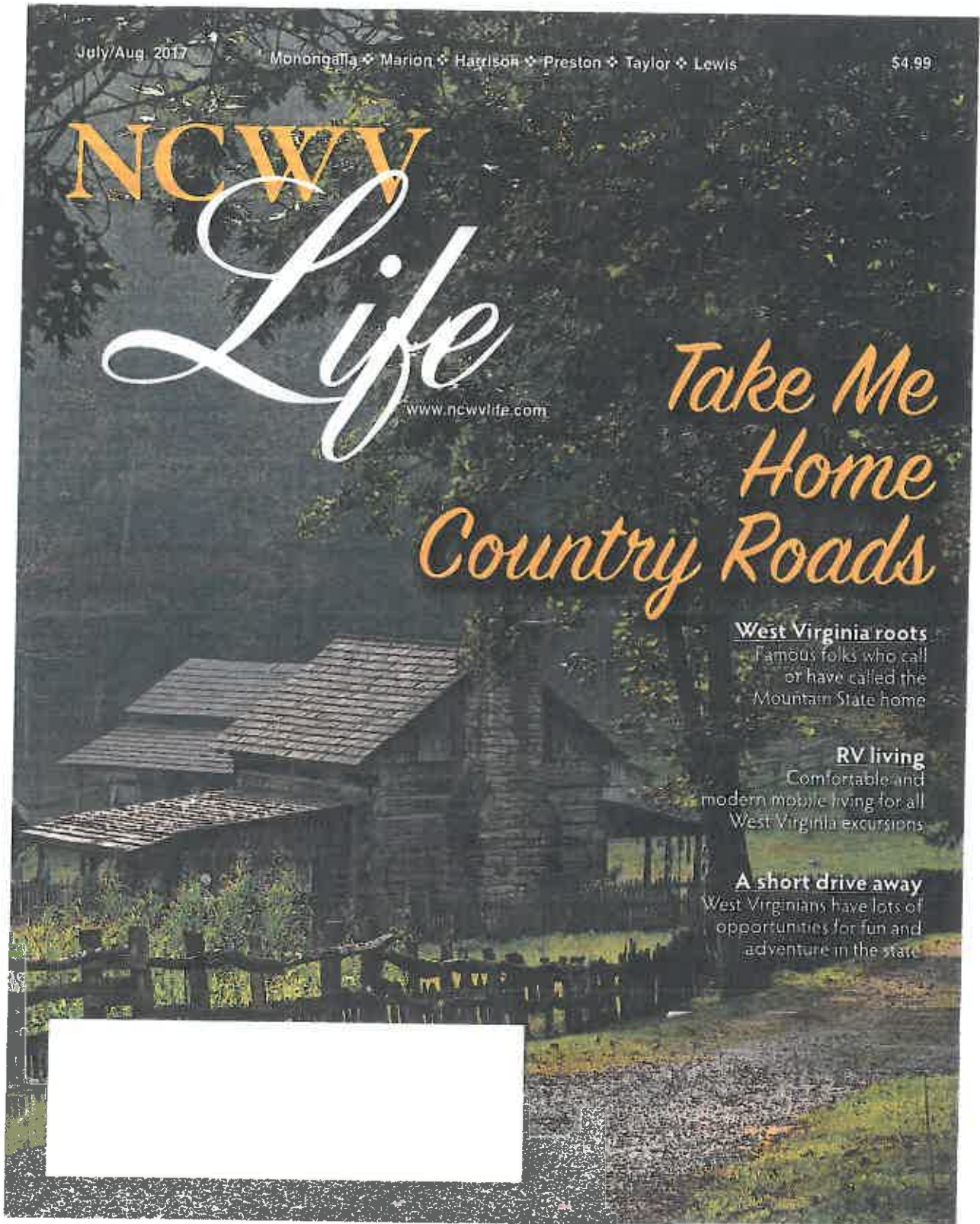
Additionally, with so many wonderful West Virginia business relationships, NCWV Media can also help create COOPERATIVE opportunities to reduce the State's share of advertising expenses. We work with many non-profits to help push their good missions on a local level. This is largely thanks to help from area for-profit businesses and our relationships with them around the entire state.

Here is just a taste of what we did to promote tourism last year:



- Daily Events Calendar in Exponent Telegram and on NCWV Media websites
- Weekly Pulse Arts & Entertainment Page Exponent Telegram, theet.com & Exponent Telegram FB, wvnews.com & WV News FB w/embedded video
- Weekly Arts & Entertainment Pages Garrett Co. Republican, therepublicannews.com & Garrett Co. Republican FB w/embedded video
- Weekly Calendar & Events Page Preston News & Journal, PrestonNJ.com & Preston News & Journal
- Weekly Calendar & Events Page Bridgeport News, bridgeportwvnews.com & Bridgeport News FB w/embedded video
- Weekly Calendar & Events Page Weston News, westonwvnews.com & Weston News FB w/embedded video
- Weekly Calendar & Events Page morgantownnews.com & Morgantown News FB w/embedded video
- Exponent Telegram Sunday Lifestyles Feature (Preview Events, artists, places to go, things to do), theet.com & Exponent Telegram FB
- NCWV Life Magazine Features on People, Events, Restaurant Features, Homes & Fashion. Published bi-monthly 6x a year includes Showcase of Feature event for each of these counties: Monongalia, Preston, Garrett, Marion, Harrison & Lewis Co. each issue.
- Sole Media Partner of Uptown Clarksburg Jazz Strolls, grown from 2X a year event to a 6x a year event including Bridgeport, WV.
- Sole Media Partner for Clarksburg's Robinson Grand Theatre, Grand Opening, Sunday Movies and sponsored events
- Co-sponsor WV Blackberry Festival
- Co-sponsor Shinnston Frontier Days
- Co-sponsor Salem Apple Butter Festival
- Co-sponsor Barbour Co. Fair
- Co-sponsor Doddridge Co. Fair
- Co-sponsor WV Black Heritage Festival
- Co-sponsor WV Italian Heritage Festival
- Co-Sponsor Miss WV Pageant
- Co-Sponsor Alignment WV Small Business Conference
- State Journal sponsor Generation Next event
- State Journal sponsor Who's Who in WV Business event
- State Journal sponsor EQT Students of Excellence Scholarship Program
- Past Co-sponsor WV Scottish Heritage Festival
- Past Co-sponsor Bridgeport Benedum Festival
- Past Co-sponsor Stonewall Jackson Jubilee
- Past Co-sponsor WV Three Rivers Festival
- Founder for West Virginia Outdoor Show
- Annually Publish Preston Buckwheat Festival premium edition plus sponsorship
- Annually Publish Garrett Co. Autumn Glory Festival premium edition plus sponsorship
- Annually Publish Deep Creek Summer Adventure premium edition
- Annually Publish Barbour Co. Fair Tab
- Partner with FarmFreshWV to promote WV farmer's markets Co-sponsor Clarksburg-Harrison Cultural Foundation

Sample Cover of NCWV Life Magazine:



The Buckwheat Festival tab (below) won the WV Communications Award for Best Newspaper Insert, but it was much more than that bringing this community together...



