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## Header 1

### General Information

Contact

Default Values

Discount

Document Information

Procurement Folder: 466604

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0402

Vendor ID:  

SO Doc ID: EDD1900000001

Legal Name: MANAHAN GROUP LLC


Published Date: 8/3/18

Alias/DBA: GEORGE B MANAHAN

Close Date: 8/10/18

Total Bid: \$114,500.00

Close Time: 13:30

Response Date:  

Status: Closed

Response Time:

Solicitation Description:  

[Apply Default Values to Commodity Lines](#)

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

State of West Virginia  
 Solicitation Response

**Proc Folder :** 466604

**Solicitation Description :** Addendum #3 MARKETING and COMMUNICATIONS SERVICES

**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation Response	Version
	2018-08-10 13:30:00	SR      0402 ESR0809180000000623	1

**VENDOR**

000000109305  
 MANAHAN GROUP LLC  
 GEORGE B MANAHAN

**Solicitation Number:** CRFQ 0402 EDD1900000001

**Total Bid :** \$114,500.00      **Response Date:** 2018-08-10      **Response Time:** 12:05:55

**Comments:** The online response does not have a line item for the Media Mark-Up. The paper copy of the Cost Sheet has a line for the Mark-Up. The hourly labor subtotal is \$114,500.00. The Media Mark-Up total is \$6,000.00. The total amount bid is \$120,500.

**FOR INFORMATION CONTACT THE BUYER**

Stephanie L Gale  
 (304) 558-8801  
 stephanie.l.gale@wv.gov

Signature on File

FEIN #

DATE

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

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	ACCOUNT MANAGEMENT- ACCOUNT SERVICES	500.00000	HOUR	\$80.000000	\$40,000.00

Comm Code	Manufacturer	Specification	Model #
80170000			

**Extended Description :** ACCOUNT MANAGEMENT/ ACCOUNT SERVICESADMINISTRATION OF THE DAY-TO-DAY FUNCTIONS, WHICH PROVIDE PROFESSIONAL SUPPORT IN ORDER TO MEET THE WVDE REQUIREMENTS PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	ACCOUNT MANAGEMENT- PUBLIC RELATIONS	100.00000	HOUR	\$50.000000	\$5,000.00

Comm Code	Manufacturer	Specification	Model #
80170000			

**Extended Description :** ACCOUNT MANAGEMENT/ PUBLIC RELATIONSPROMOTING INTEGRITY THAT FOSTERS MUTUAL UNDERSTANDING, TRUST AND SUPPORT WITH AND FOR THE WVDE, PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	MEDIA PLANNING AND BUYING	100.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
80171800			

**Extended Description :** MEDIA PLANNING AND BUYINGTHE PURCHASE AND ANALYSIS OF MEDIA PLACEMENTS THROUGH VARIOUS CHANNELS OF COMMUNICATIONS SUCH AS TELEVISION, RADIO, NEWSPAPER, INTERACTIVE, SOCIAL MEDIA AND PRINT ADS PER SPECIFICATIONS AND WVDE REQUIREMENTS.

**Comments:** The Manahan Group agrees to do this service without a labor cost. Mark-up will be charged on placed media.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	CREATIVE - ILLUSTRATION/LAYOUT/DESIGN/C	500.00000	HOUR	\$75.000000	\$37,500.00

Comm Code	Manufacturer	Specification	Model #
82141501			

**Extended Description :** CREATIVE - ILLUSTRATION / LAYOUT / DESIGN / COPYWRITING PER SPECIFICATIONS AND WVDE REQUIREMENTS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	CREATIVE - ART DIRECTION	200.00000	HOUR	\$30.000000	\$6,000.00

Comm Code	Manufacturer	Specification	Model #
82141502			

Extended Description : CREATIVE - ART DIRECTION TO MEET WVDE REQUIREMENTS PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND	200.00000	HOUR	\$80.000000	\$16,000.00

Comm Code	Manufacturer	Specification	Model #
81112103			

Extended Description : DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND MAINTENANCE MAINTANENCE OF ESTABLISHED SPACE ON A SERVER THROUGH A THIRD PARTY WORLD WIDE WEB HOST PROVIDER, PER SPECIFICATIONS.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	PRODUCTION - PRINTING	250.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82121500			

Extended Description : PRODUCTION - PRINTING REQUIRING A COMMERCIAL PRINTING COMPANY PER SPECIFICATIONS.

**Comments:** TMG bids no hourly labor cost for Print Production

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	PRODUCTION - VIDEO PRODUCTION	500.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description : PRODUCTION - VIDEO PRODUCTION PER SPECIFICATIONS.

**Comments:** TMG bids no hourly labor cost for Video Production.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	PRODUCTION - AUDIO PRODUCTION	100.00000	HOUR	\$0.000000	\$0.00

Comm Code	Manufacturer	Specification	Model #
80161507			

<b>Extended Description :</b>	PRODUCTION - AUDIO PRODUCTION
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**Comments:** TMG bids no hourly labor cost for Audio Production

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY	200.00000	HOUR	\$50.000000	\$10,000.00

Comm Code	Manufacturer	Specification	Model #
93141500			

<b>Extended Description :</b>	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY PER SPECIFICATIONS
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**Response to  
CRFQ 00402  
EDD190000001**

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**AUGUST 10, 2018**

**SUBMITTED TO: WEST VIRGINIA  
DEPARTMENT OF EDUCATION**

THE MANAHAN GROUP

222 Capitol Street, Suite 400 / Charleston, WV 25301  
p: 304.343.2800 / f: 304.343.2788 / [manahangroup.com](http://manahangroup.com)



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## Overview

The Manahan Group (TMG) is pleased to submit this response to the Request for Quotation by the West Virginia Department of Education (WVDE) for marketing and communications services.

The Manahan Group is one of West Virginia's most experienced full-service advertising, marketing and public relations firms whose office is based in downtown Charleston. The company is a Limited Liability Corporation (LLC) and has been in business for fifteen (15) years under the ownership of George Manahan.

The Manahan Group boasts eight (8) full-time communication professionals. TMG's team includes: George Manahan, CEO; Kristina Murrill Hawley, Creative Director; Tammy Harper, Senior Account Manager; Bethany West, Senior Media Buyer; Jennifer Fields, Designer+Content Creator; Sean Hyde, Digital Media Coordinator; Susan Manahan, Administrative Assistant; and Ron Jarrett, Comptroller.

Biographies of personnel working on the WVDE account can be found on pages 4-6.

Over the past fifteen (15) years, The Manahan Group has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), American Advertising Federation - West Virginia (AAF-WV) and the national ADDY Awards. PRSA-WV has recognized TMG with its "Best in West Virginia" award five out of the last thirteen years, the most of any agency or company in the state.

The "Best in West Virginia" awards were for the following clients and campaigns:

- West Virginia Department of Health and Human Resources – Raze Tear Down the Lies – 2003
- West Virginia Department of Health and Human Resources – Raze Success – 2005
- West Virginians for Better Transportation – Keep West Virginia Moving – 2009
- The Hartford/West Virginia State Treasurer's Office – SMART529 Upromise Launch – 2010
- The Michael J. Fox Foundation – Fox Trot for Parkinson's Research – 2012

TMG was also named to the PRSA-WV Hall of Fame, receiving the Ongoing Excellence Award in 2013.

CEO George Manahan was recognized in 2014 with the PRSA-WV Chapter Lifetime Service Award. He was only the fourth person to receive the honor in the organization's thirty (30) year history.

George Manahan was named in 2016 to The State Journal's Who's Who in West Virginia, honoring members of the business community for their contribution to their city and state.

TMG has received well over 120 advertising awards. The recognitions include twenty one (21) National Telly Awards, the industry's version of an Emmy Award, and ADDY Awards, presented by the AAF-WV.

We are pleased to provide you with our credentials.

**3.1 Vendor, or Vendor's staff assigned to this project must have a minimum of ten (10) years of previous relevant experience in providing a wide variety of marketing and advertising services to agencies with similar marketing needs. Those services include but are not limited to graphic design, large-scale media buying, public relations, marketing, digital strategy, brand strategy, advertising and social media.**

The Manahan Group (TMG) provides clients with a comprehensive array of services that include:

- Strategic counsel, planning and concept development
- Advertising
- Public relations
- Art direction and graphic design
- Interactive and web design
- Account management
- Coalition development
- Corporate identity
- Media analysis
- Media planning and buying
- Research
- Crisis communications
- Issues management
- Media relations
- Measurement and evaluation
- Illustration
- Radio, television and print coordination
- Out-of-home advertising
- Social media development and management
- Spokesperson training
- Speech writing
- Production management
- Copywriting and copyediting
- Event planning
- Digital strategy and campaign management

Most of the services provided under this proposal will be performed by The Manahan Group (TMG) team. However, we routinely use subcontractors for the following services:

- Television and radio production
- Printing services
- Photography
- Primary research
- Specialty items
- Lists for direct mail, polling and focus groups

## **Biographies**

### *George Manahan, CEO*

As founder and CEO, George brings tremendous advertising, public relations and grassroots experience to the team. George's work in advertising and PR agency management combined with former jobs in journalism and as press secretary to Governor Caperton led him to establish The Manahan Group.

George has been in advertising, public relations and media for nearly thirty (30) years. He was only the fourth person in the thirty (30) year history of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) to receive the group's Lifetime Achievement Award. He was also named PR Practitioner of the Year in 2010 and received the Silver Medal Award from the American Advertising Federation of West Virginia (AAF-WV) for his work on behalf of West Virginia's advertising industry.

George is a graduate of Bethany College with a degree in Communications.

### *Kristina Murrill Hawley, Creative Director*

A former newspaper editor and page designer, Kristina went back to Marshall University after receiving her degree in Print Journalism to become more proficient in marketing and advertising design. A talented photographer, her work has won multiple awards. She has the unique ability to not only craft a great sentence, but place those words in the perfect design. These skills also have made her a valued part of all social media development and management at TMG. She recently completed her master's degree in Integrated Marketing Communications from West Virginia University.

### *Jennifer Fields, Designer + Content Creator*

A talented writer, copy editor and graphic designer, Jennifer has more than fifteen (15) years of experience in the communications field. She brings her skills as a former newspaper editor and healthcare marketer to assist with design work and the coordination and development of social media for all of our clients. A print journalism major, she is skilled at conceptualizing and preparing work while meeting tight deadlines. In the past, she's written in-depth pieces for publications like Bridges Magazine, Portsmouth Metro Magazine and Rowan 24/7 Magazine.

Jennifer has a bachelor's degree in Print Journalism from Morehead State and recently completed an online social media course from Northwestern University.

*Tammy Harper, Senior Account Manager*

Tammy is a Senior Account Manager at The Manahan Group (TMG) with seventeen (17) years of experience in advertising and public relations, eight (8) of which have been with our agency. She has an enthusiastic approach and brings strong organizational and project management skills as well as marketing strategy and media relations.

She is a past president of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) and serves as the Events Volunteer for The Humane Society of the United States.

*Bethany West, Senior Media Buyer*

Bethany's work planning and purchasing media has touched millions of people in markets nationally and regionally, around the state and around town. Bethany knows how to identify target audiences and the best method to reach them, and she helps each client reach their goals within budget. Her relationships with media outlets often result in more cost-effective placement. Bethany has experience with media buys for West Virginia Department of Highways, West Virginia Division of Motor Vehicles, Hartford Funds – SMART529 Education Savings Solution and the West Virginia State Treasurer's Office.

She is skilled at market research, media placement, tracking and analysis. She is a graduate of Marshall University with a degree in Marketing and has been with TMG for sixteen (16) years. In addition to her work for TMG she also serves as Executive Director of the American Advertising Federation - West Virginia (AAF-WV).

*Sean Hyde, Digital Media Coordinator*

Regarded as one of the state's premiere digital marketing experts, Sean Hyde is an expert in his field. He helps clients work through innovative digital marketing solutions such as digital media buying and ad campaign management, social media strategy and management, branding, website development, search engine optimization and more. Sean has received numerous certifications in digital marketing.

After undergraduate studies in English and a minor in law at Stockton State University, Sean attended Post University and Boston University for post graduate studies and received FMP, CFP and Level 2 CMT candidate designations as well as Lean Six Sigma Certification before moving on to pursue entrepreneurial endeavors.

*Susan Manahan, Administrative Assistant*

Susan has been with The Manahan Group for the past ten (10) years. She provides assistance in many areas, including billing, media buying, and direct mail. Previously, she worked with the West Virginia Legislature, serving in the House Finance Committee and Legislative Services for over a decade. She has also worked in the Secretary of State's Office.

*Ron Jarrett, Comptroller*

Ron has over a decade of experience working on the business side of advertising. His experience in accounting and business management helps him to ensure that all the work the agency does is completed within budget.

Ron holds a degree in Business Administration from West Virginia University.

## **On Target Strategic Development Process**

The Manahan Group (TMG) has developed a strategic planning process that is used to develop advertising, public relations and marketing campaigns. The planning process involves the client in the development of an itemized marketing plan and budget and provides deadlines for each project. On Target is the basis for the development of ideas that produce incredible campaigns and tremendous results. It is a five-step journey into a client's unique and specific marketing needs. The client is fully involved at the outset of the campaign development and participates in mapping a plan for success.

1. **Research** – TMG believes that every marketing effort needs some level of research in order to be successful. Secondary research can aid the understanding of the issue's current status and in gauging the success or failure of other similar campaigns. Primary research, including focus groups, surveys and media analysis, can be the key to unlocking current attitudes and opinions of audiences and to testing various creative approaches.
2. **Strategic Planning** – TMG routinely conducts strategic planning sessions with clients during which results are reviewed and the assessment team uses the research findings to develop the basis for a marketing and public relations plan. Initial ideas for budget, tactics and timelines are also established.
3. **Campaign Development** – In this phase, TMG will develop a campaign based upon the decisions in the strategic planning session. Campaign development may include the creation of creative materials, a public relations strategy, media buying and paid advertisements. The plan is a living document, meaning changes deemed necessary during implementation can be easily executed.
4. **Implementation** – At this stage, all of the campaign elements will be executed according to the established budget and timeline.
5. **Measurement** – TMG is dedicated to producing measurable results for clients. Those results may be measured in a variety of ways. The method of measurement will be determined during the initial client meeting.

Each of the five-steps involves an open discussion and information sharing. An On Target session can last a few hours or an entire day, depending on the client's needs. The end of the session results in the development of agreed-upon goals, objectives and tactics. We have also found that it results in a comfortable, easy and professional relationship between the client and the agency.



After the On Target session, TMG will provide the client with a strategic plan that will include the following:

- Campaign goals and objectives
- Messaging
- Target audiences
- Market recommendations
- Tactics, including advertising, public relations and social media development
- Measurement guidelines

TMG will utilize the On Target process to clearly plan and strategize for the scope of work outlined in this proposal.

### **Client References**

Hartford Funds – SMART529

Contact/Title: Jeff Cohan/Senior Vice President, Strategic Marketing

Email: [Jeffrey.Cohan@hartfordfunds.com](mailto:Jeffrey.Cohan@hartfordfunds.com)

Phone: 610.386.7378

West Virginia State Treasurer's Office

Contact/Title: Gina Joynes/Deputy Treasurer, Communications

Email: [gina.joynes@wvsto.com](mailto:gina.joynes@wvsto.com)

Phone: 304.341.0758

West Virginia Department of Transportation

Contact/Title: Aimee Cantrell/Public Information Specialist

Email: [Aimee.B.Cantrell@wv.gov](mailto:Aimee.B.Cantrell@wv.gov)

Phone: 304.926.3901

Kanawha County Public Library

Contact/Title: Terry Wooten

Email: [terry.wooten@kanawhalibrary.org](mailto:terry.wooten@kanawhalibrary.org)

Phone: 304.343.4646

West Virginia Higher Education Policy Commission

Contact/Title: Chris Treadway, Ed. D./Senior Director of Research and Policy

Email: [chris.treadway@wvhepc.edu](mailto:chris.treadway@wvhepc.edu)

Phone: 304.558.1112

WVU Health Sciences Center – WV Cares

Contact/Title: Helen Matheny/Director, Collaborative Relations and Initiatives

Email: [hmatheny@hsc.wvu.edu](mailto:hmatheny@hsc.wvu.edu)

Phone: 304.541.4840

**3.2 Vendor should possess marketing experience in the education industry.**

The Manahan Group has vast marketing experience both directly and indirectly with the education industry. Please see **Addendum B** for creative samples from clients including:

- Hartford Funds – SMART529 (Current Client)
- West Virginia Higher Education Policy Commission (Current Client)
- Pierpont Community & Technical College (Previous Client)

**3.3 Vendor should possess marketing experience with government clients.**

The Manahan Group is very familiar with the workings of state agencies and their purchasing processes. Through its advertising and public relations support, The Manahan Group has been able to assist state offices with many projects. Creative samples of our most recent state work can be found in **Addendum B** including:

- West Virginia State Treasurer’s Office – Unclaimed Property (Current Client)
- West Virginia Department of Transportation – Impaired Driving (Current Client)
- West Virginia Department of Health and Human Resources – RAZE (Previous Client)

**3.4 Vendor should be familiar with media planning and buying in the West Virginia media market.**

In today’s market, multi-media campaigns have become the norm. The Manahan Group (TMG) is one of only two (2) West Virginia-based agencies that employ the use of media buying software and statistics to make sound, informed decisions on media buying. TMG doesn’t guess if your target audience is watching, listening or reading, we know. Our methodology and approach to multi-media advertising placement includes utilization of the industry’s premiere software program to help plan, place and track media throughout the United States. Contracts with Nielsen Media Research allow accessibility to market information anywhere in the country, including county summary reports, ratings information, station and program shares, trend analysis and station profiles.

TMG utilizes a full library of media reference materials to identify various specific media vehicles as needed. TMG’s capabilities include, but are not limited to the placement and management of television, radio, outdoor, newspaper, magazines, digital and out-of-home advertisements.

Once a client has reviewed and approved a media plan, TMG’s media department will then begin to negotiate rates with media representatives. This involves negotiating price breaks, efficiencies and possible value-added items. After the advertisements are placed and delivered,

the media department monitors and verifies advertisements placed through our posting process, which includes reviewing the quality of advertisement reproduction, reviewing airtimes for television and radio commercials, reach and engagement and of digital advertising and reviewing all necessary materials to determine if the placement was implemented as indicated by TMG and the client.

This process may be time consuming, but it is imperative to ensure that the client is reaching their intended goals.

There are many online media distribution outlets available to advertisers as well as new ideas emerging on a daily basis. TMG's media department works with online media companies to develop media schedules that compliment a client's campaign and may also work to develop a new approach or idea for more effective targeting that leads to better results.

Social media campaigns are another highly effective way to generate interest in various campaigns, issues and events. TMG's knowledge of social media tools and integration techniques has provided many opportunities to help clients further their marketing message and expand their reach. As an example, we have included the social media planning guide that we created for SMART529 in **Addendum C** of this response.

TMG places millions of dollars with local and regional media outlets on an annual basis giving us tremendous buying power. Our Senior Media Buyer, Bethany West, has more than fifteen (15) years of experience in negotiating price and placement packages for all types of media. She is a seasoned media professional with solid relationships with vendors in all types of media. Bethany's experience and extensive relationships allow her to find and develop the best possible media plan for TMG's clients. Sample case studies, including media plans can be found in **Addendum A**.

### **3.5 Vendor must have expertise and experience with WordPress content management system.**

The Manahan Group has extensive experience with the WordPress content management system having designed websites for programs in both the government and education sectors. Creative samples can be found in **Addendum B** for clients including:

- West Virginia Cares ◦ WVU Health Sciences Center ◦ <http://wvcares.org/>
- West Virginia's Climb ◦ West Virginia Higher Education Policy Commission ◦ <http://wvclimb.com/>
- Charleston Parkinson's Support Group ◦ <http://www.parkinsonssupportwv.com/>
- Reimagine Your Library ◦ Kanawha County Public Library ◦ <http://reimagineyourlibrary.com/>

**3.6 Vendor must have at least one (1) staff member dedicated to each of the following areas: graphic design, creative development, media planning and buying, public relations, marketing, digital strategy and social media.**

The Manahan Group will have the following staff members dedicated to the marketing areas listed in the request:

- Graphic Design – Jennifer Fields
- Creative Development – Kristina Murrill Hawley
- Media Planning and Buying – Bethany West
- Public Relations – George Manahan (main point of contact for WVDE)
- Marketing – Tammy Harper
- Digital Strategy – Sean Hyde
- Social Media

The Manahan Group will hire an experienced staff member to handle social media needs within thirty (30) days of award.

**3.7 Vendor must have successfully completed at least three (3) comprehensive marketing projects less than two (2) years from the date of the bid to have included, but not limited to, earned media campaigns, paid media campaigns, social media campaigns and websites.**

- Kanawha County Public Library – Reimagine Your Library
- West Virginia Department of Motor Vehicles – Impaired Driving
- Hartford Funds – SMART529

Complete case studies for each of these projects can be found in **Addendum A** detailing Research, Execution and Evaluation for each.

**3.8 Vendor must have experienced staff to be dedicated to the WVDE's account in place within thirty (30) calendar days of award.**

The Manahan Group will have experienced staff members dedicated to the marketing areas listed above in place within thirty (30) calendar days of award.

## **Mandatory Requirements**

### **4.1 *Mandatory Contact Services Requirements and Deliverables: Contract Services must meet or exceed the mandatory requirements listed below.***

The Manahan Group will meet or exceed all mandatory requirements listed below.

#### **4.1.1 *Vendor shall provide strategic direction for optimization of a website built on the “WordPress” content management system. Vendor must have prior experience with WordPress websites.***

The Manahan Group has experience with WordPress and can provide strategic direction for the optimization of a website built on the content management system. Having used it to design and manage websites for West Virginia Cares (WVU Health Sciences Center), West Virginia’s Climb (West Virginia Higher Education Policy Commission), Charleston Parkinson’s Support Group and both the Loving My Library and Reimagine Your Library (Kanawha County Public Library) websites.

#### **4.1.2 *Vendor shall assist the WVDE Office of Communications with development of an integrated marketing campaign to promote mathematics achievement and various other initiatives in West Virginia among K-12 students to a variety of stakeholders. Campaign may include, but is not limited to, earned media, paid media, digital media, social media.***

The Manahan Group shall assist the WVDE with development of an integrated marketing campaign to promote mathematics achievement and various other initiatives in West Virginia among K-12 students utilizing a multi-media approach.

#### **4.1.3 *Vendor shall assist the WVDE Office of Communications with a social media strategy to improve engagement and interaction with the existing official WVDE social media pages which include: Facebook, Twitter, LinkedIn and YouTube.***

The Manahan Group has experience in improving engagement and interaction with existing social media platforms and looks forward to the opportunity to assist the WVDE Office of Communications with social media pages including Facebook, Twitter, LinkedIn and YouTube. We currently manage social media platforms for a number of clients including: Hartford Funds/SMART529, Kanawha County Public Library and West Virginia Children’s Trust Fund. A sample social media planning guide can be found with the SMART529 case study included in Addendum C.

**4.1.4 Vendor shall provide professional services to develop and maintain successful marketing campaigns, including at least one (1) dedicated account representative who will have an in-person response time to the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) of no more than sixty (60) minutes.**

The Manahan Group will provide professional services to develop and maintain successful marketing campaigns. George Manahan will serve as the dedicated account representative for the WVDE and has an in-person response time of less than sixty (60) minutes.

**4.1.5 Account Representative must possess licensed software to edit and view graphic and other necessary files between vendor and WVDE.**

The Account Representative for the WVDE will have access to licensed software to edit and view graphic and other necessary files.

**4.1.5.1 Vendor must have capability of using the most current version of Adobe Creative Suite and the ability to work with both Macintosh and PC formats.**

The Manahan Group has the most current version of Adobe Creative Suite and the ability to work with both Macintosh and PC formats.

**4.1.6 Vendor shall attend meetings in-person at the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) on an as-needed basis during development of marketing materials.**

The Manahan Group will attend meetings in-person at the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) on an as-needed basis during the development of marketing materials.

**4.1.7 All layouts, sketches, artwork, computer images and copy developed or placed by the Vendor for the WVDE, shall become the exclusive property of the WVDE.**

All layouts, sketches, artwork, computer images and copy developed or placed by The Manahan Group on behalf of the WVDE, shall become the exclusive property of the WVDE.

**4.1.7.1 The WVDE shall have the full and free right to possess and use any and all said property in any way deemed by the WVDE to be necessary, either directly or through the Vendor without incurring additional costs beyond the initial creative development and production hourly rates.**

The WVDE shall have the full and free right to possess and use any and all said property in any way deemed by the WVDE to be necessary, either directly or through The

Manahan Group without incurring additional costs beyond the initial creative development and production hourly rates.

**4.1.7.2 *The WVDE reserves the right to visit and inspect all Vendor facilities and offices.***

The WVDE is welcome to visit and inspect all facilities and offices of The Manahan Group.

**4.1.8 *The Vendor's payment processing shall be included in the Vendor's hourly rate for Account Management on the Pricing Page (Exhibit A). Invoice statement(s) for services and/or materials provided to the Vendor on behalf of the WVDE must be approved by the WVDE.***

The Manahan Group's payment processing is included in the hourly rate for Account Management on the Pricing Page on the following page. Invoice statement(s) for services and/or materials provided to The Manahan Group on behalf of the WVDE must be approved by the WVDE.

**4.1.8.1 *Vendor must provide proof of payment of all invoices, including any third party that was used for the WVDE's account. Proof shall be made available to the WVDE for audit once per month, or upon request.***

The Manahan Group will provide proof of payment of all invoices, including any third party that was used for the WVDE's account. Proof shall be made available to the WVDE for audit once per month, or upon request.

**5. *Contract Award***

The Manahan Group has completed the Pricing Page (Exhibit A) which has been uploaded to wvOASIS as outlined. Please see **Addendum O** of this response for a hard copy of the Pricing Page.

**Sections 6, 7, 8, 9 and 10**

The Manahan Group will adhere to all mandatory requirements outlined in sections 6, 7, 8, 9 and 10 of this RFQ.

**11.1 Contract Manager: During its performance of this contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues relates to this contract. Vendor should list its Contract manager and his or her contact information below.**

**Contract Manager:** George Manahan

**Telephone Number:** 304.343.2800

**Fax Number:** 304.343.2788

**Email Address:** [gmanahan@manahangroup.com](mailto:gmanahan@manahangroup.com)



**Addendum A**  
**Case Studies**

## Kanawha County Public Library – Reimagine Your Library

**Overview:** The Kanawha County Public Library’s Board of Directors had been considering building a new downtown library for more than fifteen (15) years. After failing to raise the necessary funds to build a new \$40 million facility, the library decided to scale back its plan and renovate its current building.

**Research:** The Manahan Group was hired to create and implement a communications strategy that would build excitement for the new library facility. The announcement would also begin the large donor outreach effort. Since the first attempt to build a new library failed and the publicity surrounding the announcement was mostly negative, there was great consternation on the library board about the role out of the announcement. Normally, we would gather a focus group of a cross section of the community to test messages and campaign themes. That was not possible given the tight constraints put on us. We did look at other library campaigns similar to ours: existing library buildings that were expanded and renovated. The newly renovated downtown Columbus library fit that criteria and we were able to talk to their director about their efforts to build excitement for their library.

**Planning:** Our goals for the campaign were straightforward:

1. Build excitement around a new plan to renovate the library’s existing downtown facility.
2. Lay the groundwork for the fundraising effort to come.

The campaign’s budget was established at \$20,000. It would consist of a theme weaved into communications tactics that included: a brochure, website, Facebook ads, and an earned media/kickoff announcement. Allowing us to reimagine the new building, we utilized architectural drawings of the renovated and expanded library in all of our materials.

As we considered the theme for the campaign, we kept coming back to the idea that libraries are an imagination playground of books, movies, music, computers, and more. We wanted our campaign to challenge the community to “reimagine” their library.

*Reimagine Your Library.* The theme would be brought to life with bright, vibrant colors and a whimsical, watercolor-style with illustrative accents mimicking the pages of a children’s storybook. It allowed us to tap into the nostalgic love of books and to illustrate the concept without using computer generated models that lack emotional appeal.

