



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at wvOASIS.gov. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at WVPurchasing.gov with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header 1

List View

General Information | [Contact](#) | [Default Values](#) | [Discount](#) | [Document Information](#) | [Clarification Request](#)

Procurement Folder: 1952476

Procurement Type: Central Master Agreement

Vendor ID:

Legal Name: THE MANAHAN GROUP LLC

Alias/DBA: GEORGE B MANAHAN

Total Bid: \$62,503,800.00

Response Date:

Response Time:

Responded By User ID:

First Name:

Last Name:

Email:

Phone:

SO Doc Code: CRFQ

SO Dept: 0506

SO Doc ID: HHR2600000002

Published Date: 5/13/26

Close Date: 5/28/26

Close Time: 13:30

Status: Closed

Solicitation Description:

Total of Header Attachments: 1

Total of All Attachments: 1



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

**State of West Virginia
 Solicitation Response**

Proc Folder: 1952476
Solicitation Description: ADVERTISING SERVICES
Proc Type: Central Master Agreement

Solicitation Closes	Solicitation Response	Version
2026-05-28 13:30	SR 0506 ESR05272600000008283	1

VENDOR
 000000109305
 THE MANAHAN GROUP LLC

Solicitation Number: CRFQ 0506 HHR2600000002

Total Bid: 62503800

Response Date: 2026-05-27

Response Time: 17:03:08

Comments:

FOR INFORMATION CONTACT THE BUYER

Crystal G Husted
 (304) 558-2402
 crystal.g.husted@wv.gov

Vendor Signature X **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	Advertising Services	20.00000	HOUR	3125190.000000	62503800.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Commodity Line Comments: The Manahan Group LLC agrees to abide by all terms and conditions listed in this Request for Quotation. The certification and signature appear on page 20. The pricing pages are the final two pages of the document which are pages 58-59.
Please note that TMG is bidding a total of \$3,125,190.00 and not \$62,503,800.00. We could have divided our bid by 20 to equal \$156,259.50, however we decided to notate that our bid is the \$3,125,190 as detailed on the attached pricing pages.

Extended Description:

Vendors must complete the attached pricing pages issued with Addendum No. 1. A copy of the pricing page must be attached with your submitted bid if submitting electronically or in paper to show breakdown of pricing. The Overall total cost can be entered on this commodity line. Commodity Lines 2 through 11 have been inactivated.



THE MANAHAN GROUP

**RESPONSE TO
CRFQ 0506 HHR260000002**

**ADVERTISING SERVICES FOR THE WEST VIRGINIA
DEPARTMENTS OF HUMAN SERVICES, HEALTH,
AND HEALTH FACILITIES**

MAY 28, 2026



Bethany West, President
bwest@manahangroup.com

The Manahan Group LLC
222 Capitol St., Suite 200, Charleston, WV 25301
304-343-2800 (O) • 304-343-2788 (F)

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The Manahan Group
General Overview
Services Offered
Staff Bios

OVERVIEW

The Manahan Group LLC is pleased to submit this response to the Centralized Request for Quotes (CRFQ) by the West Virginia Departments of Human Services, Health and Health Facilities for advertising services. The Manahan Group's response clearly shows that it not only meets, but exceeds, the agency's requirements:

The Manahan Group (TMG) is one of West Virginia's most experienced full-service advertising, marketing and public relations firms with its main office in downtown Charleston. We aren't limited to email, phone calls or virtual meetings, but available in person just one block from the Agency's main offices.

Our staff features an expert in public health who spent 27 years with the Bureau for Public Health, working to further the efforts of the Office of Community Health Systems and Health Promotions, retiring in 2021 after severing as Interim Co-Director. Jessica Gamponia Wright, RN, MPH. Jessica brings a wealth of knowledge that bridges the gap between the Agency's needs and TMG's communications expertise.

The Manahan Group boasts a staff of ten (10) communications professionals: George Manahan, Owner + CEO; Bethany West, President; Ron Jarrett, Vice-President + Comptroller; Tammy Harper, Senior Account Manager; Ally Dennison, Branding + Graphic Designer; Jessi Weddington, Account Manager; Sarah Prince, Designer + Motion Graphics Designer; Jessica Gamponia Wright, Health Communications Specialist.

Over the past twenty-three (23) years, The Manahan Group LLC has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), American Advertising Federation (AAF-WV) and nationally by the Telly and Communicator Awards. PRSA-WV has recognized TMG with its "Best in West Virginia" award five times, two of those times for creating and establishing the successful RAZE Teen Anti-Tobacco campaign.

TMG has worked on many public health campaigns over the past two decades generating clear and measurable results. Our agency's first campaign was the highly successful RAZE campaign, which led to a 32 percent decline in teen tobacco use in West Virginia. Most recently, TMG has worked on multiple efforts with the Departments of Health and Human Services, seeing similar results.

More recently, TMG has celebrated successes across multiple state health programs: a 69% decrease in opioid deaths for the West Virginia Department of Human Services, and an overall increase in the number of eligible children, pregnant and breastfeeding women participating in the WIC program in West Virginia

We are pleased to provide you with our credentials.

SERVICES

TMG provides clients with a comprehensive array of services that include:

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

STAFF BIOS

The Manahan Group LLC recognizes the scope of services as defined in your request and can provide the services requested. We have provided similar services for a number of state agencies over the past twenty years and would welcome the opportunity to continue to provide these services to West Virginia Departments of Health, Human Services and Health Facilities.

GEORGE MANAHAN, FOUNDER + 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 LLC. George has been in advertising, public relations and media for over 40 years.

He was the fourth person in the 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. In addition, George was inducted into the PRSA-WV Hall of Fame. He was 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

with a degree in Communications.

BETHANY WEST, PRESIDENT + SENIOR MEDIA BUYER

Bethany's work planning and purchasing media has touched millions in international and regional markets. 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 the WV Departments of Health & Human Services, WV Department of Highways, WV Division of Motor Vehicles, Hartford Funds – SMART529 Education Savings Solution and the West Virginia Lottery.

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 over 20 years. In addition to her work for TMG, she previously served as Executive Director of the American Advertising Federation – West Virginia (AAF-WV).

TAMMY HARPER, SENIOR ACCOUNT EXECUTIVE

Tammy is a senior account manager at The Manahan Group LLC with over 20 years of experience in advertising and public relations, 15 of which have been with our agency. She has an enthusiastic approach, possesses strong organizational and project management skills, and is adept in marketing strategy and media relations. Tammy has worked on accounts ranging from the WV Departments of Health and Human Services, the West Virginia Lottery, and the State Treasurer's Office over her career.

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

RON JARRETT, VICE PRESIDENT + COMPTROLLER

Ron has nearly 20 years of experience working on the business side of advertising. His experience in accounting and business management helps him to ensure that all of the agency's work is completed within budget. Ron has a Bachelor of Science degree in business administration from West Virginia University.

JESSICA GAMPONIA WRIGHT, HEALTH COMMUNICATIONS SPECIALIST

Jessica Gamponia Wright joined The Manahan Group in 2021, bringing a specialized background in public health and strategic storytelling. She has been instrumental in developing high-impact campaigns that promote community well-being, including the *Country Roads* publication highlighting rural health initiatives and chronic disease prevention service announcements. Her work often bridges the gap between clinical health and community outreach, as seen in her leadership with the [West Virginia Health Equity Action Team \(WVHEAT\)](#) and her contributions to the

Cabin Creek Health Systems vaccine awareness campaign, which was notably filmed at the Elk River Clendenin North access point.