4.2.2.4. The Vendor must have provided marketing and/or promotional services substantially similar to the Advertising Services as described in this RFP with an annual budget of \$1 million or more for at least one client. Vendor should provide a list of clients for whom the Vendor has provided Advertising Services with a budget exceeding \$1 million.

NCWV Media Response: We have worked with businesses big and small to handle their marketing needs, including the following with annual budgets over \$1 Million:

- 1) WVU Medicine
- 2) United Hospital Center
- 3) WVU Relations
- 4) Mylan
- 5) United Bank
- 6) Mon Health

We have provided the above large companies with many marketing plans including the following services:

Search Engine Optimization (SEO): By leveraging our 150 years of writing unique content and premiere backend and backlink fulfillment, we move target keywords quickly up the google search atmosphere. Our large statewide news audience also helps us create great synergies between a business and a local West Virginia audience. We have accomplished this for many geographical territories or any number of keywords. Our abilities create long term SEO value, unlike simply running a Google ad that goes away when funds dry up.

Email/Eblasts: With more than 100,000 local WV opt-in email addresses, we can quickly reach a viral audience.

Sponsored Content: Using over 35 writers on our staff, we create, or the business creates, content for us to share across our digital, print and social networks. The content stays out there forever and also builds SEO. 100's of articles each week or published for this purpose. This is key to long term Google search results success.

Web ads: Using the duopoly of Facebook and Google (covering 95% of internet users), we also ran many campaigns through google, Facebook and Instagram to specifically target demographics. This would work the same with targeting folks interested in the outdoors and wanting to come to West Virginia. We are incredibly strong at looking through google and Facebook data as to not waste resources. We can quickly target and if it doesn't work as we hoped, we can quickly shift to another plan.

Although expensive, Google and Facebook ads help push things or events quickly in front of a targeted audience but must be used very efficiently to prevent waste. These ads have gained a reputation of being intrusive and not multi-channel friendly. The IAB reports that adblockers are used 26% of the time, 62% on mobile where most content consumption occurs. Additionally, they don't instill trust because anyone can pay enough to get his or her ad seen.

Branded Social Campaigns: Some of the challenges with Google and Facebook ads can be overcome with Branded Social Campaigns. By utilizing "influencers" or "KOLs (key opinion leaders)" on various social media platforms, we have very effectively

engaged a younger demographic. For minimal payments (much less than paying Google), we can target WV Tourism ads through people around state, nation or world using their trusted Instagram, Snapchat, YouTube or other social pages. We did this for Bluebies (computer glasses for kids) very successfully. So, successfully, that Bluebies expanded into adult glasses now (more about Bluebies in 4.3.1.4(B)).

Web Design: We have designed many websites for various clients: Bluebies.com (ecommerce), bluegoldnews.com (sports content/news), harrisonedc.com (economic development website), joemanchinwv.com (campaign/fundraising website) and many others (see full list below in 4.2.2.5).

4.2.2.5. The Vendor must have the ability to maintain existing websites and create new websites, as needed. The website's security and performance standards must equal or exceed those of the current sites and must meet performance and security standards established by the state's Office of Technology. Website development, design, upgrades, hosting, and maintenance may be subcontracted to a qualified firm upon approval from Agencies, if said requested services are not available in-house.

NCWV Media Response: We handle all these items in house with the exception of hosting. Hosting is done through Amazon Web Services, the leader in security, speed and data storage or HubSpot (depending on site traffic). We currently build websites for businesses and local agencies around the State. We maintain, design, upgrade, and develop these websites internally. We understand the State's Office of Technology security standards and know they constantly change. Given some of our customers are hospitals or have digital purchasing needs, our standards exceed those of the Office of Technology. We stay up to date on all security protocols and maintain 100% compliance. Here are some examples:

Wordpress website examples:

Bluebies.com
Bluegoldnews.com
Harrisonedc.com
Joemanchinwv.com
complyservices.com
nurseproplus.com
pothole-terminator.com
positivelywv.com
llegghenydesign.com
bethmisner.com
chirpwv.com
cooperlawwv.com
dalesiolaw.com
buildwithelite.com
forgebz.com
wvimpact.com
paceenterprises.org
allstarecology.com
wvbass.org
westvirginiasoberliving.com
dynamicpt.org
wvelectric.com
mechanicalconcrete.com

magynonc.com
albanesephysicaltherapy.com

HubSpot website examples:

ascensionrs.com
inneractionmedia.com
presurface.net
stealeyfirm.com
askvisionhomes.com
indres.com
mountainstateorthopedic.com
wvdermcenter.com

4.2.2.6. The Vendor must comply with a time schedule satisfactory to Agencies in which the Advertising Services occur. Total expenditures for Advertising Services performed under the terms of this Contract shall not exceed the amount set by Agencies unless such change is mutually agreed upon by the Vendor and Agencies.

NCWV Media Response: Given we work with many large and small advertising customers; we understand budgeting and time constraints. We have checks in place to be certain ads only run when and where they are requested. Our data management system is robust and internal checks with our many focused employees make our error rate less than 1%. If an error occurs, we take full responsibility and would never charge an Agency. We will always ask the Agencies about expenditures prior. NCWV Media exceeds this requirement.

4.2.2.7. Vendor must have the capability to perform Advertising Services outside of the United States either in house or through subcontractors. If Agencies desire Advertising Services outside of the United States, the Vendor shall act in good faith with Agencies to establish an acceptable rate schedule. Any rates established for advertising outside of the United States must be processed as a change order to this Contract prior to beginning performance.