**Execution:** We planned the announcement for the end of the Board of Director's meeting in October 2017 when the renovation and expansion of the building would be voted on. The Manahan Group provided comprehensive documents to library officials and reporters, including: a news release, internal and external Q&A documents, architectural drawings, bios of speakers, copies of Facebook ads, and more. We also assisted in the distribution of information/ invitations to library employees, large donors and government representatives. The speakers at the news conference consisted of the library director, the library's Board of Directors Chair and the President of the Library Foundation, the group charged with raising \$28 million for the renovation and expansion project.

We timed the news conference for 10:00 a.m. sharp, allowing us to "turn on" the website, go live on Facebook and issue the press release for reporters not present at the news conference.

We followed the news conference with a meeting with large donors, foundation representatives and those that could donate \$50,000 or higher to the campaign. Invitations were sent the night before the announcement.

At Noon, we allowed library employees and the community to come to the library, view the architectural drawings of the new facility, ask questions about the project and have lunch with library officials.

**Evaluation:** The kick-off effort was a huge success. The news conference was attended by every major newspaper, radio and television outlet. The editorial pages for the Charleston Gazette and Charleston Daily Mail enthusiastically endorsed the project. The large donor meeting and employee/community presentation was well attended. Within a month, the library announced a \$1.1 million donation for the new and expanded library. The Manahan Group was able to keep spending just below the budget at \$18,500.

## West Virginia Department of Transportation-Impaired Driving

**Overview:** The Manahan Group (TMG) is the Agency of Record for the West Virginia Department of Transportation (WVDOT). The Governor's Highway Safety Program within the WVDOT has the responsibility of minimizing driving fatalities within the state.

**Research:** The Manahan Group was hired to create and implement a communications strategy that would create awareness for the public about the dangers of drinking and driving. Research has shown that impaired driving cases spike around holiday, celebratory events and as such their paid media campaigns are targeted to those holiday periods.

**Planning:** Our goal for this campaign was very straightforward:

1. To decrease the number of impaired drivers on the road during December 2017.

**Execution:** The campaign's budget was established at \$260,000. It would consist of a pair of existing :30 spots produced by TMG in 2015 which focus on a police checkpoint. Taking a multi-media approach to this campaign TMG began with social media. Utilizing a mix of content suggested by the National Highway Traffic Safety Administration (NHTSA) and original content TMG created a social media plan that would target all West Virginia Drivers beginning on November 20<sup>th</sup> and continuing through the end of the year. Billboard space was also reserved for a four (4) week period starting on November 27<sup>th</sup>. This ensured that the messaging would remain posted through the first of the year, and in many cases we were able to post early, ahead of the Thanksgiving holiday at no additional charge. The third phase of the campaign included television spots that would begin airing ahead of the Thanksgiving holiday and continue through New Year's Day. Additionally December 8-28, 2017 the same spots also aired on movie screens throughout the state, appearing before all movie showings.

**Evaluation:** The 2017 Holiday Impaired Driving effort was a huge success, as impaired driving cases did not increase during the holiday period. Their social media channels also saw increases in both total followers and engagement.

The Manahan Group was even able to keep spending just below the budget at \$258,231, while achieving \$92,507.65 in added value to the paid media schedule.

**Impaired Driving-Holidays 2017  
Television Summary**

<b>Market</b>	<b>Client</b>	
Statewide-OTT	\$ 6,900.00	150,000 Impressions Statewide in OTT content (ads served through internet connection to devices such as Amazon Fire TV, ROKU, AppleTV and apps for cable and broadcast networks)

<b>Males 18-34</b>					
<b>Market</b>	<b>Client</b>	<b>Reach</b>	<b>Frequency</b>	<b>GRPs</b>	<b>Broadcast</b>
Beckley/Bluefield	\$ 28,110.00	52.4	6.4	336.5	195
Charleston/Huntington	\$ 44,375.00	41.4	3.1	121.3	128
Clarksburg	\$ 30,535.00	56.6	6.3	356.7	234
Hagerstown	\$ 8,350.00			12.6	80
Parkersburg	\$ 23,055.00	28.9	4.8	136.9	109
Wheeling	\$ 25,995.00	60.5	4	242.9	163
	<b>\$ 167,320.00</b>	<b>47.96</b>	<b>4.92</b>	<b>1206.9</b>	<b>909</b>



# Spot Calendar by Station

THE MANAHAN GROUP  
ADVERTISING PUBLIC RELATIONS REPUTATION

11/6/2017

Client: DMV  
Media: TV  
Product: DMV  
Flight Date: 11/20/2017 - 12/31/2017  
Market/System: Bluefield WV-VA

Estimate: 20  
Survey: Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
Buyer: Bethany West  
Buyer Email: bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK										Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
EVNS-TV	M-F	EN	6:00p- 6:30p	2 BROKE GIRLS	0.7	0	30	2	2	2	2	2	2	2	12	\$30.00	\$42.86
EVNS-TV	M-F	PA	7:00p- 7:30p	BIG BNG THEORY	3.4	1	30	2	3	2	3	2	3	15	\$60.00	\$17.65	
EVNS-TV	M-F	PA	7:30p- 8:00p	BG BNG THRY B<	4.8	1	30	3	2	3	2	3	2	15	\$60.00	\$12.50	
EVNS-TV	M-F	PT	10:00p-10:30p	FOX59 NW @ 10P<	1.3	0	30	2	2	2	2	2	2	12	\$75.00	\$57.69	
EVNS-TV	M	PT	8:00p-10:00p	Showtime @ The Apollo	4.4	1	30	0	0	1	0	0	0	1	\$125.00	\$28.41	
EVNS-TV	Th	PT	8:00p- 9:00p	Taraji's White Hot Holiday	2.4	1	30	0	0	1	0	0	0	1	\$125.00	\$52.08	
EVNS-TV	F	PT	8:00p- 9:00p	Taraji's White Hot Holiday	0.8	0	30	0	0	0	0	1	0	1	\$125.00	\$156.25	
EVNS-TV	Su	PT	7:00p- 7:30p	BOB'S-ENC-FOX	0.0	0	30	0	1	0	1	0	1	3	\$100.00	\$0.00	
EVNS-TV	Su	PT	7:30p- 8:00p	BOB-SU730P-FOX	0.2	0	30	1	0	1	0	1	0	3	\$75.00	\$375.00	
EVNS-TV	Su	PT	8:00p- 8:30p	SIMPSON ENC-FOX	1.1	0	30	1	0	1	0	1	0	3	\$100.00	\$90.91	
EVNS-TV	Su	PT	9:00p- 9:30p	AMRCN GRIT-FOX	1.6	0	30	1	0	1	0	1	0	3	\$100.00	\$62.50	
EVNS-TV	Su	PT	9:30p-10:00p	AMRCN GRIT-FOX	1.7	0	30	0	1	0	1	0	1	3	\$75.00	\$44.12	
EVNS-TV	Th	DT	1:00p- 4:00p	NFL: Minn/Det	1.1	0	30	1	0	0	0	0	0	1	\$350.00	\$318.18	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: Car/NYJ	1.2	0	30	1	0	0	0	0	0	1	\$300.00	\$250.00	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: Car/NO	1.2	0	30	0	1	0	0	0	0	1	\$300.00	\$250.00	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: Chic/Cincy	1.2	0	30	0	0	1	0	0	0	1	\$300.00	\$250.00	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: Ariz/Wash	1.2	0	30	0	0	0	1	0	0	1	\$300.00	\$250.00	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: TB/Car	1.2	0	30	0	0	0	0	1	0	1	\$300.00	\$250.00	
EVNS-TV	Su	WK	1:00p- 4:30p	NFL: Wash/NYG	1.2	0	30	0	0	0	0	0	1	1	\$300.00	\$250.00	
EVNS-TV	Su	RT	4:30p- 7:30p	NFL: NYG/Oak	1.1	0	30	0	1	0	0	0	0	1	\$300.00	\$272.73	
EVNS-TV	Su	RT	4:30p- 7:30p	NFL: Dall/NYG	1.1	0	30	0	0	1	0	0	0	1	\$300.00	\$272.73	
EVNS-TV	Su	RT	4:30p- 7:30p	NFL: Sea/Dall	1.1	0	30	0	0	0	0	1	0	1	\$300.00	\$272.73	
EVNS-TV	Su	RT	4:30p- 7:30p	NFL: Ariz/Sea	1.1	0	30	0	0	0	0	0	1	1	\$300.00	\$272.73	
<b>Station Total:</b>					<b>181.1</b>	<b>47</b>								<b>83</b>	<b>\$8,135.00</b>		
WVNS-TV	M-F	EN	6:00p- 6:30p	59 NEWS @ 6P	2.6	1	30	3	3	3	3	3	3	18	\$125.00	\$48.08	
WVNS-TV	Th	DT	1:00p- 4:00p	NFL: LA Chargers/Dallas	1.7	0	30	1	0	0	0	0	0	1	\$400.00	\$235.29	
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Clev/Cincy	1.6	0	30	1	0	0	0	0	0	1	\$300.00	\$187.50	
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Hou/Tenn	1.6	0	30	0	1	0	0	0	0	1	\$300.00	\$187.50	
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Minn/Cart	1.6	0	30	0	0	1	0	0	0	1	\$300.00	\$187.50	
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Cincy/Minn	1.6	0	30	0	0	0	1	0	0	1	\$300.00	\$187.50	



# Spot Calendar by Station

THE MANAHAN GROUP  
SMARTER THINKING • PUBLIC RELATIONS • ADVERTISING

11/6/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK									Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Den/Wash	1.6	0	30	0	0	0	0	1	0	1	\$300.00	\$187.50
WVNS-TV	Su	WK	1:00p- 4:30p	NFL: Clev/Pitt	1.6	0	30	0	0	0	0	0	1	1	\$300.00	\$187.50
WVNS-TV	Su	RT	4:30p- 7:30p	NFL: NE/Pitt	1.6	0	30	0	0	0	1	0	0	1	\$300.00	\$187.50
WVNS-TV	Su	RT	4:30p- 7:30p	NFL: NE/Pitt	1.6	0	30	1	0	0	0	0	0	1	\$300.00	\$187.50
WVNS-TV	Su	RT	4:30p- 7:30p	NFL: Oak/LA Chargers	1.6	0	30	0	0	0	0	0	1	1	\$300.00	\$187.50
WVNS-TV	M-F	DT	12:00p-12:30p	59 NEWS @ 12P	0.7	0	30	3	0	0	0	0	3	6	\$45.00	\$64.29
WVNS-TV	M	PT	10:00p-11:00p	VS Fashion Show	1.8	0	30	0	0	1	0	0	0	1	\$225.00	\$125.00
<b>Station Total:</b>					<b>68.9</b>	<b>18</b>								<b>35</b>	<b>\$5,645.00</b>	
WVVA-TV	M-F	EN	6:00p- 6:30p	WVVA NEWS @ 6	1.5	0	30	3	2	3	2	3	2	15	\$325.00	\$216.67
WVVA-TV	M-F	DT	12:00p-12:30p	WVVA NEWS@NOON	0.4	0	30	3	0	0	0	0	3	6	\$55.00	\$137.50
WVVA-TV	M	RT	4:30p- 7:30p	NFL: THURSDAY NIGHT FOOTBALL - WEEK 16	2.5	1	30	0	0	0	0	0	1	1	\$750.00	\$300.00
WVVA-TV	Th	RT	7:30p- 8:15p	FOOTBALL NIGHT IN AMERICA	4.1	1	30	0	1	1	1	0	0	3	\$200.00	\$48.78
WVVA-TV	Th	RT	8:15p-11:30p	NFL: THURSDAY NIGHT FOOTBALL - WEEK 14	0.0	0	30	0	0	1	0	0	0	1	\$525.00	\$0.00
WVVA-TV	Th	RT	8:18p-11:30p	NFL: THURSDAY NIGHT FOOTBALL - WEEK 13	3.5	1	30	0	1	0	0	0	0	1	\$525.00	\$150.00
WVVA-TV	Th	RT	8:18p-11:30p	NFL: THURSDAY NIGHT FOOTBALL - WEEK 15	3.5	1	30	0	0	0	1	0	0	1	\$525.00	\$150.00
WVVA-TV	Th	RT	8:30p-11:30p	NFL: THURSDAY NIGHT FOOTBALL - WEEK 12	3.4	1	30	1	0	0	0	0	0	1	\$750.00	\$220.59
WVVA-TV	Sa	RT	7:00p- 8:15p	FOOTBALL NIGHT IN AMERICA	4.1	1	30	0	0	0	0	1	0	1	\$200.00	\$48.78
WVVA-TV	Sa	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 16	4.7	1	30	0	0	0	0	1	0	1	\$525.00	\$111.70
WVVA-TV	Sa	LF	11:30p- 1:00a	SAT NITE LIVE<	0.9	0	30	1	1	1	1	1	1	6	\$55.00	\$61.11



# Spot Calendar by Station

THE MANAHAN GROUP  
 UNDERSTANDING • BUYING • EXECUTING • MEASUREMENT

11/6/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Men 18-34 RTG	Men 18-34 IMP(000)	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WVVA-TV	Su	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 12	1.8	0	30	1	0	0	0	0	0	0	1	\$525.00	\$291.67
WVVA-TV	Su	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 13	1.8	0	30	0	1	0	0	0	0	0	1	\$525.00	\$291.67
WVVA-TV	Su	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 14	1.8	0	30	0	0	1	0	0	0	0	1	\$525.00	\$291.67
WVVA-TV	Su	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 15	1.8	0	30	0	0	0	1	0	0	0	1	\$525.00	\$291.67
WVVA-TV	Su	RT	8:15p-11:30p	NFL: SUNDAY NIGHT FOOTBALL - WEEK 17	1.8	0	30	0	0	0	0	0	1	1	1	\$750.00	\$416.67
<b>Station Total:</b>					<b>73.3</b>	<b>19</b>									<b>42</b>	<b>\$12,785.00</b>	
WOAY-TV	M-F	EF	4:00p- 5:00p	PEOPLE'S COURT	0.6	0	30	2	2	2	2	2	2	2	12	\$25.00	\$41.67
			NOv 16														
WOAY-TV	W	PT	8:00p- 9:00p	AVG. ALL WKS	0.0	0	30	0	0	0	0	0	0	1	1	\$175.00	\$0.00
			NOv 16														
WOAY-TV	M-F	DT	12:00p-12:30p	NWSWATCH-NOON	0.2	0	30	3	0	0	0	0	0	3	6	\$40.00	\$200.00
			NOv 16														
WOAY-TV	M-F	EN	5:00p- 5:30p	NWSWATCH	0.3	0	30	2	2	2	2	2	2	2	12	\$45.00	\$150.00
			NOv 16														
WOAY-TV	M-F	LF	11:35p-12:37a	J KIMMEL-ABC	0.2	0	30	3	0	0	0	0	0	3	6	\$15.00	\$75.00
			NOv 16														
<b>Station Total:</b>					<b>13.2</b>	<b>3</b>									<b>37</b>	<b>\$1,345.00</b>	





# Spot Calendar by Station

11/6/2017

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
Spots Per Week								42	27	32	27	29	40	197		
Cost Per Week								5,720	4,055	4,955	4,055	4,080	5,245	28,110		
TRPs Per Week								60.0	52.3	61.5	52.8	56.6	53.3	336.5		

### SCHEDULE TOTALS

TOTAL SPOTS: 197  
 TOTAL COST: \$28,110.00  
 TOTAL Men 18-34 TRPs: 336.5  
 TOTAL Men 18-34 GIMPs(000): 88

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_



THE MANAHAN GROUP  
ADVERTISING - PUBLIC RELATIONS - MEDIA BUYING

# Summary by Market/System

11/6/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34			Men 18-34		
				CPP	GRP	PCT	CPM	GIMP(000)	PCT
<b>Bluefield WV-VA</b>									
<b>Market Total:</b>	197	\$28,110.00	100%	\$83.54	336.5	100%	\$320.72	88	100%
<b>All Markets</b>									
<b>Grand Total:</b>	197	\$28,110.00		\$83.54	336.5		\$320.72	88	



# Spot Calendar by Station

THE MANAHAN GROUP  
 CONSULTING • SALES & RELATIONS • MULTIMEDIA

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP		
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31	
WOWK-TV	M-F	EM	7:00a- 9:00a	VARIOUS	0.3	0	30	0	0	0	0	0	0	0	0	\$25.00	\$83.33
WOWK-TV	M-F	DT	11:00a-12:00p	PRICE-RT 1-CBS/PRICE-RT 2-CBS	1.2	1	30	3	0	0	0	0	0	3	6	\$100.00	\$83.33
WOWK-TV	M-F	EF	4:00p- 5:00p	ELLEN	0.8	1	30	3	0	0	0	0	0	3	6	\$50.00	\$62.50
WOWK-TV	Sa	S	3:30p- 7:00p	College Football- SEC Game TBA	0.6	1	30	1	0	0	0	0	0	0	1	\$75.00	\$125.00
WOWK-TV	F	S	2:30p- 6:00p	College Football- Missouri at Arkansas	0.0	0	30	1	0	0	0	0	0	0	1	\$75.00	\$0.00
WOWK-TV	Sa	S	4:00p- 7:30p	College Football -SEC Championship	0.4	0	30	0	1	0	0	0	0	0	1	\$300.00	\$750.00
WOWK-TV	Sa	S	3:00p- 6:30p	College Football- Army Navy Game	0.8	1	30	0	0	1	0	0	0	0	1	\$75.00	\$93.75
WOWK-TV	F	S	2:00p- 6:00p	College Football- Sun Bowl	3.0	3	30	0	0	0	0	0	0	1	1	\$250.00	\$83.33
WOWK-TV	Su	S	12:00p- 1:00p	Football NFL - NFL Today	1.2	1	30	1	1	1	1	1	1	1	6	\$150.00	\$125.00
WOWK-TV	Th	S	4:30p- 4:31p	Football NFL- LA Chargers at Dallas (Thanksgiving)	0.0	0	30	1	0	0	0	0	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL- Cleveland at Cincinnati	0.0	0	30	1	0	0	0	0	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	4:25p- 4:26p	Football NFL- Denver at Oakland (Doubleheader )	0.9	1	30	1	0	0	0	0	0	0	1	\$650.00	\$722.22
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL- New England at Buffalo	0.0	0	30	0	1	0	0	0	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL - Oakland at Kansas City	0.0	0	30	0	0	1	0	0	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL- Cincinnati at Minnesota	0.0	0	30	0	0	0	1	0	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	4:25p- 4:26p	Football NFL- New England at Pittsburgh (Doubleheader )	0.9	1	30	0	0	0	1	0	0	0	1	\$650.00	\$722.22
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL Buffalo at New England	0.0	0	30	0	0	0	0	1	0	0	1	\$600.00	\$0.00
WOWK-TV	Su	S	1:00p- 1:01p	Football NFL- Cleveland at Pittsburgh	0.0	0	30	0	0	0	0	0	0	1	1	\$600.00	\$0.00



# Spot Calendar by Station

THE MANAHAN GROUP  
A Division of The Media Group

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP		
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17				12/18 12/24	12/25 12/31
WOWK-TV	Su	S	4:25p- 4:26p	Football NFL-Kansas City at Denver (Doubleheader )	0.9	1	30	0	0	0	0	0	1	1	\$650.00	\$722.22
<b>Station Total:</b>					<b>26.7</b>	<b>26</b>								<b>33</b>	<b>\$8,725.00</b>	
WCHS-TV	M-F		DAYTI 10:00a-11:00a	Harry! ME	0.6	1	30	3	0	0	0	0	3	6	\$60.00	\$100.00
WCHS-TV	F		DAYTI 12:00p- 3:30p	ABC College Football: Day After Thanksgiving	0.4	0	30	1	0	0	0	0	0	1	\$350.00	\$875.00
WCHS-TV	F		DAYTI 3:30p- 7:00p	ABC College Football: Day After Thanksgiving	0.3	0	30	1	0	0	0	0	0	1	\$350.00	\$1,166.67
WCHS-TV	M-F		EARL 4:00p- 4:30p	JUDGE JUDY Y FRIN GE	0.4	0	30	3	0	0	0	0	3	6	\$90.00	\$225.00
WCHS-TV	M-F		ACCE 7:00p- 7:30p	JUDGE JUDY SS	0.6	1	30	3	0	0	0	0	3	6	\$125.00	\$208.33
WCHS-TV	M		PRIM 8:00p-10:01p	CMA Country Christmas	3.2	3	30	0	1	0	0	0	0	1	\$500.00	\$156.25
WCHS-TV	Su		PRIM 9:00p-10:00p	Shark Tank E	2.5	2	30	1	0	1	0	1	0	3	\$300.00	\$120.00
WCHS-TV	M-F		LATE 11:35p-12:37a	Jimmy Kimmel Live FRIN GE	0.4	0	30	2	2	2	2	2	2	12	\$70.00	\$175.00
WCHS-TV	Sa		SPOR 12:00p- 3:30p	ABC College Football	0.2	0	30	1	0	0	0	0	0	1	\$250.00	\$1,250.00
WCHS-TV	Sa		SPOR 12:00p- 3:30p	ABC College Football	0.2	0	30	0	1	0	0	0	0	1	\$250.00	\$1,250.00
WCHS-TV	Sa		SPOR 12:00p- 3:30p	Celebration Bowl	0.2	0	30	0	0	0	1	0	0	1	\$350.00	\$1,750.00
WCHS-TV	Sa		SPOR 3:00p- 7:30p	*2017 American Athletic Conference Championship Game	0.2	0	30	0	1	0	0	0	0	1	\$250.00	\$1,250.00
WCHS-TV	Sa		SPOR 3:30p- 7:00p	ABC College Football	0.2	0	30	1	0	0	0	0	0	1	\$250.00	\$1,250.00
WCHS-TV	Sa		SPOR 3:30p- 7:00p	AVG. ALL WKS<	0.2	0	30	0	0	0	1	0	0	1	\$400.00	\$2,000.00
WCHS-TV	Sa		SPOR 8:00p-11:30p	ABC College Football	0.2	0	30	1	0	0	0	0	0	1	\$350.00	\$1,750.00
WCHS-TV	Sa		SPOR 8:00p-11:30p	2017 Dr. Pepper ACC Football Championship Game	0.2	0	30	0	1	0	0	0	0	1	\$600.00	\$3,000.00
<b>Station Total:</b>					<b>27.4</b>	<b>27</b>								<b>44</b>	<b>\$7,290.00</b>	
WSAZ-S2	M		DAYTI 4:30p- 7:30p	NFL Football ME	3.4	3	30	0	0	0	0	0	1	1	\$1,100.00	\$323.53
Nov-2016LP-Nov-2015LP																



# Spot Calendar by Station

THE MANAHAN GROUP  
CORPORATE PUBLIC RELATIONS MANAGEMENT

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Man 18-34 RTG	Man 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
WSAZ-S2	W	PRIME	9:00p-11:00p	SNL Christmas	1.2	1	30	0	0	0	1	0	0	1	\$350.00	\$291.67
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	W	PRIME	9:00p-11:00p	SNL THINKSGIVING	1.2	1	30	1	0	0	0	0	0	1	\$350.00	\$291.67
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	Th	PRIME	8:20p-11:30p	NFL Football	3.8	4	30	1	1	1	1	0	0	4	\$1,100.00	\$289.47
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	Sa	PRIME	7:00p- 8:20p	Football Night In America	5.6	6	30	0	0	0	0	1	0	1	\$550.00	\$98.21
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	Sa	PRIME	8:20p-11:30p	NFL Football	3.0	3	30	0	0	0	0	1	0	1	\$1,100.00	\$366.67
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	Sa	PRIME	10:00p-11:00p	Saturday Night Live	2.5	2	30	1	1	1	1	0	0	4	\$300.00	\$120.00
				Nov-2016LP-Nov-2015LP												
WSAZ-S2	Su	PRIME	8:20p-11:30p	NBC Sunday Night Football	0.7	1	30	1	1	1	1	1	1	6	\$1,100.00	\$1,571.43
				Nov-2016LP-Nov-2015LP												
<b>Station Total:</b>					<b>43.8</b>	<b>43</b>								<b>19</b>	<b>\$15,650.00</b>	
WQCW-TV	M-F	Late News	10:00p-11:00p	WSAZ NEWS @ 10	0.5	1	30	2	2	2	2	2	2	12	\$130.00	\$260.00
				Nov-2016LP												
WQCW-TV	M-F	LATE FRINGE	11:00p-11:30p	FAMILY GUY	0.5	0	30	0	0	0	0	0	0	0	\$25.00	\$50.00
				Nov-2016LP												
WQCW-TV	Sa	WK	12:00p- 3:00p	ACC: NC State/NC	1.0	1	30	2	0	0	0	0	0	2	\$100.00	\$100.00
<b>Station Total:</b>					<b>8.0</b>	<b>8</b>								<b>14</b>	<b>\$1,760.00</b>	
WVAH-TV	W	SPOR TS	8:00p- 8:30p	FOX College Football: Foster Farms Bowl Game Pre-Game	2.1	2	30	0	0	0	0	0	1	1	\$200.00	\$95.24
WVAH-TV	W	SPOR TS	8:30p-12:00a	FOX College Football: Foster Farms Bowl Game	0.9	1	30	0	0	0	0	0	1	1	\$350.00	\$388.89
WVAH-TV	Th	SPOR TS	12:30p- 3:30p	NFL on FOX Thanksgiving Day: Vikings @ Lions	0.4	0	30	1	0	0	0	0	0	1	\$750.00	\$1,875.00
WVAH-TV	F	SPOR TS	8:00p-11:30p	FOX Saturday Night College Football: Texas Tech @ Texas	0.6	1	30	1	0	0	0	0	0	1	\$300.00	\$500.00
WVAH-TV	F	SPOR TS	9:00p-12:30a	*PAC 12 Championship	0.6	1	30	0	1	0	0	0	0	1	\$750.00	\$1,250.00



# Spot Calendar by Station

11/3/2017

Client: DMV  
 Media: TV  
 Product: DMV  
 Flight Date: 11/20/2017 - 12/31/2017  
 Market/System: Charleston, WV

Estimate: 20  
 Survey: Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
WVAH-TV	Sa		SPOR 12:00p- 3:30p TS	FOX College Football	0.5	0	30	1	0	0	0	0	0	1	\$1,000.00	\$2,000.00
WVAH-TV	Sa		SPOR 4:00p- 5:00p TS	UFC Road to the Octagon	1.3	1	30	0	0	1	0	0	0	1	\$200.00	\$153.85
WVAH-TV	Sa		SPOR 4:00p- 7:30p TS	FOX College Football	0.8	1	30	1	0	0	0	0	0	1	\$350.00	\$437.50
WVAH-TV	Sa		SPOR 7:00p- 8:00p TS	FOX College Football	0.8	1	30	0	1	0	0	0	0	1	\$750.00	\$937.50
WVAH-TV	Sa		SPOR 8:00p-10:00p TS	UFC Fight Night	0.8	1	30	0	0	0	1	0	0	1	\$250.00	\$312.50
WVAH-TV	Sa		SPOR 8:00p-10:00p TS	Premiere Boxing Champions	0.8	1	30	0	0	0	0	1	0	1	\$250.00	\$312.50
WVAH-TV	Sa		SPOR 8:00p-11:30p TS	FOX Saturday Night College Football	0.4	0	30	1	0	0	0	0	0	1	\$350.00	\$875.00
WVAH-TV	Sa		SPOR 8:00p-11:30p TS	FOX College Football: Big 10 Championship	0.4	0	30	0	1	0	0	0	0	1	\$1,000.00	\$2,500.00
WVAH-TV	Su		SPOR 1:00p- 4:00p TS	NFL on FOX: Detroit @ Baltimore	0.2	0	30	0	1	0	0	0	0	1	\$450.00	\$2,250.00
WVAH-TV	Su		SPOR 1:00p- 4:00p TS	NFL on FOX: Packers @ Browns	0.2	0	30	0	0	1	0	0	0	1	\$450.00	\$2,250.00
WVAH-TV	Su		SPOR 1:00p- 4:00p TS	NFL on FOX: Arizona @ Washington	0.2	0	30	0	0	0	1	0	0	1	\$450.00	\$2,250.00
WVAH-TV	Su		SPOR 1:00p- 4:00p TS	NFL on FOX: TBA	0.2	0	30	0	0	0	0	1	0	1	\$450.00	\$2,250.00
WVAH-TV	Su		SPOR 1:00p- 4:00p TS	NFL on FOX: TBA	0.2	0	30	0	0	0	0	0	1	1	\$450.00	\$2,250.00
WVAH-TV	Su		SPOR 4:25p- 7:30p TS	NFL on FOX: Giants @ Raiders	1.0	1	30	0	1	0	0	0	0	1	\$550.00	\$550.00
WVAH-TV	Su		SPOR 4:25p- 7:30p TS	NFL on FOX: Cowboys @ Giants	1.0	1	30	0	0	1	0	0	0	1	\$550.00	\$550.00
WVAH-TV	Su		SPOR 4:25p- 7:30p TS	NFL on FOX: TBA	1.0	1	30	0	0	0	0	1	0	1	\$550.00	\$550.00
WVAH-TV	Su		SPOR 4:25p- 7:30p TS	NFL on FOX: TBA	1.0	1	30	0	0	0	0	0	1	1	\$550.00	\$550.00
<b>Station Total:</b>					<b>15.4</b>	<b>15</b>								<b>22</b>	<b>\$10,950.00</b>	



