



Brand Stories That Connect People

COMPETITIVE REQUEST FOR QUALIFICATIONS

Advertising Services

for the West Virginia Departments of Human Services, Health, and Health Facilities

CRFQ 0506 HHR2600000002

SUBMITTED TO

State of West Virginia
Department of Administration

CONTACT

Nicklaus Hart
Director of Business Development

SUBMITTED BY

Inner Action Media, LLC

CONTACT INFO

nick@inneractionmedia.com
304-940-9403

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May 2026

Evaluation Committee

State of West Virginia – Department of Administration
CRFQ 0506 HHR2600000002 – Advertising Services

To the Evaluation Committee:

Inner Action Media acknowledges receipt of Addendum No. 1 and has incorporated all revisions and updated pricing requirements into this submission.

Inner Action Media is pleased to submit this response for Advertising Services in relation to CRFQ 0506 HHR2600000002. IAM is a West Virginia based integrated advertising and media agency specializing in statewide campaign execution, media buying, video production, digital advertising, and measurable reporting for public institutions and healthcare systems.

As the Agency of Record for the West Virginia Lottery, IAM manages statewide advertising campaigns across television, streaming, digital, radio, social media, and out-of-home platforms. Our team also produces all Lottery television commercials in-house, allowing for streamlined production, faster deployment, and stronger campaign coordination.

In addition to our Lottery work, IAM supports marketing, media buying, and communication initiatives across the WVU Medicine system and affiliated hospitals and institutes throughout West Virginia. Our team regularly produces WVU Medicine video content in-house while also managing media buying, digital advertising deployment, and programmatic advertising campaigns across multiple WVU Medicine entities, service lines, and regional markets.

Through our partnership with WV Digital, IAM manages more than \$1.5M annually in recurring media placements across Connected TV, OTT, display, streaming audio, paid social, search, and digital out-of-home inventory.

We understand the importance of clear public communication, responsive service, and measurable campaign performance. We appreciate your consideration and look forward to supporting the communication and outreach goals of the State of West Virginia.

Respectfully submitted,

Nicklaus Hart

Director of Business Development · Inner Action Media

SECTION 2

Executive Summary

Inner Action Media is a full-service West Virginia advertising agency focused on strategic storytelling paired with measurable delivery.

We help organizations connect with audiences through integrated advertising campaigns that combine media buying, creative production, digital targeting, analytics, and reporting. Our work is designed to drive engagement, awareness, participation, and public trust.

IAM currently manages statewide advertising campaigns for the West Virginia Lottery while also supporting communication and outreach initiatives across the WVU Medicine system, including media buying, digital advertising deployment, and programmatic campaign management.

Our team provides media buying and placement, television and radio production, digital advertising, campaign analytics and reporting, audience targeting, outdoor and print advertising, design, and copywriting services.

Through WV Digital, IAM manages more than \$1.5M annually in recurring media placements across display, OTT/CTV, streaming audio, paid social, search, and DOOH platforms. Campaigns are monitored in real time, optimized continuously, and supported with reporting designed to clearly communicate reach, engagement, and performance.

15+

Years in business

\$1.5M+

Annual media managed via WV Digital

3

Office locations across WV & MD

SECTION 3 – VENDOR QUALIFICATIONS

3.1 Advertising Experience

Inner Action Media has more than 15 years of experience delivering statewide advertising, media buying, public relations, marketing, digital communications, and research services for public agencies, healthcare systems, nonprofits, and regional organizations throughout West Virginia and the surrounding region.

As the Agency of Record for the West Virginia Lottery, IAM manages integrated statewide campaigns across television, OTT/CTV, radio, digital, streaming audio, social media, and digital out-of-home platforms. This work includes statewide media planning, audience targeting, creative deployment, campaign reporting, compliance coordination, and multi-platform scheduling.

IAM also produces all Lottery television commercials in-house, allowing creative production to align directly with media strategy and deployment. Recent Lottery campaigns have delivered more than 15M statewide impressions, 365,000+ video completions, and 116,000+ attributed visits across platforms including Hulu, ESPN, FOX Sports, Meta, Snapchat, YouTube, and statewide digital inventory.

IAM also supports marketing and communication initiatives across the WVU Medicine system and affiliated hospitals and institutes throughout West Virginia. This includes recruitment advertising, healthcare awareness campaigns, service line marketing, institutional storytelling, media buying, programmatic advertising, television campaigns, streaming campaigns, and in-house video production.

IAM combines creative production, strategic planning, audience targeting, analytics, and reporting under one roof, allowing campaigns to move efficiently from planning through deployment.