NCWV Media Response: We have run international campaigns across various mediums for 7 years advertising products, vacation homes, etc. If we run in a country that we are not familiar with, we partner with our Hubspot team with locations all around the globe. They have in depth insights and real time knowledge. For the limited purposes of assisting the West Virginia Development Office and doing limited international advertising, we exceed this requirement.

4.2.2.8. All content, layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, story boards, and computer data storage devices used in the advertisements or other materials developed or placed by the Vendor for Agencies during the term of this CRFP shall become the exclusive property of Agencies.

NCWV Media Response: We do work for hire for over 1500 businesses and government agencies around the State of West Virginia. All our work is exclusively our marketing partners. NCWV Media exceeds this requirement.

4.2.2.9. The Vendor may incorporate intellectual property currently owned and/or maintained by Agencies, including but not limited to, any previous marketing or promotional

campaign, audio, video, still images, or any other materials developed by Agencies to promote and market the state of West Virginia ("Agencies IP"). However, the Vendor shall obtain written permission from Agencies prior to using Agencies IP. At the termination of this contract, the Vendor shall return such Agencies IP to Agencies without demand.

NCWV Media Response: We agree that protecting trademarks is of the utmost importance and will always request permission and immediately return all Agencies IP. NCWV Media exceeds this requirement.

4.2.2.10. The Vendor shall process all payments necessary to perform the Advertising Services described in this CRFP. The Vendor shall maintain appropriate accounting and record keeping activities, to document and substantiate all media placed under this CRFP. The Vendor shall submit to Agencies invoices accompanied by proof of payment, screen shot and/or tear sheets. Tear sheets shall be signed certifying the run dates, publication and site of the ad.

NCWV Media Response: Having been in the business for over 150 years, we know the importance of record keeping. We have a business department with 10 people that process tear sheets, accounting, invoices, screen shots, and proof of payment. Our processes exceed these requirements.

4.2.2.11. During the term of this Contract, the Vendor shall allow Commerce, Tourism, and other agencies to perform Advertising Services in-house with state employees or through Commerce's Marketing and Communications unit independent of the Advertising Services described in this Contract. The Tourism Office may also continue to use its existing Advertising Services Contract.

NCWV Media Response: We understand this is not exclusive and the Agencies can use their internal budgets as they please. NCWV Media exceeds this requirement.

4.2.2.12. At the request of the Agencies, Vendor will travel to and from the Agencies' offices, and travel-related expenses incurred, are the responsibility of the Vendor and not reimbursable.

NCWV Media Response: We have several locations around the State of West Virginia. This is a very common occurrence, and we never ask for reimbursement. NCWV Media exceeds this requirement.

4.2.2.13. Prior to the commencement of work on any project, the Vendor will provide the Agencies with cost estimate to include personnel hours and costs, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in the cost proposal.

NCWV Media Response: Being used to dealing with numerous advertisers with varying needs, we always submit potential costs with outlying contingencies, as needed, based on our proposals. NCWV Media exceeds this requirement.

4.2.2.14. Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to affect an orderly and efficient transition of all Agency assets, to include but is not limited to: equipment, materials, data, video, photos, etc., owned by the Agencies to a successor, successor being either the Agencies or another Vendor.



NCWV Media Response: NCWV Media is used to dealing with numerous advertisers with varying needs, if we can no longer fulfill those needs, we are accustomed to helping with the transition. The same would be here. NCWV Media exceeds this requirement.

4.2.2.15. The Vendor will be permitted, upon request of Agencies to make subcontract(s) with other entities for furnishing any of the Advertising Services (as hereinbefore defined) for the Agencies. Agencies may request that Vendor subcontract for Advertising Services in the event that Vendor is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion (and even if Vendor can provide the Advertising Services in question) that subcontracting is in the best interest of the State. Vendor's fee for providing such assistance shall not exceed 3% of the subcontracted price. All subcontracting must be approved by the requesting Agency in advance.

NCWV Media Response: We are comfortable outsourcing anything requested by the customer or that we believe another partner or vendor could do better. Our goal is to satisfy the customer and cost effectively implement their strategy. NCWV Media exceeds this requirement.

4.2.2.16. Vendor's media buy markup fee must not exceed 3% of the price paid for the media buy.

NCWV Media Response: We will be less than 3%

4.3. Qualifications and Experience: Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information and documentation should include, but is not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.), references for prior projects, and any other information that vendor deems relevant to the items identified as desirable or mandatory below.

4.3.1 Qualification and Experience Information: Vendor should describe in its proposal how it meets the desirable qualification and experience requirements listed below.

4.3.1.1 Professional Experience and Financial Stability:

(A) Financial Stability:

(i). Vendor should have the ability to pledge and place commitments of advertising media under this Contract, up to as much as \$1 million at any one time prior to reimbursement. Vendor should describe its current financial status and ability to comply with this item in its response. Agencies reserve the right to review Vendor's audited financial statements for the past three (3) years and to cancel this Contract should Agencies deem, in its sole discretion, that the Vendor's financial stability is in question.

NCWV Media Response: We have been in business for over 150 years in West Virginia. We have made over \$4 Million in marketing company acquisitions around the State of West Virginia just in the last 6 years. We always maintain well over \$1 Million in accounts for acquisition or to pay up front for advertising on behalf

of our customers. Our monthly billing exceeds \$750,000 on average. NCWV Media exceeds this requirement. Additional documentation available upon request.

(ii). Vendor should provide a list of annual gross billings for the last two years, a list of all accounts gained and lost in the last 12 months with a description of why accounts were lost. **THIS WAS OMITTED IN ADDENDUM #1**

(B). Professional Experience –

(i). Vendor should provide a company description, history and experience related to Advertising Services for the past five years, an organizational chart, listing names, title and the number of fulltime staff currently employed and the employees that would be working directly with the contract awarded under this Contract.

NCWV Media Response: NCWV Media executes successful marketing strategies for over 1500 businesses in and around West Virginia and has been doing so for over 150 years. More recently, in 2012, we started our focus on creative digital strategies using our 10 graphic artists, 35 content generators and editors, at our various locations around the State of West Virginia.

We are not limited to just what we have done for local agencies, tourism, etc., but we have worked with the auto industry, oil and gas industry, healthcare industry, and technology and aerospace industries. We also work with the small mom and pop shops selling craft beers, food, and homemade products.