Beyond her communication expertise, Jessica is a dedicated advocate for physical activity and trail utilization. She leads a weekly community walk on the Elk River Trail, successfully motivating residents from Braxton County to Charleston to engage with the corridor.

JESSI WEDDINGTON, ACCOUNT MANAGER

Jessi joined The Manahan Group in 2021 as an Account Coordinator from a project management position at OWS Acquisition Co and was promoted to an Account Manager in 2022. She has over fourteen years of professional marketing experience across various industries: health, entertainment, travel, and education. Jessi brings her strong organizational and project management skills to the advertising world. She has a well-rounded background, ranging from student public relations campaigns to international work experience in Australia, and exposure to a wide range of marketing activities.

Additionally, Jessi frequently works on social media campaigns. Jessi has a bachelor's degree in business administration with a minor in economics and a master's degree in journalism with a public relations concentration from Marshall University. In 2023, she obtained the Digital Marketing Institute's Certified Digital Marketing Professional and the American Marketing Association's Professional Certified Marketer PCM in Digital Marketing certifications.

SARAH PRINCE, MOTION GRAPHICS ANIMATOR

Sarah is a talented graphic designer and animator. She has a passion for animation and likes creating 2-D animation and video content. Sarah enjoys the process of producing animations and possesses the patience and ability to develop and bring movement to a static design. Sarah has a bachelor's degree in digital arts from Bowling Green State University and a master's degree in motion media and design from Savannah College of Art & Design. In her time at TMG she has worked on accounts ranging from the WV Department of Health's Women, Infant & Children Program (WIC) to a variety of WV Lottery games and campaigns.

ALLY DENNISON, BRANDING + GRAPHIC DESIGNER

Ally has more than 10 years of experience in the design field, including branding, animation, and WordPress skills. Throughout her career in healthcare, Ally previously managed all print and digital assets as well as concepted ideas for The

Health Plan including healthcare brochures, billboards, digital ads, website design and more. She has the ability to design and connect on complicated topics including Medicare and Medicaid for the public. Ally also previously worked at Charleston Area Medical Center's Marketing and Public Affairs department, where she designed medical booklets, posters, billboards and elevator wraps. In her time at The Manahan Group LLC she has worked on a variety of projects ranging from the Charleston Parkinson's Support Group to the WV Department of Human Services and WV Lottery. Ally has a bachelor's degree in visual communication design from Kent State University.

CATHY CARNEMOLLA, MEDIA ACCOUNT COORDINATOR

Cathy brings a wealth of media experience to the agency with a background that includes previous roles in both media buying and media sales. Her vast experience as both a buyer and a salesperson has allowed her to develop seasoned negotiating skills. In addition, Cathy ensures that all media buys run as intended by reconciling invoices to match line by line with every order.

She holds a Bachelor of Science in communications from West Virginia State University. Cathy has planned, placed, and reconciled media placements for the WV Department of Health's Women, Infants & Children (WIC) Program, WV Department of Human Services' State Opioid Response (SOR) Program, and the WV Lottery.

Response to:
Section 3
Qualifications

3. QUALIFICATIONS: Vendor, or Vendor's staff if requirements are inherently limited to individuals rather than corporate entities, shall have the following minimum qualifications:

3.1. Vendor must have a minimum of five (5) years of previous experience in providing a wide variety of advertising services to agencies or companies with similar marketing needs. Those advertising services include but are not limited to creativity, planning, media purchase, Internet marketing and design, project management, public relations and research to provide a quality project on time, as scheduled.

The Manahan Group LLC has over 20 years of experience in providing full service marketing and public relations services as outlined in Section 3.1, to many agencies and companies such as but not limited to West Virginia Lottery and Department of Transportation and currently serve as Agency of record for the West Virginia State Treasurer's Office and the Departments of Health, Human Services and Health Facilities.

3.2. Vendor must have at least one (1) staff member dedicated to each of the following areas: graphic design, creating development, media planning and buying and other areas as requested by the Departments. A staff member may be dedicated to one or more areas listed above to fulfill this requirement, provided that the staff member dedicated has five (5) years of experience in the areas for which he or she is dedicated.

The Manahan Group LLC has at least one staff member dedicated to each area as outlined in Section 3.2. All current staff have at least 5 years experience in these roles. Resumes are available upon request.

3.3. The members of the Vendor's team, composed of management level and key personnel assigned for this account, shall each have five (5) years of marketing related experience as defined in Section 3.1 and Section 3.3. In addition to work experience, the Vendor's management level and key personnel assigned for this account must each possess a bachelor's degree in advertising, communications, or a related field such as journalism or marketing/sales. If the Vendor substitutes staff for this account, the experience and qualification levels must be of a similar quality. The Departments reserves the right to approve and/or reject Vendor's personnel recommended to work on the Departments account. The Departments reserves either right to request Vendor staff changes throughout the term of the contract and approval thereof. This requirement does not apply to clerical staff.

The Manahan Group LLC's team consists of management level and key personnel whom all have five years' experience marketing experience as defined in Sections 3.1 and 3.1. All management level staff have experience directly with the Departments of Health, and Human Services as they have been a part of the team servicing this account since 2021. Resumes are available upon request.

- 3.4.** 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, media-related advertising and the subsequent buy, point-of-sale advertising and its positioning, publications, web pages, public relations endeavors, and other pertinent materials. Campaigns or projects that did not use aired or published, paid media shall not be considered as eligible for this qualification.

The Manahan Group LLC has successfully completed more than three (3) comprehensive marketing projects over the last two years for multiple clients as outlines in Section 3.4. This included multi-media paid advertising placements. This list includes but isn't limited to:

- WV Department of Health: Breathe Easy – 2024
- WV Department of Human Services: State Opioid Response – 2025 & 2026
- WV Lottery: Halloween 2024, Holiday 2024, Proceeds 2025

- 3.5.** Vendor must have the ability to pledge and place commitment of advertising media on behalf of the Departments, up to as much as \$1.5 million at any one time prior to the Departments reimbursement.

The Manahan Group LLC has regularly committed up to \$1.5 million at any one time before being reimbursed by clients as outlined in Section 3.5. Each of the example comprehensive marketing campaigns included in our response to Section 3.4 are clear examples.

- 3.6.** The Vendor may use subcontractors for research services, website development, website maintenance, graphic design, database management, upkeep and configuration, with the Departments prior approval.

The Manahan Group LLC does, depending upon project scope, subcontract large research, website development and maintenance and database management service – however all graphic design is done in house, as are basic surveys, website design and database upkeep and configuration. In the event that we need to subcontract any service – all costs are provided up front in the form of a Statement of Work so that the Department can approve prior to any work beginning.

- 3.7.** Vendor must be dedicated to the Departments account, current business strategies and infrastructure in place upon bid submission to service the Departments account.

The Manahan Group LLC is very dedicated, currently, to the Departments, its current business strategies and infrastructure. We look forward to continuing to expand the impact of the work of the Departments.

Response to:
Section 4
Mandatory Requirements

4. MANDATORY REQUIREMENTS:

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

4.1.1 Contract Administration/Consultation

4.1.1.1 Contract Administration/Consultation will be used to establish each project's statement of purpose and scope of work, timeline and deliverables, including estimated hours and costs for all advertising and marketing services to be utilized in the proposed project resulting in a work order that must be approved by the applicable agency for all work prior to performance.