# Spot Calendar by Station

THE MANAHAN GROUP  
IDENTITY • PUBLIC RELATIONS • MULTIMEDIA

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
Spots Per Week								42	19	14	15	13	29	132		
Cost Per Week								11,475	9,050	5,225	6,100	5,450	7,075	44,375		
TRPs Per Week								32.0	17.2	15.8	13.5	16.8	26.0	121.3		

**SCHEDULE TOTALS**

TOTAL SPOTS: 132  
 TOTAL COST: \$44,375.00  
 TOTAL Men 18-34 TRPs: 121.3  
 TOTAL Men 18-34 GIMPs(000): 120

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_



# Summary by Market/System

11/3/2017

THE MANAHAN GROUP  
PUBLICATIONS • PUBLIC RELATIONS • MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34			Men 18-34		
				CPP	GRP	PCT	CPM	GIMP(000)	PCT
<b>Charleston, WV</b>									
<b>Market Total:</b>	132	\$44,375.00	100%	\$365.83	121.3	100%	\$370.60	120	100%
<b>All Markets</b>									
<b>Grand Total:</b>	132	\$44,375.00		\$365.83	121.3		\$370.60	120	





# Spot Calendar by Station

11/3/2017

THE MANAHAN GROUP  
COMMERCIAL • MEDIA • TELEVISION • MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

**Market/System:** Clarksburg

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31	Total Spots	STN Gross Cost	CPP
EBOY-TV	M-F	EF	5:00p- 6:00p	ELLEN	0.3	0	30	2	0	0	0	0	2	4	\$25.00	\$83.33
EBOY-TV	M-F	EN	6:00p- 6:30p	12 NEWS AT 6P	0.4	0	30	2	0	2	0	2	0	6	\$25.00	\$62.50
EBOY-TV	M-F	LF	11:35p-12:37a	JIMMY KIMMEL LIVE	0.3	0	30	2	0	0	0	0	2	4	\$15.00	\$50.00
EBOY-TV	Su	LF	11:00p-11:30p	BG-THEORY WK B	0.3	0	30	1	1	0	0	1	1	4	\$15.00	\$50.00
EBOY-TV	Sa	WK	12:00p- 3:30p	COLLEGE FOOTBALL	3.0	1	30	1	1	1	1	1	1	6	\$150.00	\$50.00
EBOY-TV	Sa	WK	3:30p- 8:00p	COLLEGE FOOTBALL	1.2	0	30	1	1	1	1	1	1	6	\$150.00	\$125.00
EBOY-TV	Sa	WK	8:00p-11:30p	COLLEGE FOOTBALL	5.0	1	30	1	1	1	1	1	1	6	\$350.00	\$70.00
<b>Station Total:</b>					<b>61.2</b>	<b>14</b>								<b>36</b>	<b>\$4,270.00</b>	
WDTV-TV	M-F	Early Fringe	4:00p- 4:30p	JUDGE JUDY	1.2	0	30	2	0	2	0	2	0	6	\$55.00	\$45.83
			10-27-2016-11-23-2016													
WDTV-TV	M-F	Early Fringe	4:30p- 5:00p	JUDGE JUDY B	2.0	0	30	2	2	2	2	2	2	12	\$55.00	\$27.50
			10-27-2016-11-23-2016													
WDTV-TV	M-F	News	6:00p- 6:30p	5 NEWS @ 6	1.5	0	30	2	2	2	2	2	2	12	\$135.00	\$90.00
			10-27-2016-11-23-2016													
<b>Station Total:</b>					<b>49.2</b>	<b>11</b>								<b>30</b>	<b>\$2,610.00</b>	
WVFX-TV	M-F	Daytime	12:00p-12:30p	JUDGE JUDY	0.5	0	30	3	2	2	2	2	3	14	\$15.00	\$30.00
			10-27-2016-11-23-2016													
WVFX-TV	M-F	Daytime	12:30p- 1:00p	JUDGE JUDY B	0.4	0	30	3	2	2	2	2	3	14	\$15.00	\$37.50
			10-27-2016-11-23-2016													
WVFX-TV	M-F	News	10:00p-10:30p	FOX 10 NEWS@10<	0.5	0	30	3	3	3	3	3	3	18	\$60.00	\$120.00
			10-27-2016-11-23-2016													
WVFX-TV	Th	Sports	10:30a-11:30a	FOX NFL KICKOFF	0.2	0	30	1	0	0	0	0	0	1	\$40.00	\$200.00
			10-27-2016-11-23-2016													
WVFX-TV	Th	Sports	11:30a-12:30p	FOX NFL SUNDAY	0.3	0	30	1	0	0	0	0	0	1	\$80.00	\$266.67
			10-27-2016-11-23-2016													
WVFX-TV	Th	Sports	12:30p- 4:00p	NFL ON FOX THANKSGIVING	0.2	0	30	1	0	0	0	0	0	1	\$350.00	\$1,750.00
			10-27-2016-11-23-2016													
WVFX-TV	F	Sports	7:30p- 8:00p	FOX COLLEGE FOOTBALL EXTRA	0.5	0	30	1	0	0	0	0	0	1	\$100.00	\$200.00
			10-27-2016-11-23-2016													



THE MANAHAN GROUP  
 ADVERTISING • PUBLIC RELATIONS • HEALTH CARE

# Spot Calendar by Station

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP		
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31	
WVFX-TV	F		Sports 8:00p-11:30p	TEXAS TECH VS TEXAS	1.2	0	30	1	0	0	0	0	0	0	1	\$225.00	\$187.50
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 11:00a-12:00p	FOX FOOTBALL PRE-GAME	0.6	0	30	1	0	0	0	0	0	0	1	\$100.00	\$166.67
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 12:00p- 3:30p	FOX COLLEGE FOOTBALL	2.6	1	30	1	1	1	1	1	1	1	6	\$60.00	\$23.08
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 3:30p- 4:00p	FOX COLLEGE FOOTBALL	1.7	0	30	1	0	0	0	0	0	0	1	\$100.00	\$58.82
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 4:00p- 5:00p	UFC ROAD TO THE OCTAGON	1.6	0	30	0	0	1	0	0	0	0	1	\$10.00	\$6.25
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 4:00p- 7:30p	FOX COLLEGE FOOTBALL	1.2	0	30	0	0	1	1	1	1	1	4	\$100.00	\$83.33
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 7:00p- 8:00p	FOX COLLEGE FOOTBALL	0.6	0	30	0	1	0	0	0	0	0	1	\$100.00	\$166.67
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 7:30p- 8:00p	FOX COLLEGE FOOTBALL	1.2	0	30	1	0	0	0	0	0	0	1	\$100.00	\$83.33
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 8:00p-10:00p	UFC FIGHT NIGHT	1.5	0	30	0	0	0	1	0	0	0	1	\$150.00	\$100.00
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 8:00p-11:30p	FOX BIG 10 CHAMPIONS HIP	1.4	0	30	0	1	0	0	0	0	0	1	\$250.00	\$178.57
				10-27-2016-11-23-2016													
WVFX-TV	Sa		Sports 8:00p-11:30p	FOX COLLEGE FOOTBALL	1.4	0	30	1	0	1	1	1	1	1	5	\$225.00	\$160.71
				10-27-2016-11-23-2016													
WVFX-TV	Su		Sports 11:00a-12:00p	FOX NFL FOX KICKOFF	0.8	0	30	1	1	1	1	1	1	1	6	\$40.00	\$50.00
				10-27-2016-11-23-2016													
WVFX-TV	Su		Sports 12:00p- 1:00p	FOX NFL SUNDAY	2.0	0	30	1	1	1	1	1	1	1	6	\$80.00	\$40.00
				10-27-2016-11-23-2016													
WVFX-TV	Su		Sports 1:00p- 4:00p	NFL ON FOX	2.8	1	30	0	1	0	0	0	0	0	1	\$125.00	\$44.64
				10-27-2016-11-23-2016													



# Spot Calendar by Station

11/3/2017

THE MANAHAN GROUP  
 CORPORATION PUBLIC RELATIONS MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Men 18-34 RTG	Men 18-34 IMP(000)	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WVFX-TV	Su		1:00p- 4:00p	NFL ON FOX	2.8	1	30	0	0	1	0	0	0	1	\$125.00	\$44.64
			10-27-2016-11-23-2016													
WVFX-TV	Su		1:00p- 4:00p	NFL ON FOX	2.8	1	30	0	0	0	0	1	0	1	\$125.00	\$44.64
			10-27-2016-11-23-2016													
WVFX-TV	Su		1:00p- 4:00p	NFL ON FOX	2.8	1	30	0	0	0	0	0	1	1	\$125.00	\$44.64
			10-27-2016-11-23-2016													
WVFX-TV	Su		1:00p- 4:30p	NFL ON FOX	3.2	1	30	1	0	0	0	0	0	1	\$125.00	\$39.06
			10-27-2016-11-23-2016													
WVFX-TV	Su		1:00p- 4:30p	NFL ON FOX	3.2	1	30	0	0	0	1	0	0	1	\$125.00	\$39.06
			10-27-2016-11-23-2016													
WVFX-TV	Su		4:00p- 7:30p	NFL ON FOX	4.1	1	30	0	1	0	0	0	0	1	\$250.00	\$60.98
			10-27-2016-11-23-2016													
WVFX-TV	Su		4:00p- 7:30p	NFL ON FOX	4.1	1	30	0	0	1	0	0	0	1	\$250.00	\$60.98
			10-27-2016-11-23-2016													
WVFX-TV	Su		4:00p- 7:30p	NFL ON FOX	4.1	1	30	0	0	0	0	1	0	1	\$250.00	\$60.98
			10-27-2016-11-23-2016													
WVFX-TV	Su		4:00p- 7:30p	NFL ON FOX	4.1	1	30	0	0	0	0	0	1	1	\$250.00	\$60.98
			10-27-2016-11-23-2016													
WVFX-TV	Su		4:30p- 5:30p	HERD FOR THE HOLIDAY	2.0	0	30	0	0	0	1	0	0	1	\$20.00	\$10.00
			10-27-2016-11-23-2016													
WVFX-TV	Su		7:30p- 8:00p	BOB-SU730P- FOX	4.6	1	30	1	0	0	0	0	0	1	\$150.00	\$32.61
			10-27-2016-11-23-2016													
WVFX-TV	Su		8:00p- 8:30p	SIMPSON ENC- FOX	1.4	0	30	1	0	1	0	1	0	3	\$175.00	\$125.00
			10-27-2016-11-23-2016													
WVFX-TV	Su		8:30p- 9:00p	GHOSTED	0.7	0	30	0	1	0	1	0	1	3	\$150.00	\$214.29
			10-27-2016-11-23-2016													
WVFX-TV	Su		9:00p- 9:30p	AMRCN GRIT- FOX	0.0	0	30	1	0	1	0	1	0	3	\$150.00	\$0.00
			10-27-2016-11-23-2016													
WVFX-TV	Su		9:30p-10:00p	AMRCN GRIT- FOX	0.0	0	30	0	1	0	1	0	1	3	\$150.00	\$0.00
			10-27-2016-11-23-2016													
<b>Station Total:</b>					<b>123.7</b>	<b>28</b>								<b>109</b>	<b>\$9,505.00</b>	
WBOY-TV	M-F	EM	6:00a- 7:00a	12 NEWS @ 6A	1.0	0	30	0	2	2	2	2	0	8	\$125.00	\$125.00
WBOY-TV	M-F	DT	12:00p-12:30p	12 NEWS AT 12	2.0	0	30	3	0	0	0	0	3	6	\$75.00	\$37.50
WBOY-TV	M-F	EN	6:00p- 6:30p	12 NEWS AT 6	3.9	1	30	3	2	2	2	2	3	14	\$250.00	\$64.10



# Spot Calendar by Station

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Men 18-34 RTG	Men 18-34 IMP(000)	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WBOY-TV	Su	EN	6:00p- 6:30p	AVG. ALL WKS	2.2	0	30	1	1	1	1	1	1	6	\$50.00	\$22.73
WBOY-TV	Su	PT	7:00p- 8:20p	FOOTBALL NIGHT IN AMERICA	2.2	0	30	1	1	0	0	1	1	4	\$200.00	\$90.91
WBOY-TV	Su	PT	8:20p-11:30p	NFL SUNDAY NIGHT FOOTBALL	3.5	1	30	1	1	0	0	1	1	4	\$700.00	\$200.00
WBOY-TV	Th	PT	7:30p-11:30p	NFL THURSDAY NIGHT FOOTBALL	2.4	1	30	1	1	1	1	1	0	5	\$700.00	\$291.67
WBOY-TV	Sa	WK	9:00a-10:00a	AVG. ALL WKS	0.0	0	30	1	1	1	1	1	1	6	\$150.00	\$0.00
WBOY-TV	Sa	WK	10:00a-11:00a	AVG. ALL WKS	0.0	0	30	1	1	1	1	1	1	6	\$150.00	\$0.00
<b>Station Total:</b>					<b>122.6</b>	<b>28</b>								<b>59</b>	<b>\$14,150.00</b>	
Spots Per Week								53	34	36	32	38	41			
Cost Per Week								6,580	5,190	4,445	4,170	5,350	4,800	234		
TRPs Per Week								75.0	54.9	55.0	49.3	59.4	63.1	30,535		
													356.7			

**SCHEDULE TOTALS**

TOTAL SPOTS: 234  
 TOTAL COST: \$30,535.00  
 TOTAL Men 18-34 TRPs: 356.7  
 TOTAL Men 18-34 GIMPs(000): 81

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# Summary by Market/System

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34			Men 18-34		
				CPP	GRP	PCT	CPM	GIMP(000)	PCT
<b>Clarksburg</b>									
<b>Market Total:</b>	234	\$30,535.00	100%	\$85.60	356.7	100%	\$377.70	81	100%
<b>All Markets</b>									
<b>Grand Total:</b>	234	\$30,535.00		\$85.60	356.7		\$377.70	81	



# Spot Calendar by Station

11/3/2017

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Washington, DC

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Sep17 SHR) DMA Custom Live+7  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK										Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WDVM-TV	Sa	RT	11:00a-12:00p	WVU Coaches Show	0.2	1	30	1	1	1	1	1	1	1	6	\$90.00	\$450.00
WDVM-TV	Sa	WK	12:00p- 3:00p	ACC Game of the Week	0.3	2	30	1	1	1	1	1	1	1	6	\$125.00	\$416.67
WDVM-TV	Su	LN	11:00p-11:30p	WDVM Sports Connection	0.1	1	30	1	1	1	1	1	1	6	\$60.00	\$600.00	
WDVM-TV	M-F	EM	6:00a- 7:00a	WHAG News @ 6a	0.3	2	30	2	3	3	3	3	2	16	\$200.00	\$666.67	
WDVM-TV	M-F	DT	12:00p- 1:00p	WHAG Noon News	0.1	1	30	3	2	2	2	2	3	14	\$50.00	\$500.00	
WDVM-TV	M-F	EN	5:30p- 6:00p	WHAG News @ 5:30	0.2	1	30	3	2	2	2	2	3	14	\$200.00	\$1,000.00	
<b>Station Total:</b>					<b>12.6</b>	<b>92</b>									<b>62</b>	<b>\$8,350.00</b>	
Spots Per Week								11	10	10	10	10	11		62		
Cost Per Week								1,425	1,375	1,375	1,375	1,375	1,425		8,350		
TRPs Per Week								2.1	2.1	2.1	2.1	2.1	2.1		12.6		

**SCHEDULE TOTALS**

TOTAL SPOTS: 62  
 TOTAL COST: \$8,350.00  
 TOTAL Men 18-34 TRPs: 12.6  
 TOTAL Men 18-34 GIMPs(000): 92

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# Summary by Market/System

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34			Men 18-34		
				CPP	GRP PCT	CPM	GIMP(000)	PCT	
Washington, DC									
<b>Market Total:</b>	62	\$8,350.00	100%	\$662.70	12.6 100%	\$91.19	92	100%	
<b>All Markets</b>									
<b>Grand Total:</b>	62	\$8,350.00		\$662.70	12.6	\$91.19	92		



# Spot Calendar by Station

11/3/2017

Client: DMV  
 Media: TV  
 Product: DMV  
 Flight Date: 11/20/2017 - 12/31/2017  
 Market/System: Parkersburg-Marietta

Estimate: 20  
 Survey: Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK										Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WTAP-TV	M-F	EM	6:00a- 7:00a	DAYBREAK 6:00/DAYBRE AK 6:30	0.6	0	30	2	3	3	3	3	2	16	\$150.00	\$250.00	
				May-2017LP-Nov-2016LP													
WTAP-TV	M-F	DT	12:00p-12:30p	WTAP NEWS-NOON	0.3	0	30	3	2	2	2	2	3	14	\$125.00	\$416.67	
				May-2017LP-Nov-2016LP													
WTAP-TV	M-F	EN	6:00p- 6:30p	WTAP NEWS AT 6<	3.6	0	30	3	0	0	0	0	3	6	\$480.00	\$133.33	
				May-2017LP-Nov-2016LP													
WTAP-TV	M-F	LF	11:35p-12:35a	TONIGHT SHOW	0.5	0	30	2	2	2	2	2	2	12	\$110.00	\$220.00	
				May-2017LP-Nov-2016LP													
WTAP-TV	M	RT	8:30p-11:30p	STEELERS @ TEXANS	2.3	0	30	0	0	0	0	0	1	1	\$575.00	\$250.00	
				May-2017LP-Nov-2016LP													
WTAP-TV	Th	RT	8:00p-11:30p	THURSDAY NIGHT FOOTBALL	3.2	0	30	1	1	1	1	0	0	4	\$575.00	\$179.69	
				May-2017LP-Nov-2016LP													
WTAP-TV	Sa	PT	10:00p-11:00p	SATURDAY NIGHT LIVE VINTAGE	2.8	0	30	1	1	1	1	1	1	6	\$370.00	\$132.14	
				May-2017LP-Nov-2016LP													
WTAP-TV	Su	PT	7:00p- 8:15p	FOOTBALL NIGHT IN AMERICA	3.1	0	30	1	1	1	1	1	1	6	\$425.00	\$137.10	
				May-2017LP-Nov-2016LP													
WTAP-TV	Su	RT	8:15p-11:30p	SUNDAY NIGHT FOOTBALL	2.2	0	30	1	1	1	1	1	1	6	\$575.00	\$261.36	
				May-2017LP-Nov-2016LP													
<b>Station Total:</b>					<b>105.1</b>	<b>14</b>								<b>71</b>	<b>\$19,445.00</b>		
WOVA-TV	M-F	DT	3:00p- 4:00p	JUDGE JUDY/JUDGE JUDY B	0.2	0	30	3	2	2	2	2	3	14	\$10.00	\$50.00	
				May-2017LP-Nov-2016LP													
WOVA-TV	M-F	PT	10:00p-10:30p	FOX NW PRKRBRG<	1.3	0	30	3	2	2	2	2	3	14	\$200.00	\$153.85	
				May-2017LP-Nov-2016LP													
WOVA-TV	Su	PT	7:00p- 8:00p	BOB'S-ENC- FOX/BOB-SU730P-FOX	0.0	0	30	1	1	1	1	0	0	4	\$85.00	\$0.00	
				May-2017LP-Nov-2016LP													
WOVA-TV	Su	PT	9:00p-10:00p	FAMILY GUY/LAST MAN ON EARTH	1.8	0	30	1	1	1	1	1	1	6	\$55.00	\$30.56	
				May-2017LP-Nov-2016LP													
<b>Station Total:</b>					<b>31.8</b>	<b>4</b>								<b>38</b>	<b>\$3,610.00</b>		





# Spot Calendar by Station

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Parkersburg-Marietta

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
Spots Per Week								22	17	17	17	15	21	109		
Cost Per Week								5,050	3,425	3,425	3,425	2,765	4,965	23,055		
TRPs Per Week								31.5	19.5	19.5	19.5	16.3	30.6	136.9		

**SCHEDULE TOTALS**

TOTAL SPOTS: 109  
 TOTAL COST: \$23,055.00  
 TOTAL Men 18-34 TRPs: 136.9  
 TOTAL Men 18-34 GIMPs(000): 18

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# Summary by Market/System

11/3/2017

THE MANAHAN GROUP  
PARKERSBURG, WV • CHARLES R. MANAHAN • MULTIMEDIA

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34				Men 18-34	
				CPP	GRP	PCT	CPM	GIMP(000)	PCT
<b>Parkersburg-Marietta</b>									
<b>Market Total:</b>	109	\$23,055.00	100%	\$168.41	136.9	100%	\$1,272.85	18	100%
<b>All Markets</b>									
<b>Grand Total:</b>	109	\$23,055.00		\$168.41	136.9		\$1,272.85	18	



# Spot Calendar by Station

THE MANAHAN GROUP  
 EXPERTISE • BUILD RELATIONSHIPS • INNOVATION

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Wheeling

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK									Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
GTRF-TV	M-F	EM	7:00a- 9:00a	GD MRN AMR-ABC<	0.3	0	30	3	2	2	2	2	3	14	\$15.00	\$50.00
GTRF-TV	M-F	PA	7:00p- 8:00p	BIG BNG THEORY/BG BNG THRY B	1.4	0	30	3	3	3	3	3	3	18	\$25.00	\$17.86
GTRF-TV	M	PT	8:00p-10:00p	CMA COUNTRY CHRISTMAS	2.3	1	30	0	1	0	0	0	0	1	\$175.00	\$76.09
GTRF-TV	F	PT	9:00p-10:00p	MARVEL'S INHUMANS	2.7	1	30	1	0	1	1	0	1	4	\$125.00	\$46.30
GTRF-TV	F	PT	10:00p-11:00p	20/20	3.1	1	30	0	1	0	0	1	0	2	\$100.00	\$32.26
<b>Station Total:</b>					<b>48.7</b>	<b>13</b>								<b>39</b>	<b>\$1,535.00</b>	
WTRF-TV	Tu	PT	10:00p-11:00p	VICTORIA SECRET FASHION SHOW	2.3	1	30	0	1	0	0	0	0	1	\$250.00	\$108.70
WTRF-TV	W	PT	10:00p-11:00p	BRUNO MARS - 24K Magic Live at the Appollo	2.5	1	30	0	1	0	0	0	0	1	\$300.00	\$120.00
WTRF-TV	Th	PT	8:00p- 9:00p	BIG BANG THEORY / YOUNG SHELDON	2.6	1	30	0	1	1	1	1	0	4	\$500.00	\$192.31
<b>Station Total:</b>					<b>15.2</b>	<b>4</b>								<b>6</b>	<b>\$2,550.00</b>	
WTOV-TV	Sa	RT	9:00a-10:00a	AVG, ALL WKS	0.7	0	30	0	1	1	1	1	0	4	\$40.00	\$57.14
WTOV-TV	M-F	DT	12:00p-12:30p	NWS 9 MIDDAY	0.6	0	30	3	0	0	0	0	3	6	\$80.00	\$133.33
WTOV-TV	M-F	EN	6:00p- 6:30p	NEWS 9 AT SIX<	2.3	1	30	3	2	2	2	2	3	14	\$300.00	\$130.43
WTOV-TV	Sa	PT	10:00p-11:00p	SATURDAY NIGHT LI	1.5	0	30	1	1	1	1	1	1	6	\$100.00	\$66.67
WTOV-TV	M-F	LF	11:35p-12:35a	TONIGHT SHOW-FALL	0.7	0	30	3	2	2	2	2	3	14	\$75.00	\$107.14
WTOV-TV	Sa	LF	11:30p- 1:00a	SAT NITE LIVE<	1.3	0	30	1	1	1	1	1	1	6	\$80.00	\$61.54
WTOV-TV	M-F	LN	11:00p-11:35p	NEWS 9 TONIGHT<	1.0	0	30	3	2	2	2	2	3	14	\$300.00	\$300.00
WTOV-TV	M	EF	4:00p- 4:30p	NFL FOOTBALL NIG	1.6	0	30	0	0	0	0	0	1	1	\$150.00	\$93.75



# Spot Calendar by Station

THE MANAHAN GROUP  
 ADVERTISING • TELEVISION • MULTIMEDIA

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Wheeling

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK									Total Spots	STN Gross Cost	CPP
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WTOV-TV	M	RT	4:30p- 7:30p	NFL: STEELERS @ T	12.0	3	30	0	0	0	0	0	1	1	\$1,500.00	\$125.00
WTOV-TV	Th	RT	7:30p- 8:20p	NFL: FOOTBALL NIG	2.0	1	30	0	1	1	1	0	0	3	\$200.00	\$100.00
WTOV-TV	Th	RT	8:20p-11:30p	NFL: REDSKINS @ C	2.0	1	30	0	1	0	0	0	0	1	\$300.00	\$150.00
WTOV-TV	Th	RT	8:20p-11:30p	NFL: SAINTS @ FAL	2.0	1	30	0	0	1	0	0	0	1	\$300.00	\$150.00
WTOV-TV	Th	RT	8:20p-11:30p	NFL: BRONCOS @ CO	2.0	1	30	0	0	0	1	0	0	1	\$300.00	\$150.00
WTOV-TV	Th	RT	8:30p-11:30p	NFL: GIANTS @ RED	2.5	1	30	1	0	0	0	0	0	1	\$400.00	\$160.00
WTOV-TV	Sa	RT	4:00p- 6:00p	NBC SPORTS SPECIA	1.3	0	30	0	0	0	0	1	0	1	\$50.00	\$38.46
WTOV-TV	Sa	RT	4:30p- 6:00p	ACTION SPORTS: DE	1.4	0	30	0	0	0	0	0	1	1	\$50.00	\$35.71
WTOV-TV	Sa	EN	5:00p- 6:00p	WINTER SPORTS: US	1.6	0	30	0	0	1	0	0	0	1	\$50.00	\$31.25
WTOV-TV	Sa	RT	7:00p- 8:20p	NFL: FOOTBALL NIG	3.5	1	30	0	0	0	0	1	0	1	\$150.00	\$42.86
WTOV-TV	Sa	RT	8:20p-11:30p	NFL: VIKINGS @ PA	2.5	1	30	0	0	0	0	1	0	1	\$200.00	\$80.00
WTOV-TV	Su	PT	7:00p- 8:20p	NFL: FOOTBALL NIG	1.2	0	30	1	1	1	1	1	1	6	\$150.00	\$125.00
WTOV-TV	Su	RT	8:20p-11:30p	NFL: PACKERS @ ST	2.3	1	30	1	0	0	0	0	0	1	\$1,500.00	\$652.17
WTOV-TV	Su	RT	8:20p-11:30p	NFL: EAGLES @ SEA	2.3	1	30	0	1	0	0	0	0	1	\$300.00	\$130.43



# Spot Calendar by Station

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

11/3/2017

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017  
**Market/System:** Wheeling

