



*No matter where you're going,*  
**WE GET YOU THERE.**

**WEST VIRGINIA  
DEPARTMENT OF TRANSPORTATION**

*Request for Quotation*  
**#95110001**

**RECEIVED**

**2010 NOV 23 PM 2:41**

**WV PURCHASING  
DIVISION**



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

RFQ COPY  
TYPE NAME/ADDRESS HERE

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 |            |               |
|--|---------------|--------------------------|-----------------------------------|---------------|------------|---------------|
| 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        |            |               |
| 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 |               |                          |                                   |               |            |               |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                          |                                   |               |            |               |
| SIGNATURE  | Seot Drake    |                          | TELEPHONE                         | 304-342-1200  |            | DATE 11/22/10 |
| TITLE C.M.O.   | 55-0686533    |                          | 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  
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2

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

RFQ COPY  
TYPE NAME/ADDRESS HERE

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                     |            |        |
|--|---------------|--------------------------|--------|-----------------------------------|------------|--------|
| 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>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.</p> <p>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.</p> <p>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.</p> <p>EXHIBIT 10</p> <p>REQUISITION NO.: .....</p> <p>ADDENDUM ACKNOWLEDGEMENT</p> <p>I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.</p> <p>ADDENDUM NO. 1:</p> |               |                          |        |                                   |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                          |        |                                   |            |        |
| SIGNATURE  |               | TELEPHONE                |        | DATE                              |            |        |
| C.M.O.   |               | 304-342-1206             |        | 11/22/10                          |            |        |
| TITLE  |               | FAX                      |        | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |
| C.M.O.   |               | 55-0686533               |        |                                   |            |        |

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



State of West Virginia  
Department of Administration  
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2019 Washington Street East  
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request for  
Quotation

RFP NUMBER  
95110001

PAGE  
3

ADDRESS CORRESPONDENCE TO ATTENTION OF:  
BUYER 33  
804-558-2402

VENDOR  
\*709060003 01 304-342-1200  
ARNOLD AGENCY  
117 SUMMERS STREET  
CHARLESTON WV 25301-2110

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  |               |                           |         |                                   |            |        |
| NO. 2  |               |                           |         |                                   |            |        |
| NO. 3  |               |                           |         |                                   |            |        |
| NO. 4  |               |                           |         |                                   |            |        |
| NO. 5  |               |                           |         |                                   |            |        |
| I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.  |               |                           |         |                                   |            |        |
| 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. |               |                           |         |                                   |            |        |
| .....<br>SIGNATURE<br>The Arnold Agency<br>COMPANY<br>11/22/10<br>DATE   |               |                           |         |                                   |            |        |
| NOTE: THIS ADDENDUM ACKNOWLEDGEMENT SHOULD BE SUBMITTED WITH THE BID.  |               |                           |         |                                   |            |        |
| REV. 109/21/2009   |               |                           |         |                                   |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                           |         |                                   |            |        |
| SIGNATURE: Scott Drake   |               | TELEPHONE: 304-342-1200   |         | DATE: 11/22/10                    |            |        |
| TITLE: C.M.O.  |               | FAX: 55-0686533           |         | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |

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



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ADDRESS FOR CORRESPONDENCE TO ATTENTION OF  
BUYER 33  
104-558-2402

RFQ COPY  
TYPE NAME/ADDRESS HERE  
VENDOR

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

| 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 |
| <b>EXHIBIT 3</b>   |               |                           |        |                                   |            |        |
| <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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</p> |               |                           |        |                                   |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                           |        |                                   |            |        |
| SIGNATURE  |               | TELEPHONE                 |        | DATE                              |            |        |
| <i>[Signature]</i>   |               | 304-342-1200              |        | 11/22/10                          |            |        |
| TITLE  |               | FAX                       |        | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |
| C.M.O.   |               | 55-0686533                |        |                                   |            |        |

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| RFQ NUMBER |
| 95110001   |

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

200201  
\*709060003 01 304-342-1200  
ARNOLD AGENCY  
117 SUMMERS STREET  
CHARLESTON WV 25301-2110

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

|  |               |                  |          |                                   |            |        |
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| DATE PRINTED   | TERMS OF SALE | SHIP VIA         | F.O.B.   | FREIGHT TERMS                     |            |        |
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| 11/16/2010   |               | 01:30PM          |          |                                   |            |        |
| LINE   | QUANTITY      | UOP              | CAT. NO. | ITEM NUMBER                       | UNIT PRICE | AMOUNT |
| <p>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.)</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>REV. 05/26/2009</p> <p>NOTICE</p> |               |                  |          |                                   |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                  |          |                                   |            |        |
| SIGNATURE  | TELEPHONE     |                  |          | DATE                              |            |        |
| C.M.O.   | 304-342-1200  |                  |          | 11/22/10                          |            |        |
| FEB  |               | 55-0686533       |          | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |
| WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'  |               |                  |          |                                   |            |        |





