



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

Request for Quotation

RFQ NUMBER
95110001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
BUYER 33
304-558-2402

VENDOR

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

SHIP TO

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	EA		915-03		See Enclosed Bid Form
ADVERTISING SERVICES REQUEST FOR QUOTATION (RFQ) THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS, IS SOLICITING BIDS TO PROVIDE THE AGENCY WITH ADVERTISING SERVICES FOR THE DEPARTMENT OF TRANSPORTATION AND ITS DIVISIONS PER THE ATTACHED SPECIFICATIONS. A MANDATORY PRE-BID WILL BE HELD ON NOVEMBER 4, 2010 A 10:00 AM AT THE DIVISION OF HIGHWAYS CONFERENCE ROOM A-122 LOCATED IN BUILDING 5 ON THE WV CAPITOL COMPLEX IN CHARLESTON, WEST VIRGINIA ALL INTERESTED PARTIES ARE REQUIRED TO ATTEND THIS MEETING. FAILURE TO ATTEND THE MANDATORY PRE-BID SHALL RESULT IN DISQUALIFICATION OF THE BID. NO ONE PERSON MAY REPRESENT MORE THAN ONE BIDDER. AN ATTENDANCE SHEET WILL BE MADE AVAILABLE FOR ALL POTENTIAL BIDDERS TO COMPLETE. THIS WILL SERVE AS THE OFFICIAL DOCUMENT VERIFYING ATTENDANCE AT THE MANDATORY PRE-BID. FAILURE TO PROVIDE YOUR COMPANY AND REPRESENTATIVE NAME ON THE ATTENDANCE SHEET WILL RESULT IN DISQUALIFICATION OF THE BID. THE STATE WILL NOT ACCEPT ANY OTHER DOCUMENTATION TO VERIFY ATTENDANCE. THE BIDDER IS RESPONSIBLE FOR ENSURING THEY HAVE COMPLETED THE INFORMATION REQUIRED ON THE ATTENDANCE SHEET. THE PURCHASING DIVISION AND THE STATE AGENCY						

RECEIVED
 2010 NOV 29 PM 4:13
 WV PURCHASING DIVISION

SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
SIGNATURE <i>[Signature]</i>	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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

GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or Fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).



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

Request for Quotation

RFQ NUMBER
 95110001

PAGE
 2

ADDRESS CORRESPONDENCE TO ATTENTION OF
 BUYER 33
 304-558-2402

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

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
------	----------	-----	--------	-------------	------------	--------

WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUDE THEIR E-MAIL ADDRESS AND FAX NUMBER.

ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.

TECHNICAL QUESTIONS CONCERNING THIS PROJECT MUST BE SUBMITTED IN WRITING TO KRISTA FERRELL IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT KRISTA.S.FERRELL@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS MONDAY, NOVEMBER 8, 2010 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED.

EXHIBIT 10

REQUISITION NO.:

ADDENDUM ACKNOWLEDGEMENT

I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.

ADDENDUM NO.'S:

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-342-0161	DATE 11/29/10
---------------------------------	---------------------------	------------------

TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE
----------------------------	-------------------	-----------------------------------

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



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

Request for Quotation

RFQ NUMBER
95110001

PAGE
3

ADDRESS CORRESPONDENCE TO ATTENTION OF
BUYER 33
304-558-2402

PROPERTY

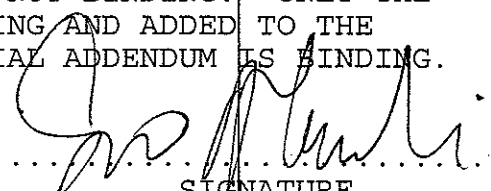
*709043838 304-342-0161
 CHARLES RYAN ASSOCIATES INC
 BB&T SQUARE
 300 SUMMERS STREET SUITE 1100
 CHARLESTON WV 25301


SHIP TO

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
NO. 1	...	X	...			
NO. 2	...	X	...			
NO. 3	...	X	...			
NO. 4	...	X	...			
NO. 5					
<p>I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF TH ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.</p> <p>VENDOR MUST CLEARLY UNDERSTAND THAT ANY VERBAL REPRESENTATION MADE OR ASSUMED TO BE MADE DURING ANY ORAL DISCUSSION HELD BETWEEN VENDOR'S REPRESENTATIVES AND ANY STATE PERSONNEL IS NOT BINDING. ONLY THE INFORMATION ISSUED IN WRITING AND ADDED TO THE SPECIFICATIONS BY AN OFFICIAL ADDENDUM IS BINDING.</p> <p style="text-align: center;">  SIGNATURE Charles Ryan Associates..... COMPANY 11/29/10 DATE </p> <p>NOTE: THIS ADDENDUM ACKNOWLEDGEMENT SHOULD BE SUBMITTED WITH THE BID.</p> <p>REV. 09/21/2009</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
SIGNATURE 	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

Request for Quotation

RFO NUMBER
 95110001

PAGE
 4

ADDRESS CORRESPONDENCE TO ATTENTION OF
 BUYER 33
 304-558-2402

VENDOR

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

SHIP TO

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
EXHIBIT 3						
LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.						
UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.						
RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.						
CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.						
OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE 	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

**Request for
 Quotation**

RFQ NUMBER
 95110001

PAGE
 5

ADDRESS CORRESPONDENCE TO ATTENTION OF
 BUYER 33
 304-558-2402

V
E
N
D
O
R

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

S
H
I
P
T
O

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
------	----------	-----	--------	-------------	------------	--------

IMMEDIATE DELIVERY IN EMERGENCIES DUE TO UNFORESEEN CAUSES (INCLUDING BUT NOT LIMITED TO DELAYS IN TRANSPORTATION OR AN UNANTICIPATED INCREASE IN THE VOLUME OF WORK.)

QUANTITIES: QUANTITIES LISTED IN THE REQUISITION ARE APPROXIMATIONS ONLY, BASED ON ESTIMATES SUPPLIED BY THE STATE SPENDING UNIT. IT IS UNDERSTOOD AND AGREED THAT THE CONTRACT SHALL COVER THE QUANTITIES ACTUALLY ORDERED FOR DELIVERY DURING THE TERM OF THE CONTRACT, WHETHER MORE OR LESS THAN THE QUANTITIES SHOWN.

ORDERING PROCEDURE: SPENDING UNIT(S) SHALL ISSUE A WRITTEN STATE CONTRACT ORDER (FORM NUMBER WV-39) TO THE VENDOR FOR COMMODITIES COVERED BY THIS CONTRACT. THE ORIGINAL COPY OF THE WV-39 SHALL BE MAILED TO THE VENDOR AS AUTHORIZATION FOR SHIPMENT, A SECOND COPY MAILED TO THE PURCHASING DIVISION, AND A THIRD COPY RETAINED BY THE SPENDING UNIT.

BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.

THE TERMS AND CONDITIONS CONTAINED IN THIS CONTRACT SHALL SUPERSEDE ANY AND ALL SUBSEQUENT TERMS AND CONDITIONS WHICH MAY APPEAR ON ANY ATTACHED PRINTED DOCUMENTS SUCH AS PRICE LISTS, ORDER FORMS, SALES AGREEMENTS OR MAINTENANCE AGREEMENTS, INCLUDING ANY ELECTRONIC MEDIUM SUCH AS CD-ROM.

REV. 05/26/2009

NOTICE

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE 	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

Request for Quotation

RFQ NUMBER
95110001

PAGE
6

ADDRESS CORRESPONDENCE TO ATTENTION OF
BUYER 33 304-558-2402

VENDOR

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

SHIP TO

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
10/25/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p> <p>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:</p> <p>SEALED BID</p> <p>BUYER: KRISTA FERRELL-FILE 33</p> <p>RFQ. NO.: DOH-95110001</p> <p>BID OPENING DATE: 11/16/2010</p> <p>BID OPENING TIME: 1:30 PM</p> <p>PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:</p> <p>----- 304-342-1941 -----</p> <p>CONTACT PERSON (PLEASE PRINT CLEARLY):</p> <p>----- Susan Lavenski -----</p>						

SIGNATURE			SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
TITLE Managing Director		FEIN 261136195	TELEPHONE 304-342-0161	DATE 11/29/10	
ADDRESS CHANGES TO BE NOTED ABOVE					

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

Request for Quotations Department of Transportation

ADVERTISING SERVICES RFQ DOH95110001

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

Mandatory Requirements & Bid Evaluation

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

A mandatory pre-bid conference will be held at 10:00 am, November 4, 2010 at the agency's location in Building 5 located on the West Virginia State Capitol Complex in Charleston, WV. The meeting will be held in Room A-122. Attendance is mandatory; vendors failing to attend and properly register at the pre-bid conference will be automatically disqualified. Written questions will be accepted and must be submitted to the Purchasing Division as follows:

Krista S. Ferrell, Buyer Supervisor (for File 33)
WV Purchasing Division
2019 Washington Street, East
Charleston, WV 25305
Phone: 304-558-2596
Fax: 304-558-4115
Email: Krista.s.ferrell@wv.gov

Vendors will be given a twenty-four hour period in which to submit additional questions immediately following the pre-bid conference to the Purchasing Division as indicated above. Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances

the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

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

Part 2.0 Mandatory Qualifications and Experience Requirements

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

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

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

The successful vendor shall be solely responsible for all work performed under the contract and **shall** assume Prime Contractor responsibility for all services delivered under the terms of this contract

Part 3.0 Scope of Services and Contract Performance Requirements

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

- Market Analysis;
- Theme development;
- Creative concepts and art direction;

- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;
- Incorporating appropriate logos and taglines into all campaign materials;
- Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations;
- Measuring effectiveness/outcome studies;
- Working under short timeframes and deadlines; and
- Television Public Service Announcement (PSA) production.