The Manahan Group LLC will use Contract Administration/Consultation to establish each project's statement of purpose and scope of work, timeline and deliverables, including estimated hours and costs for all advertising and marketing services to be utilized in the proposed project resulting in a work order that must be approved by the applicable agency for all work prior to performance. The Manahan Group LLC agrees to provide Contract Administration/Consultation at the rate provided on the Pricing Page.

4.1.1.2 All requests and jobs from any person or entity in the Departments are to be reviewed and approved by the Communications Director or the Director's designee for all work prior to performance. The Communications Director or the Director's designee has the sole authority for final approval.

The Manahan Group LLC agrees that all requests and jobs from any person or entity in the Departments will be reviewed and approved by the Communications Director or the Director's designee for all work prior to performance. TMG also agrees that the Communications Director or the Director's designee has the sole authority for final approval.

4.1.2 Account Services

4.1.2.1 Vendor shall provide dedicated account services, creative services, talent, production and technical expertise. The Vendor must be able to assist in developing and implementing advertising and promotional campaigns, promotional activities and other marketing-related services. Such services include, but are not limited to, radio, television, Internet, social media, and print advertising (including both indoor and outdoor advertising), and printed materials on a twenty-four hours per day, seven days per week, three hundred and sixty-five days per year (24/7/365) basis,

website design and maintenance, qualitative and quantitative research, development and procurement of promotional items, daily pickup and delivery of any hard copy correspondence between the Department and Vendor at the Departments headquarters, and oversight of specific or special ad hoc projects.

The Manahan Group LLC shall provide dedicated account services, creative services, talent, production and technical expertise. The Manahan group LLC will be able to assist in developing and implementing advertising and promotional campaigns, promotional activities and other marketing-related services. TMG services include, but are not limited to, radio, television, Internet, social media, and print advertising (including both indoor and outdoor advertising), and printed materials on a twenty-four hours per day, seven days per week, three hundred and sixty-five days per year (24/7/365) basis, website design and maintenance, qualitative and quantitative research, development and procurement of promotional items, daily pickup and delivery of any hard copy correspondence between the Department and Vendor at the Departments headquarters, and oversight of specific or special ad hoc projects. The Manahan Group LLC agrees to provide Account Services at the rate provided on the Pricing Page.

4.1.3 Television Production

4.1.3.1 Television production must include development of any product including but not limited to commercials, infomercials, interviews, documentaries, videos/DVDs or any taped or live recording that is designed to be broadcast or viewed upon or through any medium, including television and YouTube, and at events or meetings.

The Manahan Group LLC agrees to provide Television Production and will complete the work on the development of any product including but not limited to commercials, infomercials, interviews, documentaries, videos/DVDs or any taped or live recording that is designed to be broadcast or viewed upon or through any medium, including television and YouTube, and at events or meetings. The Manahan Group LLC agrees to provide Television Production at the rate provided on the Pricing Page.

4.1.4 Radio Production

4.1.3.2 Radio production must include development of any product including but not limited to commercials, infomercials, interviews or any taped or live recording that is designed to be broadcast by radio or satellite, including through web portals and at events or meetings.

The Manahan Group LLC agrees to provide Radio Production which will include development of any product including but not limited to commercials, infomercials, interviews or any taped or live recording that is designed to be broadcast by radio or satellite, including through web portals and at events or meetings. The Manahan Group LLC agrees to provide Radio Production at the rate provided on the Pricing Page.

4.1.5 Outdoor Advertising

4.1.5.1 Outdoor advertising must include development of any product including but not limited to billboards and signs, and any related development such as design, printing, procurement or rental of billboard space, including electronic/digital billboards.

The Manahan Group LLC agrees to provide Outdoor advertising which will include development of any product including but not limited to billboards and signs, and any related development such as design, printing, procurement or rental of billboard space, including electronic/digital billboards. The Manahan Group LLC agrees to provide Outdoor Advertising at the rate provided on the Pricing Page.

4.1.6 Media Buys

4.1.6.1 Media buys must include any purchase of radio or television time, or purchase of printed space for advertising or other information or promotion, as well as any related media such as website advertising, electronic mail messages, social media posting or other message-based delivery.

The Manahan Group LLC agrees to provide Media buys which will include any purchase of radio or television time, or purchase of printed space for advertising or other information or promotion, as well as any related media such as website advertising, electronic mail messages, social media posting or other message-based delivery. The Manahan Group LLC agrees to provide Media Buys at the rate provided on the Pricing Page.

4.1.6.2 Where media buys are utilized, an outcome survey at the end of the advertisement's conclusion must be conducted in order to determine the advertisement's impact in the community to the target audience. The survey will vary dependent on the type of medium used, but should determine whether the anticipated results were achieved and the target population was reached.

The Manahan Group LLC when Media Buys are requested will provide an outcome survey at the end of the advertisement's conclusion in order to determine the advertisement's impact in the community to the target audience. The survey provided will vary dependent on the type of medium used, but will determine whether the anticipated results were achieved and the target population was reached. The Manahan Group LLC agrees to provide this reporting as Media Buys at the rate provided on the Pricing Page.

4.1.7 Print Media

4.1.7.1 Print media must include development of any product including but not limited to documents, reports, signs, logos, manuals, guides, notebooks, advertisements, handouts and any related development such as design, printing, or procurement of print media, including items that can be distributed at events, meetings or other functions.

The Manahan Group LLC will provide the development of any product including but not limited to documents, reports, signs, logos, manuals, guides, notebooks, advertisements, handouts and any related development such as design, printing, or procurement of print media, including items that can be distributed at events, meetings or other functions. The Manahan Group LLC agrees to provide Print Media at the rate provided on the Pricing Page.

4.1.8 Internet/Worldwide Web

4.1.8.1 Internet/Worldwide web must include development of any product including but not limited to websites, webpages, internet portals, and any related development such as design and procurement of such.

The Manahan Group LLC will provide the development of any product including but not limited to websites, webpages, internet portals, and any related development such as design and procurement of such. The Manahan Group LLC agrees to provide Internet/Worldwide Web at the rate provided on the Pricing Page.

4.1.9 Survey, Analysis, Evaluation

4.1.9.1 Survey, analysis and evaluation must include development of any product including but not limited to print, electronic, telephone, smart phone, or other survey medium, any analysis related to the design of or collection of responses from such surveys, and any evaluation or results determined from the survey(s), as well as any related development such as design, printing, procurement of survey materials or tools to conduct, analyze or evaluate the survey.

The Manahan Group LLC agrees to provide Survey, Analysis and Evaluation which will include development of any product including but not limited to print, electronic, telephone, smart phone, or other survey medium, any analysis related to the design of or collection of responses from such surveys, and any evaluation or results determined from the survey(s), as well as any related development such as design, printing, procurement of survey materials or tools to conduct, analyze or evaluate the survey. The Manahan Group LLC agrees to provide Survey, Analysis, and Evaluation at the rate provided on the Pricing Page.

4.1.10 Design and Copy

4.1.10.1 All layouts, sketches, artwork, computer images and copy including, but not limited to, advertising copy, film master tapes, typesetting, photocopies, storyboards and computer data storage disks/cards used in advertisements or other materials developed and placed by the successful Vendor for the Department shall become the exclusive property of the Department.