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Department of Administration  
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# Request for Quotation

|            |
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| RFQ NUMBER |
| 95110001   |

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

RFQ COPY  
TYPE NAME/ADDRESS HERE

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 |            |        |
|---|---------------|-----------------------------------|--------|---------------|------------|--------|
| 10/25/2010  |               |                                   |        |               |            |        |
| BID OPENING DATE: 11/16/2010  |               | BID OPENING TIME: 01:30PM         |        |               |            |        |
| LINE  | QUANTITY      | UCP                               | CAT NO | ITEM NUMBER   | UNIT PRICE | AMOUNT |
| A SIGNED BID MUST BE SUBMITTED TO:<br><br>DEPARTMENT OF ADMINISTRATION<br>PURCHASING DIVISION<br>BUILDING 15<br>2019 WASHINGTON STREET, EAST<br>CHARLESTON, WV 25305-0130<br><br>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF<br>THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:<br><br>SEALED BID<br><br>BUYER: KRISTA FERRELL-FILE 33<br><br>RFQ. NO.: DOH-95110001<br><br>BID OPENING DATE: 11/16/2010<br><br>BID OPENING TIME: 1:30 PM<br><br>PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY<br>TO CONTACT YOU REGARDING YOUR BID:<br><br>304-342-1285<br><br>CONTACT PERSON (PLEASE PRINT CLEARLY):<br>Scot Drake<br><br>SEE REVERSE SIDE FOR TERMS AND CONDITIONS |               |                                   |        |               |            |        |
| SIGNATURE   |               | TELEPHONE                         |        | DATE          |            |        |
| C.M.O.  |               | 304-342-1200                      |        | 11/22/10      |            |        |
| FAX   |               | ADDRESS CHANGES TO BE NOTED ABOVE |        |               |            |        |
| 55-0686533  |               |                                   |        |               |            |        |

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State of West Virginia  
Department of Administration  
Purchasing Division  
2019 Washington Street East  
Post Office Box 50130  
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WV PURCHASING ACT SECT 304-558-4115

Nov 4 2010 07:43am P001/003

### Request for Quotation

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| RFQ NUMBER | PRICE |
| 95110001   | 1     |

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

\*709060003 01 304-342-1200  
ARNOLD AGENCY  
117 SUMMERS STREET  
CHARLESTON WV 25301-2110

DEPARTMENT OF TRANSPORTATION  
OFFICE OF THE SECRETARY  
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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<br>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   | TELEPHONE     |                          |        | DATE                              |            |        |
| <i>[Signature]</i>  | 304-342-1200  |                          |        | 11/22/12                          |            |        |
| TITLE   | FAX           |                          |        | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |
| C.M.O.  | 55-0686533    |                          |        |                                   |            |        |

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

WV PURCHASING DIV. Fax 304-558-3970

Nov 12 2010 02:59pm P001/004

# Request for Quotation

RFQ NUMBER  
95110001

PAGE  
1

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

709060003 01 304-342-1200  
ARNOLD AGENCY  
117 SUMMERS STREET  
CHARLESTON WV 25301-2110

DEPARTMENT OF TRANSPORTATION  
OFFICE OF THE SECRETARY  
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25305-0440 558-0444

| DATE PRINTED   | TERMS OF SALE | SHIP VIA                  | FOB      | FREIGHT TERMS                     |            |        |
|--|---------------|---------------------------|----------|-----------------------------------|------------|--------|
| 11/12/2010   |               |                           |          |                                   |            |        |
| BID OPENING DATE: 11/16/2010   |               | BID OPENING TIME: 01:30PM |          |                                   |            |        |
| LINE   | QUANTITY      | UOP                       | CAT. NO. | ITEMS/DESCR.                      | 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   | EA            |                           | 915-03   | ADVERTISING SERVICES              |            |        |
| ***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:                                       |               |                           |          |                                   |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS  |               |                           |          |                                   |            |        |
| SIGNATURE: Scott Drake   |               | TELEPHONE: 304-342-1200   |          | DATE: 11/22/10                    |            |        |
| TITLE: C.M.O.  |               | FAX: 55-0686533           |          | ADDRESS CHANGES TO BE NOTED ABOVE |            |        |

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

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.<br>Suite 1100<br>Charleston, WV 25301 |
| Representative Attending: | Jennifer Newberg-Kyria Richards                       |
| Phone Number:             | 304-342-0111  |
| Fax Number:               | 304-342-1941  |
| Email Address:            | jnewberg@charlestonwv.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<br>CHARLESTON, WV 25301 |
| Representative Attending: | JOE STEVENSON                                     |
| Phone Number:             | 304-220-5445                                      |
| Fax Number:               | 304-348-9644                                      |
| Email Address:            | jstevenc@themediacenter222.com                    |