**Estimate:** 20  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP		
					Men 18-34 RTG	Men 18-34 IMP(000)	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17				12/18 12/24	12/25 12/31
WTOV-TV	Su	RT	8:20p-11:30p	NFL: RAVENS @ STE	2.3	1	30	0	0	1	0	0	0	1	\$1,500.00	\$652.17
WTOV-TV	Su	RT	8:20p-11:30p	NFL: COWBOYS @ RA	2.3	1	30	0	0	0	1	0	0	1	\$300.00	\$130.43
<b>Station Total:</b>					<b>134.0</b>	<b>36</b>								<b>88</b>	<b>\$19,720.00</b>	
ETOV-TV	Su	PT	7:30p- 8:00p	BOB-SU730P-FOX	2.0	1	30	1	1	1	1	1	1	6	\$100.00	\$50.00
ETOV-TV	Su	PT	8:00p- 8:30p	SIMPSON ENC-FOX	2.5	1	30	1	1	1	1	1	1	6	\$100.00	\$40.00
ETOV-TV	Su	PT	8:30p- 9:00p	GHOSTED-FOX	1.0	0	30	1	1	1	1	1	1	6	\$75.00	\$75.00
ETOV-TV	Su	PT	9:00p- 9:30p	FAMILY GUY-FOX	1.0	0	30	1	1	1	1	1	1	6	\$40.00	\$40.00
ETOV-TV	Su	PT	9:30p-10:00p	LAST MAN ON EARTH	1.0	0	30	1	1	1	1	1	1	6	\$50.00	\$50.00
<b>Station Total:</b>					<b>45.0</b>	<b>12</b>								<b>30</b>	<b>\$2,190.00</b>	
Spots Per Week								29	28	26	25	25	30	163		
Cost Per Week								5,105	4,315	4,865	3,615	3,190	4,905	25,995		
TRPs Per Week								37.9	44.1	38.2	36.6	38.0	48.1	242.9		

**SCHEDULE TOTALS**

TOTAL SPOTS: 163  
 TOTAL COST: \$25,995.00  
 TOTAL Men 18-34 TRPs: 242.9  
 TOTAL Men 18-34 GIMPs(000): 65

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_



# Summary by Market/System

11/3/2017

THE MANAHAN GROUP  
PUBLIC RELATIONS

**Client:** DMV  
**Media:** TV  
**Product:** DMV  
**Flight Date:** 11/20/2017 - 12/31/2017

**Estimate:** 20  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Men 18-34			Men 18-34		
				CPP	GRP	PCT	CPM	GIMP(000)	PCT
<b>Wheeling</b>									
<b>Market Total:</b>	163	\$25,995.00	100%	\$107.02	242.9	100%	\$398.29	65	100%
<b>All Markets</b>									
<b>Grand Total:</b>	163	\$25,995.00		\$107.02	242.9		\$398.29	65	

**Impaired Driving-Holidays 2017  
National CineMedia Summary**

<i>Theater</i>	<i>Location</i>	<i># Screens</i>	<i>Impressions</i>		<i>Client Cost</i>
			<i>On-screen</i>	<i>Net Total</i>	
Martinsburg 10	Martinsburg	10	13,812	\$ 1,320.00	\$ 1,518.00
Morgantown Stadium 12	Morgantown	12	23,169	\$ 2,560.00	\$ 2,944.00
Huntington Mall	Barboursville	12	33,675	\$ 2,340.00	\$ 2,691.00
Nitro Stadium 12	Nitro	12	19,201	\$ 2,340.00	\$ 2,691.00
Pullman Square 16	Huntington	16	58,576	\$ 3,060.00	\$ 3,519.00
Southridge 12	Charleston	12	62,830	\$ 2,340.00	\$ 2,691.00
Summersville 4	Summersville	4	12,238	\$ 900.00	\$ 1,035.00
Galleria 14	Beckley	14	77,777	\$ 2,700.00	\$ 3,105.00
Welch 3	Welch	3	4,717	\$ 720.00	\$ 828.00
Highland 14	Triadelphia	14	37,339	\$ 1,800.00	\$ 2,070.00
Cinemark 10 Bridgeport	Bridgeport	10	28,552	\$ 1,320.00	\$ 1,518.00
Grand Central 12	Parkersburg	12	9,235	\$ 1,980.00	\$ 2,277.00
		<b>131</b>	<b>381121</b>	<b>\$ 23,380.00</b>	<b>\$ 26,887.00</b>

*\*In Cinema rates were negotiated to 60% of regular prices.*

**Total Value \$45,135**

**Impaired Driving-Holidays 2017  
Billboard Summary-Posting Date 11/27/17**

#	Panel	Location Description	City	State	EOI	Style	Space Cost/4 wks.
1	A0100	RT. 42 WEST OF PETERSBURG IN FIELD (LOC 1)	Petersburg	WV	7,500	Poster	\$517.50
2	A0206	RT. 50 @ ROMNEY AUCTION	Romney	WV	10,598	Poster	\$517.50
3	A0308	RT. 220 NORTH ADJ MARKWOOD CHEVY (LOC 1)	Moorefield	WV	55,854	Poster	\$517.50
4	A5003	US 50 e/o Bridgeport @ Maple Valley Meat Market	Bridgeport	WV	60,322	Poster	\$517.50
5	A0406	RT. 220 LOC 2 NEAR FORD DEALERSHIP	Keyser	WV	28,017	Poster	\$517.50
6	A0533	RT. 7 DELLSLOW @ PIONEER ROCK	Morgantown	WV	72,947	Poster	\$517.50
7	A0602	RT. 522 @ GREEN GATE RD.	Berkley Springs	WV	25,033	Poster	\$517.50
8	A0803	RT. 7 (IN FIELD NEAR ALLSTAR DAIRY MART)	Masontown	WV	8,775	Poster	\$517.50
9	A0570	Rt19N Star City Bridge @ Car Wash	Morgantown	WV	79,486	Digital	\$2,070.00
10	K114	US 119 Near RR #2	Charleston	WV	20,351	Poster	\$517.50
11	K229	Belle, US 60 W/O 84 Lumber Company	Belle	WV	31,422	Poster	\$517.50
12	K301	(1/2 block W Greenbrier) 1621 Washington Street	Charleston	WV	35,971	Poster	\$517.50
13	K331	Court St underpass	Charleston	WV	23,398	Poster	\$517.50
14	K373	611 Washington St W	Charleston	WV	37696	Poster	\$517.50
15	K416	5018 MacCorkle Avenue	Kanawha City	WV	69,399	Poster	\$517.50
16	K464	8100 MacCorkle Ave (350' W of 81st St)	Marmet	WV	22,339	Poster	\$517.50
17	K484	WV 61 @ Cheylan Post Office	Cheyman	WV	15,484	Poster	\$517.50
18	K706	US 60 RR #1 - Left (opposite JMD Mining Products)	St Albans	WV	70,339	Poster	\$517.50
19	K783	150' NW St. Albans Exit	St Albans	WV	42,708	Poster	\$517.50
20	K798	TEAYS VALLEY WV 34 .3 MILE N/O I-64	Teays Valley	WV	72,809	Poster	\$517.50
21	K870	JCT RT. 62/501 (Tyler Mt. Rd)	Cross Lanes	WV	22,746	Poster	\$517.50
22	K864	WV 62 @ STOREALL N/S RT. 62 CROSS LANES	Cross Lanes	WV	22,288	Poster	\$517.50
23	K819	Nitro WV 25 Main & 13th Street	Nitro	WV	32,941	Poster	\$517.50
24	K854	WINFIELD WV 34 400' W/O JCT 817	Winfield	WV	38,317	Poster	\$517.50
25	K900	US 60 2 MI W/O MONTGOMERY BRIDGE	Smithers	WV	14,006	Poster	\$517.50



26	K923	US 60 RR East (quarter mile east of Rainelle)	Rainelle	WV	12,004	Poster	\$517.50
27	K928	US 60 Hill Curve	Caldwell	WV	10,573	Poster	\$517.50
28	K951	WV 85 Pond Fork (Price Hill)	Madison	WV	18,035	Poster	\$517.50
29	K952	WV 85 jct US 119 CORRIDOR G (just off ramp)	Danville	WV	31,731	Poster	\$517.50
30	K961	WV 2 BYPASS NEAR FOODLAND	Pt. Pleasant	WV	19,404	Poster	\$517.50
31	K990	RT. 62 (.1 M W/O I-77 S/S RT. 33)	Ripley	WV	25,991	Poster	\$517.50
32	K5	.45 Mi W of WV 14 Jct	Spencer	WV	18,891	Poster	\$517.50
33	K978	US 60 RR East (quarter mile east of Rainelle)	Rainelle	WV	12,004	Poster	\$517.50
34	K1094	South Charleston I-64 Piggyback Ld Dock	Charleston	WV	237,963	Poster	\$517.50
35	K1149	I-64 (.1 mile e/o exit 53)	Dunbar	WV	211,714	Digital	\$2,990.00
36	P407	Garfield Ave WL .1 Mile S/O 19th St	Parkersburg	WV	82,392	Poster	\$517.50
37	P495	7th St W/O Fairview Ave	Parkersburg	WV	57,914	Poster	\$517.50
38	P466	Emerson Ave .2 MI W/O 27th St	Parkersburg	WV	56,050	Poster	\$517.50
39	P482	WV Rt 2 & Rt 31 Intersection	Parkersburg	WV	31,557	Poster	\$517.50
40	P497	Rt 47 .3 Mile W/O I-77	Parkersburg	WV	28,020	Poster	\$517.50
41	P6001	Camden Ave .5 Mile W/O I-77	Parkersburg	WV	105,398	Poster	\$517.50
42	P653	Blizzard Drive N/O 19th St	Parkersburg	WV	26,586	Poster	\$517.50
43	P699	Divison St .1 Mi S/O Rt 50	Parkersburg	WV	97,196	Poster	\$517.50
44	P4055	Grand Central @ 29th St.	Parkersburg	WV	61,461	Digital	\$1,610.00
45	R7033	825 Hal Greer Blvd	Huntington	WV	39287	Digital	\$1,610.00
46	R51109	Rt 60, 1.3 W of Cabell Midland High School	Milton	WV	45,745	Poster	\$517.50
47	R5103	US 60 Culloden	Culloden	WV	30,300	Poster	\$517.50
48	R5134	Rt 60 Milton C/L	Milton	WV	20,560	Poster	\$517.50
49	R5284	3554 Rt 60 East Barboursville	Barboursville	WV	51,161	Poster	\$517.50
50	R5265	733 7th Avenue, Huntington	Huntington	WV	46,628	Poster	\$517.50
51	R5150	1940 Rear 8th Ave @ 20th St	Huntington	WV	23,762	Poster	\$517.50
52	R5296	.5 mile from Jct rt 3 & 214	Yawkey	WV	15,182	Poster	\$517.50
53	R5275	4502 M US 152 Lavalette	Lavalette	WV	43,004	Poster	\$517.50
54	R52709	Rt 3 Box 3020-A Wayne WV	Wayne	WV	29,237	Poster	\$517.50
55	R5192	St Rt 10 1 M W. Hamlin City Hall	W. Hamlin	WV	10,283	Poster	\$517.50
56	R5121	729 Washington Avenue	Huntington	WV	46,511	Poster	\$517.50
57	R5116	US 60 West Kenova	Kenova	WV	27,101	Poster	\$517.50

58	LBL5	Bland St S/O Jones St (#2)	Bluefield	WV	31,077	Poster	\$431.25
59	LBL171	Rt 52N S/O WELC Radio (Left)	Welch	WV	11,553	Poster	\$431.25
60	LBL266	RC Byrd Drive @ Hemlock St	Beckley	WV	50,088	Poster	\$431.25
61	LBL325	RT 54N N/O River Drive	Mullins	WV	6,734	Poster	\$431.25
62	LBL429	Harper Rd W/O Sunrise Ave (Low Left)	Beckley	WV	41,764	Poster	\$431.25
63	LBL716	Rt 16S S/O Grey Lumber (High)	Crab Orchard	WV	50,358	Poster	\$431.25
64	LBL4571	I-64 .3mi E/O Exit 181	White Sulphur Springs	WV	19,263	Poster	\$431.25
65	LBL513	US RT460 W/O Willowbrook Rd (Low)	Princeton	WV	50,515	Poster	\$431.25
66	LWL184	US 30 E/O WV8 (Low)	Chester	WV	11,562	Poster	\$603.75
67	LWL2752	Jefferson Ave Exit	Moundsville	WV	39,678	Poster	\$603.75
68	LWL3001	US 40 Wheeling Hill	Wheeling	WV	42,135	Poster	\$603.75
69	LWL3381	WV2 1mi S/O WV180	New Martinsville	WV	25,427	Poster	\$603.75
70	LBR1006	US119 S/O Burner (Top)	Philippi	WV	13,123	Poster	\$575.00
71	LBR1124	East Pike @ City Limits	Clarksburg	WV	32,145	Poster	\$575.00
72	LBR1185	US 19 1/4 mi E/O Davis Ridge Rd	Monogah	WV	18,458	Poster	\$575.00
73	LBR1222	WV73 @ City Limits	Fairmont	WV	22,277	Poster	\$575.00
74	LBR1094	Main & Monticello (Low)	Clarksburg	WV	8,984	Poster	\$575.00
75	LBR1517	US33 1/4 mi W/O WBUC Rd (Left)	Buckhannon	WV	30,146	Poster	\$575.00
76	LH4350	Rt25 N Charleston	North Charleston	WV	44,471	Poster	\$345.00
77	LH4091	Rt119 2mi N/O Elkview	Elkview	WV	19,518	Poster	\$345.00
78	LH6050	Rt 25 @ Poca	Poca	WV	23,643	Poster	\$345.00
79	LH5110	Rt 62 1.2 mi N/O Pt. Pleasant	Pt. Pleasant	WV	14,198	Poster	\$345.00
80	LH4370	Scott Depot Rd S/O Poplar Fork (Low)	Teays Valley	WV	22,940	Poster	\$345.00
81	LH1276	4640 Rt 60 East (Low)	Huntington	WV	107,266	Poster	\$345.00
82	LH1486	7th Ave E/O 8th St	Huntington	WV	21,629	Poster	\$345.00
83	LH9000	2146 3rd Ave	Huntington	WV	106,553	Digital	\$920.00
84	LH4101	Rt 21 E/O Call Rd, Tupper Creek	Sissonville	WV	9,787	Poster	\$345.00
85	LH4001	Rt 119 No/ Jct Rt 4	Clendenin	WV	12,125	Poster	\$345.00

**Totals**

**EOI**  
**3,381,808**

**\$49,047.50 Space**  
**\$4,977.00 Production**  
**\$54,024.50 Total**

**Digital Media Report**  
**Impaired Driving 2017 11/20-12/31**

Dates	Platform	Target Audience	Description	Ad Spend	Impressions	Engagements	Engagement Rate
11/22/2017	Facebook	Persons 16+	Motorcycle in the Mirror	\$ 287.50	14,664	152	1.04%
11/22/2017	Facebook	Persons 16+	Slice of Pie	\$ 230.00	14,912	1,025	6.87%
11/22/2017	Facebook	Persons 16+	Thanksgiving Eve Drunk Drivng	\$ 143.75	10,379	119	1.15%
11/22/2017	Facebook	Persons 16+	1 of 3 Deaths	\$ 115.00	7,285	745	10.23%
11/22/2017	Facebook	Persons 16+	Sobering Facts	\$ 86.25	4,652	69	1.48%
11/22/2017	Twitter	Persons 16+	Thanksgiving Eve Tweets	\$ 51.24	6,498	50	0.77%
11/23/2017	Facebook	Persons 16+	Thanksgiving Day	\$ 86.25	5,600	372	6.64%
12/7-12/10	Facebook	Persons 16+	Checkpoint Spots	\$ 973.76	115,726	59,926	51.78%
12/8/2017	Twitter	Persons 16+	Don't Wreck the Holidays	\$ 86.25	27,686	134	0.48%
12/14-12/18	Facebook	Persons 16+	Checkpoint Spots	\$ 996.90	81,120	46,581	57.42%
12/16-12/23	Facebook	Persons 16+	Always find a sober driver (video)	\$ 805.00	70,463	574	0.81%
12/16/2017	Twitter	Persons 16+	Always find a sober driver (video)	\$ 86.25	22,936	84	0.37%
12/18/2017	Twitter	Persons 16+	840 Deaths	\$ 86.25	27,317	258	0.94%
12/20/2017	Twitter	Persons 16+	Drive Sober App	\$ 57.50	14,836	42	0.28%
12/21-12/25	Facebook	Persons 16+	Checkpoint Spots	\$ 982.71	73,436	40,179	54.71%
12/21/2017	Facebook	Persons 16+	Janet Snow woman	\$ 471.50	45,935	3,826	8.33%
12/21/2017	Twitter	Persons 16+	Janet Snow woman	\$ 57.50	13,956	131	0.94%
12/22/2017	Facebook	Persons 16+	John & Jack Snowmen	\$ 471.50	38,427	3,299	8.59%
12/22/2017	Twitter	Persons 16+	John & Jack Snowmen	\$ 57.50	14,274	144	1.01%
12/23/2017	Facebook	Persons 16+	Brian Snowman	\$ 471.50	42,970	2,918	6.79%
12/23/2017	Twitter	Persons 16+	Brian Snowman	\$ 57.49	17,017	55	0.32%
12/23-12/30	Facebook	Persons 16+	Designated Driver (video)	\$ 805.00	62,763	946	1.51%
12/24/2018	Facebook	Persons 16+	Bob Snowman	\$ 230.00	18,866	1,366	7.24%
12/28-12/31	Facebook	Persons 16+	Checkpoint Spots	\$ 726.63	70,937	41,388	58.34%
12/29-12/31	Facebook	Persons 16+	Safe Ride App	\$ 345.00	41,462	154	0.37%
12/29/2017	Twitter	Persons 16+	Safe Ride App	\$ 104.44	28,780	51	0.18%
12/30/2017	Facebook	Persons 16+	#DRIVESOBER (video)	\$ 287.50	26,680	186	0.70%
12/30/2017	Twitter	Persons 16+	#DRIVESOBER (video)	\$ 16.32	3,048	23	0.75%
12/31/2017	Facebook	Persons 16+	Partying #DRIVESOBER	\$ 201.25	47,358	2,581	5.45%
				\$ 9,377.74	969,983	207,378	10.19%



# Group Report

Nov 20, 2017 - Dec 31, 2017

Drive smart growth and health of your social profiles



THE MANAHAN GROUP

## Included in this Report

 WV GHSP

 West Virginia Governor's Highway Safety Program

## Group Activity Overview

**1.1m**  
Impressions

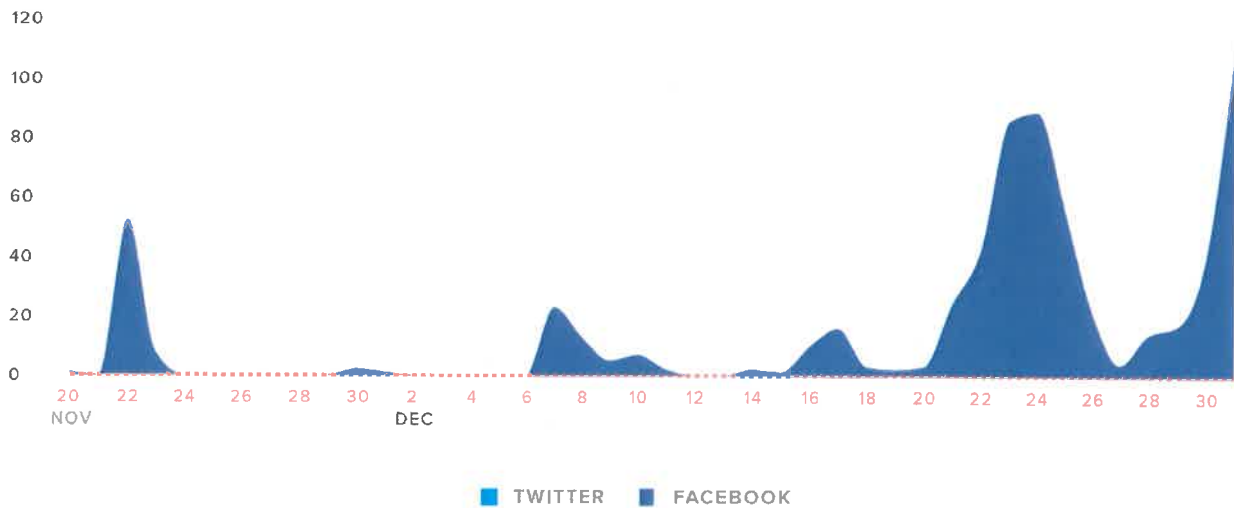
**18.9k**  
Engagements

**1,731**  
Link Clicks

## Group Audience Growth

AUDIENCE GROWTH, BY DAY

We are unable to retrieve all of your data at this time.



Audience Growth Metrics

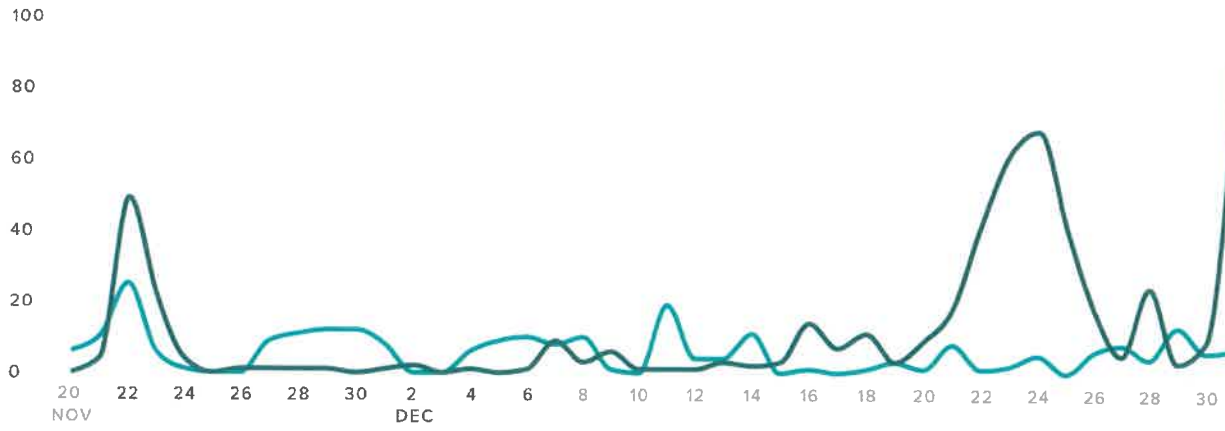
	Total	Change
<b>Total Fans</b>	<b>7,216</b>	<b>▲ 10.2%</b>
New Twitter Followers	0	0%
New Facebook Fans	653	▲ 10.2%
Total Fans Gained	653	▲ 10.2%

Total followers increased by

**▲ 10.2%**  
since previous date range

## Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages/Metrics

	Total	Change
Twitter Tweets and DMs Sent	125	▼ -17.2%
Facebook Posts Sent	123	▼ -4.7%
<b>Total Messages Sent</b>	<b>248</b>	<b>▼ -11.4%</b>

Message volume decreased by

**-11.4%**

since previous date range

Received Messages/Metrics

	Total	Change
Twitter Messages Received	12	▲ 300%
Facebook Messages Received	528	▲ 5,767%
<b>Total Messages Received</b>	<b>540</b>	<b>▲ 4,400%</b>

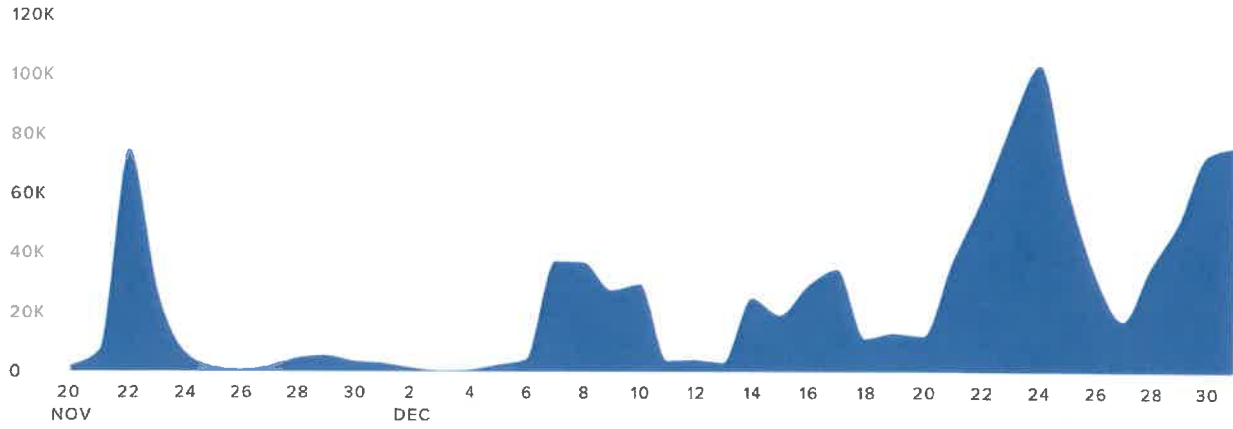
Message volume increased by

**▲ 4,400%**

since previous date range

## Group Impressions

IMPRESSIONS PER DAY



■ TWITTER ■ FACEBOOK

IMPRESSIONS METRIC

	TOTAL	Change
Twitter Impressions	0	0%
Facebook Impressions	1.1m	▲ 532.9%
<b>Total Impressions</b>	<b>1.1m</b>	<b>▲ 532.9%</b>

Total Impressions increased by

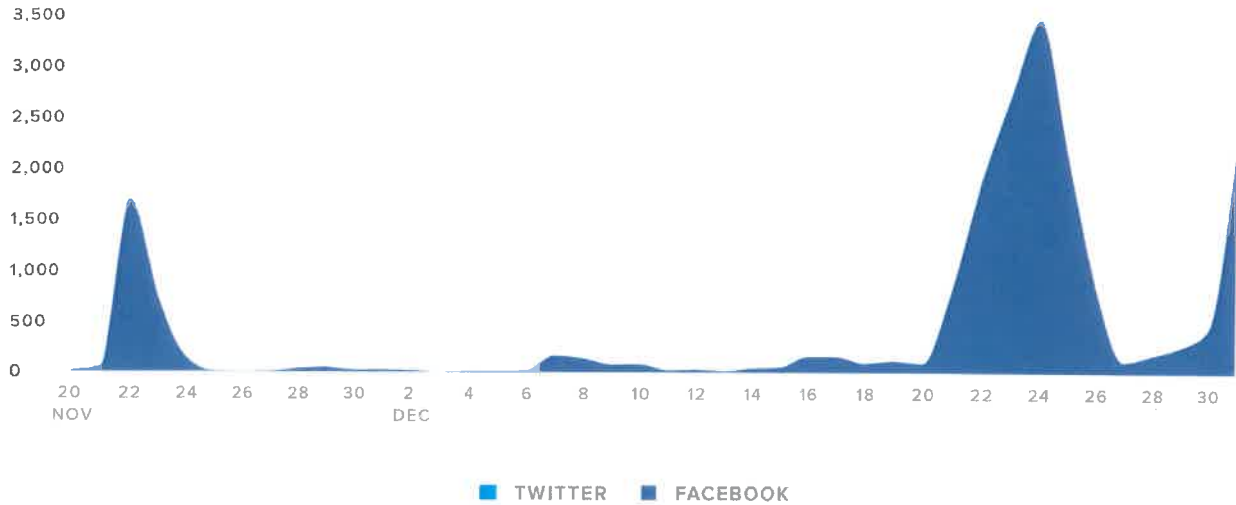
**▲ 532.9%**

since previous date range



## Group Engagement

### ENGAGEMENTS PER DAY



### Engagement Metrics

	Totals	Change
Twitter Engagements	0	0%
Facebook Engagements	18.9k	▲4,221%
<b>Total Engagements</b>	<b>18.9k</b>	<b>▲4,221%</b>

The number of engagements increased by

**▲4,221%**

since previous date range

## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
<b>WV GHSP</b> @WVhighwaysafety	0	0%	125	0	0	0	0	0
<b>West Virgin...ifety Program</b> Business Page	7,216	10.15%	123	1.1m	8,591	18.9k	153.9	1,731

## Hartford Funds – SMART529

**Overview:** The Manahan Group (TMG) is the Agency of Record for West Virginia's SMART529 Education Savings Solution. The company is responsible for all aspects of the campaign including advertising, public relations, digital and social media.