Our focus of providing a total marketing plan by utilizing all mediums and messages available, gives us the upper hand when developing a truly complete and universal marketing plan.

Our over 150 years in the business is strong evidence of this ability to adapt and maneuver quickly. We are constantly researching in our digital and traditional advertising R&D department. Our practices have allowed our partners to grow their customer base resulting in \$100's of Millions in new revenue.

We are proud to be one of the fastest growing media companies in West Virginia and have added 17 employees in the last two years alone. Our employees know that if West Virginia is successful, then we will be too. We now have over 100 employees and support staff in our company.

We anticipate the State will be working with the following people regularly, which are top management in our company. Much fulfillment will be done by their teams (below). The NCWV Media staff consists of 100's of years of experience.

Brian Jarvis is president and owner of NCWV Media, publisher of The Exponent Telegram, The State Journal, Blue & Gold News, Fairmont News, Bridgeport News, Weston News, Preston News & Journal, The Garrett Co. Republican, Your Bulletin Board and NCWV Life magazine and strictly digital platforms wvnews.com and morgantownnews.com. NCWV Media has its headquarters in Clarksburg, West Virginia, and additional offices in Fairmont, Kingwood, Charleston and Oakland, Maryland as well as an investor in the Charleston Gazette-Mail. NCWV Media has a combined print circulation of over 120,000 households per week and a digital of audience of over 3.5 million monthly page views and more than

1,000,000 monthly unique visitors. He is a highly-successful entrepreneur with an expertise in digital marketing, leading NCWV Media to unprecedented growth in print and digital markets throughout West Virginia, since buying the company in 2012 (at the age of 29 years-old). He holds an undergraduate degree in business from Furman University, a law degree from West Virginia University and a Masters of Law in Taxation from the University of Florida. Brian is actively involved in the communities served by NCWV Media. He has served on the following Board of Directors: United Hospital Center; Harrison County Chamber of Commerce; United Way of Harrison County and the Harrison County YMCA. He also serves on the Page Cooperative and Southern Newspaper Press Association. Brian has served as an expert speaker in Print & Digital transformation and diversification to the following industry groups in the past six months: Inland Press Association (August 2017), Pennsylvania Press Association (November 2017) and New York Press Association (April 2018). Brian (but more so his wife Rachel) practices law with expertise in estate planning, mergers, acquisitions, taxation and oil and gas.

Jim Matuga – Founded InnerAction Media in 2011 with Brian Jarvis of NCWV Media and is a 2013, 2014, 2015, 2016, 2017 and 2018 National Telly Award winning Advertising Agency and Inbound Marketing Agency. Jim has more than 30 years of proven expertise in providing marketing communications to connect organizations with their target audience personas. We help our clients simplify and clarify their advertising message so the right people will listen, read and see their message and respond in favorable ways. As a professional in the marketing / advertising business since 1988, Jim Matuga has a deep understanding of the local, regional and national marketplace and he provides the communication tools and strategies necessary to reach key target audiences with powerful messages carefully crafted to get results.

Other members that will be closely involved with fulfillment:

Chad Everson, Digital Director and Eric Tomlinson, Web Designer are Google Certified and Hubspot and Wordpress experts. Having a computer science degree from Alderson Broaddus, Chad works tirelessly to solve customers website problems. Eric Tomlinson is a 1994 graphic design graduate from West Virginia University. He worked for 23 years for The Dominion Post as a graphic artist, web developer, photographer and illustrator. These two really work well at knocking out challenging web development and graphic projects in real time and in front of the customer.

Dylan Sheldon, Videographer - Dylan was raised in North Central West Virginia. He received a degree in broadcast communications with a specialization in cinematic arts from Liberty University in December 2013. Dylan delights in helping clients craft their stories in an effort to make sincere connections with their audience through the use of film. His experience in video production includes co-founding a marketing agency in 2012 and producing/directing several campus promotional pieces.

Liza Heiskell, Video Editor Liza is a graduate of West Virginia University and won a National Daytime Emmy Award in 2006. She has years of experience producing cable and network TV shows in New York City for TLC, Discovery, NBC News and the Fox Broadcasting Network. Upon returning to Morgantown, Liza started Park Street Productions to help business owners share their stories and connect with customers.

Alicia Mayle, Analytics, is a graduate of West Virginia University, received her degree in journalism, specializing in public relations and advertising. Alicia is responsible for coordinating and developing content for our clients, as well as managing their social media strategy and promotion. Throughout the month, you can find her looking at

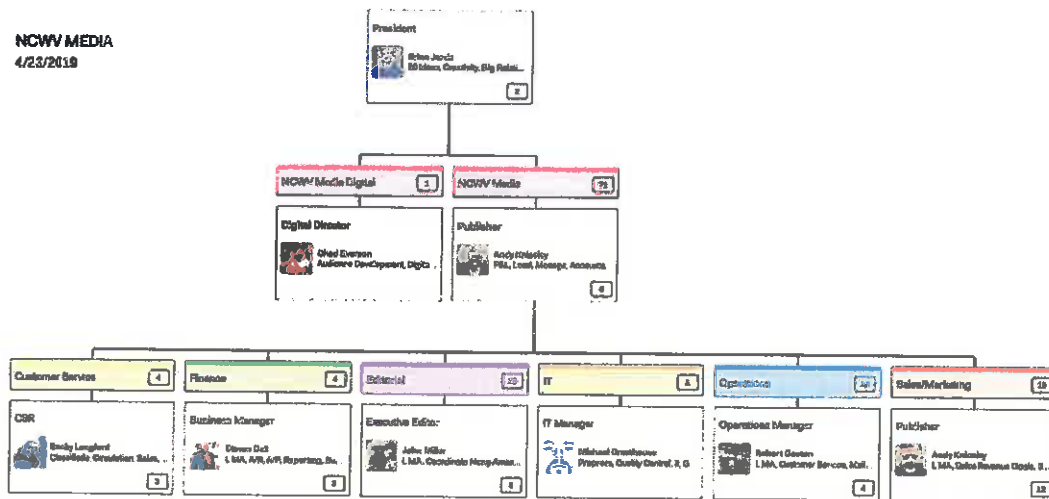
client campaign analytics, researching relevant awareness months and building out audience profiles to understand clients' target audiences.

Additional staff focused on marketing, creative, content, events and processing.