The Manahan Group LLC agrees to provide Design and Copy and agree that all layouts, sketches, artwork, computer images and copy including, but not limited to, advertising copy, film master tapes, typesetting, photocopies, storyboards and computer data storage disks/cards used in advertisements or other materials developed and placed by the successful Vendor for the Department shall become the exclusive property of the Department. The Manahan Group LLC agrees to provide Design and Copy at the rate provided on the Pricing Page.

4.1.10.2 The Department shall have the full and free right to possess and use any and all said property in any way deemed by the Department to be necessary or advisable, either directly, or through the Vendor or otherwise and without payment of any compensation to the Vendor for the same.

The Manahan Group LLC agrees that The Department shall have the full and free right to possess and use any and all said property in any way deemed by the Department to be necessary or advisable, either directly, or through the Vendor or otherwise and without payment of any compensation to the Vendor for the same. The Manahan Group LLC agrees to provide these ownership rights and/or applicable reproduction rights at the rate provided on the Pricing Page.

4.1.11 Data Acceptance and Transfer

4.1.11.1 Vendor must have the ability to accept data electronically, and from disk, USB drive, CD, CDR, CDRW, DVD, DVDR, DVDRW or tape. E-mail capabilities with file transfer (both Macintosh and PC) must be provided by the Vendor.

The Manahan Group agrees to provide Data Acceptance and Transfer services which will include the ability to accept data electronically, and from disk, USB drive, CD, CDR, CDRW, DVD, DVDR, DVDRW or tape. E-mail capabilities with file transfer (both Macintosh and PC) must be provided by the Vendor. The Manahan Group LLC agrees to provide Data Acceptance and Transfer at the rate provided on the Pricing Page.

4.1.12 In-State Presence

4.1.12.1 The successful vendor must have an established office in WV within a two-hour response time of the Departments headquarters located in Charleston, WV for the duration of the contract term.

The Manahan Group LLC has maintained an office in Charleston, WV since our incorporation in 2003, we agree to maintain and have an established office in WV within a two-hour response time of the Departments headquarters located in Charleston, WV for the duration of the contract term.

Response to:
Section 5
Contract Award

5 CONTRACT AWARD:

5.1 Contract Award: An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for the lowest overall total cost as shown on the Pricing Pages. The Contract is intended to provide Agency with a purchase price for the Contract Services. The Contract shall be awarded to the Vendor for a one year period with options to renew such contract for three successive one year periods.

5.2 Pricing Page: Vendor should complete the Pricing Page within wvOASIS by completing for each category of service the estimated hours and all-inclusive hourly rate, as well as any extended costs. Vendor should complete the Pricing Page in full as failure to complete the Pricing Page in its entirety may result in Vendor's bid being disqualified.

Vendor should type or electronically enter the information into the Pricing Pages through wvOASIS, if available, or as an electronic document. In most cases, the Vendor can request an electronic copy of the Pricing Pages for bid purposes by sending an email request to the following address:

The Manahan Group LLC has completed the Pricing Page as listed and found behind the Tab for Pricing Page. This has also been entered into Oasis with the submission.

Commercial General Liability Insurance



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

May 14, 2026

WV Depart of Health Agencies
350 CAPITOL ST
CHARLESTON WV 25301

Account Information:

Policy Holder Details :	THE MANAHAN GROUP LLC
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Contact Us

Need Help?

Chat online or call us at
(866) 467-8730.

We're here Monday - Friday.

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,
Your Hartford Service Team

Workers Compensation Insurance Policy



THE HARTFORD
BUSINESS SERVICE CENTER
3600 WISEMAN BLVD
SAN ANTONIO TX 78251

May 14, 2026

WV Depart of Health Agencies
350 CAPITOL ST
CHARLESTON WV 25301

Account Information:

Policy Holder Details :	THE MANAHAN GROUP LLC
--------------------------------	------------------------------



Contact Us

Need Help?

Chat online or call us at
(866) 467-8730.

We're here Monday - Friday.

Enclosed please find a Certificate Of Insurance for the above referenced Policyholder. Please contact us if you have any questions or concerns.

Sincerely,

Your Hartford Service Team

Contract Manager Form

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.

(Printed Name and Title) BETHANY WEST, PRESIDENT
(Address) 222 CAPITOL ST, CHARLESTON, WV 25301
(Phone Number) / (Fax Number) 304-343-2800/304-343-2789
(email address) BWEST@MANAHANGROUP.COM

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract 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/Contract 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 this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; 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.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

THE MANAHAN GROUP LLC
(Company)
Bethany West
(Signature of Authorized Representative)
BETHANY WEST, PRESIDENT 5/26/26
(Printed Name and Title of Authorized Representative) (Date)
304.343.2800 / 304-343-2788
(Phone Number) (Fax Number)
BWEST@MANAHANGROUP.COM
(Email Address)

Federal Funds Addendum

FEDERAL FUNDS ADDENDUM

REQUIRED CONTRACT PROVISIONS FOR NON-FEDERAL ENTITY CONTRACTS UNDER FEDERAL AWARDS (2 C.F.R. § 200.317):

The State of West Virginia Department of Administration, Purchasing Division, and the Vendor awarded this Contract intend that this Contract be compliant with the requirements of the Procurement Standards contained in the Uniform Administrative Requirements, Cost Principles, and Audit Requirements found in 2 C.F.R. § 200.317, et seq. for procurements conducted by a Non-Federal Entity. Accordingly, the Parties agree that the following provisions are included in the Contract.

**1. MINORITY BUSINESSES, WOMEN'S BUSINESS ENTERPRISES, AND LABOR SURPLUS AREA FIRMS:
(2 C.F.R. § 200.321)**

- a. The State confirms that it has taken all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible. Those affirmative steps include:

- (1) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- (2) Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources;
- (3) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
- (4) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises;
- (5) Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce; and
- (6) Requiring the prime contractor, if subcontracts are to be let, to take the affirmative steps listed in paragraphs (1) through (5) above.

- b. Vendor confirms that if it utilizes subcontractors, it will take the same affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

**2. DOMESTIC PREFERENCES:
(2 C.F.R. § 200.322)**

- a. The State confirms that as appropriate and to the extent consistent with law, it has, to the greatest extent practicable under a Federal award, provided a preference for the purchase, acquisition, or use of goods, products, or materials produced in the United

States (including but not limited to iron, aluminum, steel, cement, and other manufactured products).

b. Vendor confirms that will include the requirements of this Section 2. Domestic Preference in all subawards including all contracts and purchase orders for work or products under this award.

c. Definitions: For purposes of this section:

(1) "Produced in the United States" means, for iron and steel products, that all manufacturing processes, from the initial melting stage through the application of coatings, occurred in the United States.

(2) "Manufactured products" means items and construction materials composed in whole or in part of non-ferrous metals such as aluminum; plastics and polymer-based products such as polyvinyl chloride pipe; aggregates such as concrete; glass, including optical fiber; and lumber.

3. BREACH OF CONTRACT REMEDIES AND PENALTIES:

(2 C.F.R. § 200.327 and Appendix II)

(a) The provisions of West Virginia Code of State Rules § 148-1-5 provide for breach of contract remedies, and penalties. A copy of that rule is attached hereto as Exhibit A and expressly incorporated herein by reference.