**Research:** The research established that the target audience for SMART529 is West Virginia parents with children from new born to eight-years of age, while the secondary audience is West Virginia grandparents with grandchildren new born to eight years of age. It also showed that mothers initiate financial decisions in the household.

**Planning:** Working closely with the client, TMG established three main goals for the campaign:

1. To increase sales of SMART529 plans;
2. To increase the number of parents and grandparents signed up for the SMART529 mailing list; and
3. To maintain and raise brand awareness.

**Execution:** The campaign would have three distinct efforts:

**Advertising –** This would occur during the fall months from September to December. This utilized both traditional and digital media. Since 80 percent of the 529 contributions occur during the last few months of the year, the advertising campaign aligned nicely to capture those dollars.

**Public Relations –** This mostly consisted of a statewide contest, "When I Grow Up." The contest encouraged students in kindergarten through 5th grade to write an essay explaining what they want to do when they grow up. A grand prize winner was awarded a \$5,000 SMART529 scholarship and 14 regional winners received \$500 scholarships. In addition to the student contest we also held a contest for teachers which allowed them to submit an essay about how they used the contest in their classroom. One essay was selected as the statewide winner and that teacher was awarded a \$2,500 cash prize. The contest was held during the first part of the year – January through May – with the winner's news conference to be held in September.

In an effort to disseminate contest information TMG worked with schools across the state to encourage their teachers and students to participate. When I Grow Up materials including newsletters, entry forms and classroom posters were sent to all participating schools

**Social Media –** The social media campaign ran throughout the year, working with both Hartford Funds and The State Treasurer's Office to coordinate messaging and images which fulfilled our campaign goals.

**Evaluation:** These marketing efforts were successful:

1. Assets of \$2.5 billion are 10% higher than 2016 levels.
2. SMART529 accounts were up 11%
3. Facebook page “likes” increased by 230%
4. Facebook “impressions” increased 166%
5. Facebook “post” engagements increased 201%

The campaign met our three main goals: it increased brand awareness, created a credible list of targeted parents and guardians to both our direct mail and email lists, and led to a solid number of new accounts, even in a struggling economy.

**SMART529 Holiday 2017  
Television Summary**

<i>Market</i>	<i>Station</i>	<i>Client Cost</i>				
Statewide	OTT	\$ 4,428.00	100,000 Impressions Statewide in OTT content (ads served through internet connection to devices such as Amazon Fire TV, ROKU, AppleTV and apps for cable and broadcast networks)			
			<b>P 25-54</b>		<b>P 65+</b>	
			<i>Reach</i>	<i>Frequency</i>	<i>Reach</i>	<i>Frequency</i>
Beckley	WOAY	\$ 2,121.84				
	EVNS	\$ 1,016.23				
	WVNS	\$ 9,244.83				
	WVVA	\$ 12,985.11	79.9	8.6	99	22.7
Charleston	WCHS	\$ 8,854.34				
	WOWK	\$ 11,027.93				
	WQCW	\$ 3,048.68				
	WSAZ	\$ 24,558.80				
	WVAH	\$ 2,766.39	84.3	8.4	99	15.3
Clarksburg	EBOY	\$ 931.54				
	WBOY	\$ 15,130.48				
	WVFX	\$ 790.40				
	WDTV	\$ 4,935.28	90.2	11.3	99	17.5
Hagerstown	WDVM	\$ 8,280.36				
Parkersburg	WTAP	\$ 22,658.08				
	WOVA	\$ 192.89				
	WIYE	\$ 988.00				
	EIYE	\$ 169.37	86.1	8.6	99	13.1
Wheeling	WTOV	\$ 10,341.04				
	WTRF	\$ 7,903.98				
	ETOV	\$ 846.86				
	GTRF	\$ 1,420.83	82.7	11.4	99	17.2
		<b>\$ 154,641.26</b>	<b>84.64</b>	<b>9.66</b>	<b>99</b>	<b>17.16</b>



# Spot Calendar by Station

THE MANAHAN GROUP  
COMMERCIAL • PUBLIC RELATIONS • MULTIMEDIA

10/24/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	HH RTG	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP
									11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
EVNS-TV	M-F	PT	10:00p-11:00p	FOX59 NW @ 10P<	1.4	5.2	2.8	30	2	2	2	2	2	2	12	\$55.00	\$46.43	
EVNS-TV	Tu	PT	8:00p- 8:30p	Mammoth Christmas	0.0	2.4	1.5	30	0	0	0	0	1	0	1	\$60.00	\$0.00	
EVNS-TV	Th	PT	8:00p- 9:00p	Taraji's White Hot Holiday	3.9	2.4	3.1	30	0	0	1	0	0	0	1	\$60.00	\$15.38	
EVNS-TV	F	PT	8:00p- 9:00p	Taraji's White Hot Holiday	0.0	2.4	0.4	30	0	0	0	0	1	0	1	\$60.00	\$0.00	
EVNS-TV	Su	PT	7:00p- 7:30p	Mammoth Christmas	0.0	2.4	0.0	30	1	0	0	0	0	0	1	\$60.00	\$0.00	
EVNS-TV	M	PT	8:00p-10:00p	Showtime @ Apollo	1.7	2.4	1.5	30	0	0	1	0	0	0	1	\$60.00	\$35.29	
<b>Station Total:</b>					<b>22.4</b>	<b>74.4</b>	<b>40.1</b>								<b>17</b>	<b>\$1,080.00</b>		
WVNS-TV	M-F	DT	10:00a-11:00a	LETS-DEAL1-CBS/LETS-DEAL2-CBS	1.8	2.8	3.9	30	2	2	2	2	2	2	12	\$35.00	\$19.44	
WVNS-TV	M-F	DT	11:00a-12:00p	PRICE-RT 1-CBS/PRICE-RT 2-CBS	2.3	8.1	6.8	30	2	3	2	3	2	3	15	\$60.00	\$26.09	
WVNS-TV	M-F	EN	6:00p- 6:30p	59 NEWS @ 6P	4.3	13.6	9.2	30	2	3	2	3	2	3	15	\$125.00	\$29.07	
WVNS-TV	Tu	PT	8:00p- 8:30p	Rudolph	3.4	17.2	10.3	30	0	1	0	0	0	0	1	\$175.00	\$51.47	
WVNS-TV	F	PT	8:00p- 9:00p	I Love Lucy Special	4.2	6.0	6.9	30	0	1	0	0	0	0	1	\$175.00	\$41.67	
WVNS-TV	F	PT	8:00p- 9:00p	A Home for the Holidays	4.2	6.0	6.9	30	0	0	0	0	1	0	1	\$175.00	\$41.67	
WVNS-TV	F	PT	8:00p- 8:30p	Frosty Snowman	4.2	9.8	7.6	30	1	0	0	0	0	0	1	\$175.00	\$41.67	
WVNS-TV	F	PT	8:30p- 9:00p	Frosty Returns	4.1	7.2	6.2	30	1	0	0	0	0	0	1	\$175.00	\$42.68	
WVNS-TV	Sa	PT	8:00p- 8:30p	RR: Hooves of Fire	0.0	2.4	1.5	30	1	0	0	0	0	0	1	\$175.00	\$0.00	
WVNS-TV	Sa	PT	8:30p- 9:00p	RR: Legends	0.0	2.4	1.7	30	1	0	0	0	0	0	1	\$175.00	\$0.00	
WVNS-TV	Sa	PT	8:00p- 9:00p	Rudolph Re-Nosed	0.0	2.4	1.6	30	0	0	1	0	0	0	1	\$175.00	\$0.00	
WVNS-TV	Sa	PT	9:00p- 9:30p	Frosty	0.2	0.0	0.4	30	0	0	1	0	0	0	1	\$175.00	\$875.00	
WVNS-TV	Sa	PT	9:30p-10:00p	Frosty Returns	0.2	0.0	0.4	30	0	0	1	0	0	0	1	\$175.00	\$875.00	
WVNS-TV	Sa	PT	9:00p-10:00p	The Story of Santa	0.2	0.0	0.4	30	1	0	0	0	0	0	1	\$175.00	\$875.00	
WVNS-TV	M	PT	10:00p-11:00p	VS Fashion Show	1.0	3.4	3.0	30	0	0	1	0	0	0	1	\$175.00	\$175.00	
WVNS-TV	M-F	EM	6:00a- 7:00a	59 NEWS @ 6A	2.7	2.3	3.5	30	2	2	2	2	2	2	12	\$50.00	\$18.52	
WVNS-TV	M-F	EN	5:00p- 5:30p	59 NEWS @ 5P	2.7	8.4	5.5	30	2	2	2	2	2	2	12	\$75.00	\$27.78	
WVNS-TV	M-F	EN	5:30p- 6:00p	WEST VA TONIGHT	2.7	10.3	5.6	30	2	2	2	2	2	2	12	\$75.00	\$27.78	
WVNS-TV	M-F	LN	11:00p-11:35p	59 NEWS @ 11P<	2.8	7.1	5.5	30	3	3	3	3	3	3	18	\$85.00	\$30.36	
WVNS-TV	Th	PT	9:00p- 9:30p	BIG BRO-TH-CBS	5.8	2.1	6.1	30	0	1	0	1	0	1	3	\$200.00	\$34.48	
<b>Station Total:</b>					<b>307.3</b>	<b>802.0</b>	<b>626.2</b>								<b>111</b>	<b>\$9,825.00</b>		
WVVA-TV	M-F	DT	9:00a-10:00a	TODAY SHW2-NBC	1.2	7.1	6.1	30	3	2	3	2	3	2	15	\$60.00	\$50.00	



# Spot Calendar by Station

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MEDIA

10/24/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	HH RTG	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP
									11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WVVA-TV	M-F	DT	10:00a-11:00a	TODAY SHW3 -NBC	1.0	3.9	3.4	30	1	2	1	2	1	2	9	\$55.00	\$55.00	
WVVA-TV	M-F	EN	6:00p- 6:30p	WVVA NEWS @ 6	6.9	22.1	16.9	30	2	2	2	2	2	2	12	\$325.00	\$47.10	
WVVA-TV	M	PT	10:00p-11:00p	Pentatonix Christmas Special	3.9	0.6	2.2	30	0	1	0	0	0	0	1	\$175.00	\$44.87	
WVVA-TV	M-F	EM	6:00a- 7:00a	WVVA NWS TODAY	2.6	12.1	8.0	30	2	2	2	2	2	2	12	\$120.00	\$46.15	
WVVA-TV	M-F	EN	5:00p- 5:30p	WVVA NEWS @ 5	2.7	11.7	9.3	30	2	2	2	2	2	2	12	\$140.00	\$51.85	
WVVA-TV	Tu	PT	9:00p-10:00p	AVG. ALL WKS	6.5	6.4	5.1	30	1	0	1	0	1	0	3	\$350.00	\$53.85	
WVVA-TV	M-F	EM	7:00a- 8:00a	TODAY SHW<	5.0	11.6	10.2	30	2	2	2	2	2	2	12	\$155.00	\$31.00	
WVVA-TV	Th	DT	9:00a-12:00p	VARIOUS	1.6	6.4	4.6	30	1	0	0	0	0	0	1	\$500.00	\$312.50	
WVVA-TV	Th	RT	8:30p-11:30p	VARIOUS	4.0	5.7	7.2	30	1	0	0	0	0	0	1	\$750.00	\$187.50	
WVVA-TV	Su	RT	8:15p-11:30p	AVG. ALL WKS	0.5	13.9	10.6	30	0	0	1	0	0	0	1	\$525.00	\$1,050.00	
WVVA-TV	Su	RT	8:15p-11:30p	AVG. ALL WKS	0.5	13.9	10.6	30	0	0	0	1	0	0	1	\$525.00	\$1,050.00	
<b>Station Total:</b>					<b>263.4</b>	<b>891.3</b>	<b>705.4</b>								<b>80</b>	<b>\$13,800.00</b>		
WOAY-TV	M-F	DT	11:00a-12:00p	AVG. ALL WKS<	0.1	22.8	2.2	30	2	2	2	2	2	2	12	\$15.00	\$150.00	
				NOv 16														
WOAY-TV	M-F	LN	11:00p-11:30p	NWSWATCH	0.9	1.6	1.1	30	2	2	2	2	2	2	12	\$50.00	\$55.56	
				NOv 16														
WOAY-TV	M	PT	8:00p-10:00p	AVG. ALL WKS	0.2	51.4	2.7	30	0	1	1	1	0	0	3	\$225.00	\$1,125.00	
				NOv 16														
WOAY-TV	M	PT	10:00p-11:00p	AVG. ALL WKS	0.0	3.3	0.5	30	1	0	1	0	1	0	3	\$200.00	\$0.00	
				NOv 16														
WOAY-TV	M-F	PT	8:00p-10:00p	AVG. ALL WKS<	1.5	27.1	4.5	30	0	1	0	0	0	0	1	\$200.00	\$133.33	
				NOv 16														
<b>Station Total:</b>					<b>14.1</b>	<b>484.0</b>	<b>53.7</b>								<b>31</b>	<b>\$2,255.00</b>		



# Spot Calendar by Station

10/24/2017

THE MANAHAN GROUP  
COMMUNICATIONS • PUBLIC RELATIONS • MEDIA STRATEGY

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Bluefield WV-VA

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK										Total Spots	STN Gross Cost	CPP	
					Adults 25-54 RTG	Adults 65+ RTG	HH RTG	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
Spots Per Week										43	41	43	38	38	36		239	
Cost Per Week										5,805	4,400	5,190	4,200	3,915	3,450		26,960	
TRPs Per Week										105.8	110.6	99.4	98.1	95.9	97.4		607.2	

**SCHEDULE TOTALS**

TOTAL SPOTS: 239  
 TOTAL COST: \$26,960.00  
 TOTAL Adults 25-54 TRPs: 607.2  
 TOTAL Adults 65+ TRPs: 2,251.7  
 TOTAL HH TRPs: 1,425.4

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_



THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • CONSULTING

# Summary by Market/System

10/24/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 25-54			Adults 65+			HH			
				CPP	GRP	PCT	CPP	GRP	PCT	CPP	GRP	PCT	
<b>Bluefield WV-VA</b>													
<b>Market Total:</b>	239	\$26,960.00	100%	\$44.40	607.2	100%	\$11.97	2251.7	100%	\$18.91	1425.4	100%	
<b>All Markets</b>													
<b>Grand Total:</b>	239	\$26,960.00		\$44.40	607.2		\$11.97	2251.7		\$18.91	1425.4		





THE MANAHAN GROUP  
ADVERTISING PUBLIC RELATIONS

# Spot Calendar by Station

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 65+ RTG	Adults 25-54 RTG	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WSAZ-S2	M-F	EM	6:00a- 7:00a	WSAZ NWS TODAY	7.6	6.5	30	2	2	2	2	2	2	2	12	\$400.00	\$52.53
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	M-F	DT	12:00p- 1:00p	WSAZ NW-MIDDAY	14.2	4.0	30	2	2	2	2	2	2	2	12	\$225.00	\$15.85
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	M-F	DT	2:00p- 3:00p	DOCTORS<	3.4	1.5	30	2	2	2	2	2	2	2	12	\$100.00	\$29.41
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	M-F	EF	4:00p- 5:00p	FIRST LOOK@4	7.8	1.5	30	2	2	2	2	2	0	10	\$150.00	\$19.23	
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	M-F	EN	5:00p- 5:30p	FIRST AT 5	14.4	3.6	30	2	2	2	2	2	2	12	\$425.00	\$29.51	
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	M-F	EN	6:00p- 6:30p	WSAZ NWS AT 6	27.3	8.3	30	2	2	2	2	2	2	12	\$850.00	\$31.14	
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	Tu	PT	8:00p- 9:00p	AVG. ALL WKS	13.4	6.7	30	0	0	0	0	1	0	1	\$350.00	\$26.12	
				Nov-2016LP-Nov-2015LP													
WSAZ-S2	F	PT	8:00p- 8:30p	AM-TLNT-FR-NBC	7.7	2.1	30	1	0	0	0	0	0	1	\$250.00	\$32.47	
				Nov-2016LP-Nov-2015LP													
<b>Station Total:</b>					<b>901.9</b>	<b>310.6</b>								<b>72</b>	<b>\$26,100.00</b>		
WVAH-TV	M-F	EM	7:00a- 8:00a	EYEW NEWS@7AM	0.5	1.0	30	2	2	2	2	2	2	12	\$30.00	\$60.00	
WVAH-TV	M	DT	3:00p- 4:00p	MAURY POVICH	0.4	0.7	30	0	0	0	0	0	1	1	\$30.00	\$75.00	
WVAH-TV	Sa-Su	RT	10:00p-11:00p	EYEWNTS NWS@10<	2.0	1.6	30	2	2	2	2	2	2	12	\$150.00	\$75.00	
WVAH-TV	Sa	PA	7:00p- 8:00p	AVG. ALL WKS	8.2	7.1	30	0	1	0	0	0	0	1	\$750.00	\$91.46	
<b>Station Total:</b>					<b>38.6</b>	<b>39.0</b>								<b>26</b>	<b>\$2,940.00</b>		
WOWK-TV	M-F	EM	6:00a- 7:00a	13 NEWS @ 6A	0.8	1.2	30	2	2	2	2	2	2	12	\$30.00	\$37.50	
WOWK-TV	M-F	DT	10:00a-11:00a	LETS-DEAL2-CBS<	3.0	1.4	30	2	3	2	3	2	3	15	\$40.00	\$13.33	
WOWK-TV	M-F	DT	2:00p- 3:00p	TALK-CBS<	1.0	1.0	30	2	2	2	2	2	2	12	\$25.00	\$25.00	
WOWK-TV	M-F	EF	4:00p- 5:00p	ELLEN	1.3	1.7	30	3	2	3	2	3	2	15	\$50.00	\$38.46	
WOWK-TV	M-F	EN	5:00p- 5:30p	13 NEWS AT 5P	0.9	1.4	30	1	2	1	2	1	2	9	\$40.00	\$44.44	
WOWK-TV	M-F	EN	6:00p- 6:30p	13 NEWS AT 6	3.0	1.5	30	2	2	2	2	2	2	12	\$75.00	\$25.00	
WOWK-TV	M-F	PA	7:00p- 7:30p	13 NEWS AT 7	2.8	2.1	30	2	2	2	2	2	2	12	\$75.00	\$26.79	
WOWK-TV	M-F	LN	11:00p-11:35p	13 NEWS @ 11P<	2.0	2.1	30	2	2	2	2	2	2	12	\$75.00	\$37.50	
WOWK-TV	Tu	PT	8:00p- 9:00p	Rudolph	8.2	1.0	30	0	1	0	0	0	0	1	\$500.00	\$60.98	
WOWK-TV	Tu	PT	9:00p-10:00p	Flight Before Christmas	6.1	1.0	30	0	1	0	0	0	0	1	\$400.00	\$65.57	



THE MANAHAN GROUP  
 ADVERTISING • PUBLIC RELATIONS • MEDIA SERVICES

# Spot Calendar by Station

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 65+ RTG	Adults 25-54 RTG	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31	Total Spots	STN Gross Cost	CPP
WOWK-TV	Th	DT	9:00a-12:00p	Macy's Thanksgiving Day Parade	3.9	1.0	30	1	0	0	0	0	0	1	\$250.00	\$64.10
WOWK-TV	F	PT	8:00p- 8:30p	Frosty	4.4	1.0	30	1	0	0	0	0	0	1	\$650.00	\$147.73
WOWK-TV	F	PT	8:30p- 9:00p	Frosty Returns	4.2	1.0	30	1	0	0	0	0	0	1	\$550.00	\$130.95
WOWK-TV	F	PT	9:00p-10:00p	A Home For the Holidays	4.4	1.0	30	0	0	0	0	1	0	1	\$500.00	\$113.64
WOWK-TV	Sa	PT	8:00p- 9:00p	Rudolph	0.4	1.0	30	0	0	1	0	0	0	1	\$650.00	\$1,625.00
WOWK-TV	Sa	PT	9:00p-10:00p	The Story of Santa Claus	0.7	1.0	30	1	0	0	0	0	0	1	\$600.00	\$857.14
WOWK-TV	Sa	PT	8:00p- 8:30p	Frosty	0.6	1.0	30	0	0	1	0	0	0	1	\$600.00	\$1,000.00
WOWK-TV	Sa	PT	8:30p- 9:00p	Frosty Returns	0.3	1.0	30	0	0	1	0	0	0	1	\$500.00	\$1,666.67
WOWK-TV	Su	PT	9:00p-11:00p	Kennedy Center Honors	0.7	1.0	30	0	1	0	0	0	0	1	\$500.00	\$714.29
WOWK-TV	M-Su	RT	8:00a-12:00a	Rotating Banner	2.3	1.0	30	1	0	0	0	0	0	1	\$150.00	\$65.22
WOWK-TV	M-Su	RT	6:00a-12:00a	ROS	2.1	1.0	30	8	8	8	8	8	0	40	\$20.00	\$9.52
<b>Station Total:</b>					<b>308.0</b>	<b>205.9</b>								<b>151</b>	<b>\$11,720.00</b>	
WCHS-TV	M-F	EM	6:00a- 7:00a	EYEWTNSS NW@6A	0.9	1.2	30	0	0	0	0	2	0	2	\$90.00	\$100.00
WCHS-TV	M-F	DT	12:00p- 1:00p	EYEWTNSS-NOON<	3.5	0.9	30	2	2	2	2	2	2	12	\$65.00	\$18.57
WCHS-TV	M-F	EN	5:00p- 5:30p	EYEWTNSS NW@5P	4.2	1.3	30	2	2	2	2	2	2	12	\$100.00	\$23.81
WCHS-TV	M-F	EN	6:00p- 6:30p	EYEWTNSS NWS@6	5.8	2.6	30	2	2	2	2	2	2	12	\$275.00	\$47.41
WCHS-TV	M	PT	10:00p-11:00p	AVG. ALL WKS	1.3	5.5	30	1	0	1	0	1	0	3	\$350.00	\$269.23
WCHS-TV	W	PT	8:00p- 9:00p	AVG. ALL WKS	0.4	7.0	30	1	0	0	0	0	0	1	\$300.00	\$750.00
WCHS-TV	F	PT	8:00p- 9:00p	AVG. ALL WKS	1.0	4.7	30	1	0	0	0	0	0	1	\$300.00	\$300.00
WCHS-TV	Th	PT	8:00p- 9:00p	BOY BAND-ABC	1.1	8.1	30	0	1	0	0	0	0	1	\$300.00	\$272.73
WCHS-TV	Su	PT	8:00p- 9:00p	CELBRTY-FD-ABC	3.8	2.5	30	0	0	0	0	1	0	1	\$300.00	\$78.95
WCHS-TV	Sa	WK	12:00p- 3:30p	AVG. ALL WKS<	0.0	0.4	30	1	0	0	0	0	0	1	\$250.00	\$0.00
WCHS-TV	Sa	WK	12:00p- 3:30p	AVG. ALL WKS<	0.0	2.8	30	0	0	0	1	0	0	1	\$350.00	\$0.00
WCHS-TV	Sa	RT	8:00p-11:30p	AVG. ALL WKS<	0.9	6.2	30	0	1	0	0	0	0	1	\$600.00	\$666.67
WCHS-TV	M	PT	8:00p-10:01p	AVG. ALL WKS	2.5	5.3	30	0	1	0	0	0	0	1	\$500.00	\$200.00
<b>Station Total:</b>					<b>177.4</b>	<b>113.5</b>								<b>49</b>	<b>\$9,410.00</b>	
WQCW-TV	M-F	PT	10:00p-11:00p	WSAZ NWS AT 10	3.4	1.3	30	2	2	2	2	2	2	12	\$130.00	\$38.24
				Nov-2016LP												
WQCW-TV	M-F	LF	11:30p-12:00a	FAMILY GUY B	0.0	0.8	30	2	2	2	2	2	2	12	\$25.00	\$0.00
				Nov-2016LP												



# Spot Calendar by Station

10/25/2017

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MEDIA SERVICES

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Charleston, WV

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 65+ RTG	Adults 25-54 RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WQCW-TV	Su	PT	10:00p-11:00p	WSAZ NWS- 10 SU	4.5	1.0	30	2	2	2	2	2	2	12	\$115.00	\$25.56
				Nov-2016LP												
<b>Station Total:</b>					<b>94.8</b>	<b>37.2</b>								<b>36</b>	<b>\$3,240.00</b>	
Spots Per Week								62	60	56	54	58	44	334		
Cost Per Week								10,720	10,650	9,170	7,450	8,750	6,670	53,410		
TRPs Per Week								269.9	274.3	246.6	246.6	268.7	214.6	1,520.7		

**SCHEDULE TOTALS**

TOTAL SPOTS: 334  
TOTAL COST: \$53,410.00  
TOTAL Adults 65+ TRPs: 1,520.7  
TOTAL Adults 25-54 TRPs: 706.2

Disclaimer:

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# Summary by Market/System

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 65+			Adults 25-54		
				CPP	GRP	PCT	CPP	GRP	PCT
<b>Charleston, WV</b>									
<b>Market Total:</b>	334	\$53,410.00	100%	\$35.12	1520.7	100%	\$75.63	706.2	100%
<b>All Markets</b>									
<b>Grand Total:</b>	334	\$53,410.00		\$35.12	1520.7		\$75.63	706.2	



# Spot Calendar by Station

THE MANAHAN GROUP  
P R O M O T I O N S • P U B L I C R E L A T I O N S • M E D I A

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP	
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
EBOY-TV	M-F	EM	7:00a-9:00a	GOOD MORNING AMERICA	1.0	3.4	30	2	2	2	2	2	2	12	\$15.00	\$15.00	
EBOY-TV	Su	RT	8:00a-9:00a	GOOD MORNING AMERICA	2.1	2.1	30	1	1	1	1	1	1	6	\$15.00	\$7.14	
EBOY-TV	M-F	DT	12:00p-12:30p	12 NEWS AT NOON	0.5	0.8	30	2	2	2	2	2	2	12	\$15.00	\$30.00	
EBOY-TV	M-F	EN	6:00p-6:30p	12 NEWS AT 6	1.2	0.5	30	2	2	2	2	2	2	12	\$25.00	\$20.83	
EBOY-TV	M-F	LN	11:00p-11:35p	12 NEWS AT 11	2.3	0.1	30	2	2	2	2	2	2	12	\$20.00	\$8.70	
<b>Station Total:</b>					<b>72.6</b>	<b>70.2</b>								<b>54</b>	<b>\$990.00</b>		
WBOY-TV	M-F	EM	6:00a-7:00a	12 NEWS TODAY	7.5	11.1	30	2	1	2	1	2	1	9	\$125.00	\$16.67	
WBOY-TV	M-F	EM	7:00a-9:00a	TODAY SHOW	7.1	12.3	30	1	2	1	2	1	2	9	\$125.00	\$17.61	
WBOY-TV	M-F	DT	10:00a-11:00a	TODAY SHOW 3	3.7	4.2	30	3	2	2	2	2	3	14	\$45.00	\$12.16	
WBOY-TV	M-F	DT	11:00a-12:00p	RACHAEL RAY	2.9	2.0	30	2	2	2	2	2	2	12	\$40.00	\$13.79	
WBOY-TV	M-F	DT	12:00p-12:30p	12 NEWS AT NOON	4.2	9.0	30	3	3	3	3	3	3	18	\$75.00	\$17.86	
WBOY-TV	M-F	DT	12:30p-1:00p	JEOPARDY 2	3.1	5.4	30	2	2	2	2	2	2	12	\$50.00	\$16.13	
WBOY-TV	M-F	DT	2:00p-3:00p	THE DOCTORS	2.1	1.9	30	2	2	2	2	2	2	12	\$30.00	\$14.29	
WBOY-TV	M-F	EN	6:00p-6:30p	12 NEWS AT 6	10.4	31.9	30	2	2	2	2	2	2	12	\$250.00	\$24.04	
WBOY-TV	M-F	LN	11:00p-11:35p	12 NEWS AT 11	5.3	9.2	30	2	2	2	2	2	2	12	\$200.00	\$37.74	
WBOY-TV	Sa	LN	11:00p-11:30p	12 NEWS LATE WEEKEND	6.5	10.8	30	1	1	1	1	1	1	6	\$160.00	\$24.62	
WBOY-TV	Su	LN	11:00p-11:30p	12 NEWS LATE WEEKEND	9.1	7.0	30	1	1	1	1	1	0	5	\$160.00	\$17.58	
WBOY-TV	Th	RT	2:00p-5:00p	THANKSGIVING PARADE ENCORE	2.7	3.0	30	1	0	0	0	0	0	1	\$150.00	\$55.56	
WBOY-TV	Su	PT	7:00p-8:20p	FOOTBALL NIGHT IN AMERICA	4.3	8.5	30	1	1	1	1	1	0	5	\$200.00	\$46.51	
WBOY-TV	Su	RT	8:20p-11:30p	NFL SUNDAY NIGHT FOOTBALL	9.1	4.2	30	1	0	1	0	1	0	3	\$700.00	\$76.92	
<b>Station Total:</b>					<b>680.4</b>	<b>1194.1</b>									<b>130</b>	<b>\$16,080.00</b>	
WDTV-TV	M-F	EM	7:00a-9:00a	CBS THIS MORNING 2 HR	3.0	3.6	30	2	2	2	2	2	2	12	\$40.00	\$13.33	
10-27-2016-11-23-2016																	
WDTV-TV	M-F	DT	11:00a-12:00p	PRICE IS RIGHT	3.4	9.4	30	2	2	2	2	2	2	12	\$70.00	\$20.59	
10-27-2016-11-23-2016																	