Michael Greathouse, IT Manager
Krista McHenry, Creative Manager
Sonia Swisher, Creative Assistant Manager
John Miller, Executive Editor
Lauren Mani, Event Specialist
Steven Ball, Business Manager

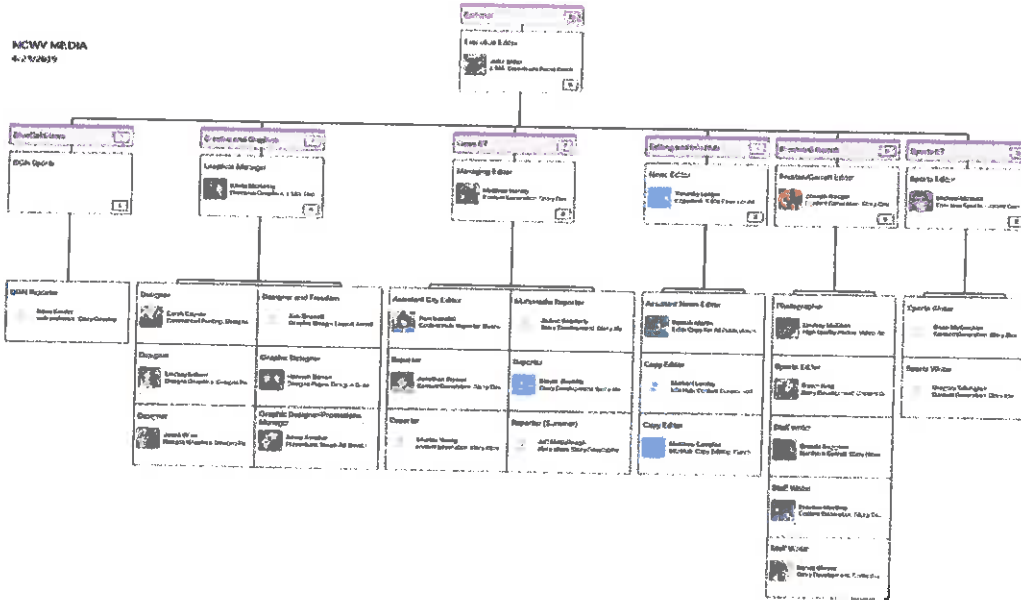
Here is a breakdown of our company hierarchy:

UPPER MANAGEMENT:

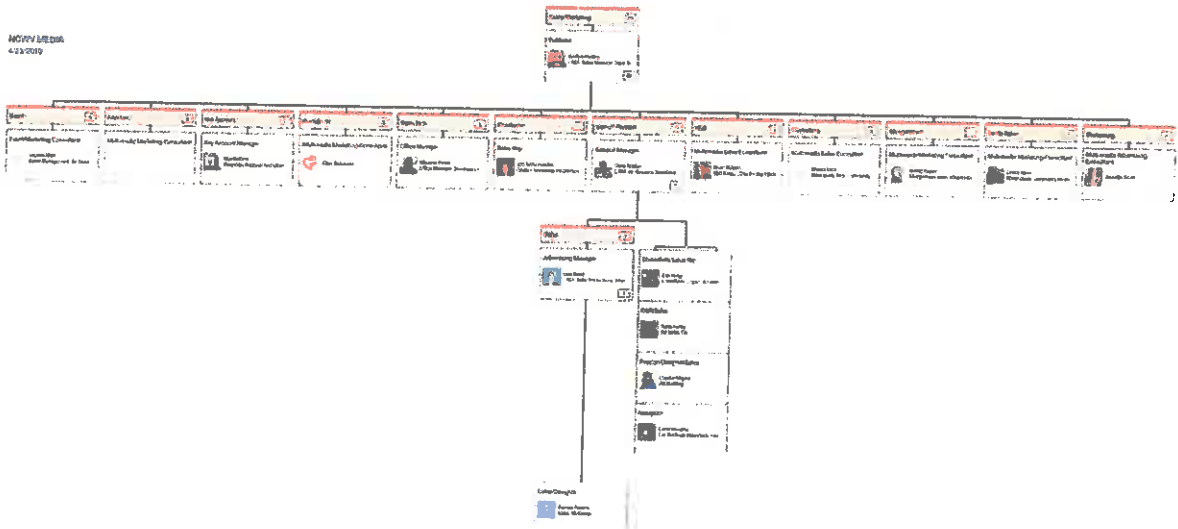


DEPARTMENTS:

Editorial/Content Generation and Graphics:



Sales:



All other Departments:



(ii.) Vendor should discuss staffing levels it can devote to this Contract and whether Vendor intends to hire additional staff to meet its contractual obligations.

NCWV Media Response: We believe we are sufficiently staffed to take on the State's requirements. However, if needed we would assess and add. We also will listen to the State to ensure we are meeting their requirements regularly. If not, then we would increase staffing as needed. NCWV Media exceeds this requirement.

(iii.) Vendor should provide a list of memberships in any local, national, or international advertising, marketing or public relations associations.

NCWV Media Response: WV Press Association, Southern Newspaper Press Association, Inland Press Association, Association of National Advertisers, American Advertising Federation, and Hubspot Gold Certified Agency Partner. NCWV Media exceeds this requirement.

(vi.) Vendor should provide contact names, telephone, and email addresses of two additional clients, who may be contacted by Commerce as references, for which similar Services have been provided as referenced in this CRFP.

NCWV Media Response:

WVU Medicine, Tony Condia, condiaa@wvumedicine.org, 412-215-6921

Harrison County Economic Development Corporation, Amy Wilson, amy@harrisonedc.com, 304-476-0298



(v.) Vendor should list subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this Contract.

NCWV Media Response: We do everything in house outside of website hosting for security reasons. We use Hubspot or Amazon Web Services. NCWV Media exceeds this requirement.

4.3.1.2. Media Buying: The Vendor should have a record of success with media planning and buying to be able to assist Agencies with its media buying. Vendor should:

(A). Describe its in-house media purchasing capabilities, and designate (by name, title and credentials) the employees who will be responsible for media planning and buying for Agencies.