4. TERMINATION FOR CAUSE AND CONVENIENCE:

(2 C.F.R. § 200.327 and Appendix II)

(a) The provisions of West Virginia Code of State Rules § 148-1-5 govern Contract termination. A copy of that rule is attached hereto as Exhibit A and expressly incorporated herein by reference.

5. EQUAL EMPLOYMENT OPPORTUNITY:

(2 C.F.R. § 200.327 and Appendix II)

Except as otherwise provided under 41 CFR Part 60, and if this contract meets the definition of "federally assisted construction contract" in 41 CFR Part 60-1.3, this contract includes the equal opportunity clause provided under 41 CFR 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935, 3 CFR Part, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

6. DAVIS-BACON WAGE RATES:

(2 C.F.R. § 200.327 and Appendix II)

Vendor agrees that if this Contract includes construction, all construction work in excess of \$2,000 will be completed and paid for in compliance with the Davis–Bacon Act (40 U.S.C. 3141–3144, and 3146–3148) as supplemented by Department of Labor regulations (29 CFR Part 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, contractors must:

- (a) pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor.
- (b) pay wages not less than once a week.

A copy of the current prevailing wage determination issued by the Department of Labor is attached hereto as Exhibit B. The decision to award a contract or subcontract is conditioned upon the acceptance of the wage determination. The State will report all suspected or reported violations to the Federal awarding agency.

7. ANTI-KICKBACK ACT:
(2 C.F.R. § 200.327 and Appendix II)

Vendor agrees that it will comply with the Copeland Anti-KickBack Act (40 U.S.C. 3145), as supplemented by Department of Labor regulations (29 CFR Part 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”). Accordingly, Vendor, Subcontractors, and anyone performing under this contract are prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The State must report all suspected or reported violations to the Federal awarding agency.

8. CONTRACT WORK HOURS AND SAFETY STANDARDS ACT
(2 C.F.R. § 200.327 and Appendix II)

Where applicable, and only for contracts awarded by the State in excess of \$100,000 that involve the employment of mechanics or laborers, Vendor agrees to comply with 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 CFR Part 5). Under 40 U.S.C. 3702 of the Act, Vendor is required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

9. RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.
(2 C.F.R. § 200.327 and Appendix II)

If the Federal award meets the definition of “funding agreement” under 37 CFR § 401.2 (a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 CFR Part 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency.

10. CLEAN AIR ACT
(2 C.F.R. § 200.327 and Appendix II)

Vendor agrees that if this contract exceeds \$150,000, Vendor is to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401–7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251–1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA).

11. DEBARMENT AND SUSPENSION
(2 C.F.R. § 200.327 and Appendix II)

The State will not award to any vendor that is listed on the governmentwide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR part 1986 Comp., p. 189) and 12689 (3 CFR part 1989 Comp., p. 235), “Debarment and Suspension.” SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

12. BYRD ANTI-LOBBYING AMENDMENT
(2 C.F.R. § 200.327 and Appendix II)

Vendors that apply or bid for an award exceeding \$100,000 must file the required certification. Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award. Such disclosures are forwarded from tier to tier up to the non-Federal award.

13. PROCUREMENT OF RECOVERED MATERIALS
(2 C.F.R. § 200.327 and Appendix II; 2 C.F.R. § 200.323)

Vendor agrees that it and the State must comply with section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the

Environmental Protection Agency (EPA) at 40 CFR part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

14. PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.
(2 C.F.R. § 200.327 and Appendix II; 2 CFR § 200.216)

Vendor and State agree that both are prohibited from obligating or expending funds under this Contract to:

- (1) Procure or obtain;
- (2) Extend or renew a contract to procure or obtain; or
- (3) Enter into a contract (or extend or renew a contract) to procure or obtain equipment, services, or systems that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Public Law 115–232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
 - (i) For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).
 - (ii) Telecommunications or video surveillance services provided by such entities or using such equipment.
 - (iii) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise connected to, the government of a covered foreign country.

In implementing the prohibition under Public Law 115–232, section 889, subsection (f), paragraph (1), heads of executive agencies administering loan, grant, or subsidy programs shall prioritize available funding and technical support to assist affected businesses, institutions and organizations as is reasonably necessary for those affected entities to transition from covered communications equipment and services, to procure replacement equipment and services, and to ensure that communications service to users and customers is sustained.

State of West Virginia

Vendor Name:

By: _____

By: Bethany West

Printed Name: _____

Printed Name: BETHANY WEST

Title: _____

Title: PRESIDENT

Date: _____

Date: 5/26/26

WV Tax Department
Letter in Goodstanding



Taxpayer Services Division
P.O. Box 3784
Charleston, WV 25337-3784



WEST VIRGINIA
TAX DIVISION

Matthew R. Irby, Tax Commissioner

Letter ID: L0889944992
Issued: 04/30/2026

00039101010000



THE MANAHAN GROUP LLC
222 CAPITOL ST STE 400
CHARLESTON WV 25301-2215

West Virginia Tax Division

Letter of Good Standing

EFFECTIVE DATE: 04/30/2026

A review of tax accounts indicates that THE MANAHAN GROUP LLC is in good standing as of the effective date of this document.

Please note, this Letter of Good Standing expires on **July 29, 2026**.

The issuance of this Letter of Good Standing shall not bar any audits, investigations, assessments, refund or credits with respect to the taxpayer named above and is based only on a review of the tax returns and not on a physical audit of records.

Sincerely,

Nicole Grant, Tax Unit Supervisor
Taxpayer Services Division

Department of Administration Vendor Registration

WV Oasis

Transaction Number: 20250903133338

Status: CompletedOk

Amount: \$125.00

Company Name: The Manahan Group LLC

Name: Ronald Jarrett

Address: 222 Capitol St Ste 500

Charleston WV 25301

Phone: 3043432800

e-Mail: rjarrett@manahangroup.com

Card Holder: Ronald Jarrett

Card Type: American Express

Card: 37XXXXXXXXXX8041


Transaction Details

Other - Government Services
WV OASIS PAYMENT3045586708 WV
\$125.00

Will appear on your Sep 26 statement as WV OASIS PAYMENT3045586708 WV

Date
Sep 4

Card Member
RONALD A JARRETT - 28041

Contact Information
322 70TH ST SOUTH EAST
CHARLESTON, WV 25304
 (304) 341-0734

Membership Rewards

Rewards earned: 125 Points
Category: Other Purchases
May not reflect any promotional purchases.

Bonus: 

Expense Management

 Upload Receipt

TRANSACTION NOTES

Cancel | Save Notes

Tags

Add or Edit Tags

Transaction Reference Number

320252480630949057

Addendum #1

Source: Oasis 5/13/2026

File: Addendum No 1.pdf



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

State of West Virginia
 Centralized Request for Quote
 Service - Misc

Proc Folder: 1952476			Reason for Modification: Addendum No. 1
Doc Description: ADVERTISING SERVICES			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2026-05-13	2026-05-28 13:30	CRFQ 0506 HHR2600000002	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name: THE MANAHAN GROUP LLC

Address: 222 CAPITOL ST

Street:

City: CHARLESTON

State: WV **Country:** US **Zip:** 25301

Principal Contact: BETHANY WEST, PRESIDENT

Vendor Contact Phone: 304.343.2800 **Extension:** 5456

FOR INFORMATION CONTACT THE BUYER
 Crystal G Hustead
 (304) 558-2402
 crystal.g.hustead@wv.gov

Vendor Signature X *Bethany West* **FEIN#** 20-0201317 **DATE** 5/26/26

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

ADDITIONAL INFORMATION

Addendum No. 1 is issued for the following:

- 1. Responses to vendor questions attached. See Attachment A.
- 2. Revised Exhibit A - Pricing Pages attached.
- 3. For electronic bid submission in wvOASIS, Commodity Lines 2 through 11 have been inactivated. Only Commodity Line 1 is active. VENDORS MUST COMPLETE THE REVISED EXHIBIT A - PRICING PAGES AND ATTACH WITH THEIR ELECTRONIC SUBMISSION. THE OVERALL TOTAL COST FROM EXHIBIT A CAN BE ENTERED ON COMMODITY LINE 1.