# Spot Calendar by Station

THE MANAHAN GROUP  
 ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WDTV-TV	M-F	DT	12:00p-12:30p	5 NEWS WV @ MIDDAY	3.6	9.0	30	2	2	2	2	2	2	12	\$50.00	\$13.89
				10-27-2016-11-23-2016												
WDTV-TV	M-F	EN	6:00p- 6:30p	FIRST NEWS @ 6 PM	5.0	8.0	30	2	2	2	2	2	2	12	\$135.00	\$27.00
				10-27-2016-11-23-2016												
WDTV-TV	Sa	LN	11:00p-11:30p	5 NEWS @ 11P	5.1	8.8	30	1	1	1	1	1	1	6	\$80.00	\$15.69
				10-27-2016-11-23-2016												
WDTV-TV	Su	LN	11:00p-11:30p	5 NEWS @ 11P	3.5	3.1	30	1	1	1	1	1	0	5	\$85.00	\$24.29
				10-27-2016-11-23-2016												
WDTV-TV	F	PT	8:00p- 9:00p	A HOME FOR THE HOLIDAY	3.8	4.1	30	0	0	0	0	1	0	1	\$175.00	\$46.05
				10-27-2016-11-23-2016												
WDTV-TV	Tu	PT	9:00p-11:00p	KENNEDY CENTER HONORS	4.9	5.1	30	0	0	0	0	0	1	1	\$275.00	\$56.12
				10-27-2016-11-23-2016												
WDTV-TV	F	PT	8:00p- 8:30p	FROSTY THE SNOWMAN	3.8	4.5	30	1	0	0	0	0	0	1	\$175.00	\$46.05
				10-27-2016-11-23-2016												
WDTV-TV	F	PT	8:30p- 9:00p	FROSTY RETURNS	3.9	3.8	30	1	0	0	0	0	0	1	\$175.00	\$44.87
				10-27-2016-11-23-2016												
<b>Station Total:</b>					<b>244.5</b>	<b>445.8</b>								<b>63</b>	<b>\$5,245.00</b>	
WVFX-TV	M-F	DT	12:00p-12:30p	JUDGE JUDY	0.9	1.0	30	2	2	2	2	2	2	12	\$15.00	\$16.67
				10-27-2016-11-23-2016												
WVFX-TV	Sa	PA	7:00p- 8:00p	FOX COLLEGE PREGAME	2.3	3.9	30	0	1	0	0	0	0	1	\$100.00	\$43.48
				10-27-2016-11-23-2016												
WVFX-TV	Th	PT	8:00p- 9:00p	TARAJI WHITE HOT HOLIDAY	1.0	0.0	30	0	0	1	0	0	0	1	\$150.00	\$150.00
				10-27-2016-11-23-2016												
WVFX-TV	Sa	WK	12:00p- 3:30p	FOX COLLEGE FOOTBALL	5.5	0.2	30	1	0	0	0	0	0	1	\$60.00	\$10.91
				10-27-2016-11-23-2016												
WVFX-TV	Sa	RT	8:00p-11:30p	FOX BIG 10 CHAMPIONS HIP	3.5	3.1	30	0	1	0	0	0	0	1	\$250.00	\$71.43
				10-27-2016-11-23-2016												
WVFX-TV	Sa	PA	7:30p- 8:00p	FOX COLLEGE FOOTBALL EXTRA	2.8	4.1	30	1	0	0	0	0	0	1	\$100.00	\$35.71



# Spot Calendar by Station

10/25/2017

THE MANAHAN GROUP  
• ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Clarksburg

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	# of SPOTS PER WEEK								Total Spots	STN Gross Cost	CPP	
					Adults 25-54 RTG	Adults 65+ RTG	Dur	11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24				12/25 12/31
<b>Station Total:</b>																
				10-27-2016-11-23-2016	25.9	23.3								17	\$840.00	
Spots Per Week								49	44	44	42	44	41	264		
Cost Per Week								4,705	3,650	4,150	3,300	4,175	3,175	23,155		
TRPs Per Week								193.6	167.5	172.2	161.7	175.0	153.4	1,023.4		

**SCHEDULE TOTALS**

TOTAL SPOTS:	264
TOTAL COST:	\$23,155.00
TOTAL Adults 25-54 TRPs:	1,023.4
TOTAL Adults 65+ TRPs:	1,733.4

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## Summary by Market/System

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 25-54			Adults 65+		
				CPP	GRP	PCT	CPP	GRP	PCT
Clarksburg									
<b>Market Total:</b>	264	\$23,155.00	100%	\$22.63	1023.4	100%	\$13.36	1733.4	100%
<b>All Markets</b>									
<b>Grand Total:</b>	264	\$23,155.00		\$22.63	1023.4		\$13.36	1733.4	





# Spot Calendar by Station

THE MANAHAN GROUP  
P R O F E S S I O N A L P U B L I C R E L A T I O N S I N D U S T R I A L

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Washington, DC

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Aug17 SHR) DMA Custom Live+7  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK							Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31				
WDVM-TV	M-F	RT	5:30a- 6:00a	WHAG NEWS @ 530a	2.0	0.0	30	2	2	2	2	2	2	12	\$75.00	\$37.50	
WDVM-TV	M-F	EM	6:00a- 7:00a	WHAG NEWS @ 6a	3.0	0.0	30	3	3	3	3	3	3	18	\$200.00	\$66.67	
WDVM-TV	M-F	EN	5:30p- 6:00p	WHAG NEWS @ 530p	5.0	0.0	30	2	2	2	2	2	2	12	\$200.00	\$40.00	
WDVM-TV	Sa	RT	11:00a-12:00p	WVU MOUNTAINEER COACHES SHOW	1.0	0.0	30	1	1	1	1	0	0	4	\$75.00	\$75.00	
WDVM-TV	Sa-Su	RT	10:00p-11:00p	WHAG NEWS @10p	1.0	0.0	30	2	2	0	2	2	0	8	\$200.00	\$200.00	
<b>Station Total:</b>					<b>150.0</b>	<b>0.0</b>								<b>54</b>	<b>\$8,800.00</b>		
Spots Per Week								10	10	8	10	9	7	54			
Cost Per Week								1,625	1,625	1,225	1,625	1,550	1,150	8,800			
TRPs Per Week								26.0	26.0	24.0	26.0	25.0	23.0	150.0			

**SCHEDULE TOTALS**

TOTAL SPOTS: 54  
TOTAL COST: \$8,800.00  
TOTAL Adults 25-54 TRPs: 150.0  
TOTAL Adults 65+ TRPs: 0.0

**Disclaimer:**

**Agreed to and Accepted by:** \_\_\_\_\_



# Summary by Market/System

THE MANAHAN GROUP  
ADVERTISING • ACCOUNT RELATIONS • MULTIMEDIA

10/25/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 25-54			Adults 65+		
				CPP	GRP	PCT	CPP	GRP	PCT
Washington, DC									
<b>Market Total:</b>	54	\$8,800.00	100%	\$58.67	150.0	100%	\$0.00	0.0	0%
<b>All Markets</b>									
<b>Grand Total:</b>	54	\$8,800.00		\$58.67	150.0		\$0.00	0.0	



# Spot Calendar by Station

THE MANAHAN GROUP  
PARKERSBURG, WV PUBLIC RELATIONS & MEDIA

10/26/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Parkersburg-Marietta

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov18 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WTAP-TV	M-F	EM	6:00a- 7:00a	DAYBREAK May-2017LP-Nov-2016LP	8.6	8.3	30	2	2	2	2	2	2	12	\$150.00	\$17.44
WTAP-TV	M-F	EM	7:00a- 9:00a	TODAY SHOW May-2017LP-Nov-2016LP	4.4	10.6	30	2	2	2	2	2	2	12	\$130.00	\$29.55
WTAP-TV	M-F	DT	12:00p-12:30p	WTAP NEWS AT NOON May-2017LP-Nov-2016LP	3.1	13.9	30	2	2	2	2	2	2	12	\$125.00	\$40.32
WTAP-TV	M-F	DT	2:00p- 3:00p	ELLEN May-2017LP-Nov-2016LP	1.3	2.4	30	2	2	2	2	2	2	12	\$80.00	\$61.54
WTAP-TV	M-F	EN	5:00p- 5:30p	WTAP AT FIVE May-2017LP-Nov-2016LP	3.3	14.3	30	1	2	1	2	1	2	9	\$200.00	\$60.61
WTAP-TV	M-F	EN	5:30p- 6:00p	INSIDE EDITION May-2017LP-Nov-2016LP	3.2	10.4	30	2	1	2	1	2	1	9	\$100.00	\$31.25
WTAP-TV	M-F	EN	6:00p- 6:30p	WTAP NEWS @ SIX May-2017LP-Nov-2016LP	12.5	27.6	30	3	2	3	2	3	2	15	\$480.00	\$38.40
WTAP-TV	M-F	PA	7:00p- 7:30p	WHEEL OF FORTUNE May-2017LP-Nov-2016LP	7.2	20.8	30	2	2	2	2	2	2	12	\$160.00	\$22.22
WTAP-TV	M-F	PA	7:30p- 8:00p	JEPARDY May-2017LP-Nov-2016LP	6.4	21.5	30	2	2	2	2	2	2	12	\$160.00	\$25.00
WTAP-TV	Tu	PT	8:00p- 9:00p	THE VOICE May-2017LP-Nov-2016LP	4.7	9.1	30	1	1	1	0	0	0	3	\$420.00	\$89.36
WTAP-TV	Tu	PT	9:00p-10:00p	THIS IS US May-2017LP-Nov-2016LP	4.0	10.9	30	1	1	1	0	0	0	3	\$470.00	\$117.50
WTAP-TV	Th	DT	9:00a-12:00p	MACY'S THANKSGIVI NG DAY PARADE May-2017LP-Nov-2016LP	1.7	3.4	30	1	0	0	0	0	0	1	\$400.00	\$235.29
WTAP-TV	Th	RT	2:00p- 5:00p	MACY'S PARADE REBROADCA ST May-2017LP-Nov-2016LP	1.2	2.2	30	1	0	0	0	0	0	1	\$300.00	\$250.00
WTAP-TV	Th	RT	8:30p-11:30p	NY GIANTS @ WASHINGTON REDSKIN May-2017LP-Nov-2016LP	4.7	6.4	30	1	0	0	0	0	0	1	\$575.00	\$122.34
WTAP-TV	Th	RT	8:30p-11:30p	REDSKINS @ COWBOYS May-2017LP-Nov-2016LP	4.7	6.4	30	0	1	0	0	0	0	1	\$575.00	\$122.34

**Station Total:** 656.4 1644.7

**115 \$24,080.00**

Page: 1 of 3



# Spot Calendar by Station

THE MANAHAN GROUP  
 ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

10/26/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Parkersburg-Marietta

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WIYE-TV	Tu	PT	8:00p- 9:00p	NCIS	3.3	4.0	30	1	1	1	1	1	1	6	\$150.00	\$45.45
				May-2017LP-Nov-2016LP												
WIYE-TV	Tu	PT	9:00p-11:00p	40TH ANN. KENNEDY CENTER HONOR	3.8	2.7	30	0	0	0	0	0	1	1	\$150.00	\$39.47
				May-2017LP-Nov-2016LP												
<b>Station Total:</b>					<b>23.6</b>	<b>26.7</b>								<b>7</b>	<b>\$1,050.00</b>	
WOVA-TV	M-F	DT	3:00p- 4:00p	JUDGE JUDY	1.0	0.7	30	2	2	2	2	2	2	12	\$10.00	\$10.00
				May-2017LP-Nov-2016LP												
WOVA-TV	Su	PT	7:00p-10:00p	A CHRISTMAS STORY LIVE	1.8	0.0	30	0	0	0	1	0	0	1	\$85.00	\$47.22
				May-2017LP-Nov-2016LP												
<b>Station Total:</b>					<b>13.8</b>	<b>8.4</b>								<b>13</b>	<b>\$205.00</b>	
EIYE-TV	M-F	PA	7:00p- 8:00p	MASH	1.7	3.9	30	2	2	2	2	2	2	12	\$15.00	\$8.82
				May-2017LP-Nov-2016LP												
<b>Station Total:</b>					<b>20.4</b>	<b>46.8</b>								<b>12</b>	<b>\$180.00</b>	
Spots Per Week								28	25	25	23	23	23	147		
Cost Per Week								5,815	4,735	4,540	3,355	3,650	3,420	25,515		
TRPs Per Week								134.2	118.9	126.6	107.3	117.9	109.3	714.2		

**SCHEDULE TOTALS**

TOTAL SPOTS: 147  
 TOTAL COST: \$25,515.00  
 TOTAL Adults 25-54 TRPs: 714.2  
 TOTAL Adults 65+ TRPs: 1,726.6

**Disclaimer:**

Agreed to and Accepted by: \_\_\_\_\_



THE MANAHAN GROUP  
MULTIMEDIA • PUBLIC RELATIONS • MARKETING

# Summary by Market/System

10/26/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 25-54			Adults 65+		
				CPP	GRP	PCT	CPP	GRP	PCT
<b>Parkersburg-Marietta</b>									
<b>Market Total:</b>	147	\$25,515.00	100%	\$35.73	714.2	100%	\$14.78	1726.6	100%
<b>All Markets</b>									
<b>Grand Total:</b>	147	\$25,515.00		\$35.73	714.2		\$14.78	1726.6	



# Spot Calendar by Station

10/26/2017

THE MANAHAN GROUP  
CONSTRUCTION • PUBLIC RELATIONS • MULTIMEDIA

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Wheeling

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
GTRF-TV	M-F	EM	6:00a- 7:00a	7 NEWS @ 6A	0.5	0.0	30	2	2	2	2	2	2	12	\$10.00	\$20.00
GTRF-TV	M-F	EM	7:00a- 9:00a	GOOD MORNING AMERICA	0.7	0.7	30	2	2	2	2	2	2	12	\$15.00	\$21.43
GTRF-TV	M-F	DT	12:00p-12:30p	7 NEWS @ NOON	0.4	0.2	30	2	2	2	2	2	2	12	\$10.00	\$25.00
GTRF-TV	M-F	EN	6:00p- 6:30p	7 NEWS @ 6P	0.7	0.1	30	3	3	3	3	3	3	18	\$15.00	\$21.43
GTRF-TV	M-F	LN	11:00p-11:35p	7 NEWS @ 11P	1.1	0.2	30	3	3	3	3	3	3	18	\$15.00	\$13.64
GTRF-TV	M	PT	8:00p-10:00p	CMA COUNTRY CHRISTMAS	2.7	1.3	30	0	1	0	0	0	0	1	\$175.00	\$64.81
GTRF-TV	M	PT	10:00p-11:00p	THE GOOD DOCTOR	1.4	0.0	30	1	1	1	0	0	0	3	\$125.00	\$89.29
<b>Station Total:</b>					<b>58.5</b>	<b>17.5</b>								<b>76</b>	<b>\$1,510.00</b>	
WTRF-TV	M-F	EM	6:00a- 7:00a	7 NEWS @ 6A	3.7	2.9	30	2	2	2	2	2	2	12	\$45.00	\$12.16
WTRF-TV	M-F	EM	7:00a- 9:00a	CBS THIS MORNING	3.5	4.9	30	3	3	3	3	3	3	18	\$30.00	\$8.57
WTRF-TV	M-F	DT	10:00a-11:00a	DR. OZ	2.1	2.6	30	2	3	2	3	2	3	15	\$20.00	\$9.52
WTRF-TV	M-F	DT	11:00a-12:00p	THE PRICE IS RIGHT	3.6	8.5	30	2	2	0	2	2	2	10	\$90.00	\$25.00
WTRF-TV	M-F	DT	12:00p-12:30p	7 NEWS @ 12P	4.2	8.4	30	3	3	3	3	3	3	18	\$40.00	\$9.52
WTRF-TV	M-F	EN	6:00p- 6:30p	7 NEWS @ 6P	5.7	9.0	30	3	3	3	3	3	3	18	\$125.00	\$21.93
WTRF-TV	M-F	LN	11:00p-11:35p	7 NEWS @ 11P	4.5	7.2	30	2	2	2	2	2	2	12	\$125.00	\$27.78
WTRF-TV	Tu	PT	8:00p- 9:00p	NCIS	8.5	9.1	30	1	1	1	0	0	0	3	\$400.00	\$47.06
WTRF-TV	Th	DT	9:00a-12:00p	THANKSGIVING DAY PARADE	3.4	5.2	30	1	0	0	0	0	0	1	\$150.00	\$44.12
WTRF-TV	Tu	PT	9:00p-11:00p	KENNEDY CENTER HONORS	6.2	6.9	30	0	0	0	0	0	1	1	\$300.00	\$48.39
<b>Station Total:</b>					<b>442.2</b>	<b>686.0</b>								<b>108</b>	<b>\$8,400.00</b>	
WTOV-TV	M-F	RT	5:00a- 5:30a	NEWS9 SUNRISE-5A	3.2	2.9	30	0	2	0	2	0	2	6	\$40.00	\$12.50
WTOV-TV	M-F	RT	5:30a- 6:00a	NEWS9 SUNRISE-5:3	3.0	2.6	30	2	0	2	0	2	0	6	\$50.00	\$16.67
WTOV-TV	M-F	EM	6:00a- 7:00a	NEWS9 SUNRISE-6A	4.1	5.0	30	2	2	2	2	2	2	12	\$100.00	\$24.39
WTOV-TV	M-F	EM	7:00a- 9:00a	THE TODAY SHOW	4.2	9.5	30	2	2	2	2	2	2	12	\$100.00	\$23.81



# Spot Calendar by Station

THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

10/26/2017

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017  
**Market/System:** Wheeling

**Estimate:** 19  
**Survey:** Nov17 Proj. (Nov16 HUT, Jul17 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Adults 25-54 RTG	Adults 65+ RTG	Dur	# of SPOTS PER WEEK						Total Spots	STN Gross Cost	CPP
								11/20 11/26	11/27 12/3	12/4 12/10	12/11 12/17	12/18 12/24	12/25 12/31			
WTOV-TV	Sa	RT	9:00a-10:00a	NEWS 9 SATURDAY M	3.1	5.7	30	1	1	1	1	1	0	5	\$40.00	\$12.90
WTOV-TV	Su	RT	9:00a-10:00a	SUNDAY TODAY	0.4	3.8	30	1	1	1	1	1	0	5	\$40.00	\$100.00
WTOV-TV	M-F	DT	12:00p-12:30p	NEWS 9 MIDDAY	3.8	13.6	30	2	2	2	2	2	2	12	\$80.00	\$21.05
WTOV-TV	M-F	EN	5:00p- 6:00p	NEWS 9 LIVE @ FIV	5.8	18.9	30	1	2	1	2	1	2	9	\$160.00	\$27.59
WTOV-TV	M-F	EN	6:00p- 6:30p	NEWS 9 AT SIX	10.9	26.1	30	2	2	2	2	2	2	12	\$300.00	\$27.52
WTOV-TV	Tu	PT	9:00p-10:00p	THIS IS US	6.1	14.3	30	1	1	1	0	0	0	3	\$550.00	\$90.16
<b>Station Total:</b>					<b>401.2</b>	<b>943.9</b>								<b>82</b>	<b>\$10,990.00</b>	
ETOV-TV	M-F	PT	10:00p-11:00p	NEWS9 AT TEN	3.1	4.2	30	2	2	2	2	2	2	12	\$75.00	\$24.19
<b>Station Total:</b>					<b>37.2</b>	<b>50.4</b>								<b>12</b>	<b>\$900.00</b>	
Spots Per Week								48	50	45	46	44	45			
Cost Per Week								4,180	4,365	3,850	3,115	2,955	3,335			
TRPs Per Week								163.5	171.1	152.9	152.4	144.1	155.1			
																939.1

**SCHEDULE TOTALS**

TOTAL SPOTS: 278  
TOTAL COST: \$21,800.00  
TOTAL Adults 25-54 TRPs: 939.1  
TOTAL Adults 65+ TRPs: 1,697.8

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# Summary by Market/System

10/26/2017

THE MANAHAN GROUP  
PUBLICATIONS • PUBLIC RELATIONS • ADVERTISING

**Client:** HART  
**Media:** TV  
**Product:** HART  
**Flight Date:** 11/13/2017 - 12/31/2017

**Estimate:** 19  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Market	Total Spots	STN Gross	PCT	Adults 25-54			Adults 65+		
				CPP	GRP	PCT	CPP	GRP	PCT
<b>Wheeling</b>									
<b>Market Total:</b>	278	\$21,800.00	100%	\$23.21	939.1	100%	\$12.84	1697.8	100%
<b>All Markets</b>									
<b>Grand Total:</b>	278	\$21,800.00		\$23.21	939.1		\$12.84	1697.8	





THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • MEDIA

# Insertion Order Summary

Period From 11/15/2017 To 12/31/2017

Date: 12/12/2017

Client: HART  
Media: Print  
Product: HART  
Comments:

Estimate: 20  
Description: SMART529\_2017\_Gifting\_Print  
Flight Dates: 11/15/2017 - 12/31/2017

Pub Name	Insertion Date	Month Day	AD Size	Section	Caption	Color	Gross Rate	Net Cost	Client Total
<b>Beckley Newspaper</b>									
	12/17/17	Sun	4 x 8.5	Main News		4c	\$33.08	\$1,500.03	\$1,811.29
	<b>Publication Total Insertions:</b>		1				<b>Publication Total Cost:</b>	\$1,500.03	
<b>Charleston Newspaper</b>									
	12/17/17	Sun	4 x 8.5	Main News		4c	\$39.41	\$1,469.00	\$1,773.82
	<b>Publication Total Insertions:</b>		1				<b>Publication Total Cost:</b>	\$1,469.00	
<b>Exponent Telegram</b>									
	12/17/17	Sun	4 x 8.5	Main News		4c	\$25.68	\$1,042.22	\$1,258.48
	<b>Publication Total Insertions:</b>		1				<b>Publication Total Cost:</b>	\$1,042.22	
<b>Herald Dispatch</b>									
	12/17/17	Sun	4 x 8.5	Main News		4c	\$63.53	\$2,034.00	\$2,456.06
	<b>Publication Total Insertions:</b>		1				<b>Publication Total Cost:</b>	\$2,034.00	
<b>State Journal</b>									
	12/4/17	Mon	Island	Holiday Gift Guide		4c	\$1,700.00	\$1,445.00	\$1,744.84
	12/18/17	Mon	Island	Economic Forecast		4c	\$1,700.00	\$1,445.00	\$1,744.84
	<b>Publication Total Insertions:</b>		2				<b>Publication Total Cost:</b>	\$2,890.00	
<b>The Journal</b>									
	12/17/17	Sun	4 x 8.5	Main News		4c	\$34.94	\$1,369.80	\$1,654.03
	<b>Publication Total Insertions:</b>		1				<b>Publication Total Cost:</b>	\$1,369.80	
<b>Estimate Total Insertions:</b>			7				<b>Estimate Total Cost:</b>	\$10,305.05	\$12,443.35

Signature: \_\_\_\_\_

Authorized Signature

**Addendum B**  
**Creative Samples**



Kanawha County Public Library — Reimagine Your Library Capital Campaign Website



[www.ReimagineYourLibrary.net](http://www.ReimagineYourLibrary.net)

Join us in our exciting journey

Reimagine Kanawha County's downtown library, fully renovated with 20,000 new square feet of space, beautifully sculpted glass walls reaching to the sky, ready to serve our region for decades to come.

*The new library will feature:*

- 80,000 square feet of space: 60,000 square feet fully renovated and 20,000 square feet of expanded space.
- Two new additions: (1) a three-story addition to what is now the rear of the library that will serve as the new entrance to the building; and (2) a two-story addition utilizing space along a walkway between the library and the KB&T building. Together, the additions will create approximately 20,000 new square feet of space.
- A proposed third-floor covered walkway above Quarrier Street that will take library patrons from the Summers Street parking Garage to the third floor of the library.
- 100 square feet of children's activity space, more than double the current size, for collections, story time, a craft room and other activities.
- A new public space for the community, including much-needed outdoor seating and often-requested reading areas, study rooms and a meeting space for groups of 2 to 200.



A new main library building...  
 Connecting...

reimagine  
 YOUR LIBRARY

Kanawha County Public Library — Reimagine Your Library Capital Campaign Brochure

**LOVING**  
**LIBRARY**  
VOTE YES • NOVEMBER 4

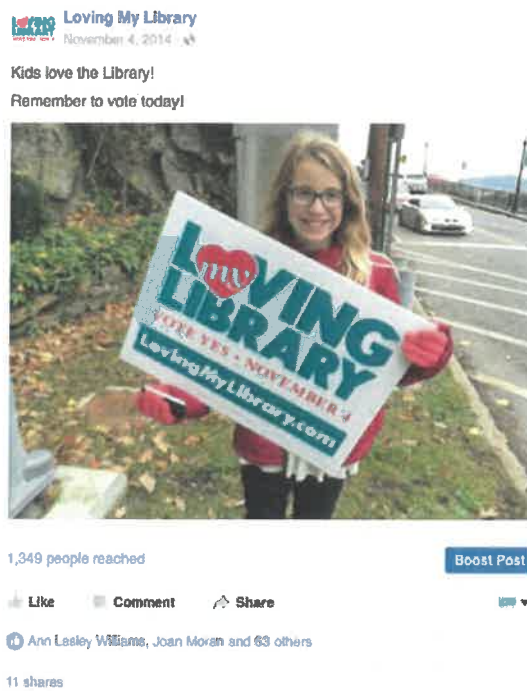
“Loving My Library” — Logo



“Loving My Library” — Billboard



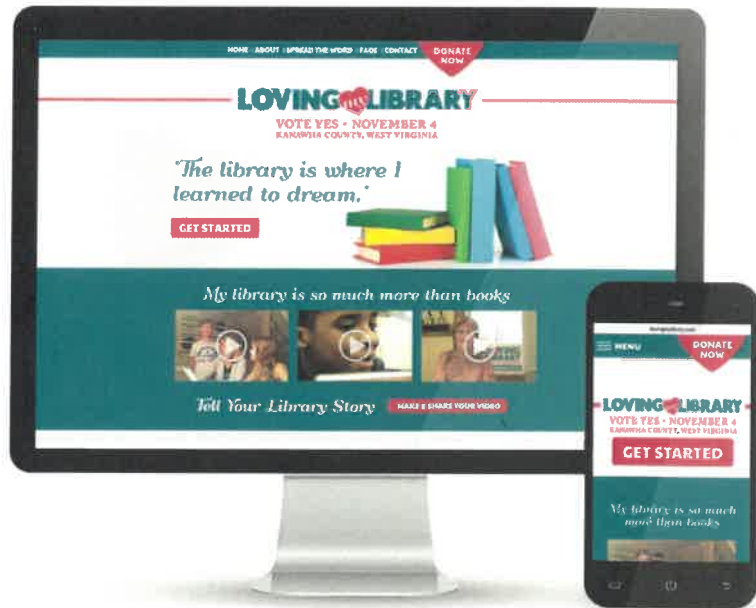
“Loving My Library” — Facebook Page



“Loving My Library” — Facebook Post



“Loving My Library” — Materials



“Loving My Library” — Website





West Virginia Department of Transportation — Impaired Driving Billboard



SAVE MORE

WITH THE SMART529



GROWTH JOBS REQUIRING TRAINING OR EDUCATION AFTER HIGH SCHOOL

Veterinary Technician	Associate's Degree	Medical Research Analyst	Bachelor's Degree
Physical Therapist Assistant	Associate's Degree	Interpreter/Translator	Bachelor's Degree
Biomedical Engineer	Bachelor's Degree	Physical Therapist	Master's Degree
Marketing Researcher	Bachelor's Degree	Mental Health Counselor	Master's Degree
Diagnostic Medical Sonographer	Associate's Degree		



A Note from State Treasurer John Perdue

In the spring of 2014, we held the seventh annual When I Grow Up Contest. Fifteen West Virginia students were awarded with SMART529 accounts for money about their dreams. I hope to make the contest a tradition for future years. I encourage you to talk to Dream Big and write about their dream to be an architect, biologist, or neurologist or physicist.