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

|                           |  |
|---------------------------|--|
| Firm Name:                | TSG Consulting                             |
| Firm Address:             | 119 Capitol Street<br>Charleston, WV 25301 |
| Representative Attending: | Chris Hall                                 |
| Phone Number:             | 304-345-1161                               |
| Fax Number:               | 304-345-8111                               |
| Email Address:            | chrishall@tsgsolutions.com                 |

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





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

RFQ COPY

TYPE NAME/ADDRESS HERE

V  
E  
N  
D  
O  
R

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

| DATE PRINTED   | TERM 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   | EA           |                          | 915-03                            |               |            |        |
| 1  |              |                          |                                   |               |            |        |
| ADVERTISING SERVICES                                     |              |                          |                                   |               |            |        |
| ***** THIS IS THE END OF RFQ 95110001 ***** TOTAL:       |              |                          |                                   |               |            |        |
| SEE REVERSE SIDE FOR TERMS AND CONDITIONS                |              |                          |                                   |               |            |        |
| SIGNATURE  | DATE         |                          | TELEPHONE                         |               |            |        |
| <i>[Signature]</i>                                       | 11/22/10     |                          | 304-342-1200                      |               |            |        |
| TITLE  | FAX          |                          | ADDRESS CHANGES TO BE NOTED ABOVE |               |            |        |
| C.M.E.   | 55-0686533   |                          |                                   |               |            |        |

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

WV PURCHASING AOA SECT Fax 304-558-4115

Nov 18 2010 01:11pm P001/003

**Request for  
Quotation**

RFQ NUMBER  
**95110001**

PAGE  
**1**

ADDRESS CORRESPONDENCE TO ATTENTION OF

BUYER 33  
304-558-2402

709060003 01 304-342-1200  
ARNOLD AGENCY  
17 SUMMERS STREET  
CHARLESTON WV 25301-2110

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      | UOP                      | CAT. NO. | ITEM NAME/DESC                    | 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 <i>[Signature]</i>  |               | TELEPHONE 304-342-1200   |          | DATE 11/22/10                     |            |        |
| TITLE C.M.O.  |               | FAX 55-0686533           |          | 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.*

## ***Mandatory Requirements and 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 and mandatory requirement shall result in disqualification of the bid.*

As you read through The Arnold Agency's response to this Request for Quotation (RFQ), you will see that we have answered each section containing the words "**must**," "**shall**" and "**will**" with a minimum of a short paragraph immediately following that section. We have found that this method allows the reader to immediately judge the validity of the vendor's response to each section. To further simplify the response, we have highlighted all language from the actual RFQ with italic blue type while our response is in non-italic black type.

Where applicable, we have also provided examples to better illustrate our response to a specific section.

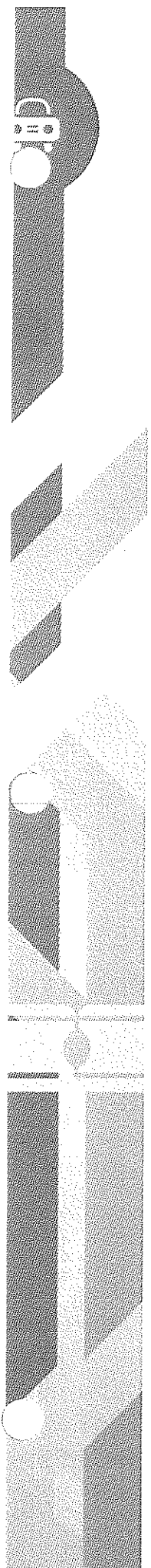
### ***Part 2.0 Mandatory Qualifications and Experience Requirements***

*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 relations campaigns.*

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

The Arnold Agency is properly licensed with the State of West Virginia and all other applicable government entities. Further, we are fully versed in the unique intricacies of working within state contracts due to our continued work as agency of record for both the West Virginia Department of Health and Human Services and the West Virginia Department of Education.

*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, date 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.*



In its 22-year history, The Arnold Agency has grown into an integrated communications company of 28 talented professionals. We have accumulated a strong portfolio of work, designed successful strategies, delivered measurable results, earned recognition and built many long-term relationships with clients, vendors and the media. Each individual offers a commitment to excellence, an enthusiasm for challenges and a wealth of knowledge and experience. The Agency serves a variety of clients on a statewide, regional, national and international basis.

At The Arnold Agency, we build meaningful relationships. We deliver bold ideas and striking executions to produce solid results. In every discipline and in every medium, our work speaks for our passion and commitment to doing what is best – and what is right.