***** FAILURE TO ATTACH THE PRICING PAGE TO THE ELECTRONIC BID SUBMISSION WILL BE GROUNDS FOR DISQUALIFICATION - THE PRICING PAGES MUST BE ATTACHED. *****

IF SUBMITTING A PAPER BID, VENDOR MUST COMPLETE THE ATTACHED REVISED EXHIBIT A - PRICING PAGES AND ATTACHED TO SUBMITTED BID.

- 4. The bid opening remains on 05/28/2026 at 1:30 pm EST.

No other changes.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Advertising Services	20.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Vendors must complete the attached pricing pages issued with Addendum No. 1. A copy of the pricing page must be attached with your submitted bid if submitting electronically or in paper to show breakdown of pricing. The Overall total cost can be entered on this commodity line.

Commodity Lines 2 through 11 have been inactivated.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Account Services	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Television Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Radio Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Outdoor Advertising	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Media Buys	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Print Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Internet/World Wide Web	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Survey, Analysis, Evaluation	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Design and Copy	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Data Acceptance and Transfer	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

SCHEDULE OF EVENTS

Line	Event	Event Date
1	VENDOR QUESTION DEADLINE	2026-05-05

SOLICITATION NUMBER: CRFQ 0506 HHR2600000002

Addendum Number: 1

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

1. Responses to vendor questions attached. See Attachment A.
2. Revised Exhibit A – Pricing Pages attached.
3. For electronic bid submission in wvOASIS, Commodity Lines 2 through 11 have been inactivated. Only Commodity Line 1 is active. VENDORS MUST COMPLETE THE REVISED EXHIBIT A – PRICING PAGES AND ATTACH WITH THEIR ELECTRONIC SUBMISSION. THE OVERALL TOTAL COST FROM EXHIBIT A CAN BE ENTERED ON COMMODITY LINE 1.

***** FAILURE TO ATTACH THE PRICING PAGE TO THE ELECTRONIC BID SUBMISSION WILL BE GROUNDS FOR DISQUALIFICATION – THE PRICING PAGES MUST BE ATTACHED. *****

IF SUBMITTING A PAPER BID, VENDOR MUST COMPLETE THE ATTACHED REVISED EXHIBIT A – PRICING PAGES AND ATTACHED TO SUBMITTED BID.

4. The bid opening remains on 05/28/2026 at 1:30 pm EST.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

CRFQ 0506 HHR2600000002 – ADDENDUM NO. 1

ATTACHMENT A

Questions and Responses:

- QUESTION 1:** Are you only seeking price? I don't see instructions to develop a written proposal with our firm's qualifications.
- ANSWER 1:** Please see the "Instructions to Vendors".
- QUESTION 2:** In the Unit Price, are you asking for the hourly rate or the calculation of hourly rate times hours identified in your solicitation?
- ANSWER 2:** A cost sheet has been added via this addendum.
- QUESTION 3:** Estimated Hours Clarification – The solicitation references a total of 400 estimated hours across all service categories. Can the agency confirm whether this estimate reflects an annual total, a monthly average, or the full anticipated usage over the life of the contract?
- ANSWER 3:** The estimated hours for each category represent the approximate hours for each project and is only an estimate. No future use of the Contract or any individual service is guaranteed or implied.
- QUESTION 4:** Media Commitment & Reimbursement Timing – Can the agency provide guidance on the typical timeline for reimbursement of approved media expenditures once invoiced?
- ANSWER 4:** The Department will process all payments in accordance with the State's Chapter 12 Article 10 Prompt Payment Act of 2025. As per that statute, a payment shall be issued in payment thereof within 45 days after a legitimate claim for payment is received by the state agency.
- QUESTION 5:** Pass-Through Cost Clarification – For media buys and third-party production expenses (e.g., talent, licensing, printing, subcontracted services), should these be treated as pass-through costs billed separately, or are they expected to be included within the hourly rates?
- ANSWER 5:** The costs for additional expenses from outside vendors should be treated as pass-through costs and not included in the hourly rates. Please see updated pricing page for pricing.
- QUESTION 6:** Historical Spend Context – Can the agency share any historical annual spend under similar advertising services contracts, including approximate media buying volume?
- ANSWER 6:** Requests for documentation of this nature can be obtained by interested parties through a Freedom of Information Act request to purchasingfoia@wv.gov.

QUESTION 7: **Work Order Process – Can the agency provide additional detail on the work order process, including typical approval timelines and whether work is coordinated through a centralized contact or by individual departments?**

ANSWER 7: Work order times may vary due to a wide variety of circumstances. The general process will be that the agency or its representative will reach out to the vendor with a request for services. The vendor and agency will collaborate to ensure the work order meets the needs of both parties and once agreed will be moved to agency purchasing for issuance of a delivery order. No work can be completed prior to issuance of a delivery order.

QUESTION 8: **Geographic Scope of Media Placement – Are campaigns expected to be limited to in-state media placements, or may they include out-of-state markets that effectively reach West Virginia audiences?**

ANSWER 8: Specifics for each campaign may vary and will be negotiated during the development of the work order.

QUESTION 9: **Can you provide additional context as to the volume of work or numbers of campaigns anticipated over the course of one year? Your pricing document outlines specific hours numbers for different services, but we are guessing those are not anticipate hours totals for an entire year. For instance, 10 hours of account service. Did you assign a number of hours to each category purely for the purpose of evaluating the bids?**

ANSWER 9: The estimated hours for each category represent the approximate hours for each project and is only an estimate. No future use of the Contract or any individual service is guaranteed or implied.

QUESTION 10: **Do you have a total budget, including media buys, you are anticipating investing in the fiscal year?**

ANSWER 10: The State of West Virginia does not disclose budget information.

QUESTION 11: **What is meant on the bid lines by “delivery days”... is that the anticipated number of days from the start of an assignment to completion?**

ANSWER 11: If this is in reference to using wvOASIS to submit your bid, the delivery days are not relevant to this RFQ.

QUESTION 12: **There is no Evaluation Criteria posted. Can you provide more detail about what you will be looking for in an ideal partner?**

ANSWER 12: This is a Request for Quotation. Vendors must meet or exceed all mandatory specifications as outlined in order to be considered for award.

QUESTION 13: Referring to Section 3.1, do prospective vendors need to have any prior public health experience?

ANSWER 13: Prior public health experience is not included in Section 3.1.

QUESTION 14: Referring to Section 3.2, is there no longer a requirement to have a member of staff with a Masters of Public Health?

ANSWER 14: Having a member of staff with a Masters of Public Health is not included in Section 3.2.