John Perdue, State Treasurer, and other winners of the SMART529 contest.

John Perdue

Architect, Leg, Doctor, Neurologist, President... Encourage your child to dream big and tell us about their goals for a chance to win up to \$5,000 toward college.

The answer to a simple question: "What do you want to be when you grow up?" could earn your child \$5,000 toward college, creating a bright future for your child.

The "When I Grow Up Contest", offered by SMART529 and sponsored by West Virginia Treasurer John Perdue, is an eighth grade and has awarded over \$75,000 in college savings accounts to West Virginia children.

West Virginia children in grades K-5 can enter to win \$5,000 in a SMART529 College Savings account by writing about their future.

It's fun, it's easy, and here's how it works: Your child writes a short essay that begins with "When I grow up, I want to be a...". They then tell why they chose that career. Parents and teachers can help children with their essay.

The entries are broken down into three grade categories and five regions. The essays of 15 children are selected by a panel of judges and those children are awarded \$500 in a SMART529 savings account. The winners' schools also receive \$500. The names of the 15 winners are then placed into a random drawing for the Grand Prize of an additional \$4,500 in their SMART529 account.

**JD - ASPIRING NEUROLOGIST**  
JD Love - fifth grader and aspiring neurologist - was a regional winner in the 2014 When I Grow Up contest winning \$500 in a SMART529 account. JD's winning essay described his desire to help people by becoming a doctor. With \$500 in a SMART529 account, JD has a great start on a bright future of helping others.

**ENCOURAGE YOUR CHILD TO DREAM BIG AND ENTER TO WIN \$5,000!**

Official entry form and rules for the 2015 When I Grow Up contest are inside!

The deadline to submit entries is February 27, 2015. Winners will be honored at a press conference later in the year and the Grand Prize winner will be randomly selected from the 15 regional winners. Winners will be invited to participate in a photo shoot to represent the 2015 SMART529 campaign.

\*In official rules for a listing of grade categories and regional breakdowns.

HELP YOUR STUDENTS  
DREAM **BIG**

Help your students enter the SMART529 When I Grow Up Essay Contest and tell us about it — You could win too!

Students K-5 could win up to \$5,000 in a SMART529 account and teachers could win \$2,500 cash for entering the SMART529 When I Grow Up Essay Contest.

When I Grow Up Essay Contest entry forms, contest rules and eligibility requirements can be found in the SMART Family Newsletter as well as online at [www.SMART529.com](http://www.SMART529.com). Eligibility requirements and contest rules for the Teacher Contest can be found at [www.SMART529.com/teachers](http://www.SMART529.com/teachers).



SMART529 is a program of the West Virginia College Payroll Savings and Savings Program Board of Trustees, John Perdue, Chairman. No purchase necessary. Offer void if prohibited by law. Entrants must be a legal resident of West Virginia. Employees of the Board and the West Virginia State Treasurer's Office are not eligible to win.

SMART529 College Savings Plan — “When I Grow Up” Flyer



SMART529 College Savings Plan — Banner Stand

**MEET**  
**ARCHANA**  
CHARLESTON, WV

**FUTURE  
TEACHER**

SEE HOW ARCHANA'S PARENTS  
ARE PLANNING TO MAKE  
HER DREAM COME TRUE

  
**SMART529**<sup>®</sup>  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN

[SMART529.COM](http://SMART529.COM) | 

SMART529 College Savings Plan — Brochure



Bright Babies Campaign — Banner Stand



## SMART SAVINGS STARTS HERE!

SMART529, West Virginia's College Savings Plan is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a \$100 contribution to your child's college savings.

### Who is eligible:

- Any child born after January 1, 2015 who has not celebrated their first birthday.
- Any adopted child who has not yet celebrated the one-year anniversary of their adoption.

**Open an account today:**  
Complete the SMART529 account paperwork and check the Bright Babies enrollment box. Visit [SMART529.com](http://SMART529.com) to download the forms or call 866-574-3542.

**Hurry! They grow up fast and this program is only available for their first year.**

[Enroll Now](#)

\*Children must be residents of West Virginia at the time the Bright Babies enrollment form is submitted.

Contributions are subject to the availability of assigned funds and Bright Babies Program funds will be awarded in the order that the Bright Babies Application and all applicable forms were received, processed, and approved for each calendar year. The contributed funds will be invested in the same investment options as the Participant's Account.

SMART529 reserves the right to modify the Bright Babies Program requirements at any time.

You should carefully consider the investment objectives, risks, charges and expenses of SMART529 and its underlying funds before investing. The most important information is found in the Offering Statement for SMART529 and the prospectuses of other investment alternatives for the underlying funds, which can be obtained by calling 866-574-3542. Please read them carefully before you invest or send money.

SMART529 is a subsidiary of Hartford Funds Distributors, LLC. Member SIPC.

This information is written in connection with the promotion or marketing of the investment addressed in this material. The information cannot be used or relied upon for the purpose of avoiding SEC penalties. These materials are not intended to provide tax, accounting or legal advice. As with all matters of a tax or legal nature, you should consult your own tax or legal counsel for advice.



SMART529

West Virginia prohibits its residents with the advantages for investing in SMART529. If you reside in or have taxable income or a child that lives in West Virginia, you should consider whether your state has a qualified tuition program that offers benefits only to its residents or whether benefits exclusive to your state's program may not be available under the SMART529 program.

Investments in SMART529 are not guaranteed or insured by the State of West Virginia, the Board of Trustees of the West Virginia College Project Fund and Savings Program, the West Virginia State Treasurer's Office, Hartford Life Insurance Company, The Hartford Financial Services Group, Inc., the investment sub-advisors for the underlying funds or any intermediary institution and are subject to investment risks, including the loss of the principal amount invested, your asset may not be appropriate for all investors.

This information is written in connection with the promotion or marketing of the investment addressed in this material. The information cannot be used or relied upon for the purpose of avoiding SEC penalties. These materials are not intended to provide tax, accounting or legal advice. As with all matters of a tax or legal nature, you should consult your own tax or legal counsel for advice.

Hartford Funds Distributors, LLC, a Broker-Dealer Member of SIPC, 100 Independence Road, Suite 200, Radnor, PA 19087 | 810.388.4888

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Bright Babies Campaign — E-blast

## Bright Babies Program

SMART529 is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a \$100 contribution to your child's college savings.

### Who is Eligible

Any child born after January 1, 2015 who has not celebrated his or her first birthday.

Any adopted child who has not yet celebrated the one-year anniversary of his or her adoption.

### Open an Account Today:

Complete the SMART529 account paperwork and check the Bright Babies enrollment box. Visit [SMART529.com](http://SMART529.com) to load the forms or call 866-574-3542.

Accounts may grow up first and this program is only available for the first year.

### Futures with Savings

Accounts are subject to the availability of budgeted Bright Babies Program funds which will be awarded in the first year of enrollment. Application and all fees are received, processed, and approved by SMART529. The contributed funds will be invested in the investment option(s) as the account owner selects.

## Save Your Way

SMART529 is West Virginia's College Savings program. The program features different plans and investment options, so you can choose the one that's right for you. Get started today with as little or as much as you are comfortable with.

### Features

- > No minimum investment for West Virginia residents.
- > Account owners maintain control of the account even after the beneficiary reaches the age of majority.
- > Saves for qualified higher education expenses including tuition, fees, room, board, books, equipment and supplies required for attendance.
- > Tax-free transfers between investment options are allowed twice per calendar year.

### Flexibility

- > Choose from a selection of investment portfolios designed to provide for a range of risk tolerances and time horizons. *Investment returns are not guaranteed, and you could lose money by investing in the Plan.*
- > Savings can be used at thousands of eligible higher education institutions nationwide and internationally, including accredited colleges, universities and trade schools.
- > Even if students receive a tuition scholarship, SMART529 savings can be used to cover other qualified expenses.



Open an account before their first birthday to receive \$100 toward college savings.

**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN  
[SMART529.COM](http://SMART529.COM) | @

Bright Babies Campaign — Brochure



**Bright Babies**

Open an account before their first birthday to receive **\$100** toward college savings.



**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN

Learn more at:  
[SMART529.com/brightbabies](http://SMART529.com/brightbabies)

**New Parents: Smart savings starts now.**

SMART529, West Virginia's College Savings Plan, is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a **\$100** contribution to your child's college savings.

**Who is eligible:**

- Any child born after January 1, 2015 who has not celebrated his or her first birthday.
- Any adopted child who has not yet celebrated the one-year anniversary of his or her adoption.

**Open an account today**

Complete the SMART529 account paperwork and check the Bright Babies enrollment box. Visit [SMART529.com/brightbabies](http://SMART529.com/brightbabies) to download the forms or call **866-574-3542**.

Hurry! They grow up fast and this program is only available for their first year.

\*Children must be residents of West Virginia at the time the Bright Babies enrollment form is submitted.



Bright Babies Campaign — Direct Mail





Bright Babies Campaign — Promotional Items



West Virginia State Treasurer's Office  
State Fair Materials — "When I Grow Up" Display



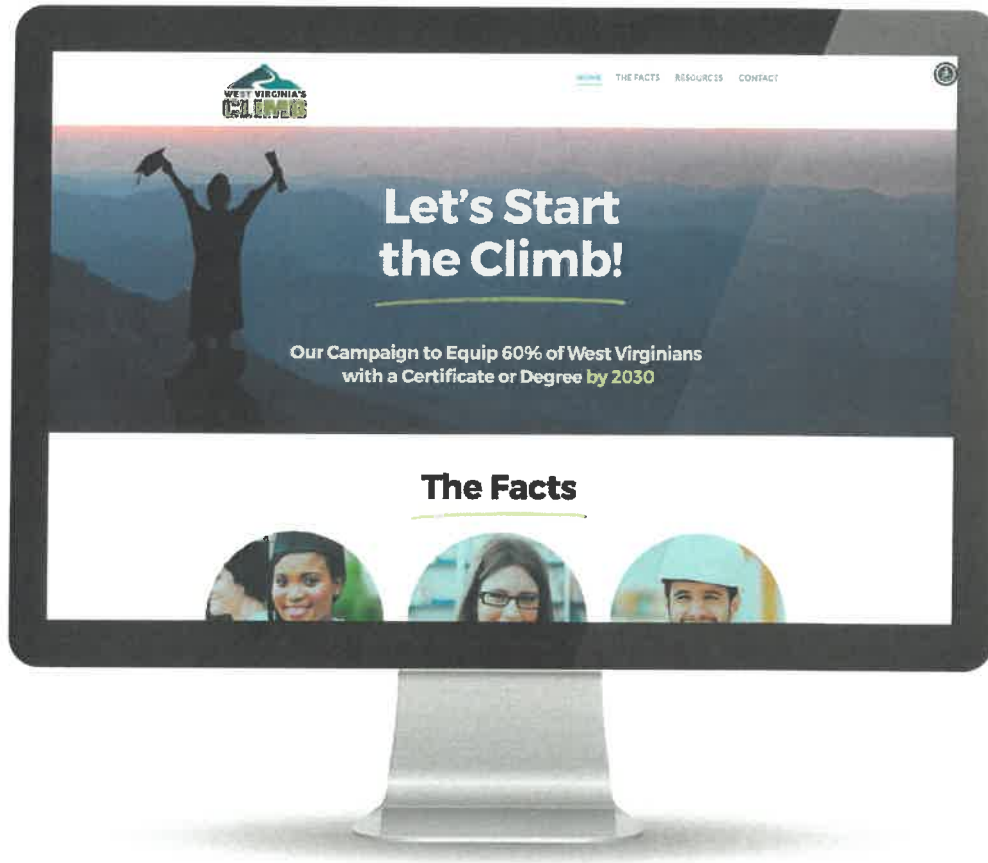
West Virginia State Treasurer's Office  
State Fair Materials — Promotional Item



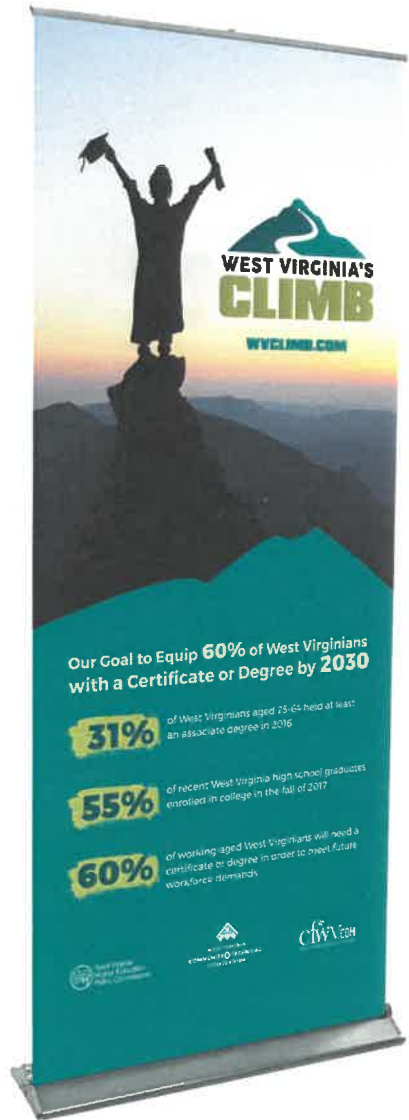
West Virginia State Treasurer's Office  
State Fair Materials — T-shirt



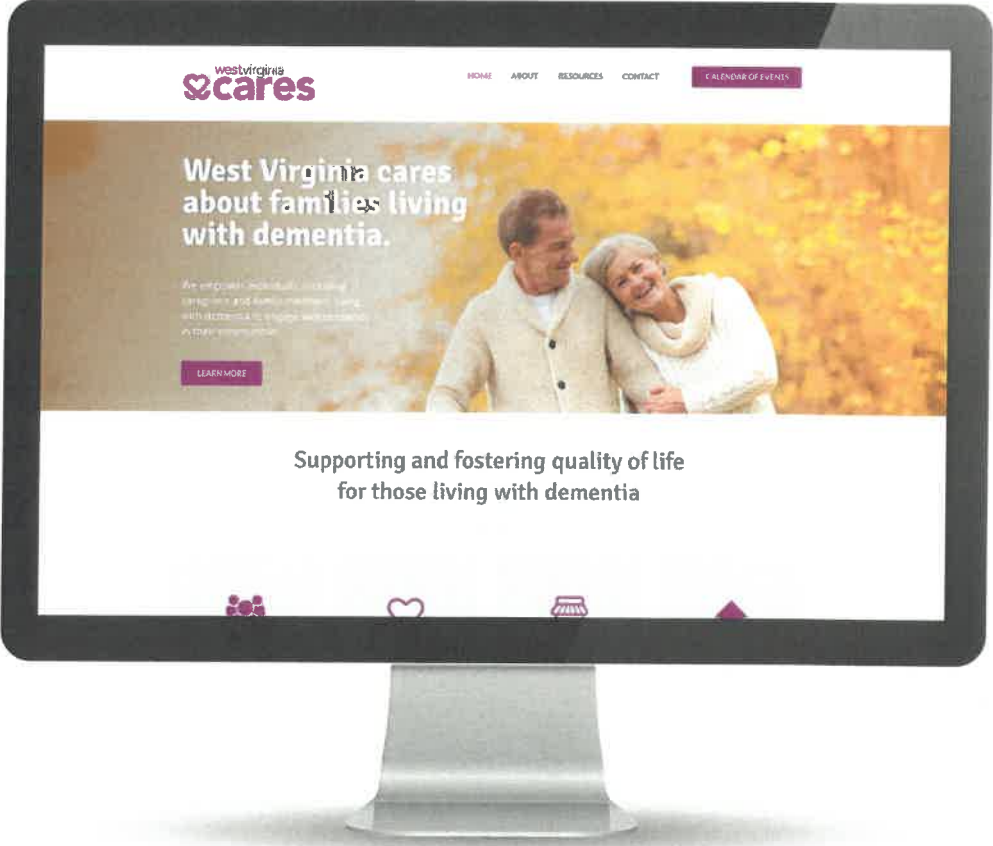
West Virginia State Treasurer's Office Unclaimed Property —  
"Discover" Publication



West Virginia Higher Education Policy Commission — West Virginia's Climb Website



West Virginia Higher Education Policy Commission — West Virginia's Climb Banner Stand



West Virginia CARES — Website



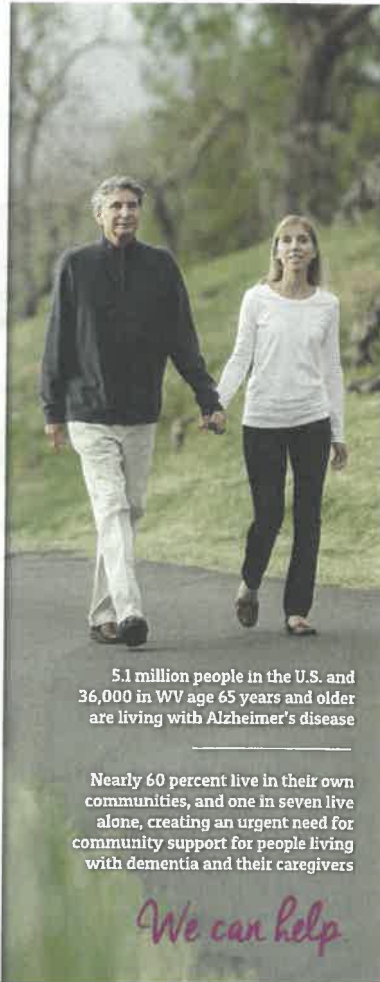
West Virginia  
**CARES**  
about families  
living with  
Dementia

West Virginia CARES - Coordinated Action, Response, Education and Support - is the nation's first statewide effort to help families living with dementia. The initiative's aim is to help organizations and individuals in non-profit, law enforcement, faith, business and other communities learn about dementia so they can assist those with memory loss. This collaboration also will empower individuals living with Alzheimer's disease and other dementias to engage independently and safely in their communities.

The Blanchette Rockefeller Neurosciences Institute is leading the effort along with key partners throughout the state with support from the Claude W. Benedum Foundation.

For information, contact Helen Matheny, Director, Alzheimer's Outreach and Registry Program, Blanchette Rockefeller Neurosciences Institute at [hmatheny@brni.org](mailto:hmatheny@brni.org).

WV CARES is part of the Dementia Friendly America Network

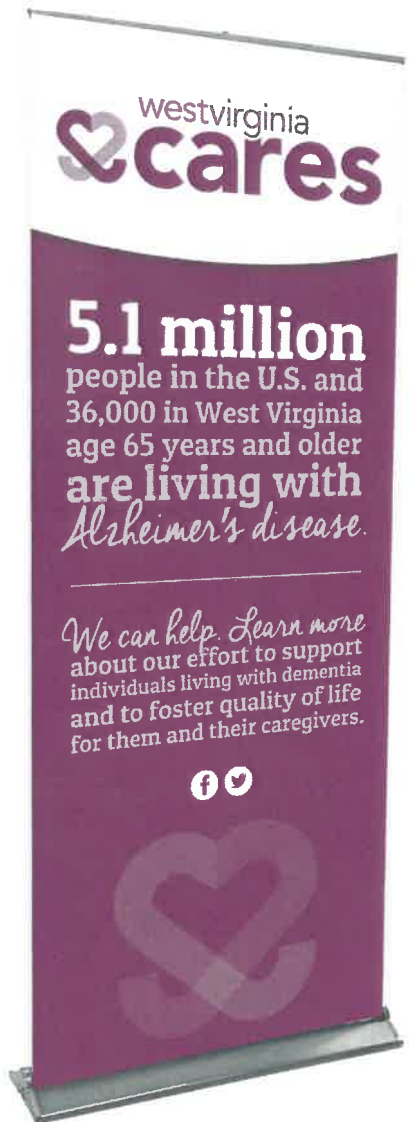


5.1 million people in the U.S. and 36,000 in WV age 65 years and older are living with Alzheimer's disease

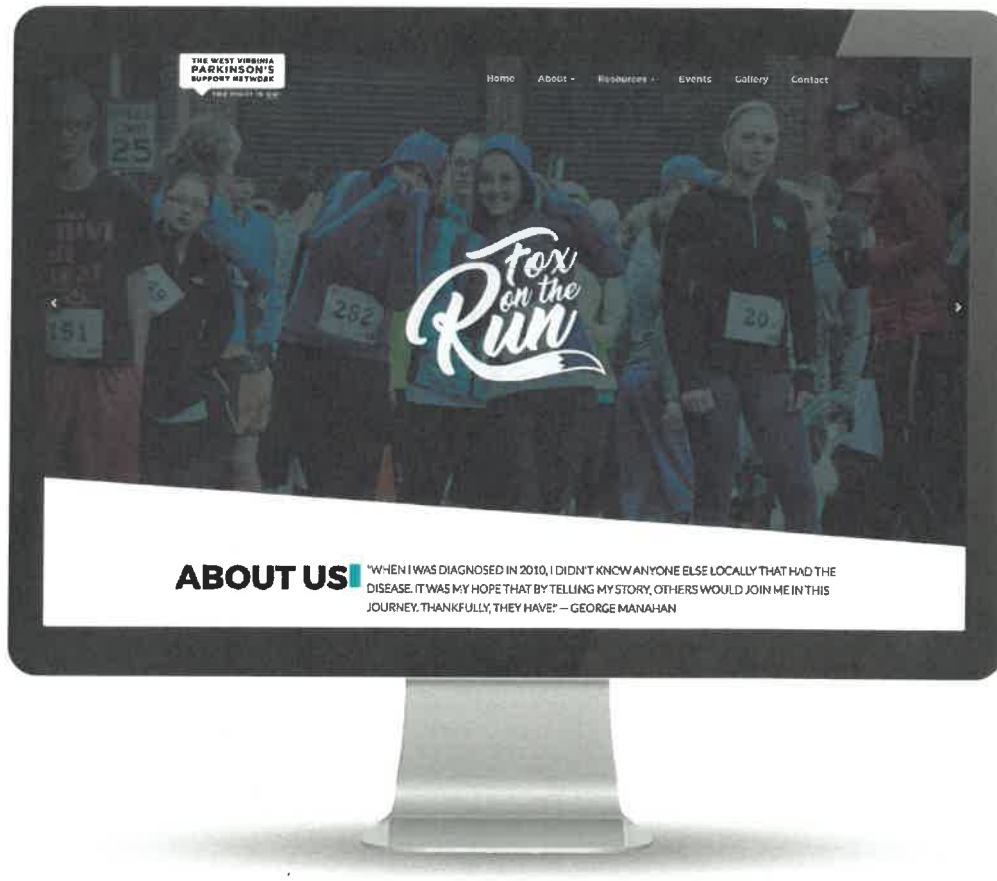
Nearly 60 percent live in their own communities, and one in seven live alone, creating an urgent need for community support for people living with dementia and their caregivers

*We can help.*

West Virginia CARES — Print Ad



West Virginia CARES — Banner Stand



West Virginia Parkinson's Support Network — Website



West Virginia Parkinson's Support Network — Event Materials




Pierpont Community & Technical College — Website

**Get IN. Get OUT.**  
**EARN MORE.**




 **PIERPONT**  
COMMUNITY & TECHNICAL COLLEGE  
[WWW.PIERPONT.EDU](http://WWW.PIERPONT.EDU)

Pierpont Community & Technical College — View Book



**>PROGRAM  
SHOWCASE**

*Get IN. Get OUT. EARN MORE.*



**PIERPONT**  
COMMUNITY & TECHNICAL COLLEGE

Pierpont Community & Technical College — Direct Mail



**Get IN. Get OUT.**  
**EARN MORE.**



*It's Not Too Late - Enroll Today!*  
[Pierpont.edu/Apply](http://Pierpont.edu/Apply)



Pierpont Community & Technical College — Billboard





West Virginia Department of Health & Human Resources —  
Raze Anti-Tobacco Campaign Branding Standards Guide



West Virginia Department of Health & Human Resources —  
Raze Anti-Tobacco Campaign Handbook

**Addendum C**  
**Social Media Planning Guide**

**THE HARTFORD**  
**SOCIAL MEDIA PLANNING GUIDE**

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Beginning in 2014, SMART529 hopes to start Facebook and Twitter accounts to supplement current marketing/PR initiatives. This handbook is designed to highlight how other 529 plans are using Facebook pages to promote their product and to open a dialogue on the development of a SMART529 social media presence.

## Research

### **529 Facebook Accounts**

The Manahan Group reviewed other 529 plan Facebook accounts from New York, Virginia, Ohio, Connecticut, Alabama and California.

- All pages sell the product. Pages do not make guarantees and are somewhat vague, but do position the product for sales. They all encourage people to contribute to an account and encourage their families/friends to contribute as well; they also encourage people to start a plan.
- Engagement with pages seems to vary, but does not seem to be very high overall. Most posts got less than 10 likes and few comments. The exception to this was California, which has over 21,000 page likes — their posts routinely received more likes and comments.
- Customer service issues frequently come up in posts. Most were general questions that were answered by directing the user to the website or customer service line. More general questions were answered directly. There seems to be a lot of posts about technical difficulties — with phones, websites and fax machines.
- Almost all of the posts have an image with it. Some images are generic pictures or clip art, while others are branded.

### **Types of Posts (Examples)**

#### **Sales**

- “Start Preparing for your children’s #future now, a CHET 529 savings plan can help! Visit [www.aboutchet.com/planning](http://www.aboutchet.com/planning) for more information.” (CT)
- “It’s time to start looking forward to a new year! Why not start 2014 by opening a #CollegeCounts fund for your child’s future?” (AL)

- “Start a new holiday tradition: Contribute to a 529 account! www.nysaves.org” (NY)
- “Today they’re going to school. Next they’ll be off to college. Do you have a NY 529 College Savings Direct Plan?” (NY)
- “There are already so many decisions to make about higher education as high school graduation nears. Public or private? In-state, out-of-state? University, community, technical? Make the decision of how to pay for it easy by planning ahead with a Virginia529 account!” (VA)
- “Whew ... January just flew by. You know, one quick and easy way to invest into a 529 Fund is with your tax refund.” (AL)



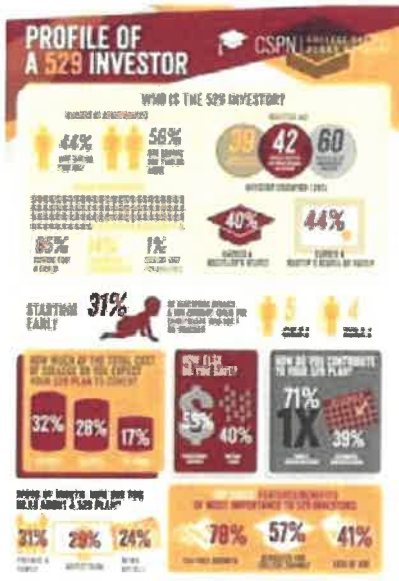
Virginia's 529 College Savings Plan  
Sales example

**Statistics**

- “It’s Black Friday! In 2012 the average consumer spent an average of \$423 over the Black Friday weekend. Think of how beautiful that would look in your child’s 529 fund.” (AL)
- “One hundred and ten years ago the Wright brothers successfully completed their first flight and accomplished their dreams. What are some of the dreams your children want to accomplish?” (AL)
- “There was a 538% rise in tuition from 1983 to 2013, according to Bloomberg. Be prepared with a New York 529 Direct Plan. nysaves.com” (NY)

ScholarShare California's 529 College Savings Plan  
 December 7, 2012 11:47 AM

**The Profile of a 529 Investor.** The College Savings Plans Network conducted a survey to find out who invests in 529 plans. Do you meet any of these characteristics? Let us know in the comments below!