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

While it is expected that the majority of services provided under this contract will be media buys, the WV DOT shall have the option to request any other advertising and marketing services.

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

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

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

The successful Vendor must provide media placement proposals within five business days or less from receipt of the written agency requests.

Reporting for all other tasks performed shall be provided within five business days of completion.

Television PSA production shall be requested by the agency in writing and must be completed and edited within ten business days from production.

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

Part 4.0 Pricing Requirements:

Vendors **shall** be required to submit cost bids based on the information contained in the attached Bid Form. The total **shall** reflect all costs associated with meeting the requirements

and services listed in the RFQ being offered by the Vendor as part of the Vendor's response, inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Vendors shall quote an add-on percentage for media buys which shall be firm for the life of the contract. If a Vendor fails to provide the add-on percentage as indicated on the bid form, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Vendors shall quote an add-on percentage for any subcontracted services which shall be firm for the life of the contract. If a Vendor fails to provide the add-on percentage as indicated on the bid form, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

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

**ADVERTISING & MARKETING SERVICES
DOT95110001 BID FORM**

A. Advertising & Marketing Services

Service	Estimated Hours	All Inclusive Hourly Rate	Extended Cost
Television Production	50	\$45	\$ 2,250
Radio Production	25	\$45	\$ 1,125
Media Buys	300	\$ 0	\$ 0
Outdoor Advertising	25	\$45	\$ 1,125
Print Media	25	\$45	\$ 1,125
Internet/Worldwide Web	25	\$45	\$ 1,125
Survey, Analysis, Evaluation	200	\$45	\$ 9,000
Contract Administration/Consultation	25	\$45	\$ 1,125
Subtotal			\$16,875

B. Media Buying Percentage

Media Buy Add-On Percentage	Percentage	Extended Cost
Reminder: This percentage must be quoted if applicable. Failing to provide a percentage add-on shall negate any such charge throughout the life of the contract.		
Add-On Percentage	5 %	
Add-On Calculation: Multiply percentage by \$500,000	5 %	\$ 25,000

C. Sub-Contractor Percentage

Sub-Contractor Add-On Percentage	Percentage	Extended Cost
Reminder: This percentage must be quoted if applicable. Failing to provide a percentage add-on shall negate any such charge throughout the life of the contract.		
Add-On Percentage	5 %	
Add-On Calculation: Multiply percentage by \$150,000	5 %	\$ 7,500

D. Total Bid

Table A Extended Total	\$ 16,875
Table B Extended Total	\$ 25,000
Table C Extended Total	\$ 7,500
GRAND TOTAL	\$ 49,375

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

Charles Ryan Associates

Vendor

By: Susan Lavenski



Title: Managing Director

Date: 11/29/10

Address:

300 Summers St., Suite 1100

Charleston, WV 25301

Business Phone No 304-342-0161

VENDOR PREFERENCE CERTIFICATE

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

- 1. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is an individual resident vendor... or Bidder is a partnership... or Bidder is a nonresident vendor...
2. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project...
3. Application is made for 2.5% resident vendor preference for the reason checked: Bidder is a nonresident vendor employing a minimum of one hundred state residents...
4. Application is made for 5% resident vendor preference for the reason checked: Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above...
5. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is an individual resident vendor who is a veteran of the United States armed forces...
6. Application is made for 3.5% resident vendor preference who is a veteran for the reason checked: Bidder is a resident vendor who is a veteran of the United States armed forces...

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

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

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

Bidder: Charles Ryan Associates Signed: [Signature] Title: Managing Director Date: 11/29/10

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

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

Under penalty of law for false swearing (**West Virginia Code §61-5-3**), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: Charles Ryan Associates

Authorized Signature: [Signature] Date: Nov 29, 2010

State of West Virginia

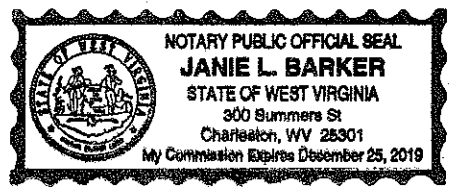
County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 29 day of Nov., 2010.

My Commission expires 12-25, 2019.

AFFIX SEAL HERE

NOTARY PUBLIC Janie L. Barker





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

Quotation

95110001

1

ADDRESS CORRESPONDENCE TO ATTENTION OF

BUYER 33
 304-558-2402

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

SHIP TO
 DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
11/03/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 1						
THIS ADDENDUM IS ISSUED TO ADD PAGES 8 AND 10 INADVERTANTLY OMITTED FROM THE ORIGINAL RFQ.						
BID OPENING DATE REMAINS: 11/16/2010						
BID OPENING TIME REMAINS: 1:30 PM						
***** END ADDENDUM NO. 1 *****						
0001	1	EA		915-03		
ADVERTISING SERVICES						
***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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

the opportunity for people and communities to enjoy environmentally sensitive and economically sound development. WV DOT provides essential services in transportation, tourism and economic development including but not limited to the following:

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

Part 2.0 Mandatory Qualifications and Experience Requirements

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

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

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

The successful vendor shall be solely responsible for all work performed under the contract and shall assume Prime Contractor responsibility for all services delivered under the terms of this contract

Part 3.0 Scope of Services and Contract Performance Requirements

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

- Market Analysis;
- Theme development;
- Creative concepts and art direction;

and services listed in the RFQ being offered by the Vendor as part of the Vendor's response, inclusive of expenses. Vendors **shall** provide an all inclusive hourly rate for completion of indicated service categories. Such hourly rates shall be firm, fixed all-inclusive hourly rates for the life of the contract. **Estimated hours noted on the Bid Form for service categories are estimates for bid evaluation purposes only; actual hours may be more or less at the discretion of DOT.**

Vendors shall quote an add-on percentage for media buys which shall be firm for the life of the contract. If a Vendor fails to provide the add-on percentage as indicated on the bid form, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

Vendors shall quote an add-on percentage for any subcontracted services which shall be firm for the life of the contract. If a Vendor fails to provide the add-on percentage as indicated on the bid form, it shall be interpreted to mean that no add-on charge is required and none shall be granted.

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



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

Request for Quotation

RFQ NUMBER
 95110001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF
 BUYER 33
 304-558-2402

LINE CODE

RFQ COPY
 TYPE NAME/ADDRESS HERE

S
H
P
T
O

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
11/12/2010				

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UQP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO 2						
THIS ADDENDUM IS ISSUED TO:						
1.) TO ADD OFFICE OF ADMINISTRATIVE HEARING TO PARAGRAPH 1 PAGE 7 OF THE SPECIFICATIONS.						
2.) PROVIDE A COPY OF THE MANDATORY PRE-BID ATTENDEE LIST.						
BID OPENING DATE REMAINS: 11/16/2010						
BID OPENING TIME REMAINS: 1:30 PM						
***** END ADDENDUM NO. 2 *****						
0001	1	EA		915-03		
ADVERTISING SERVICES						
***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *[Signature]* TELEPHONE 304-342-0161 DATE 11/29/10
 TITLE Managing Director FEIN 261136195

ADDRESS CHANGES TO BE NOTED ABOVE

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

GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
4. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods this Purchase Order/Contract becomes void and of no effect after June 30.
5. Payment may only be made after the delivery and acceptance of goods or services.
6. Interest may be paid for late payment in accordance with the *West Virginia Code*.
7. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
8. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
9. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
10. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern the purchasing process.
11. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
12. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
13. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, is available online at www.state.wv.us/admin/purchase/vrc/hipaa.htm and is hereby made part of the agreement. Provided that the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
14. **CONFIDENTIALITY:** The vendor agrees that he or she will not disclose to anyone, directly or indirectly, any such personally identifiable information or other confidential information gained from the agency, unless the individual who is the subject of the information consents to the disclosure in writing or the disclosure is made pursuant to the agency's policies, procedures, and rules. Vendor further agrees to comply with the Confidentiality Policies and Information Security Accountability Requirements, set forth in <http://www.state.wv.us/admin/purchase/privacy/noticeConfidentiality.pdf>.
15. **LICENSING:** Vendors must be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, and the West Virginia Insurance Commission. The vendor must provide all necessary releases to obtain information to enable the director or spending unit to verify that the vendor is licensed and in good standing with the above entities.
16. **ANTITRUST:** In submitting a bid to any agency for the State of West Virginia, the bidder offers and agrees that if the bid is accepted the bidder will convey, sell, assign or transfer to the State of West Virginia all rights, title and interest in and to all causes of action it may now or hereafter acquire under the antitrust laws of the United States and the State of West Virginia for price fixing and/or unreasonable restraints of trade relating to the particular commodities or services purchased or acquired by the State of West Virginia. Such assignment shall be made and become effective at the time the purchasing agency tenders the initial payment to the bidder.

I certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, limited liability company, partnership, or person or entity submitting a bid for the same material, supplies, equipment or services and is in all respects fair and without collusion or fraud. I further certify that I am authorized to sign the certification on behalf of the bidder or this bid.

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division. Complete all sections of the quotation form.
2. Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Unit prices shall prevail in case of discrepancy. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
4. All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130
5. Communication during the solicitation, bid, evaluation or award periods, except through the Purchasing Division, is strictly prohibited (W.Va. C.S.R. §148-1-6.6).

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Quotation Number:

95-11-0001

Date:

11-4-10

Project Description:

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	Charles Ryan Associates
Firm Address:	300 Summers St. Suite 1100 Charleston, WV 25301
Representative Attending:	Jennifer Newberg + Kyra Richards
Phone Number:	304 342 0161
Fax Number:	304 342 1941
Email Address:	jnewberg@charlesryan.com

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	THE MEDIA CENTER
Firm Address:	222 CAPITOL ST. SUITE 200 CHARLESTON, WV 25301
Representative Attending:	JOE STEVENS
Phone Number:	304- 300 720-5445
Fax Number:	304-343-9644
Email Address:	jstevens@themediacenter222.com

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	TSG Consulting
Firm Address:	118 Capitol Street Charleston WV 25301
Representative Attending:	Chris Hall
Phone Number:	304-345-1161
Fax Number:	304-345-8111
Email Address:	chrishall@tsgsolution.com

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Quotation Number: 95-11-001

Date: 11-4-10

Project Description:

PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	<u>THE MANAHAN GROUP LLC</u>
Firm Address:	<u>222 CAPITOL ST STE 400</u> <u>CHARLESTON WV 25301</u>
Representative Attending:	<u>BETHANY WEST, RON SARRETT</u>
Phone Number:	<u>304-343-2900</u>
Fax Number:	<u>304-343-2788</u>
Email Address:	<u>5MANAHAN@MANAHANGROUP.COM</u>

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	<u>The Arnold Agency</u>
Firm Address:	<u>117 Summers St</u> <u>Charleston WV 25301</u>
Representative Attending:	<u>Wayne Phillips</u>
Phone Number:	<u>304-342-1200</u>
Fax Number:	<u>304-342-1285</u>
Email Address:	<u>wphillips@arnoldagency.com</u>

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	<u>The Phillips Group</u>
Firm Address:	<u>426 Quarter Street</u> <u>Charleston, WV 25301</u>
Representative Attending:	<u>Claire Barth</u>
Phone Number:	<u>304-345-6046</u>
Fax Number:	<u>304-345-1060</u>
Email Address:	<u>cbarth@wvtpg.com</u>

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

PRE-BID CONFERENCE
SIGN IN SHEET

Request for Quotation Number:

95-11-0001

Date:

11-4-10

Project Description:

PLEASE PRINT LEGIBLY: THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	<u>The Phillips Group</u>
Firm Address:	<u>926 GUERRIER ST. Charleston, WV 25301</u>
Representative Attending:	<u>Maria Armada</u>
Phone Number:	<u>(304) 345-6046</u>
Fax Number:	<u>(304) 345-1067</u>
Email Address:	<u>600 MARMADA@WTPG.COM</u>

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	



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

Quotation

95110001

1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

BUYER 33
 304-558-2402

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

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
11/15/2010				

BID OPENING DATE:

11/30/2010

BID OPENING TIME 01:30PM

LINE	QUANTITY	UCP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO 3						
THIS ADDENDUM IS ISSUED TO:						
1.) EXTEND BID OPENING DATE TO: 11/30/2010						
EXTEND BID OPENING TIME TO: 1:30 PM						
2.) ADDENDUM WILL FOLLOW TO ADDRESS TECHNICAL						
QUESTIONS.						
*****END ADDENDUM NO. 3*****						
0001	1	EA		915-03		
ADVERTISING SERVICES						
***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE 	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FERN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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

Fax from : 304 558 4115



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

Quotation

11-10-10 11:27

95110001

1

ADDRESS CORRESPONDENCE TO ATTENTION OF:

BUYER 33
304-558-2402

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

DEPARTMENT OF TRANSPORTATION
OFFICE OF THE SECRETARY
BUILDING 5, ROOM A109
1900 KANAWHA BOULEVARD, EAST
CHARLESTON, WV
25305-0440 558-0444

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
11/17/2010				

BID OPENING DATE: 11/30/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UCP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 4						
THIS ADDENDUM IS ISSUED TO ADDRESS TECHNICAL QUESTIONS, PER ATTACHED						
*****END ADDENDUM NO. 4*****						
0001	1	EA		915-03		
ADVERTISING SERVICES						
***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE 	TELEPHONE 304-342-0161	DATE 11/29/10
TITLE Managing Director	FEIN 261136195	ADDRESS CHANGES TO BE NOTED ABOVE

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

**DOH95110001 – Advertising Services
Addendum Number 4 - Questions and Answers**

The Manahan Group

- Q. From Part 2.0 Mandatory Qualification and Experience Requirements. It states "Vendors must be properly licensed with the State and all other applicable governmental entities to provide advertising and marketing services covered under the contract." It then goes on to state, "Vendors must have been in business a minimum of five years". Do you require copies of the business license and other documents to be included in the response? If so, specifically what other documents are required?
- A. ***Vendors shall certify in writing that all required licenses with the State and any other applicable government entities are and will be in effect throughout the life of the contract and will be made available to the State upon request. Vendors shall provide the date of incorporation or the effective date of its business license which may be requested at any time at the State's discretion.***
- Q. Will the successful Vendor be required to carry a policy for Advertising Errors and Omissions equal to one million dollars? Is a copy of the policy required to submit a bid?
- A. ***No special insurance provisions have been requested.***
- Q. In reference to the Bid Form, Section B, Media Buying Percentage, is the \$500,000 estimate the Gross Cost after the agency discount, or the Net Cost prior to the agency discount?
- A. ***The media buying percentage is at the discretion of the bidder. Should a bidder wish to include an add-on percentage when media buys are obtained on behalf of the State, the percentage quoted on the bid form shall be firm for the life of the contract. The calculation of multiplying the add-on percentage by \$500,000 is for bid evaluation purposes only and is intended to reflect an amount the State may spend for media buys.***
- Q. In reference to the Bid Form, Section A, does Survey, Analysis, Evaluation refer only to paid media?
- A. ***Survey, analysis and evaluation applies to any of the applicable services that may be requested as stated in Section 3.0, Scope of Services and Contract Performance Requirements.***
- Q. How many copies of the response do you require?
- A. ***One original, signed bid is required to be submitted to the Purchasing Division no later than the date and time stated for the opening of bids.***

The Phillips Group

- Q. What is the difference between the hourly rate for "Media Buys" (Page 11, Section A) and the "Media Buy Add-On Percentage" (Page 11, Section B)? Is this an either/or proposition as agencies typically don't work on a percentage basis for media buying and charge an hourly fee for the same services?
- A. ***Vendors must quote an all inclusive hourly rate in Section A. of the Bid Form for work performed in securing media buys required by the State throughout the life of the contract. Vendors are being given the option of quoting a fixed percentage that can be added and charged for media buys that may require additional services and resources not anticipated or covered in the hourly rate. If a vendor chooses not to include an add-on percentage, any and all work the vendor performs in the securing of media buys shall be charged at the hourly rate only. No additional charges will be accepted.***
- Q. Could you clarify, with examples, the types of "survey, analysis, evaluation" services – telephone polling, focus groups, market surveys, statistical analysis of DOT information, etc. – required (Page 11, Section A)?
- A. ***Survey, analysis and evaluation applies to any of the applicable services that may be requested as stated in Section 3.0, Scope of Services and Contract Performance Requirements.***
- Q. Are we to submit separately or as part of the bid the list of businesses, addresses, contacts and description of services that show our experience (Page 8, Part 2.0)?
- A. ***The information requested to demonstrate a vendor's experience is required to determine compliance with the mandatory experience requirement. It is preferred the requested information be provided with the bid.***

EXPERIENCE



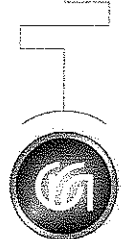
West Virginia Department of Transportation



charles ryan associates

1.877.342.0161 • www.charlesryan.com

RFQ No. 95110001
West Virginia Department of Transportation
Response for Request for Quotation –
Advertising Services



Agency Qualifications

CRA is one of the most experienced integrated marketing communications firms in the Mid-Atlantic region with offices in Charleston and Morgantown, W. Va. and Richmond, Va. We are an independently owned, limited liability corporation specializing in advertising, public relations, interactive services, crisis communications, litigation communications, public involvement, government relations and public opinion research.