NCWV Media Response: Jim Matuga is our primary brand strategist, media buyer, and strategic team leader. Matuga is a 37 year resident of Morgantown, West Virginia. He graduated from West Virginia University with a BS in Advertising from the Perley Issac Reed School of Journalism in 1988. He has extensive experience in leadership positions with media companies in newspaper (The Dominion Post), television (WBOY - 12NEWS), cable (Rutter Media), direct mail (VALPAK), radio (100.9 FM) and Internet. Jim is 54 years old and is currently active in, and has held leadership positions with the Morgantown Area Chamber of Commerce (6 year Board Member) , PACE Enterprises (Board President 5 years), Rotary Club of Morgantown President-elect, Mountaineer Chapter BNI (Leadership Team), West Virginia BASS Federation (20 year Board member) and the West Virginia Miracle Baseball League Founding Board member and 16+ year coach). Jim also is the founder and host of Positively West Virginia, a weekly podcast that highlights business leaders making a positive contribution to West Virginia.

(B). Describe its local and regional media buying experience and capabilities.

NCWV Media Response: We place all media buys and aggressively negotiate fair rates including (traditional) newspaper, magazine, billboard, radio, broadcast TV, cable TV, Pandora Radio, Spotify Radio, Facebook, LinkedIn, direct mail, out-of-home, and (digital) including retargeting, geo-fencing, contextual search targeting, Google AdWords, geo-targeting, and more.

(C). Provide details of a successful media buy done in the past three years. Provide details on the buy and the effectiveness of the campaign.

NCWV Media Response: We developed and produced a total multi-year, multi-million dollar advertising campaign for Mon General Hospital in Morgantown (now know as Mon Health). The campaign featured prominent West Virginia celebrity / Olympic athlete Mary Lou Retton. The "Better Together" campaign included extensive media coordination including newspaper, magazine, radio, broadcast TV, cable, billboards, Facebook advertising, point-of-sale, trade show, long form video, direct mail, and more. The campaign brought significant market share-of-voice and garnered numerous national awards including Telly Awards for TV production.

4.3.1.3. Research: The Vendor should have the ability to identify a need for market research, how to apply such research, and how to use it to the client's benefit. Vendor should:

(A). Describe its research capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

NCWV Media Response: We have substantial data from our own proprietary software that gathers from all throughout West Virginia and in to Maryland and Pennsylvania. In addition, we supplement this with other statewide and national data through partnerships with the West Virginia Extension Office that gathers substantial data on tourism throughout the State and as a Hubspot Gold Certified Agency Partner, we have enormous access to data.

Hubspot gives us national and international data and relative spends in areas similar to West Virginia. Hubspot is great at assisting us in finding real time solutions as data is formed. We never sit and wait to see a week or a month of performance, we are able to fix it in real time with this system.

Additionally, we have dedicated Google and Facebook experts, Chad Everson and Alicia Mayle, that are in house constantly sifting through data to make sure that our partners services are being fulfilled to the highest and safest standards.

However, we also know this isn't enough. Our partners change and new data is developed every second. We don't hesitate to shift to a new partner that has better data or better tools to get people to come to West Virginia. Or to get people in West Virginia to stay here for vacations. It really comes down to digging in and some good old hard work to stay ever present. We don't want to be disrupted and our record of navigating these disruptions speaks for itself. We want to be anticipating the disruption is about to occur. (For instance, TikTok is currently exploding for the 18-24 demographic).

(B). Provide one example of research used to develop or evaluate a recent comprehensive marketing and paid media advertising campaign.

NCWV Media Response: We have been working with WVU Medicine for two years to help build out their branding messages and Search Engine Optimization. We assist WVU in placing ads, developing appropriate keywords for search, and write content to improve the reach of their content. We share across appropriate social channels and create a total package in digital and social.

We utilized Google, Facebook, Hubspot, and (more importantly) our own data to build a digital, social and print campaign as they requested. We researched through hard work and honest to goodness phone calls to other hospitals to research their campaigns. We like to be at the forefront and anticipate change, but sometimes a phone call to not reinvent the wheel is all it takes.

However, the deep dive into what can seem like a never-ending rope of data really gave us the edge. We discovered several areas of high profit for WVU Medicine that were under utilized. By pushing more content and information for sport related injuries, Alzheimer's, joint repair, and weight loss, we helped WVU Medicine achieve all time high profit and revenue.

The digital ad placements had and continue to have millions of local impressions. Their content that use to be seen by 100's is now being seen by 10000's. WVU Medicine's revenues are up with over 1000000 patients seen last year.

4.3.1.4 Website Development: The Vendor should have experience in the design and development of large-scale commercial websites. Vendor should:

(A). Describe its web development capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

NCWV Media Response: Chad Everson, Digital Director, has been building and managing websites and apps for over 20 years. Chad has personally built and managed many Wordpress and php sites. He is a graduate of Computer Science at Alderson Broaddus. He and Eric Tomlinson work together with a team to ensure the site is Search Engine Optimized and conversion focused.

Nothing is outsourced. Again, the duopoly of Google and Facebook provides incredible information to make sure SEO is strong. But the use of Hubspot and more importantly our own data we have gathered all around the State is key. NCWV Media exceeds this requirement.

(B) Provide one example of a recently developed commercial website with an online sales component. Describe functionality, platform and hosting specifications and sales conversion strategy.

NCWV Media Response: Bluebies.com. Built using word press and best of class Shopify checkout. We ran national ad campaigns through Google and Facebook before Christmas to get the product out. With Shopify, we can track the user through the entire sales funnel.

For instance, a click on a Facebook carousel ad, we could track that person into the shopping cart and through checkout. If they didn't check out, we then emailed them throughout the next couple weeks, concerning "items waiting in your cart", etc.

This following of a potential customer allowed us to increase conversions 15%. Conversion rates for Bluebies was 18% prior to Christmas. This was the result of targeted advertising for this particular product that concerned children's blue light blocking glasses for technology. Parents, schools and more were the main target.

4.3.1.5 Digital Marketing and Advertising: The Vendor should have experience in the digital marketing and advertising. Vendor should:

(A). Describe its digital marketing capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.

NCWV Media Response: We use various platforms for our digital efforts. We are Google Certified, so we used Ad Manager if running ads on various publications and websites. We use Facebook Ad Manager if running Facebook and Instagram ads. Chad Everson, Digital Director, manages a team of 10 to assist in fulfillment with 24/7 monitoring

and reporting. We also run retargeting, geofencing, and contextual targeting campaigns by using Google and Facebook Ad Manager. Again, all done in house.