California’s 529 College Savings Plan Statistics example

### Resources

- “What the US government says about prepping for college: <http://studentaid.ed.gov/prepare-for-college>” (AL)
- “With so many plan options available to save for college it can get confusing to know which is the right one for your family. Compare options by using our tool.” (CT)
- “Children may perform better in class after a good night's sleep, but now a recent study reinforces the importance of sleep in actually helping a children retain what they learn. During sleep, children's brains subconsciously transform learned material into active knowledge. <http://ow.ly/rmx9Y>” (CT)
- “Use this FAFSA calculator to help you understand your options for paying for college: <http://ny529.us/17Noj5T>” (NY)
- “Need some ways to help your kids stay organized and on top of their studies? There's an app for that! Check out these top-rated apps for high school students” (AL)

Ohio's 529 College Savings Plan  
Resources example



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### *Tips*

- “As paying for college becomes a growing concern for families how about starting a match incentive with your child to encourage their college savings? If they contribute a portion of money whether from chores or a part time job, you’ll match! #startyoursavings <http://bit.ly/13Hd9NT>” (VA)
- “When we say it’s never too early and never too late to save for college, we mean it! Two of the most common and costly mistakes parents make are not saving early enough and stopping 529 plan contributions once their child enrolls in college. It’s important to make a plan and fully understand any limits on the tools you use to save in order to avoid these and other costly mistakes. <http://bit.ly/HVuWfD>” (VA)
- “Savings tip: Go green. It’s good for the Earth and your wallet. Cut down on travel expenses by carpooling, using public transportation, biking or walking when possible.” (CT)
- #College #Savings #Mistake 1: not making saving a priority! (CT)

### *Plan Facts*

- “You can enroll in a 529 college savings plan, set up automatic deductions, change beneficiaries, and do much more on our site: <http://ny529.us/1irx5va>” (NY)
- “Did you know contributions to Virginia529 accounts may reduce the amount of Virginia state income tax you owe? Make a contribution to your Virginia529 account by December 31 to claim the amount as a deduction on your 2013 tax filing. Learn more about the Virginia income tax deduction. <http://bit.ly/1kP6ZmS>” (VA)
- “New Program Guide materials are now available! The Program Guide is a great resource in getting to know the Virginia529 programs and how to enroll. <http://t.co/PdbAy8D6BK>” (VA)
- “Anyone can open up a 529 plan, not just parents! Grandparents, aunts, uncles and even family friends can establish an account for a child. #CollegeCounts” (AL)

## Customer Service on Social Media

When addressing customer service on social media, the most successful businesses respond quickly. In order to keep customers satisfied, it is important to be responsive to comments.

It is also important for the brand to develop a personality. Offering specific feedback and further assistance via email, private messages, or phone calls is encouraged. Though not every answer can be specific and personal, taking the time to address the person and make a personal touch such as a thank you, or empathy toward their situation often puts customers at ease and reinforces that the business cares about them.

Finally, research suggests responding to complaints and questions on social media can be an opportunity for the brand to shine. Turning complaints into compliments is an easy way to show a business's customer service values.

**Gary Smetarsky**  
NOTE to anybody thinking of using Ohio 529: DO NOT DO IT! They changed the system that did work and made it much more difficult. We set up an account for a grandchild and other family members used to be able to make electronic funds transfers into the account for gifts etc. That feature is no longer available. Now they want others to contribute with PAPER CHECKS. Who the heck writes paper checks anymore? OR they suggest that another person can give you their complete bank account information and the owner of the 529 can do the EFT for them. I don't think so! Who the hell thought this is up? Did the designers of this program and website not get hired by the federal government?

**CollegeAdvantage Ohio's 529 Plan Care**  
Thanks for your comment. We're sorry to hear you're dissatisfied with our recent updates.

While the goal of our recent enhancements is to improve the features and services available to the account owner to manage their CollegeAdvantage Direct accounts, we recognize that there have also been changes to the ways other family members contribute to accounts.

It sounds like you've reviewed most of the options currently available now for other family members to contribute to a CollegeAdvantage account.

However, if you would like to discuss further, please feel free to direct message us your contact info and a member of our Digital Communications team will follow up with you.

Thanks again for your feedback. There's always room for improvement and future enhancements, especially those suggestions driven by our customers' experience.

**Ryan Colabari** it's the worst  
December 22, 2013 at 11:25am · Like

Ohio's 529 College Savings Plan  
Customer Service example

**Jennifer Finno Larkin**  
So, I have some checks that people wrote out to my children that I'd like to put in their 529 account. But your website says they have to be written out to you guys and mailed in with one of those coupons. Is there any way around that if the checks have already been written? Can I send them in as they are (made out to the kids) and somehow sign them over to you all?

**Virginia 529 College Savings Plan** So glad you followed up here because we have an answer for you. If you endorse the checks and write for benefit of your child's name and account number and send them in, we're happy to get those posted to your account. Thanks for your patience!

**Jennifer Finno Larkin** Thanks so much  
Like · August 21, 2013 at 4:21pm

**Virginia 529 College Savings Plan** We're here! Your question was submitted to our customer service department this morning so to the best we can handle the situation. We'll have an answer for you shortly.

**Jennifer Finno Larkin** Great, thank. I actually received customer service about this over a week ago and never heard back. That's why I am asking here instead. Thanks!

**Jennifer Finno Larkin** Hello!!  
Like · August 22, 2013 at 10:17am

Virginia's 529 College Savings Plan  
Customer Service example

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### **Sample Policies & Disclaimers**

The 529 plans that were reviewed included social media policies and disclaimers on their pages. Some were located in the “About” section, while others were included as a “Note.” These policies included general disclaimers as well as expected behavior while posting on the page.

*Sample Policy, from New York’s 529 Facebook Page:*

“Commenting guidelines

No personal info. Other than your name, please don’t share any personal information or details about your NY 529 account or portfolio. This is a public website, after all.

No testimonials. Industry regulations prevent us from posting stories about how well (or poorly) people have done by investing with the NY 529 Plan, any other 529 plan, Vanguard®, or any other investment company.

No advice. Industry regulations prevent us from posting specific investment guidance. Suggestions on how to save money are OK, but stock tips or specific mutual fund recommendations are not.

Be nice. We welcome disagreement and constructive criticism, but please refrain from general attacks (particularly when unrelated to the posting) on the NY 529 Plan, any other 529 plan, fellow viewers, and so on.

Posting pics. Only upload photos to which you own all intellectual property rights or third party materials with the owner’s permission. Don’t upload any photos of third parties without their consent.

Finally, please don’t use Facebook to request transactions, ask questions about your investments, or raise customer-service issues. Instead, contact the NY 529 Plan directly at <https://www.nysaves.com/content/contactus.html>.”

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## **Recommendations**

For the social media component of the SMART529 campaign in 2014, The Manahan Group recommends using Facebook and Twitter as the leading platforms, first building followers on Facebook and then launching Twitter. TMG recommends posts in the following categories: resources/tips, selling, statistics, plan facts, When I Grow Up, events, important dates and a miscellaneous section. We also recommend putting the SMART529 disclaimers in the “About” section of the page.

Upon launching the page, TMG suggests using paid post promotions to help gain a large follower-base. Once a follower-base has been established, post promotions will continue to ensure that fans are seeing our content and will help us reach even more people. TMG believes the social media component of the SMART529 campaign will be highly successful by following this pattern.

### **Disclaimers**

The 529 plans that were reviewed included social media policies and disclaimers on their pages. With guidance from Ad Review, we would consider including SMART529 disclaimers and policies in the “About” section of the page. The social media policy will include the expected behavior of users accessing the page.

### ***Types of Posts***

#### ***Resources and Tips***

We suggest showcasing resources and tips on the SMART529 page to get parents thinking about saving for college. Types of resources are: articles on saving and education; guide to filling out the FAFSA form; the SMART529 college cost calculator; and education and savings apps. Tips would include ideas on how to save more money for college; and how to teach kids the importance of saving.

#### ***Plan Facts***

A good way to educate the audience about the product without actually recommending anything is to highlight different facts about SMART529 in posts. This may include information on the WV state tax benefits; how to make contributions (payroll deductions, online, etc); what the plan can be used for; how family and friends can make a gift contribution; and the Matching Grant program. This information shows the flexibility and benefits of the plan without a “call to action.”

---

### *Statistics*

Statistics are a great way to show people that college savings is important and to prompt the audience to start thinking about the future. Such posts might include statistics such as the rise in tuition costs, top growing job areas, and the average amount of debt that students have when leaving college.

### *Events*

Posting about events happening in West Virginia will keep the page current and engaging and will tie SMART529 to local WV communities. These could include posts connected with the State Treasurer's Office such as Moneyville, The State Fair, etc. or about different local events that may attract families such as FestivALL, Symphony Sunday and Clay Center events.

### *Important Dates*

Another strategy to keep the SMART529 page current is to post about important dates that are of interest to our audience. These posts will include important days for SMART529 such as May 29, tax day, college savings month (Sept.), holiday gift posts, Black Friday posts, etc.

### *Call to Action*

Call-to-action posts will encourage people to set up a SMART529 plan or to contribute to their plan or a family member or friend's plan. These posts will not push the product or promise anything. Each of these posts will be very generic and will encourage the audience to look into the plan without recommending anything more specific.

### *WIGU*

Posting about the WIGU contest will not only help promote the contest, but will also show that SMART529 is helping kids' dreams come true. These posts will include details about the contest and the upcoming deadlines, events involving the contest, testimonials from winners /families/entrants/ people involved and facts/information about the contest. Basically, anything involving the When I Grow Up contest would fall under this section.

### *Miscellaneous*

These posts will include various other topics that may be of interest to our audience. This could be an inspirational quote about education or perhaps a goal SMART529 has reached (number of followers, the \$2 billion in assets, etc.)

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### ***Customer Service***

TMG believes that customer service is going to play an important role in managing the SMART529 pages. People tend to look to social media pages to resolve issues that they used to resolve by phone. Thus, we anticipate the audience will reach out to SMART529 Facebook and Twitter pages to resolve any issues they may have.

With permission, TMG could answer simple questions via social media by directing the audience to:

- The FAQ's listed on the SMART529 website.
- When TMG cannot easily answer a question, we recommend linking to the website or a customer service contact phone number or email to better assist the customer.

TMG believes these approaches to customer service on social media will best benefit SMART529 and its customers.

### ***Next Steps***

This review of 529 social media accounts only identifies the landscape into which SMART529 will enter and provides broad recommendations of how to proceed. The Manahan Group looks forward to working further with The Hartford to establish specific goals, objectives and processes for launching a SMART529 social media presence.

## **Addendum D**

### **Disclosure of Interested Parties to Contracts**

## 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 \$100,000 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.

*"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](mailto:ethics@wv.gov); website: [www.ethics.wv.gov](http://www.ethics.wv.gov).*

Revised October 7, 2017



West Virginia Ethics Commission  
**Disclosure of Interested Parties to Contracts**

(Required by W. Va. Code § 6D-1-2)

Contracting Business Entity: THE MANAHAN GROUP Address: 222 CAPITOL ST STE 400  
CHARLESTON, WV 25301

Authorized Agent: GEORGE B MANAHAN Address: (SAME)

Contract Number: EDD190000001 Contract Description: MARKETING & COMMUNICATIONS SERVICES

Governmental agency awarding contract: WV DEPARTMENT OF EDUCATION

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 neces sary):

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.

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.

Signature: [Handwritten Signature] Date Signed: 8/10/2018

**Notary Verification**

State of West Virginia, County of Kanawha:

I, GEORGE B. MANAHAN, 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 10<sup>th</sup> day of August, 2018.

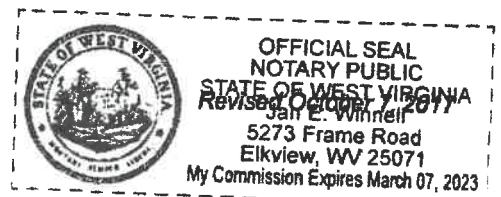
[Handwritten Signature]  
Notary Public's Signature

**To be completed by State Agency:**

Date Received by State Agency: \_\_\_\_\_

Date submitted to Ethics Commission: \_\_\_\_\_

Governmental agency submitting Disclosure: \_\_\_\_\_



**Addendum E**  
**Purchasing Affidavit**

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 §61-6-3) 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: THE MANAHAN GROUP LLC

Authorized Signature: [Signature] Date: 8/10/2018

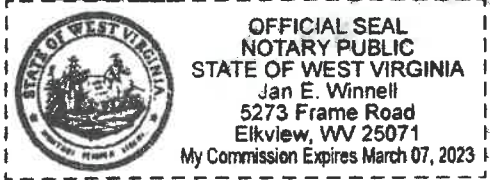
State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 10<sup>th</sup> day of August, 2018.

My Commission expires March ?, 2023.

**AFFIX SEAL HERE**



NOTARY PUBLIC [Signature]  
Purchasing Affidavit (Revised 01/19/2018)

**Addendum F**  
**Agreement Addendum**

**AGREEMENT ADDENDUM**

In the event of conflict between this addendum and the agreement, this addendum shall control:

1. **DISPUTES** – Any references in the agreement to arbitration or to the jurisdiction of any court are hereby deleted. Disputes arising out of the agreement shall be presented to the West Virginia Court of Claims.
2. **HOLD HARMLESS** – Any provision requiring the Agency to indemnify or hold harmless any party is hereby deleted in its entirety.
3. **GOVERNING LAW** – The agreement shall be governed by the laws of the State of West Virginia. This provision replaces any references to any other State's governing law.
4. **TAXES** – Provisions in the agreement requiring the Agency to pay taxes are deleted. As a State entity, the Agency is exempt from Federal, State, and local taxes and will not pay taxes for any Vendor including individuals, nor will the Agency file any tax returns or reports on behalf of Vendor.
5. **PAYMENT** – Any reference to prepayment are deleted. Payment will be in arrears.
6. **INTEREST** – Any provision for interest or charges on late payments is deleted. The Agency has no statutory authority to pay interest or late fees.
7. **NO WAIVER** – Any language in the agreement requiring the Agency to waive any rights, claims or defenses is hereby deleted.
8. **FISCAL YEAR FUNDING** – Service performed under the agreement may be continued in succeeding fiscal years for the term of the agreement, contingent upon funds being appropriated by the Legislature or otherwise being available for this service. In the event funds are not appropriated or otherwise available for this service, the agreement shall terminate without penalty on June 30. After that date, the agreement becomes of no effect and is null and void. However, the Agency agrees to use its best efforts to have the amounts contemplated under the agreement included in its budget. Non-appropriation or non-funding shall not be considered an event of default.
9. **STATUTE OF LIMITATIONS** – Any clauses limiting the time in which the Agency may bring suit against the Vendor, lessor, individual, or any other party are deleted.
10. **SIMILAR SERVICES** – Any provisions limiting the Agency's right to obtain similar services or equipment in the event of default or non-funding during the term of the agreement are hereby deleted.
11. **FEES OR COSTS** – The Agency recognizes an obligation to pay attorney's fees or costs only when assessed by a court of competent jurisdiction. Any other provision is invalid and considered null and void.
12. **ASSIGNMENT** – Notwithstanding any clause to the contrary, the Agency reserves the right to assign the agreement to another State of West Virginia agency, board or commission upon thirty (30) days written notice to the Vendor and Vendor shall obtain the written consent of Agency prior to assigning the agreement.
13. **LIMITATION OF LIABILITY** – The Agency, as a State entity, cannot agree to assume the potential liability of a Vendor. Accordingly, any provision limiting the Vendor's liability for direct damages to a certain dollar amount or to the amount of the agreement is hereby deleted. Limitations on special, incidental or consequential damages are acceptable. In addition, any limitation is null and void to the extent that it precludes any action for injury to persons or for damages to personal property.
14. **RIGHT TO TERMINATE** – Agency shall have the right to terminate the agreement upon thirty (30) days written notice to Vendor. Agency agrees to pay Vendor for services rendered or goods received prior to the effective date of termination.
15. **TERMINATION CHARGES** – Any provision requiring the Agency to pay a fixed amount or liquidated damages upon termination of the agreement is hereby deleted. The Agency may only agree to reimburse a Vendor for actual costs incurred or losses sustained during the current fiscal year due to wrongful termination by the Agency prior to the end of any current agreement term.
16. **RENEWAL** – Any references to automatic renewal is hereby deleted. The agreement may be renewed only upon mutual written agreement of the parties.
17. **INSURANCE** – Any provision requiring the Agency to purchase insurance for Vendor's property is deleted. The State of West Virginia is insured through the Board of Risk and Insurance Management, and will provide a certificate of property insurance upon request.
18. **RIGHT TO NOTICE** – Any provision for repossession of equipment without notice is hereby deleted. However, the Agency does recognize a right of repossession with notice.
19. **ACCELERATION** – Any reference to acceleration of payments in the event of default or non-funding is hereby deleted.
20. **CONFIDENTIALITY** – Any provision regarding confidentiality of the terms and conditions of the agreement is hereby deleted. State contracts are public records under the West Virginia Freedom of Information Act.
21. **AMENDMENTS** – All amendments, modifications, alterations or changes to the agreement shall be in writing and signed by both parties. No amendment, modification, alteration or change may be made to this addendum without the express written approval of the Purchasing Division and the Attorney General.
22. **DELIVERY** – All deliveries under the agreement will be FOB destination unless otherwise stated in the State's original solicitation. Any contrary delivery terms are hereby deleted.

ACCEPTED BY:  
**STATE OF WEST VIRGINIA**

Spending Unit: \_\_\_\_\_  
Signed: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**VENDOR**

Company Name: THE HANAHAN GROUP LLC  
Signed: [Signature]  
Title: OWNER / CEO  
Date: 8/10/2018

**Addendum G**  
**WV State Business License**

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

ISSUED TO:  
**MANAHAN GROUP LLC THE  
DBA MANAHAN GROUP THE  
222 CAPITOL ST 400  
CHARLESTON, WV 25301-2415**

BUSINESS REGISTRATION ACCOUNT NUMBER: **1008-7832**

This certificate is issued on: **11/16/2010**

*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.

**Addendum H**

**ACORD – Commercial General Liability, Automobile, Professional Errors & Omissions,  
General Property, Public Liability**





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

08/07/2018

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).

<b>PRODUCER</b> Capital Insurance Group LLC 184 Summers St Ste 310  Charleston WV 25301		<b>CONTACT NAME:</b> Donteako Wilson <b>PHONE (A/C No. Ext):</b> (304)346-5232 <b>FAX (A/C No):</b> <b>E-MAIL ADDRESS:</b> don@cigwv.com	
<b>INSURED</b> The Manahan Group 222 Capitol St  Charleston WV 25301		<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> Travelers Insurance Company <b>INSURER B:</b> Burns & Wilcox <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>	

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 SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR Travelers Insurance Company  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X	680-00L282488	07/30/18	07/30/19	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG deductible \$ 1,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	X	BA-0L28409A	07/30/18	07/30/19	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ 1,000,000 BODILY INJURY (Per accident) \$ 1,000,000 PROPERTY DAMAGE (Per accident) \$
	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$	X	CUP-001L212693	07/30/18	07/30/19	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
	Professional Liability	X	ESH00717791	07/30/18	07/30/19	Professional liability \$1,000,000

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

**CERTIFICATE HOLDER****CANCELLATION**

WV Department of Education  
 1900 Kanawha Blvd, Bldg Rm 009  
 Charleston, WV 25305

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

Fax: ACORD 25 (2016/03)

Email:

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**Addendum I**  
**Workers Compensation**



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
08/08/2018

**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 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).**

<b>PRODUCER</b>  Automatic Data Processing Insurance Agency, Inc. 1 Adp Boulevard Roseland, NJ 07068	<b>CONTACT NAME:</b> PHONE (A/C, No, Ext): _____ FAX (A/C, No): _____ E-MAIL ADDRESS: _____  <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: center;">NAIC #</th> </tr> <tr> <td>INSURER A: Hartford Insurance Company of the Midwest</td> <td style="text-align: center;">37478</td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Hartford Insurance Company of the Midwest	37478	INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A: Hartford Insurance Company of the Midwest	37478														
INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															
<b>INSURED</b>  THE MANAHAN GROUP 222 CAPITOL ST STE 400 Charleston, WV 25301															

**COVERAGES** **CERTIFICATE NUMBER: 955782** **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 SUBR		POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
		INSD	WVD					
	<b>COMMERCIAL GENERAL LIABILITY</b>  <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GENL AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER: _____						EACH OCCURRENCE	\$
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$
							MED EXP (Any one person)	\$
							PERSONAL & ADV INJURY	\$
							GENERAL AGGREGATE	\$
							PRODUCTS - COMPIOP AGG	\$
								\$
	<b>AUTOMOBILE LIABILITY</b>  <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS  <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE  DED _____ RETENTION \$ _____						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
<b>A</b>	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <b>N</b>	N/A	<b>N</b>	<b>76WEGGB4885</b>	<b>10/15/2017</b>	<b>10/15/2018</b>	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ <b>100,000</b> E.L. DISEASE - EA EMPLOYEE \$ <b>100,000</b> E.L. DISEASE - POLICY LIMIT \$ <b>100,000</b>

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

<b>CERTIFICATE HOLDER</b>  WV Department of Education 1900 Kanawha Blvd E, Bldg 6 Room 9 Charleston, WV 25305	<b>CANCELLATION</b>  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 
---	--

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ACORD 25 (2014/01) The ACORD name and logo are registered marks of ACORD

**Addendum J**  
**Contracts Administrator**

**REQUEST FOR QUOTATION**  
**Marketing & Communications Services**

---

9.2. Vendor will be responsible for controlling cards and keys and will pay replacement fee, if the cards or keys become lost or stolen.

9.3. Vendor shall notify Agency immediately of any lost, stolen, or missing card or key.

9.4. Anyone performing under this Contract will be subject to Agency's security protocol and procedures.

9.5. Vendor shall inform all staff of Agency's security protocol and procedures.

**10. VENDOR DEFAULT:**

10.1. The following shall be considered a vendor default under this Contract.

10.1.1. Failure to perform Contract Services in accordance with the requirements contained herein.

10.1.2. Failure to comply with other specifications and requirements contained herein.

10.1.3. Failure to comply with any laws, rules, and ordinances applicable to the Contract Services provided under this Contract.

10.1.4. Failure to remedy deficient performance upon request.

10.2. The following remedies shall be available to Agency upon default.

10.2.1. Immediate cancellation of the Contract.

10.2.2. Immediate cancellation of one or more release orders issued under this Contract.

10.2.3. Any other remedies available in law or equity.

**11. MISCELLANEOUS:**

11.1. **Contract Manager:** During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

**Contract Manager:** RON JARRETT

**Telephone Number:** 304-343-2800

REQUEST FOR QUOTATION  
Marketing & Communications Services

---

Fax Number: 304-343-2788

Email Address: R.SARRETT@MANAHANGROUP.COM

**Addendum K**  
**Signature Page**



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

State of West Virginia  
 Request for Quotation

Proc Folder: 466604

Doc Description: Addendum #2 MARKETING and COMMUNICATIONS SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-08-01	2018-08-10 13:30:00	CRFQ 0402 EDD1900000001	3

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Name, Address and Telephone Number:

*THE MANAHAN GROUP LLC  
 222 CAPITOL ST STE 400  
 CHARLESTON, WV 25301*

**FOR INFORMATION CONTACT THE BUYER**

Jo Ann Adkins  
 (304) 558-2686  
 joann.adkins@k12.wv.us

Signature X

FEIN # 20-0201317

DATE 8/10/18

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

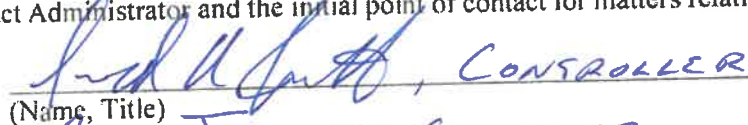


**Addendum L**  
**Performance Bond**

A Performance Bond in the amount of the bid shown on the Cost Page will be contracted after the Bid Opening and prior to the Contract Award. The Manahan Group's primary Insurance agent is Don Wilson at Capital Insurance Group.

**Addendum M**  
**Designated Contact & Certification and Signature**

**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.

, CONTROLLER  
(Name, Title)

RON JARRETT, CONTROLLER  
(Printed Name and Title)

222 CAPITOL SF STE 400, CHARLESTON, WV 25301  
(Address)

304-343-2800 / 304-343-2788  
(Phone Number) / (Fax Number)

R.JARRETT@MANAHANGROUP.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.

THE MANAHAN GROUP LLC  
(Company)

 CEO/OWNER  
(Authorized Signature) (Representative Name, Title)

GEORGE B. MANAHAN, OWNER/CEO  
(Printed Name and Title of Authorized Representative)

8/10/2018  
(Date)

304-343-2800 / 304-343-2788  
(Phone Number) (Fax Number)

**Addendum N**  
**Acknowledgement of Receipt of Addendum**

**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 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.

THE HANAHAN GROUP LLC  
Company  
[Signature]  
Authorized Signature  
8/10/20/8  
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

**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 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.

THE HINMAN GROUP LLC

Company



Authorized Signature

8/10/2018

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

**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 type="checkbox"/> Addendum No. 1            | <input type="checkbox"/> Addendum No. 6  |
| <input type="checkbox"/> Addendum No. 2            | <input type="checkbox"/> Addendum No. 7  |
| <input checked="" 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.

TITE HANAHAN GROUP LLC  
Company

  
Authorized Signature

8/10/2018  
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.  
Revised 6/8/2012



**Addendum O**  
**Cost Page**

**EXHIBIT A: PRICING PAGE**

Category	Contract Services	Unit of Measure	Estimated Hours	Vendor's Hourly Rate	Total Annual Costs
Account Management	1. Account Services	Hour(s)	500	80	40000
	2. Public Relations	Hour(s)	100	50	5000
Media	3. Media Planning & Buying	Hour(s)	100	0	0
Creative	4. Illustration/Layout/Design/Copywriting	Hour(s)	500	75	37500
	5. Art Direction	Hour(s)	200	30	6000
Digital	6. Website Strategy, Development & Maintenance	Hour(s)	200	80	16000
Production	7. Printing	Hour(s)	250	0	0
	8. Video Production	Hour(s)	500	0	0
	9. Audio Production	Hour(s)	100	0	0
Social Media	10. Social Media Strategy	Hour(s)	200	50	10000
Total Fiscal Year Cost for Vendor Services (1-10):			2650		114500

*The sum of the estimated hours is 2,650 hours. The quantities shown are estimates only and may be more or less.*

**B. Media Buying Add-On:**

All Vendors responding to this RFQ must provide a percentage of add-on for paid media (not to exceed 5%).  
This percentage will be multiplied by \$150,000

Vendors Add-on for media buying is:	0.04	\$150,000	\$6,000
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**C. TOTAL BID AMOUNT**

(Cost from A and B are to be added together to determine the total cost of the proposal)

\$120,500

THE MANAHAN GROUP  
CRFQ 00402 EDD190000001