In our 35-plus year history, we have refined the art of bringing together different schools of thought into one agency, one mindset. We merge creativity with reality. However, we must give credit where credit is due. We owe much of our success to the passionate, overly-creative and technically-savvy people who come to work every day with a smile, and stay as long as it takes to create fantastic work with proven results.

We understand advertising is more than a pretty picture in a magazine. Experienced account service members, award-winning creative artists and no-nonsense media experts work together to create campaigns by immersing themselves in our clients' cultures, pulling from research and emerging industry trends and always expecting the unexpected. Throughout the entire process of an advertising campaign, all team members are striving for desired results, evaluating chosen tactics and ensuring that the strategy is moving along as it should.

Our full-service media department maintains relationships with media outlets throughout West Virginia, Virginia and the Mid-Atlantic region. Our media buyers regularly prepare paid-media strategies and execute media plans including newspaper, online, radio, outdoor/transit, network and cable television for numerous clients. We are fully prepared to hit the ground running to develop and execute media strategies for West Virginia Department of Transportation (WVDOT) and all of its departments and divisions.

Our public relations team operates on the belief that an effective campaign is rooted in a sound understanding of the client issues, community reactions and creative problem solving. A process has been born out of our experiences and successes which allows us to tailor specific communications plans for each unique client issue. The evolution of technology has fundamentally transformed the nature of public relations, and our team creates results-driven campaigns by combining proven traditional PR activities with new innovative strategies to maximize effectiveness.

For clients who need interactive communications services, our interactive team stands on the cutting edge of technology to provide Web site design, strategic online planning, database management and more.



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

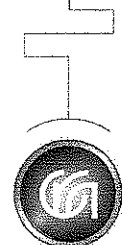
In fact, we offer an in-house, specialized Transportation Practice Group comprising seasoned communications experts who have years of experience working with transportation industry leaders on specific projects and campaigns. During the past ten years, we have provided public involvement and/or integrated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

At CRA, we create and implement strategies which drive results for our clients. We work with retail clients to expand market share. We help our transportation clients raise awareness about public projects. We partner with industry clients to dramatically change their image from negative to positive when they face "bad press" or just need to effectively communicate their messages to members of the public, elected officials and media representatives, among other groups. Sometimes that requires a major advertising effort. Sometimes grassroots organization. Sometimes it requires both.

Our goal is to create fans of CRA. That is why we work tirelessly every day to deliver the best-possible products for our clients. Whether it involves partnering with industry experts, tapping into our vendor resources or negotiating with media representatives – it is always with the goal of producing outstanding results, satisfied clients and ultimately... even more fans of CRA.

In a nutshell, we are your full-service integrated marketing firm. But we consider ourselves much more than that. We are your organization's right-hand men and women. When you retain CRA you expect an experienced team. That's what you'll get.

Experience. CRA.



Experience Requirements

As a fully-integrated marketing communications firm, we have the disciplines in house to meet and exceed the scope, requirements and deadlines outlined by WVDOT in the published RFQ.

The following references and complementary case studies outline CRA's strategy and creative campaigns for clients with a similar scope of work as requested by the WVDOT.

Client Contacts

Virginians for Better Transportation

Jeff Southard

(804) 330-3312

Virginians for Better Transportation

Period of engagement: 2005 – present

Project scope: Message development, stakeholder group organization, community outreach, spokesperson training, brand development, creative design, media outreach, public relations, advertising, media planning and buying, interactive services, event planning and implementation and Web site development.

I-264 Shawnee Expressway Rehabilitation Project

Andrea Clifford

(502) 367-6411

Kentucky Transportation Cabinet

Period of engagement: 2003 - 2006

Project scope: Message development, stakeholder group organization, community outreach, spokesperson training, brand development, creative design, media outreach, public relations, advertising, media planning and buying, interactive services, event planning and implementation and Web site development.

District of Columbia Black

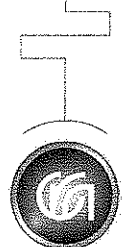
Kevin Johnson

(202) 645-8014

D.C. Lottery & Charitable Games

Period of engagement: 2010

Project scope: Account service, creative, media planning and buying, interactive services, special event planning and coordination.



The Corridor H Project

Joe Deneault

(304) 757-0888

West Virginia Division of Highways and Michael Baker Corporation

Period of engagement: 1999 – present

Project scope: Research, media outreach, public relations, interactive media, community outreach, event planning and implementation, creative design and Web site development, hosting and monitoring.

Watt, Why & How

Jeri Matheney

(304) 348-4700

Appalachian Power

Period of engagement: 2008 – 2009

Project scope: Research, strategy, creative design, interactive services and media planning and placement.



Virginians for Better Transportation (VBT)

Virginians want better roads, less congestion, safer streets, more planned development and tighter national security. Yet they were not ready – or prepared – to make the connection between achieving these goals and fixing the financial crisis facing the transportation industry in Virginia.



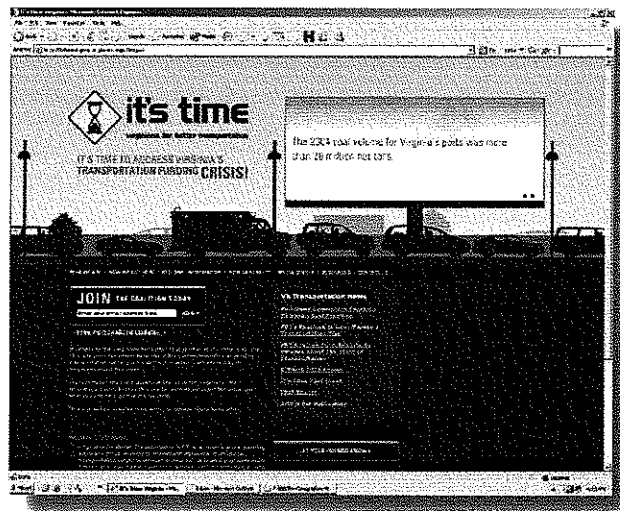
As a result, the Virginia Transportation Construction Alliance selected CRA to develop a public awareness campaign to educate members of the public, media and elected officials about the transportation funding crisis facing Virginia.

CRA conducted extensive statewide research and found that people take the transportation system for granted; there is a lack of understanding about transportation funding, maintenance and costs; Virginians are most interested in multimodal transportation solutions; transportation is seen as a problem when it affects a person's quality of life; and citizens want more involvement in decisions and are skeptical about government spending. Using the results of the research, CRA formed VBT.

VBT is a diverse and expanding advocacy group representing all modes of transportation and business and industry organizations from all areas of Virginia. Within VBT, CRA formed a steering committee and executive council consisting of industry experts in air, port, rail, mass transit and roadways.

Members of these groups are also business leaders, association directors and former law enforcement agents, and represent each district in Virginia. CRA conducted a message development/spokesperson training session with members of these groups to create campaign messages to be used to educate the public.

Stakeholder groups in different regions of the state were also formed to help educate local communities. VBT representatives communicated with stakeholders frequently providing updates about the situation and tactics they could implement to make a difference locally. In addition, VBT also built a group of 850 individual and 200 business/organization supporters throughout the Commonwealth.



In April 2005, CRA created the *It's Time* campaign to help VBT educate members of the public, elected officials and the media about Virginia's great transportation needs. The ultimate goal of the campaign was to educate Virginians throughout the year and to urge the General Assembly to arrive at transportation funding solutions during the 2006 General Assembly session.

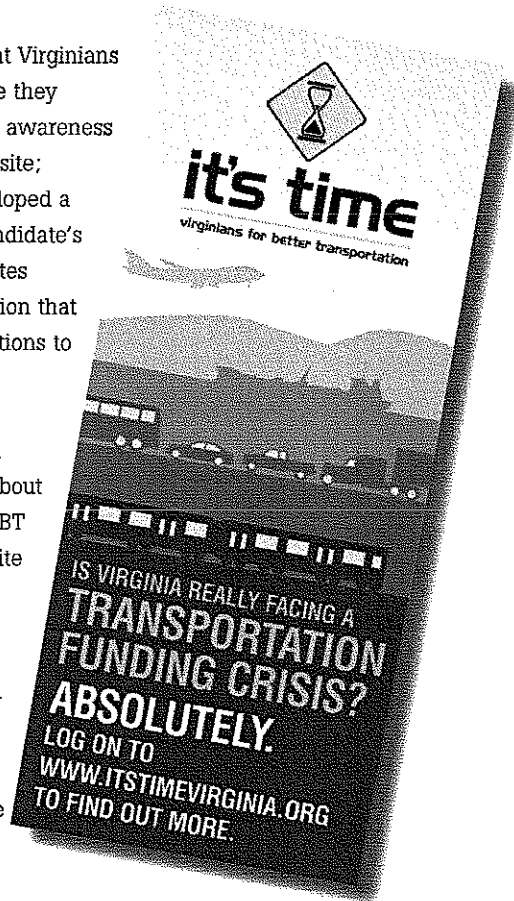
Based on public perception, it was evident that Virginians needed to be educated about the issues before they would be willing to take action. As part of the awareness campaign CRA created a comprehensive Web site; conducted targeted media relations; and developed a number of collateral materials, including a Candidate's Guide, which was disseminated to all candidates running for office, and a PowerPoint presentation that outlined the issues and was used for presentations to interested groups throughout Virginia.