Additionally, we have the huge active email database. Over 100,000 opt in local email addresses from around the State. These have been collected by us over the last two years. Largely from people interested in the State and the 100's of articles we produce each week for them to read.

Sponsored content is fast growing as a way to better engage with digital viewers. We have successfully served 10's of Millions of views for our sponsored content partners. Whether we create the content, or it is submitted to us, we have developed great methods to rapidly distribute the content and reach people immediately across multiple mediums.

For instance, an article we completed on an Alzheimer's break through, reached over 2 Million people worldwide and had more than 4 Million reads. That's using our own distribution network on our websites and social networks.

Page	Pageviews	Unique Pageviews
	17,280,778 <small>of Total: 100.00% (17,280,778)</small>	12,090,833 <small>of Total: 100.00% (12,090,833)</small>
1. /news/wvnews/historic-breakthrough-wvu-rockefeller-neuroscience-team-first-to-use-ultrasound/article_cfe6f6fc-eee9-5add-b853-23642a0a91a7.html	2,404,240 (13.91%)	1,358,339 (11.23%)
2. /statejournal/news/historic-breakthrough-wvu-rockefeller-neuroscience-team-first-to-use-ultrasound/article_b9951ba2-19ba-54ba-8e1c-0096fb4824bc.html	1,366,685 (7.91%)	755,009 (6.25%)

Equipment:

- 3 Mac Pro desktop w 32" display
- 2 iMac 21.5" desktop
- iMac 27" desktop (3)
- 2 Macbook Pro 15" laptop (2)
- Macbook Air 13" laptop (2)
- Macbook 13" laptop (1)
- 2 Drobo media storage unit 8TB
- WD media storage units (5)
- Powersurge desktop battery failsafe
- HP laser printer (2)
- BenQ HD projector
- Xerox WorkCentre 6605DN printer for high quality in-house proofs Video / Photo Equipment
- Canon C100 camera
- Canon 5D III camera
- GoPro Hero 3 camera
- Canon adjustable lens (2)
- DJI Phantom 4 PRO Drone with 4K camera
- Arri 3-point lighting kit
- Kino Diva light (2)



- Kino 4-bank key light
- C-stands (3)
- Spider-mount camera mount
- DJI quadcopter drone
- Teleprompter
- Zoom H4n audio recorder
- Wireless lav microphone system
- Freefly Movi M5 Gimbal camera stabilizer
- Freefly Movi M10 Gimbal camera stabilizer
- Freefly Mimic controller
- Wireless transmitter/receiver for Mimic controller
- Manfrotto tripod (2)
- Green screen / white screen / backdrops • Misc. video production items

(B). Provide one example of a recently executed digital marketing campaign and its results.

NCWV Media Response: Since 2017, we have been the marketing agency of record for Ascension Recovery Services, a national company headquartered in West Virginia. <https://www.ascensionrs.com> is a HubSpot software client web platform and utilizes content development and publishing as the basis for their inbound marketing campaign.

This is strictly a digital marketing strategy, although we do provide print collateral and trade show marketing support as needed. In 2018, we produced 31,598 unique visitors to their website, converted 2,235 qualified leads (roughly 6 new business leads per day!) and have helped their company acquire new contracts in California, Colorado, New Jersey, Massachusetts, Maryland, and Mississippi.

This success has been achieved through Google SEO, content development and publishing, social media content, and providing and executing extensive lead-nurturing processes.

A different method: Contest Engagement Campaign

We recently completed a Best of Harrison County contest by utilizing our organic websites and organic social media marketing. With one month of voting, we had over 12,000 voters and 135,000 votes. We saw the businesses doing the work by sharing on their own social media and websites to build this type of engagement. We all know user engagement and sharing is the cheapest and most trustworthy form of marketing.

Additionally, we had over 800 Harrison County businesses nominated. This showed an engagement of nearly 30% of the entire county's population and more than 60% of businesses. We also had an event at the Robinson Grand Theatre in Clarksburg, WV, that had more than 600 attendees to see their award. Incredibly successful local digital campaign.

Contests are a great way to engage not only residents of West Virginia, but also out of state folks that might be interested in engaging.

4.3.1.6 Full Marketing Campaigns: Vendor should identify one recent and successfully completed, comprehensive marketing project (within the three years preceding the date of the proposal) including, but not limited to, media-related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials, and the individual staff members involved in the three projects. Campaigns or projects that did not use aired or published; paid media shall not be considered as eligible for the purpose of responding to this proposal. Each bidder should also include the name and phone number of a contact person at the client's place of business to serve as a reference for any project submitted. Identical information must also be provided for any principal in a joint venture or subcontractor situation.

NCWV Media Response: As mentioned, we developed and produced a total multi-year advertising campaign for Mon General Hospital in Morgantown (now known as Mon Health). The campaign featured prominent West Virginia celebrity / Olympic athlete Mary Lou Retton.

The "Better Together" campaign featured Retton in the hospital's strategic marketing and advertising campaign including newspaper, magazine, radio, broadcast TV, cable, billboards, Facebook advertising, point-of-sale, trade show, long form video, direct mail and featured an original music production that served as the theme music for years of the campaign.

The ad campaign consisted of 3-4 ads for each of the following strategic service lines: Heart and Vascular, Orthopedics, Women's Health, Oncology and an overall image campaign.

The team involved consisted of Brian Jarvis, Jim Matuga, Dylan Sheldon, Alicia Mayle and Liza Heiskell.

The campaign brought significant market share-of-voice and garnered numerous national awards including Telly Awards for TV production.

There has been significant turnover at Mon Health. We worked with then CEO Darryl Duncan and Marketing Director Lori Savitch. Our relationship is now with David Gjoldberg, current CEO and Kristina Adrian, Marketing Director.

Because David and Kristina have minimal information as they are relatively new at Mon Health, here is another project we did with WVU Medicine.

As previously mentioned, we have been working with WVU Medicine for close to two years to help build out their branding messages and Search Engine Optimization. We assist WVU in placing ads, developing appropriate keywords for search, and write and distribute content to improve the reach of their information.

This relationship was built from WVU Medicine needing a way to get its information out as it was rebranding and centralizing operations among its over 20 locations around the State of West Virginia. Essentially, WVU Medicine was creating content, but no one was seeing it.