3.2 Dedicated Staff by Service Area

EXECUTIVE LEADERSHIP & STRATEGY

- Jim Matuga – President
- Brian Jarvis – Vice President of IAM & President of WV Digital
- Dylan Sheldon – Vice President of Operations
- Nicklaus Hart – Director of Business Development

ACCOUNT SERVICES & PROJECT MANAGEMENT

- Dylan Sheldon
- Nicklaus Hart
- Liza Heiskell – Creative Director of Video Production

CREATIVE SERVICES & PRODUCTION

- Liza Heiskell
- Gabe Ofca – Director of Photography

TELEVISION, RADIO & VIDEO PRODUCTION

- Liza Heiskell
- Gabe Ofca
- Dylan Sheldon

MEDIA PLANNING & BUYING

- Brian Jarvis
- Alex Kraus – Digital Content & Production Manager
- Cole Pancake – Digital Advertising Specialist

ANALYTICS, REPORTING & OPTIMIZATION

- Brian Jarvis
- Alex Kraus
- Cole Pancake

DIGITAL ADVERTISING & PROGRAMMATIC DEPLOYMENT

- Brian Jarvis
- Alex Kraus
- Cole Pancake

PRINT, OUTDOOR & CAMPAIGN COORDINATION

- Alex Kraus
- Cole Pancake

3.3 Personnel Experience

Jim Matuga – President

EXECUTIVE OVERSIGHT & SENIOR STRATEGY

Jim Matuga provides executive oversight, senior strategy leadership, and creative direction for IAM campaigns. He has led advertising and communications initiatives for statewide organizations including the West Virginia Lottery, WVU Medicine, and numerous regional institutions throughout West Virginia. A marketing professional since 1988, Jim is also the author of *Marketing Matters* and *Humble Influence*, and founder and host of the *Positively West Virginia* podcast.

Brian Jarvis – Vice President of IAM & President of WV Digital

DIGITAL MEDIA STRATEGY & PROGRAMMATIC ADVERTISING

Brian Jarvis directs digital media strategy, analytics, audience targeting, and programmatic advertising initiatives. He oversees more than \$1.5M annually in recurring media placements across OTT/CTV, display, streaming audio, paid social, and search platforms. Brian also serves as President of WV Digital, IAM's digital media division managing statewide programmatic campaigns.

Dylan Sheldon – Vice President of Operations

CAMPAIGN EXECUTION & ACCOUNT COORDINATION

Dylan Sheldon oversees campaign execution, workflow management, account coordination, and multi-platform deployment. With more than 11 years at IAM, he directs day-to-day operations across media, production, and client communication initiatives. Dylan will serve as the primary Account Executive and operational lead for the State's engagement.

Nicklaus Hart – Director of Business Development

STRATEGIC PARTNERSHIPS & CLIENT ENGAGEMENT

Nicklaus Hart oversees strategic partnerships, proposal development, communications planning, and statewide client engagement efforts. He supports agency coordination across healthcare, public sector, and institutional accounts, and serves as IAM's primary point of contact for this engagement.

3.3 Personnel Experience (continued)

Liza Heiskell — Creative Director of Video Production

PRODUCTION LOGISTICS & CAMPAIGN COORDINATION

Liza Heiskell coordinates production logistics, scheduling, on-site execution, and client communication across video production and campaign initiatives. A National Daytime Emmy Award winner with experience producing for TLC, Discovery, NBC News, and Fox, Liza leads IAM's video production division and supports statewide production coordination and operational workflow management.

Gabe Ofca — Director of Photography

VISUAL PRODUCTION & CINEMATOGRAPHY

Gabe Ofca leads visual production execution across video production, cinematography, lighting, and visual storytelling initiatives for IAM campaigns and statewide advertising projects. He brings technical precision and intentional perspective to every production, specializing in cinematic marketing content and FPV/drone cinematography.

Alex Kraus — Digital Content & Production Manager

CAMPAIGN DEPLOYMENT & ANALYTICS

Alex Kraus supports campaign deployment, optimization, audience segmentation, analytics, digital reporting, and creative coordination across multiple advertising platforms and campaign environments. A WVU graduate with a master's degree in Digital Marketing Communications, Alex began his career in sports broadcasting covering the PGA Tour and the Paris Olympics.

Cole Pancake — Digital Advertising Specialist

PAID MEDIA & DIGITAL CAMPAIGN EXECUTION

Cole Pancake supports digital campaign deployment, paid media coordination, audience targeting, optimization, and reporting initiatives across statewide advertising campaigns and digital media platforms. He brings a strategic background in outdoor industry digital marketing to IAM's campaign execution work.

3.4 Comprehensive Marketing Projects



West Virginia Lottery – Jurassic Campaign

2025 – STATEWIDE MULTI-PLATFORM CAMPAIGN

IAM developed and deployed a fully integrated statewide advertising campaign across television, OTT/CTV, social media, streaming audio, display, and digital out-of-home platforms. Campaign efforts included statewide media planning, creative deployment, audience targeting, optimization, and reporting.