The *It's Time* Web site (itstimevirginia.org) is a great educational tool that provides material about the issues, valuable resources and links and VBT supporter information. Since its creation, the site has had more than one million hits.

Our public involvement efforts were complemented with two statewide advertising campaigns. The first took place during the summer of 2005 and consisted of radio spots that directed listeners to the *It's Time* Web site to learn more about the situation.

A second and larger campaign ran in the fall of 2005 during election season. It included print, radio and television advertisements that conveyed how deteriorated Virginia's transportation system had become and urged the public to contact their legislators to address the problem.

After three years, VBT and the *It's Time* campaign have proven to be very successful in bringing the issue of transportation funding to the forefront. The campaign was recognized with the "Best in Show" award at the 2007 Virginia Public Relations Awards.




In 2006, 2007, and 2008, Virginia's Governor Tim Kaine declared transportation the number one issue facing Virginians. To date, there have been at least 100 stories in the media that specifically mentioned VBT or quoted one of its leaders. For every story written featuring VBT, there have been 10 more written about the transportation funding crisis in general.

During the 2007 General Assembly session, the first significant transportation funding package for Virginia in more than 20 years was passed - \$3 billion in bonds for statewide construction projects, and regional funding plans for Hampton Roads and Northern Virginia that could raise \$200 and \$400 million a year. In 2008, major portions of that funding were overturned by the Supreme Court of Virginia and our elected officials once again debated solutions. CRA continues to work with VBT to educate the public and our elected leaders about the importance of continued transportation funding in Virginia to bring about a solution to the state's funding crisis.

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

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


it's time
virginians for better transportation

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

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

Log on to www.itstimevirginia.org or call 854-237-1200 to learn more and see how you can make a difference.

itstimevirginia.org

Division of Surface Transportation - 2008 Summary of the Road Report.



Shawnee Expressway–I264

In early 2003, the Kentucky Transportation Cabinet (KYTC) began the largest rehabilitation project of its type in the state's history - a multimillion-dollar plan to improve the nearly eight-mile Shawnee Expressway in Louisville to like-new condition. In addition to new roadway pavement, all interchanges, access ramps, medians, lighting, guardrails and bridges were completely rehabilitated. The project was expected to last 500 days and impact approximately 70,000 daily motorists due to extensive work on the roadway that included lane closures and detours. Charles Ryan Associates' (CRA) Public Involvement Transportation Practice Group was asked to spearhead a public involvement campaign surrounding the rehabilitation of the Expressway. The team focused on keeping the general public, travelers and nearby residents and businesses informed of the traffic plans while developing initiatives to ensure community involvement throughout the project.



Strategy

- Conducted detailed research to gather important information about the roadway and the surrounding communities affected.
- Created strategies to provide information to the public that would explain the complexities and duration of the project as well as the anticipated positive results.
- Developed clear and concise messages and programs to keep the public involved throughout each phase of the project.
- Created an additional campaign outside of the original scope to address developing issues about the level of minority participation on the project. The campaign provided an avenue for the KYTC to positively respond to these concerns.

Our team implemented the following tactics as part of the project's public involvement campaign:

Message Development/Spokesperson Training

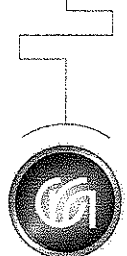
Spokespersons from the KYTC were selected to represent the project to all external audiences. Our team worked with these representatives to create clear and concise messages used to aid the public in understanding the issues surrounding the project.

Stakeholders Group

A stakeholders group was formed to ensure all impacted parties and elected representatives were informed and involved throughout the entire project.

Project Web Site

The site was developed to be one of the main sources of information about the project. The public could view the site to easily find the most up-to-date traffic



plans for the project, including lane closures and detours. The site also contained information about the project's background, stakeholders group and construction progress updates. It also included maps and an e-mail feature that enabled the KYTC to answer questions from the public in a timely manner.

Project Information Hotline

This vital resource provided important information updates to those without Internet access. The hotline was updated with the most current project, detour and lane closure information.

Media Relations

Relationships with the media were quickly established to ensure this complex project was thoroughly understood. This required the team to disseminate press materials and conduct media interviews and tours on a regular basis. Stories focused on the start of the project, its purpose and what the public could expect. This good working relationship led to subsequent media interviews and tours as progress and changes occurred on the project.

Paid Media/Advertising Campaign

CRA developed advertising campaigns to complement media tours and reinforce messages with audiences. In some cases, subsequent "mini-advertising" campaigns were created to help further explain project progress and changes.

Project Public Information Meeting

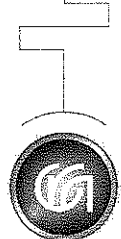
A project public information meeting gave community members the opportunity to speak directly with and get their questions answered by the engineers and representatives from the KYTC who worked on the project. At the meeting, discussions ranged from landscaping along the Expressway, to milestones reached during the various phases of the project.

Ribbon-Cutting Ceremony

CRA planned a ribbon-cutting ceremony to celebrate the successful completion of the project. Community members, elected officials, KYTC representatives and media representatives attended the event. The secretary of the KYTC spoke at the ceremony, as did the chief district engineer and some members of the project's stakeholders group.

Results

The rehabilitation project was successfully completed on time. Throughout the project, there were many news stories that kept the public informed. In addition, many positive media stories focused on the end of the project, the ribbon-cutting ceremony and the rehabilitation of the Expressway. Throughout the rehabilitation, travelers stayed informed of traffic information through the project Web site. The Web site also received many e-mails thanking the KYTC for working to keep the public informed. Members of the stakeholders group praised the project's public involvement campaign. Noting the communication



effort on this project, stakeholder Lucile Leggett said the stakeholders group was kept abreast of the construction and frequently asked for feedback. "Many times projects are started and completed in our neighborhoods, and we never have any input," she said. In a yearly performance evaluation by the KYTC's public affairs executive director, CRA's Public Involvement Transportation Practice Group received the highest rating in every category, which included responsiveness, quality, innovation and communications planning. Although the rehabilitation was completed, the KYTC asked CRA to plan and implement an additional public awareness campaign to inform about a landscaping project taking place along the Shawnee Expressway.

Web site

THE SHAWNEE EXPRESSWAY PROJECT

BACKGROUND
CURRENT TRAFFIC PLANS
TIMELINE
MAPS
STAKEHOLDERS GROUP
MEDIA
RESOURCES
CONTACT

Welcome to the I-264 Shawnee Expressway rehabilitation project Web site. The Kentucky Transportation Cabinet (KYTC) presents this site as a source of information about the state's largest highway rehabilitation project to date.

This is a community driven project and it is the goal of the KYTC to inform the public about the rehabilitation as well as foster positive relationships with the communities the Shawnee Expressway touches. Once the project is complete, this 7.76-mile section of I-264 in western Louisville will be a safer roadway in like-new condition.

This site is designed to give you an overview of the project, as well as keep you informed of detours and lane closures that will occur during the 18-month rehabilitation. The site will be continually updated to include current project maps, press releases and construction information. It also includes a section about the area's community and business representatives who comprise the stakeholders group and meet with the KYTC and elected officials to share information about the project.

In addition to serving as a resource for the most up-to-date project information, this site also includes an e-mail feature that enables KYTC representatives to answer your questions.

CURRENT NEWS
 July 2003 Construction Update
 06-16-03 Deadline extended for public comment on project landscape designs
 View Project Landscaping Plans
 05-3-03 Landscaping plans presented at first project public information meeting
 Landscaping Fact Sheet

Click for Traffic Plans
 Updated Friday, August 15, 2003 4:40:00 PM

Click for Privacy Policy

BACKGROUND | CURRENT TRAFFIC PLANS | TIMELINE | MAPS | STAKEHOLDERS GROUP | MEDIA | RESOURCES | CONTACT

THE SHAWNEE EXPRESSWAY PROJECT

www.264info.com

Postcard



D.C. Lottery – District of Columbia Black



In early 2010, the D.C. Lottery's communications staff approached CRA with the challenge of launching the district's first-ever \$1 million top-prize scratcher ticket.

The charge was particularly exciting as the D.C. Lottery typically sells out a \$20 scratcher with a print run of 240,000 tickets in 71 weeks. However, for this particular \$20 ticket they were planning to print more 480,000 tickets, with the goal of selling out the scratcher in just 52 weeks.