QUESTION 15: Referring to Section 3.4, Where it says, "Successfully completed at least three (3) comprehensive marketing projects", are there in size or scope requirements to this? Are there any public health requirements?

ANSWER 15: No, the requirements are outlined in Section 3.4.

QUESTION 16: An ad agency that placed three Facebook posts, one each for a plumber, a landscaper, and a handyman, combined budget of \$750, would this qualify?

ANSWER 16: The qualifications required for this Request for Quotations are outlined in Section 3. Qualifications. Vendors must meet these minimum qualifications in order to be considered for award.

QUESTION 17: If the plumber, landscaper and handyman were all the same person operating under separate LLC's would it still qualify?

ANSWER 17: The qualifications required for this Request for Quotations are outlined in Section 3. Qualifications. Vendors must meet these minimum qualifications in order to be considered for award.

QUESTION 18: Finally could the reference of the person being the plumber, landscaper, and handyman count as three references where references are needed?

ANSWER 18: The qualifications required for this Request for Quotations are outlined in Section 3. Qualifications. Vendors must meet these minimum qualifications in order to be considered for award.

QUESTION 19: Referring to Section 3.5, besides agreeing to this qualification, does the bidder need to show any proof prior to contract award that they have placed \$1.5 million at any one time?

ANSWER 19: Section 3.5 does not ask for proof.

QUESTION 20: If proof is required, would that be financial statements showing gross annual receipts of \$3 - \$5 million, or some other amount?

ANSWER 20: Section 3.5 does not ask for proof.

- QUESTION 21:** Referring to Section 4.1.1.2, will the selected agency have a direct line of communication with the Communications Director or their designee?
- ANSWER 21:** The selected vendor will be able to communicate directly with the Communications Director as needed; however, it is the responsibility of the agency seeking services from vendor to present and ensure approval from the Department's Communication Director.
- QUESTION 22:** In reference to Section 4.1.6.2, are contracts with third-party ratings data required to generate these outcome surveys measuring advertisement impact?
- ANSWER 22:** There is no specific requirement that the survey be completed by an external third-party.
- QUESTION 23:** In reference to the Cost Sheet, will there be a commodity line item added to process outside costs including but not limited to: media placements, printing, postage, pass through invoices, etc.?
- ANSWER 23:** A cost sheet has been added via this addendum.
- QUESTION 24:** In reference to the Cost Sheet, Will any media markup be allowed on those net amounts? If so, could you please include the calculations needed for Mark-Up, for example (1,500,000 x .05 Mark-up = \$1,575,000.00).
- ANSWER 24:** A cost sheet has been added via this addendum.
- QUESTION 25:** Are respondents required to submit any information other than the Oasis online forms?
- ANSWER 25:** All required documents are referenced within the solicitation.

QUESTION 26: Are any of the following documents required:
-Contract Manager Form
-Federal Funds Addendum
-Minority, Women Owned Business
-Purchasing Affidavit
-Interest Parties Disclosure Form
-In-State Vendor Preference
-Copy of Department of Administration Vendor Registration
-Letter of Good Standing with WV Tax Department
-Copy of Commercial General Liability Policy Boilerplate
-Copy of Workers Compensation Boilerplate

ANSWER 26: -Contract Manager Form – If referencing Section 11 of the solicitation specifications, information should be provided with the bid submission though not required.
-Federal Funds Addendum – Should be provided with the bid submission though not required.
-Minority, Women Owned Business – Per Section 14 of the Instructions to Vendors, preference is available for the purchase of motor vehicles and road construction and maintenance equipment.
-Purchasing Affidavit – The purchasing affidavit is no longer a required document, House Bill 4499 in 2022 eliminated the need for vendors to provide the Purchasing Affidavit and Interested Party Disclosure form during the bidding and award process.
-Interest Parties Disclosure – See previous answer.
-In-State Vendor Preference – See previous answer in response to Minority, Women Owned Business.
-Copy of Department of Administration Vendor Registration – Documentation not required with the bid.
-Letter of Good Standing with WV Tax Department – Documentation not required with the bid.
-Copy of Commercial General Liability Policy Boilerplate – Insurance certificates with the required coverages should be submitted with the bid, will be required upon award.
-Copy of Workers Compensation Boilerplate – See previous answer.

QUESTION 27: Will the state award single or multi-vendors as part of this contract?

ANSWER 27: There will be a single award to one (1) vendor.

QUESTION 28: Is this a new contract ore renewal? If renewal, can share you the list of current contract holders?

ANSWER 28: This is a solicitation for a new contract.

QUESTION 29: If multiple award, are we still required to meet each mandatory specification? If required, please confirm our ability to subcontract services for any one we are unable to execute in-house.

ANSWER 29: There will be a single award to one (1) vendor that meets all mandatory requirements listed in the specifications.

QUESTION 30: What is the allocated budget or approximate spend for this contract? If unable to provide, are you able to estimate the number of campaigns?

ANSWER 30: The State of West Virginia does not disclose budget information. There is not an estimate for the number of campaigns. The estimated hours for each category represent the approximate hours for each project and is only an estimate. No future use of the Contract or any individual service is guaranteed or implied.

OTHER INFORMATION:

1. The bid opening remains on 05/28/2026 at 1:30 pm EST.
2. Revised Exhibit A – Pricing Pages attached.

For electronic bid submission in wvOASIS, Commodity Lines 2 through 11 have been inactivated. Only Commodity Line 1 is active.

VENDORS MUST COMPLETE THE REVISED EXHIBIT A – PRICING PAGES AND ATTACH WITH THEIR ELECTRONIC SUBMISSION. THE OVERALL TOTAL COST FROM EXHIBIT A CAN BE ENTERED ON COMMODITY LINE 1.

******* FAILURE TO ATTACH THE PRICING PAGE TO THE ELECTRONIC BID SUBMISSION WILL BE GROUNDS FOR DISQUALIFICATION – THE PRICING PAGES MUST BE ATTACHED.*******

IF SUBMITTING A PAPER BID, VENDOR MUST COMPLETE THE ATTACHED REVISED EXHIBIT A – PRICING PAGES AND ATTACHED TO SUBMITTED BID.

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Service	Estimated Hours	All-Inclusive Hourly Rate	Estimated Cost
Contract Administration/ Consultation	110	\$	\$
Account Services	2200	\$	\$
Television Production	50	\$	\$
Radio Production	110	\$	\$
Outdoor Advertising	40	\$	\$
Media Buys	700	\$	\$
Print Media	500	\$	\$
Internet/World Wide Web	75	\$	\$
Survey, Analysis, Evaluation	1200	\$	
Design and Copy	65	\$	\$
Data Acceptance and Transfer	10	\$	\$
Advertising Services/Hourly Rates Subtotal			\$

A. Advertising Services/Hourly Rates

B. Media Buys Add-On:

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

ADD-ON FOR MEDIA BUYS PERCENTAGE _____%

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

_____ x \$2,750,000.00 = _____ Media Buys Add-on Subtotal.

(See next page)

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Advertising Services/Hourly Rates Subtotal (A): \$ _____

Media Buys Add-Ons Subtotal (B): \$ _____

Overall Total Cost: \$ _____

***(Advertising Services/Hourly Rates
Subtotal plus Media Buy Add-on Subtotal)***

Note: The estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less.