7.54M

Total Impressions

365,000+

Video Completions

25,000+

Clicks



West Virginia Lottery – Holiday Campaign

2025 + STATEWIDE SEASONAL CAMPAIGN

IAM developed and managed a statewide holiday advertising campaign promoting seasonal Lottery initiatives across television, streaming, radio, digital advertising, paid social, and digital out-of-home placements. Campaign efforts included television and OTT/CTV deployment, streaming audio, digital advertising, paid social, campaign reporting, optimization, in-house video production, and creative development. The campaign focused on statewide awareness, seasonal engagement, and coordinated cross-platform deployment during one of the Lottery's highest visibility campaign periods.

11M+

Total Impressions

11,000+

Clicks

98%

Video Completion Rate



Scan to watch

vimeo.com/1118887773/4cf54adc9b



West Virginia Lottery – Millionaire for Life Campaign

2026 • STATEWIDE MULTI-PLATFORM CAMPAIGN

IAM executed a statewide integrated advertising campaign supporting the Millionaire for Life scratch-off initiative through broadcast, streaming, digital, and social advertising placements. Campaign efforts included statewide television deployment, programmatic display, OTT/CTV, paid social, streaming audio, audience targeting, optimization, campaign analytics, and reporting. IAM managed campaign strategy, creative deployment, media buying, optimization, and reporting internally across all major channels.

42M+

Total Impressions

54,000+

Clicks

0.55%

CTR

90%

Video Completion Rate



Scan to watch

vimeo.com/1166496626/c5a8b99077

WVU Medicine – Systemwide Campaign Support

2025-2026 YTD - ONGOING STATEWIDE HEALTHCARE CAMPAIGN

IAM continues to support marketing, recruitment, healthcare awareness, and institutional storytelling initiatives across the WVU Medicine system and affiliated hospitals and institutes throughout West Virginia, including WVU Medicine Ruby Memorial Hospital, WVU Medicine Institutes, United Hospital Center, Wheeling Hospital / Reynolds Memorial Hospital, Summersville Regional Medical Center, and Braxton County Memorial Hospital.

Campaign support includes programmatic recruitment advertising, OTT/CTV deployment, digital media buying, healthcare awareness campaigns, physician and patient storytelling, reporting, and audience targeting optimization.

HIGHLIGHTED – WHEELING HOSPITAL CAMPAIGN RESULTS

4.1M+ Impressions	20,000 Clicks	0.45% CTR
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Note: Unless otherwise specified, IAM managed all media buying, reporting, production of both video and static creative, analytics, and optimization internally for each campaign listed. These campaigns were deployed across Hulu, ESPN, FOX Sports, Meta, Snapchat, YouTube, and statewide DOOH inventory.

3.5 Media Placement Capacity

IAM has the operational and financial capacity to pledge, coordinate, and place more than \$1.5 million in advertising media annually prior to reimbursement.

Through WV Digital, IAM currently manages more than \$1.5M annually in recurring media placements across television, OTT/CTV, display, streaming audio, social media, search, and digital out-of-home platforms.

3.6 Subcontractors

IAM performs the majority of listed services internally, including media buying, campaign strategy, analytics, reporting, digital advertising deployment, television production, graphic design, and account management.

When specialized services are required, IAM may coordinate with approved vendors or subcontractors for services such as print production, specialty fabrication, broadcast trafficking, photography, or large-scale outdoor placements. IAM maintains oversight of all subcontracted services to ensure quality, accountability, and alignment with project objectives.

3.7 Dedicated Account Support

IAM will dedicate personnel specifically to the Department's account to ensure responsive communication, organized project management, and coordinated campaign execution.

Nicklaus Hart, Director of Business Development, will serve as the primary Account Executive and operational lead for the engagement. Additional support personnel will be assigned across creative, media buying, analytics, reporting, and production services as needed to support statewide campaign deployment and ongoing communication needs.

SECTION 4

Response to Scope of Services

4.1 Media Buying & Advertising Placement

IAM supports media planning, buying, placement, trafficking, optimization, and reporting across television, radio, print, outdoor, digital, streaming, and programmatic channels. Capabilities include programmatic display, OTT/CTV, streaming audio, paid social, search, broadcast television, radio, print placement, geotargeting, retargeting, digital out-of-home, and traditional out-of-home advertising. Campaigns are monitored and optimized in real time to maximize efficiency and performance.

4.2 Creative & Production Services

IAM provides in-house creative, design, copywriting, television production, radio production, digital ad creative, motion graphics, social media creative, print layout, video editing, and closed captioning support. Our team produces commercial campaigns, public awareness content, educational materials, institutional stories, recruitment videos, and platform-specific creative assets designed for broadcast, digital, social, and print environments.