Planning and Strategy

The key objective of the District of Columbia Black campaign was to educate current and prospective players about the ticket by communicating two key messages: 1) that this is the largest top prize ever offered by the D.C. Lottery on a scratcher and 2) that this ticket offers the best odds of winning \$1 million on a scratcher in the region.

Based on a campaign budget of \$500,000, CRA developed and executed a comprehensive marketing campaign designed to help the D.C. Lottery achieve its goal.

Execution

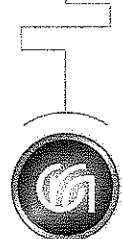
Account Service

As with all D.C. Lottery campaigns, CRA was ready to employ extensive resources to assist the lottery's product development, marketing, communications and Web site teams. The account service team provided overall strategy and leadership for the project from start to finish unifying efforts of all the D.C. Lottery teams and generating excitement with retailers of this monumental ticket. Most importantly, the account service team ensured that every element was executed on time and within budget.

Creative

After receiving the creative request from the D.C. Lottery and the proposed ticket art for the game, CRA initiated a re-work of the ticket art. We truly believed it could be better than what Scientific Games had proposed so we put forth three additional options for the D.C. Lottery to consider. In the end, the D.C. Lottery selected one of CRA's options and Scientific Games applauded our work.

CRA developed the campaign coined "The Premier" for District of Columbia Black. The campaign positioned the launch of the ticket as a blockbuster event – focusing the creative elements on the beauty, richness and elegance of the ticket.



The creative team wrote scripts and directed the production of television and radio commercials in English and Spanish as well as the design and production of all the point-of-sale, collateral and promotional materials including, but not limited to, terminal toppers, posters, strip ads, print ads, banners, balloons, t-shirts and cookies. We even produced commemorative coins that the retailers could hand out to players for this important scratcher ticket as a way for them to add value to their customers and generate further excitement about the game.

Media

The media team implemented a plan utilizing television, radio and online media channels as well as recommended the use of "below the line" inventory that D.C. Lottery had as part of annual contracts. For example, the Spanish radio spot aired as part of the CRA plan on WLZL radio and on WZHF radio as part of the D.C. United/D.C. Lottery partnership to reach Hispanic current and prospective players.

Interactive

The interactive team assisted with bringing the creative team's vision to the interactive landscape – creating a Flash animation to run on the EnQii network, e-mails disseminated to the Player's Club, Web banner for dclottery.com and a landing page Web site (thebiggestscratcher.com), which linked to the District of Columbia Black second chance draw site.

Special Events Management

Collaborating with the communications department, CRA helped launch "the biggest scratcher ever" with a kick-off event at L'Enfant Plaza, May 6, 2010. A 48-foot banner of the ticket art was produced and CRA helped procure the event space and giveaways for D.C. Lottery's current and prospective players. The success of this event can be told in the numbers – D.C. Lottery experienced a new, all-time high sales record of \$1.7 million in scratcher sales in one week.

Evaluation

As of November 2010, District of Columbia Black is expected to exceed the D.C. Lottery goal and sell out in 43 weeks – nearly 10 weeks ahead of schedule.

At CRA, we are proud of the success of this ticket but even more so, we are proud of comments we have heard from the D.C. Lottery and its instant ticket partner, Scientific Games about the ticket, the campaign and our work. The following are just a few of those comments.

Buddy Roogow, executive director, D.C. Lottery: "With Black, we did everything right."

John Gorman, strategic development specialist, D.C. Lottery (on CRA's creative work on the ticket): "Matt Fidler should be Employee of the Month."



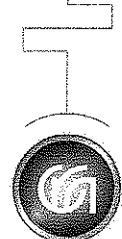
Katie Gertz, account executive, Scientific Games: "This Black ticket of yours is getting rave reviews from everybody and I've got on my desk four others from other states and yours is by far the best looking. It's just great...the gold, the new border... it's just great looking and you're gonna be really, really happy with it. You're gonna be extremely proud of this ticket. It's just great."



Commemorative Coin



Website



DC SCRATCHERS
Instant Scratch Games

DISTRICT OF COLUMBIA

Black

WIN UP TO \$1,000,000!
BEST ODDS OF WINNING A MILLION
ON A SCRATCHER IN THE REGION!

D.C. Lottery
www.dclottery.com

Scratcher ticket games may continue to be sold even after all top prizes have been claimed.

PLAY RESPONSIBLY

Point of Sale Terminal Topper

DC SCRATCHERS
Instant Scratch Games

DOUBLE YOUR COMMISSION WITH DISTRICT OF COLUMBIA

Black

D.C. Lottery

Introducing District of Columbia Black, the D.C. Lottery's first ever \$1,000,000 top prize scratcher. This elegant one-of-a-kind scratcher goes on sale May 5, 2010. To help celebrate the launch of this unique ticket we are offering our most valuable agents a special incentive: Double Your Commission on each pack of Black ordered (limit 2 per agent).

District of Columbia Black:

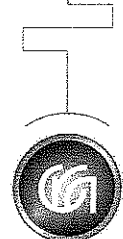
- This \$20 ticket launches May 5, 2010
- Grand prizes of \$1,000,000 each
- Best odds of winning \$1,000,000 on a scratcher in the region
- Best payout ever on a \$20 ticket

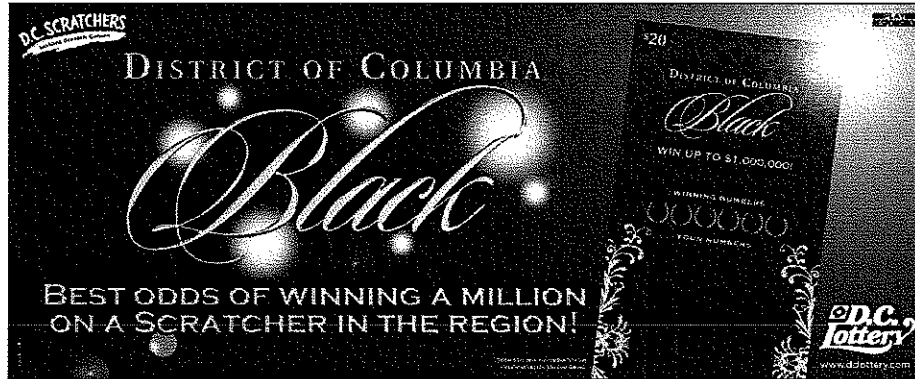
ATTENTION AGENTS:
Receive **DOUBLE** your commission (10%) for every pack of District of Columbia Black in your first order (double your commission limited to 2 packs). This special offer will only apply to packs ordered on or before May 3, 2010. Packs ordered after May 3, 2010 will receive normal 5% commission.

See this ticket's complete terms and conditions available at dclottery.com/black

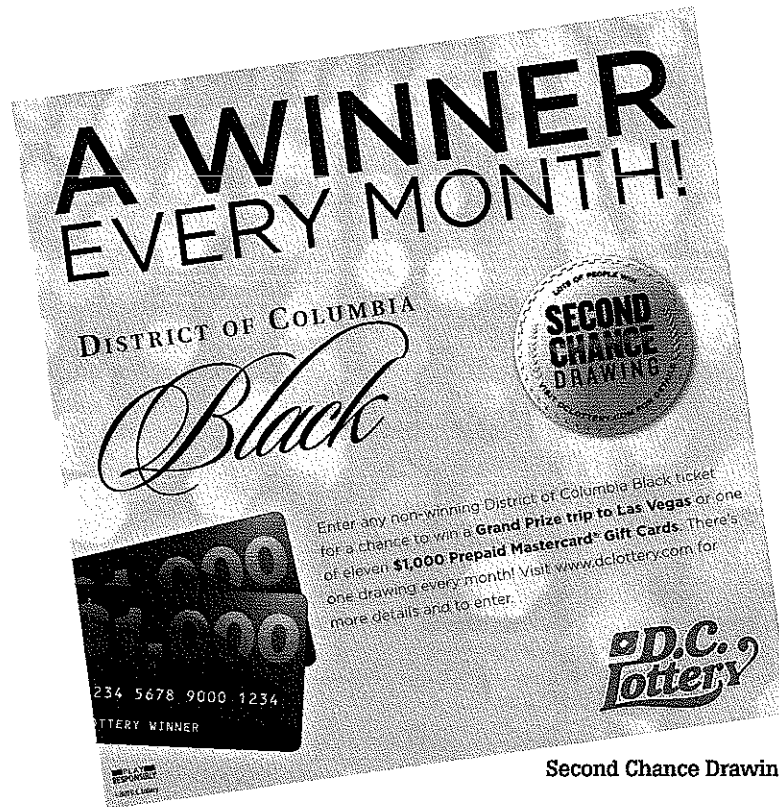
PLAY RESPONSIBLY

Sales Sheet





Point of Sale Play-Station Base



Second Chance Drawing Poster



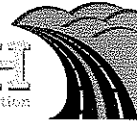
Strip Ad



Corridor H

Corridor H is a 140-mile highway within the Appalachian Regional

Corridor H
West Virginia Department of Transportation



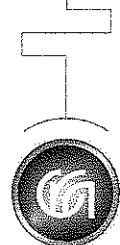
Highway System. Construction had been halted for more than 30 years by environmental opposition and legal action taken by special interest groups. The West Virginia Department of Transportation looked to Charles Ryan Associates (CRA) to help move the project forward in the face of heated opposition. CRA understood that those who were opposed to the project were savvy in most areas of public awareness and public information. They knew how to work with the media, they understood how to push hot-button issues with the public and they were experts in lobbying political leaders about their interests.