Vendor

By: _____

Title: _____

Date: _____

Address:

Business Phone Number: _____

Email: _____

Authorized Signature: _____

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ 0506 HHR260000002

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 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 MANAHAN GROUP LLC
Company
Bethany West
Authorized Signature
5/26/26
Date

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

Addendum #1 Pricing Pages

Source: Oasis 5/13/2026

File: Addendum No 1 Exhibit A Pricing Pages.pdf

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Service	Estimated Hours	All-Inclusive Hourly Rate	Estimated Cost
Contract Administration/ Consultation	110	\$	\$
Account Services	2200	\$	\$
Television Production	50	\$	\$
Radio Production	110	\$	\$
Outdoor Advertising	40	\$	\$
Media Buys	700	\$	\$
Print Media	500	\$	\$
Internet/World Wide Web	75	\$	\$
Survey, Analysis, Evaluation	1200	\$	
Design and Copy	65	\$	\$
Data Acceptance and Transfer	10	\$	\$
Advertising Services/Hourly Rates Subtotal			\$

A. Advertising Services/Hourly Rates

B. Media Buys Add-On:

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

ADD-ON FOR MEDIA BUYS PERCENTAGE _____%

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

_____ x \$2,750,000.00 = _____ Media Buys Add-on Subtotal.

(See next page)

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Advertising Services/Hourly Rates Subtotal (A): \$ _____

Media Buys Add-Ons Subtotal (B): \$ _____

Overall Total Cost: \$ _____

**(Advertising Services/Hourly Rates
Subtotal plus Media Buy Add-on Subtotal)**

Note: The estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less.

Vendor

By: _____

Title: _____

Date: _____

Address:

Business Phone Number: _____

Email: _____

Authorized Signature: _____

Final CRFQ

Source: Oasis 5/13/2026

File: Final_CRFQ_0506_HHR2600000002_2_WV_CRFQ_FORM.PDF



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

State of West Virginia
 Centralized Request for Quote
 Service - Misc

Proc Folder: 1952476		Reason for Modification:	
Doc Description: ADVERTISING SERVICES		Addendum No. 1	
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2026-05-13	2026-05-28 13:30	CRFQ 0506 HHR2600000002	2

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code:

Vendor Name: THE MANAHAN GROUP LLC

Address: 222 CAPITOL ST

Street:

City: CHARLESTON

State: WV **Country:** US **Zip:** 25301

Principal Contact: BETHANY WEST, PRESIDENT

Vendor Contact Phone: 304-343-2800 **Extension:** 5456

FOR INFORMATION CONTACT THE BUYER

Crystal G Hustead
 (304) 558-2402
 crystal.g.hustead@wv.gov

Vendor Signature X *Bethany West* **FEIN#** 20-0201317 **DATE** 5/26/26

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

ADDITIONAL INFORMATION

Addendum No. 1 is issued for the following:

1. Responses to vendor questions attached. See Attachment A.
2. Revised Exhibit A - Pricing Pages attached.
3. For electronic bid submission in wvOASIS, Commodity Lines 2 through 11 have been inactivated. Only Commodity Line 1 is active. VENDORS MUST COMPLETE THE REVISED EXHIBIT A - PRICING PAGES AND ATTACH WITH THEIR ELECTRONIC SUBMISSION. THE OVERALL TOTAL COST FROM EXHIBIT A CAN BE ENTERED ON COMMODITY LINE 1.
 ***** FAILURE TO ATTACH THE PRICING PAGE TO THE ELECTRONIC BID SUBMISSION WILL BE GROUNDS FOR DISQUALIFICATION - THE PRICING PAGES MUST BE ATTACHED. *****

IF SUBMITTING A PAPER BID, VENDOR MUST COMPLETE THE ATTACHED REVISED EXHIBIT A - PRICING PAGES AND ATTACHED TO SUBMITTED BID.

4. The bid opening remains on 05/28/2026 at 1:30 pm EST.

No other changes.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Advertising Services	20.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:
 Vendors must complete the attached pricing pages issued with Addendum No. 1. A copy of the pricing page must be attached with your submitted bid if submitting electronically or in paper to show breakdown of pricing. The Overall total cost can be entered on this commodity line.

Commodity Lines 2 through 11 have been inactivated.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Account Services	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	Television Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	Radio Production	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	Outdoor Advertising	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	Media Buys	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	Print Media	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	Internet/World Wide Web	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City US	WV	No City US	WV

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	Survey, Analysis, Evaluation	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	Design and Copy	50.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

INVOICE TO		SHIP TO	
VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER		VARIOUS AGENCY LOCATIONS AS INDICATED BY ORDER	
No City	WV	No City	WV
US		US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
11	Data Acceptance and Transfer	10.00000	HOUR		

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Commodity Lines 2 through 11 have been inactivated.

See Addendum No. 1 for more information about the pricing pages submission.

SCHEDULE OF EVENTS

<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	VENDOR QUESTION DEADLINE	2026-05-05

	Document Phase	Document Description	Page
HHR2600000002	Final	ADVERTISING SERVICES	8

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

Pricing Pages

CRFQ 0506 HHR2600000002 2

Advertising Services

Submitted By:

The Manahan Group LLC

222 Capitol Street

Charleston, WV 25301

304.343.2800

Bwest @manahangroup.com

304.343.2788 fax

**CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES**

Service	Estimated Hours	All-Inclusive Hourly Rate	Estimated Cost
Contract Administration/ Consultation	110	\$ 150.00	\$ 16,500.00
Account Services	2200	\$ 100.00	\$ 220,000.00
Television Production	50	\$ 100.00	\$ 5,000.00
Radio Production	110	\$ 28.00	\$ 3,080.00
Outdoor Advertising	40	\$ 28.00	\$ 1,120.00
Media Buys	700	\$ 100.00	\$ 70,000.00
Print Media	500	\$ 28.00	\$ 14,000.00
Internet/World Wide Web	75	\$ 28.00	\$ 2,100.00
Survey, Analysis, Evaluation	1200	\$ 28.00	33,600.00
Design and Copy	65	\$ 150.00	\$ 9,750.00
Data Acceptance and Transfer	10	\$ 4.00	\$ 40.00
Advertising Services/Hourly Rates Subtotal			\$ 375,190.00

A. Advertising Services/Hourly Rates

B. Media Buys Add-On:

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

ADD-ON FOR MEDIA BUYS PERCENTAGE 0 %

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

1.00 x \$2,750,000.00 = 2,750,000 Media Buys Add-on Subtotal.

(See next page)

CRFQ HHR26*2 – Exhibit A – Pricing Pages
Revised on Addendum No. 1
ADVERTISING SERVICES

Advertising Services/Hourly Rates Subtotal (A): \$ 375,190.00

Media Buys Add-Ons Subtotal (B): \$ 2,750,000.00

Overall Total Cost: \$ 3,125,190.00

(Advertising Services/Hourly Rates
Subtotal plus Media Buy Add-on Subtotal)

Note: The estimated hours and media buys noted on the Pricing Page for service categories are estimates for evaluation purposes only; actual hours may be more or less.

THE MANAHAN GROUP LLC
Vendor

By: BETHANY WEST

Title: PRESIDENT

Date: 5/26/26

Address:

222 CAPITOL ST

CHARLESTON, WV 25301

Business Phone Number: 304.343.2800

Email: BWEST@MANAHANGROUP.COM

Authorized Signature: Bethany West