4.3 Digital Advertising & Web Services

IAM supports digital campaign deployment and web-related advertising services through landing page coordination, SEM/SEO support, conversion tracking, campaign integration, geofencing, retargeting, and programmatic targeting. Our team deploys integrated campaigns across display, streaming, mobile, search, and social platforms to maximize reach and audience engagement.

4.4 Analytics, Reporting & Evaluation

IAM provides campaign analytics and reporting including impression tracking, CTR analysis, video completion rates, geographic reporting, audience engagement, and campaign optimization recommendations. Reporting is designed to help clients clearly understand campaign performance and make informed decisions throughout the life of each engagement.

SECTION 5

References

Sara Harpold
Senior Advertising Manager
West Virginia Lottery
sharphold@wvlottery.com

Anthony Condia
Chief Marketing Officer
WVU Medicine
anthony.condia@wvumedicine.org

Russ Rogerson
President & CEO
Morgantown Area Partnership
russ@morgantownpartnership.com

Additional references available upon request.

SECTION 6

Conclusion

Inner Action Media is built to support statewide advertising initiatives with flexibility, accountability, and measurable results.

Our experience managing integrated campaigns for the West Virginia Lottery and healthcare communication initiatives across the WVU Medicine system demonstrates our ability to execute complex advertising efforts while maintaining responsiveness, transparency, and performance oversight.

We appreciate the opportunity to submit this response and look forward to supporting the communication goals of the State of West Virginia.

Respectfully submitted,

Nicklaus Hart
Director of Business Development · Inner Action Media

Submission Certification

SUBMITTED BY

Inner Action Media, LLC

FEIN

45-3674130

AUTHORIZED REPRESENTATIVE

Nicklaus Hart
Director of Business Development

BUSINESS ADDRESS

1451 Earl L. Core Rd., Suite 2
Morgantown, WV 26505

PHONE

304-940-9403

EMAIL

nick@inneractionmedia.com

AUTHORIZED SIGNATURE



DATE

May 25, 2026



Inner Action Media, LLC

1451 Earl L. Core Rd., Suite 2 · Morgantown, WV 26505 · inneractionmedia.com

In accordance with WV Code Section 5A-3-37, Inner Action Media, LLC requests preference for our residency status. The Vendor Preference Certificate is attached with this submission. We are requesting 5% vendor preference having satisfied both Part 1 Section 1 and Part 2.

We request that our bid of \$576,850.00 be reduced by 5% for calculation purposes to compete with out of state vendor bids.

**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	\$ 100	\$ 11,000
Account Services	2200	\$ 100	\$ 220,000
Television Production	50	\$ 150	\$ 7,500
Radio Production	110	\$ 100	\$ 11,000
Outdoor Advertising	40	\$ 60	\$ 2,400
Media Buys	700	\$ 100	\$ 70,000
Print Media	500	\$ 60	\$ 30,000
Internet/World Wide Web	75	\$ 60	\$ 4,500
Survey, Analysis, Evaluation	1200	\$ 100	220,000
Design and Copy	65	\$ 150	\$ 9,750
Data Acceptance and Transfer	10	\$ 60	\$ 600
Advertising Services/Hourly Rates Subtotal			\$ 576,850

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.

0 x \$2,750,000.00 = 0 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): \$ 576,850

Media Buys Add-Ons Subtotal (B): \$ 0

Overall Total Cost: \$ 576,850

**(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.

Inner Action Media
Vendor

By: Nicklaus Hart
Title: Director of Business Development
Date: 05/19/2026

Address:
1451 Earl L Core Rd, Suite 2
Morgantown, WV 26501
Business Phone Number: 304-940-9403
Email: nick@inneractionmedia.com

Authorized Signature: 

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ 0506 HHR2600000002

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.

Inner Action Media

Company



Authorized Signature

05/19/2026

Date

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

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

(Printed Name and Title) Nicklaus Hart, Director of Business Development

(Address) 1451 Earl L Core Rd, Suite 2, Morgantown, WV 26505


(Phone Number) / (Fax Number) 304-940-9403

(email address) nick@inneractionmedia.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.

Inner Action Media

(Company) 

(Signature of Authorized Representative)

Nicklaus Hart, Director of Business Development

(Printed Name and Title of Authorized Representative) (Date)

304-940-9403

(Phone Number) (Fax Number)

nick@inneractionmedia.com

(Email Address)

State of West Virginia
VENDOR PREFERENCE CERTIFICATE

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

1. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; **or**,
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or**,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,
2. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
3. **Application is made for 2.5% vendor preference for the reason checked:**
 Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or**,
4. **Application is made for 5% vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,
5. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,
6. **Application is made for 3.5% vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.
8. **Application is made for reciprocal preference.**
 Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

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

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

Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Inner Action Media

Signed: 

Date: 05/25/2026

Title: Director of Business Development

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