We edited their content, as well as, created our own content for them optimized for search. When developing the content, we researched where WVU Medicine had weakness in penetration of health services. For instance, were they getting business from Preston

County where Mon Health has the main hospital? What are the most profitable services WVU Medicine can provide? And again, where are these people located.

We then narrowed down our focus to various areas of opportunity and published the articles, photos and videos on area media websites. We shared the articles and videos across appropriate social channels and created a total package in digital and social.

Engagement skyrocketed for this content that hadn't been seen by more than a few hundred people. Now tens of thousands were seeing the content.

With this method our engagement was most strong with the younger and middle-aged demographic. This helped for athletic injuries, weight loss, skin care, and several other high profit procedures, but not for elder care. Elder care is more regular and the lifeblood of hospitals to keep beds filled.

So, we then bought print ads and print space to push these articles and photos throughout an older demographic. This too had great results with engaging with an older demographic in rural markets.

All this combined, WVU Medicine had more than 1000000 patients in 2018 and revenues are up accordingly.

Team members involved: Brian Jarvis, Jim Matuga, Chad Everson, Michael Greathouse, and Krista McHenry (as well as many other support staff).

For reference, contact WVU Medicine, Tony Condia, condiaa@wvumedicine.org, 412-215-6921

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

NCWV Media

(Company)

Brian Jarvis, President

(Representative Name, Title)

(304) 626-1453, (304) 624-0651

(Contact Phone/Fax Number)

Revised 08/02/2018



APPENDIX

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

CONSTRUCTION CONTRACTS: Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

ALL CONTRACTS: Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. 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.

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.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"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.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §81-5-3) that: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Charlesburg Publishing Company D/B/A NCWV MEDIA

Authorized Signature: [Signature] Date: 4/22/2019

State of West Virginia

County of Harrison to-wit:

Taken, subscribed, and sworn to before me this 22 day of April, 2019

My Commission expires 11-24, 2020

AFFIX SEAL HERE

NOTARY PUBLIC [Signature]

Purchasing Affidavit (Revised 01/19/2016)



West Virginia Ethics Commission



Disclosure of Interested Parties to Contracts

Pursuant to W. Va. Code § 6D-1-2, a state agency may not enter into a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the contracting state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

"Business entity" means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

"Interested party" or "Interested parties" means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company); and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

"State agency" means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education. Provided, that for purposes of W. Va. Code § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the contracting state agency prior to contract award and to complete another form within 30 days of contract completion or termination.

This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804, Telephone: (304)558-0664; fax: (304)558-2169; e-mail: ethics@wv.gov; website: www.ethics.wv.gov.

West Virginia Ethics Commission
Disclosure of Interested Parties to Contracts

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: Clarksburg Publishing Company Address: Po Box 1000
D/B/A News Media Clarksburg, WV 26302

Name of Authorized Agent: Brian Jarvis Address: Same as above

Contract Number: DEW190000001 Contract Description: Advertising

Governmental agency awarding contract: Department of Commerce

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

1. Subcontractors or other entities performing work or service under the Contract

Check here if none, otherwise list entity/individual names below.

2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)

Check here if none, otherwise list entity/individual names below.

Brian Jarvis (100%)

3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)

Check here if none, otherwise list entity/individual names below.

Brian Jarvis

Signature: [Signature]

Date Signed: 4/22/2019

Notary Verification

State of West Virginia County of Harrison

I, Brian Jarvis, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 22 day of April, 2019.

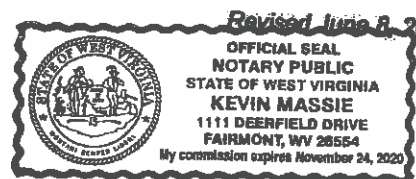
[Signature]
Notary Public's Signature

To be completed by State Agency:

Date Received by State Agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____



**ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.


Clarksburg Publishing Company d/b/a New Media
Company


Authorized Signature

4/22/10
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

, President
(Name, Title)
Brian Jarvis, President
(Printed Name and Title)
PO Box 2000 Clarksville, WV 26302
(Address)
(304) 626-1453, (304) 624-0651
(Phone Number) / (Fax Number)
bj Jarvis@newmedia.com
(email address)

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

Clarksville Publishing Company d/b/a New Media
(Company)

 Brian Jarvis, President
(Authorized Signature) (Representative Name, Title)

Brian Jarvis, President
(Printed Name and Title of Authorized Representative)

4/22/2019
(Date)

(304) 626-1453 (304) 624-0651
(Phone Number) (Fax Number)



CLARPUB-01

RFUNK

CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
 2/13/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Dyer Insurance Agency 347 Washington Avenue PO Box 607 Clarksburg, WV 26302-0607	CONTACT NAME: Rosanna Funk PHONE (A/C, No, Ext): (304) 624-5584 FAX (A/C, No): (304) 622-4736 E-MAIL ADDRESS: <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">INSURER(S) AFFORDING COVERAGE</th> <th style="width: 20%;">NAIC #</th> </tr> </thead> <tbody> <tr> <td>INSURER A : State Auto Insurance Companies</td> <td>25127</td> </tr> <tr> <td>INSURER B : BrickStreet Mutual Insurance Company</td> <td>12372</td> </tr> <tr> <td>INSURER C : Federal Insurance Company</td> <td>20281</td> </tr> <tr> <td>INSURER D : Lloyds of London</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </tbody> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : State Auto Insurance Companies	25127	INSURER B : BrickStreet Mutual Insurance Company	12372	INSURER C : Federal Insurance Company	20281	INSURER D : Lloyds of London		INSURER E :		INSURER F :	
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INSURER F :															
INSURED Clarksburg Publishing Company Steve Ball 324 Hewes Avenue Clarksburg, WV 26301															

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			PBP2734199 03	7/17/2018	7/17/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0			PBP2734199 03	7/17/2018	7/17/2019	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory In NH) <input checked="" type="checkbox"/> Y/N if yes, describe under DESCRIPTION OF OPERATIONS below		N/A	WCB1024066	7/17/2018	7/17/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	Employment Practices			8241-6291	11/2/2018	11/2/2019	1,000,000
D	Cyber Liability			507819	8/6/2018	8/6/2019	Deductible - \$50,000 250,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**
 State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Charleston, WV 25305-0130

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

 AUTHORIZED REPRESENTATIVE