To address this, CRA:

- Provided accurate, timely public information.
- Developed an integrated information program using research, media, interactive media and community meetings.
- Informed public of research conducted during project development and construction.
- Created a Web site for Corridor H that offered information about the highway and highway construction that had not been previously reported.
- Countered environmental claims with facts regarding archaeological and cultural concerns of the Federal Highway Administration.

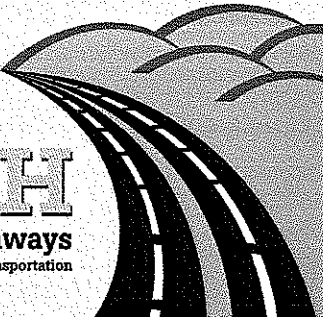
Setting the strategy in motion was critical to the success of the campaign. In order to keep the project on track we:

- Developed a public opinion poll. Research was critical in that it not only helped us to collect important information about Corridor H, but it also let the community and the state know that the team was dedicated to learning about their concerns and issues.
- Organized community meetings. These public sessions gave people a forum to meet directly with project engineers and leaders about the project. Important media and spokesperson training was held prior to these meetings to prepare team members to communicate effectively in these often-heated sessions.
- Created a Web site to brief the community. This was important to give everyone instant access to needed information. Construction schedules, benefits of the project and environmental impact information were all provided on the site to reinforce the campaign's messages.
- Created and distributed postcards. As one of many layers of the communications plan, these tools were important to direct the community to Web sites and hotlines where they could receive ongoing updates.



- Convened press conferences and coordinated site tours for the public and the media. Media interaction was key to the project. When needed, these activities were scheduled and planned to run smoothly and to provide the media with the information they needed.
- Created fact sheets. Getting the right information to the public was important to control the damage caused by environmentalists who were effective in spreading misinformation and fear.
- Developed a video to explain the process on a selected archeological site called Reed Farmstead. This mini-campaign coincided with the broader effort when construction crews stumbled across the site during the course of the project. Using this as an opportunity to reinforce our concern for the environment, this video detailed the significance of the site and the people who once inhabited the area. We sent the video to every school in West Virginia with a study plan for teachers.

CRA has been extremely effective in salvaging the years of hard work that have gone into the Corridor H project. Opposing parties signed an agreement allowing the project to move forward and construction began on the remaining segment with the support of the general public. After 30 years of controversy, construction of the highway continues to progress.



Corridor H
 West Virginia Division of Highways
 WV Department of Transportation

www.wvcorridorh.com

Route Environment Culture Economics Engineering Safety Press Resource

West Virginia Division of Highways
 Building 5
 1900 Kanawha Boulevard, East
 Charleston, WV 25305-0430

The West Virginia Division of Highways is proud to present the Corridor H website at <http://www.wvcorridorh.com>. This website was created to be user friendly and to provide accurate information on the construction and completion of Corridor H.

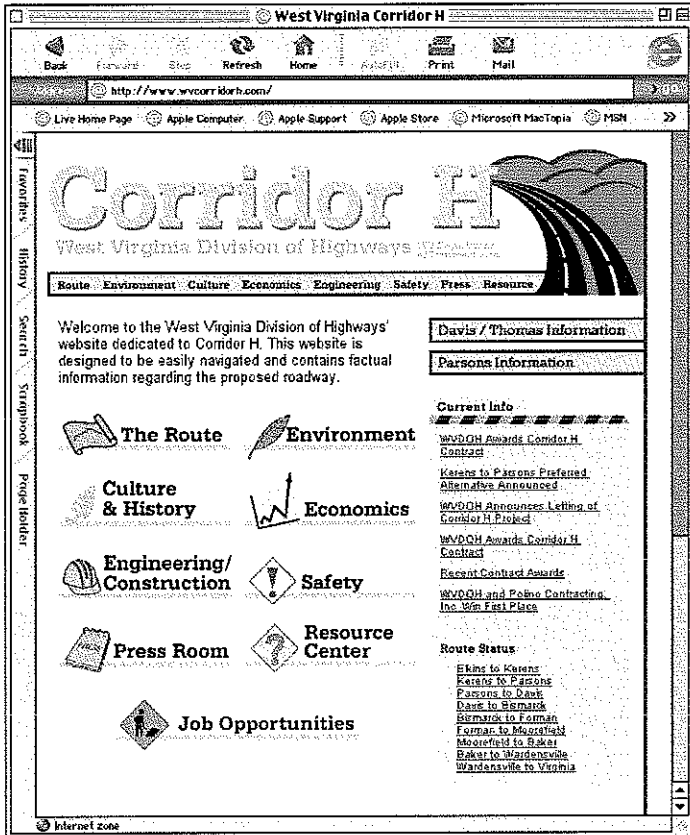
In it you will find information on the route, environment, culture & history, economics, engineering, safety, press and other resources.

This is just one more way the West Virginia Division of Highways is keeping you informed and updated on the Corridor H project.

So check it out...
<http://www.wvcorridorh.com>

Direct mail postcard
 announcing Web site





Home (above) & interior pages



Appalachian Power



A unit of American Electric Power

American Electric Power (AEP) is one of America's largest utility providers and has operations in Ohio, Texas, Virginia, West Virginia, Tennessee, Kentucky, Michigan, Oklahoma, Arkansas and Louisiana.

In 2006, Appalachian Power, the division of AEP that serves Virginia and West Virginia, enacted the first rate increase for customers in southwestern Virginia in 15 years. Unfortunately, public perception was that the increase was not fully communicated to the customers in a concise and timely manner. As a result, there was a noticeable increase in customer complaints and the Appalachian Power brand suffered.

The company recognized the need to combat negative public opinion about Appalachian Power and to prepare customers as a second rate increase would be forthcoming in 2007. Appalachian Power retained CRA to research, analyze and strategize how to most effectively communicate with their customers about a proposed electricity rate increase in Virginia.

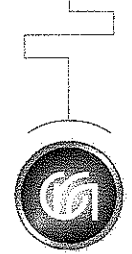
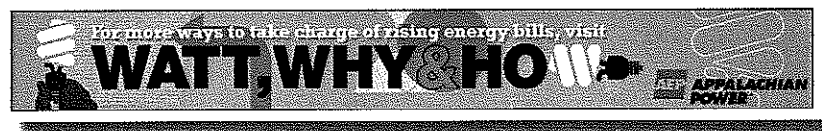
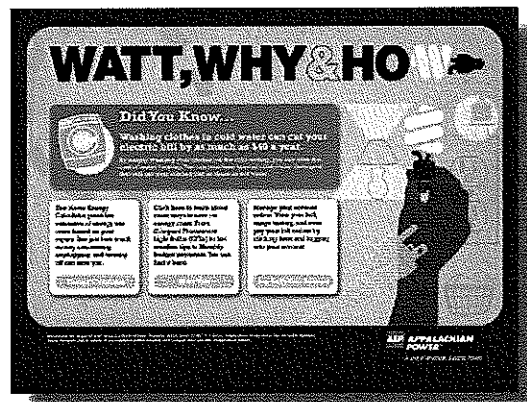
CRA worked with Appalachian Power to develop an aggressive marketing initiative to increase public awareness of the upcoming rate increase.

Research

CRA coordinated a series of focus groups through the affected area to help determine ways to combat negative public opinion and the best methods needed to communicate the rate change.

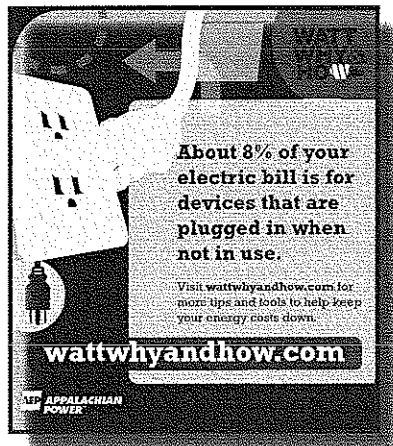
Following are key findings from the focus group research:

- Although often taken for granted, electricity is viewed as a high-value energy product.
- Trust in Appalachian Power decreased as a result of the first rate increase, but the company was still viewed as a good neighbor.



- There was generally low awareness of Appalachian Power's involvement in community activities and philanthropic initiatives.
- Consumers have environmental concerns about the use of coal and are responsive to alternative forms of energy.
- Customers had a good understanding of why rates increased, but felt they had no control over rate increases that they believe are inevitable.

Strategy



Applying the results of the focus groups, CRA developed Watt, Why & How, an integrated campaign to educate customers about the utility industry, electricity rates and conservation.

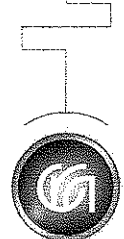
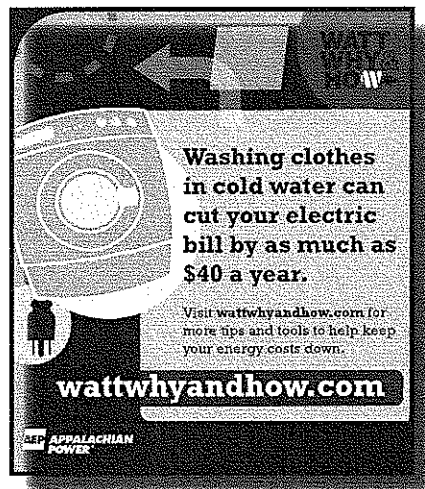
Watt, Why & How is an educational program focused on connecting customers with information about the simple things everyone can do each day to truly have an impact. Although electricity rates may have to increase, there are many ways we can lower the amount of power we use and in turn, our bills.

Implementation

CRA developed an integrated communications plan to reach Appalachian Power's target audiences. The plan included print advertising, online Web banners, Post-It Notes on newspapers, earned media and a campaign-specific Web landing page. For speakers' bureaus, CRA identified opportunities, provided messages and produced a multi-media presentation. The multi-media piece is also available to customers online.

Results

Appalachian Power views Watt, Why & How as such a success that they have asked CRA to run a similar campaign for a rate increase in West Virginia. The wattwhyandhow.com landing page went live on July 7, 2008 and as of August 28, 2010, 1,342 people had visited the site. The campaign ran through end-of-year 2008 and began in West Virginia in 2009.



Our Approach

Our approach to working with the WVDOT communications team is simple. We want you to view us as a part of your team – of your department. We truly believe partnering is the only way it will work, and work well. As part of our approach, we will provide you with the most effective integrated strategy and solutions. We offer the following integrated services for WVDOT:

Research

Research allows us to gauge the perceptions of our target audiences, determine the most effective messages and means for delivering these messages. Finally, research also helps us to determine the spokesperson(s) that will resonate with your audiences most effectively. CRA offers in-house research staff members that are experts in conducting both quantitative and qualitative research, analyzing the results and providing reports that present keen insight into your audiences. We recommend that research be conducted before creating overall communications/marketing plans or developing and executing creative product.

Public Opinion Focus Groups

One of the best methods of collecting qualitative research is through focus groups. Focus groups are typically used to gather in-depth, directional information from groups of respondents using a roundtable discussion format led by a trained moderator. If appropriate, we will gain insight from your target audiences about their perceptions of the WVDOT and its divisions and projects. The classic approach to focus group research is to use this methodology to develop your communications and marketing program with the messages and tactics that resonate best and cause action among your target audiences.

Public Opinion Polling

To evaluate the effectiveness of our campaign, CRA typically conducts a public opinion poll at the completion of a project and compare the results to a baseline study conducted before the campaign began. We take a strictly scientific approach to telephone research, which ensures that WVDOT would glean the information you need from your desired target audience(s). All telephone research is conducted anonymously to protect the respondents' identities and answers. We use only professional interviewers who have been highly trained and conduct their interviews in a friendly, non-threatening manner. Once the interviews are complete, data analysis is conducted using well-founded scientific formulas and concepts.

Comprehensive Marketing Plan Development

CRA is adept at creating comprehensive communications and marketing plans, based on research results, which are tailored specifically to the needs, goals and objectives of WVDOT. Experience has taught us there are key elements that are beneficial to many successful campaigns. The list below details a number tactics and services we typically provide.



Message Development/Spokesperson Training/Public Meeting Training

Credible spokespersons must be selected to be the face of WVDOT to all external audiences. Upon completion of the research, CRA can provide a message development and spokesperson training workshop for agency representatives. During this session, we will work with you to bring focus to the campaign themes, develop clear and concise messaging for spokespersons and practice delivering those messages via various media channels. The session also will focus on media interviews and group presentations.

In addition, CRA recognizes that technical project personnel must be trained to communicate with citizens in public meetings. That is why we have developed a specialized public meeting training workshop. These sessions prepare engineers and other spokespersons to present information about a project clearly and concisely while answering questions from the public.

Brand Development

Creating, building, maintaining and protecting the brand – it is why CRA exists. We have extensive experience and skill in this area and live up to this challenge for clients daily. Our creative staff has the expertise to create or refresh brands to deliver a positive message for our clients. The brands include consistent messaging for our campaigns and reflect our clients' goals and objectives. All advertising, collateral and other communications materials reflect the brand as well.

Creative Development

CRA may provide recommendations, typically based on research, for the development of advertisements and new collateral pieces. All items follow the same creative process, which is outlined below. We find by following this process, we can help keep clients informed and keep them close to the creative project(s). This will help produce creative that meets your goals and promotes a successful working partnership between CRA and WVDOT.

Concepting

We start with the Concepting Phase. To begin, we develop a customized creative brief based upon client meetings that will serve as a guide in the creative process. We then have creative meetings with assigned team members to develop concepts for the project.

Design

After concepting, we move into the Design Phase, where our creative team will execute the concepts and provide a completed creative package that is presented to your team for review and approval. This phase can repeat, as necessary, until a successful creative product is delivered.



Production

The final phase is the Production Phase. Once we have received a signed approval from you, we move our projects into production. Here, a team of production artists, under supervision of creative directors and our production manager, get the materials ready for press or publication. The product goes through a final round of proofreading and checks with prepress software before being shipped to the printer. These same production artists are responsible for press checks and verifying printer proofs to ensure the highest-possible quality.

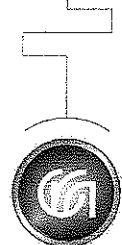
Media Strategy and Purchasing

CRA has been a powerful force in media placement in West Virginia, Virginia and surrounding states for more than 30 years. We have seen the face of media planning and buying grow and change with such developments as computerized media buying and the incorporation of Internet advertising, and we have responded to these changes accordingly for our clients. Because of this swift and informed adaptation to the ever-changing world of media, CRA continues to set the agency standard for media buying in this region.

The CRA media department places more than \$24 million annually. We plan and execute media buys for clients with annual budgets ranging from \$12,000 to \$12 million. Due to the diverse needs of our client base, we have been able to plan, negotiate and place comprehensive advertising schedules on a local, regional, national and international level. Whether it's helping clients expand their advertising into new markets or educating them on how to increase their presence in their current markets, CRA develops an individualized and effective media plan for each client. This experience has taught us that no matter how large or small the budget, proper checks and balances need to be in place to ensure our clients' goals are being met and they are seeing the intended results. Once the overall campaign goals have been established and the target audience has been identified, the media team determines the media objectives, target markets, budget and tactics.

At this time, the proper media are chosen, guidelines for the media buy are set, and a request for proposal is issued to relevant media vendors. This process has consistently enabled us to negotiate fair and solid media buys for our clients across the board, year after year.

CRA's media team has a combined 20 years of experience in the placement of broadcast and cable television, radio, out-of-home, local and national newspapers, consumer and business magazines and Internet advertising. Our media department is located in-house and works daily with the account and creative teams which can provide a truly integrated approach to meet your needs.



Media Tours & Media Relations

CRA is available to plan visits with local newspapers, television and radio outlets in an effort to keep the media, and subsequently the public, informed about WVDOT. These meetings allow for agency representatives to meet one-on-one with media representatives and discuss WVDOT services and communicate updates about its divisions and projects. Such tours also provide an opportunity for spokespersons to develop relationships with reporters and allow us to opportunity to deliver materials including media kits, project timelines and fact sheets, as well as other relevant information.

Social Media

Social media is no longer an ancillary piece of marketing strategy. It is now a requirement in order to compete. That is why CRA has social media experts on staff dedicated to understanding and utilizing social media for the benefit of our clients. Social media is critical to reaching, and more importantly, engaging your target audiences. At CRA, we understand that social media is still fairly new and that it can be difficult to quantify its full impact on your organization. That is why we work to establish important benchmarks and goals for the social media outreach before we begin. We also work with advertising and online agencies to get an accurate picture of the overall reach of the social media efforts. Depending on results, we can tweak the strategy as needed throughout the life of the campaign, ensuring success.

Interactive Support

The WVDOT Web site offers a tremendous amount of information and is a great way to keep target audiences up to date. As part of the communications/marketing plan, we will be available to the WVDOT staff to ensure that the site is updated with developed messaging, communications materials, activities and announcements. We will continue to utilize the Web site as a main resource for your audiences.

Evaluation

We have several methods for gauging the effectiveness of our communications and marketing efforts. First, we refer to the information gathered during the research phase. We use this information as a barometer to see how opinions of the target audiences change over the course of the campaign. We also track the interest and/or response to our communications pieces including Web site traffic and earned media coverage.