Our mission is to do great work for our clients and have a great time doing it. With our team of high-spirited, quick-witted professionals, we provide clients with a full range of real solutions.

We are a communications company. An advertising agency. A public relations organization. A government relations firm. But most notably, we are a creative group of people driven by these core values:

***Spirit***

Fun. Vibrant. Our personality inspires everything we do. Building ideas for your company is not just our job, it's the essence and spirit of everything we do.

***Passion***

Confident. Bold. Everyone is driven by something. We strive to build a strong bond between your brand and the consumer – finding the sweet spot where your brand and your customer's passion meet.

***Results***

Solid. Firm. The measure of our success is different for every endeavor. We harness our spirit and passion to deliver the results you crave.

What makes us tick? Big ideas. Seeing connections made. Insights captured. Brands built. Results celebrated. We've been in the business for 22 years, and we still crave the excitement of new challenges that stop us in our tracks.

We believe the most brilliant work depends on the relationship between the client and The Agency – the kind of solid, working relationship that offers mutual trust, respect and friendship.

It's how we work. It's how we work best.

On the following pages, we have provided examples of how The Arnold Agency has been engaged in a minimum of five projects similar in size and scope within the last five-year period in comparable work environments.

**Division of Tobacco Prevention – Cessation Program**

Contact: Bruce Adkins  
350 Capitol Street  
Room 206  
Charleston, WV 25301  
304-558-1743

Campaign: Smoking Cessation/Quitline Promotion targeting adults 55+ statewide

Dates: December 2008 – June 2009

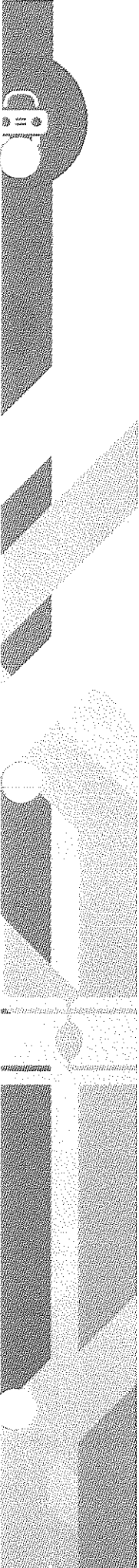
The 2007-2008 55+ Campaign targeted senior citizens (ages 55 and older) and featured the message: “it’s never too late to quit” in an effort to drive them to the WV Quitline. Because women tend to make the healthcare decisions in the family, the primary demographic for this campaign was women 55+ with a secondary target of all adults over 55. Creative components included television, radio and print ads, as well as a fact sheet. All materials featured a grandmother speaking with her granddaughter and a similar version was created featuring a grandfather.

Campaign at a Glance

- Total Campaign Impressions: 36,145,365
- Television
  - Number of Spots: 233
  - GRPs: 1,690.0
  - Reach: 91.9
  - Frequency: 4.6
- Radio
  - Number of Spots: 8,330
  - GRPs: 10,159.2
  - Reach: 95.2
  - Frequency: 7.8
- Newspaper
  - Number of Insertions: 72
  - Readership: 22,445,206
- Non-traditional
  - Cards Distributed: 27,500

West Virginia  
**TOBACCO**  
**QUITLINE**  
**1-877-966-8784**

Television was launched around the holidays in December 2007 and January 2008, when people tend to commit to healthier lifestyles and families spend time together. This media strategy took advantage of the incredibly emotional nature of the television creative concept that highlighted grandchildren losing their grandparents due to tobacco use. The television campaign continued through June 2008 and focused heavy ad placement in the early and local news since research indicates that senior citizens are



very devoted to local news programming. This proved to be a very cost-effective way of reaching a large, committed audience and making a strong, visual impact.

Newspaper placement in sections ranging from general news to the obituary pages helped to build frequency with our campaign. By using smaller ads, (3-column by 6in.), we were able to extend the available campaign funding for the maximum number of weeks while maintaining an ad size that was easily viewed and read by this older population.

Radio research indicates that the 55+ population is very loyal to local radio broadcasts. From smaller FM stations to AM stations that have operated in markets for generations, these older demographics turn to radio for the weather, local sports and general news. This loyalty is greatly increased as the radio markets become more rural and the number of options on the dial decrease. For these reasons, we partnered with MetroNews Networks for the majority of the radio portion of this campaign. MetroNews reaches all 55 counties of the state and has an incredible mix of medium to low-power FM and AM stations. To supplement the MetroNews buy, the 55+ message ran for 13 weeks on gospel radio in the Charleston market. This supplemental radio campaign reinforced the message with local seniors already reached by the current statewide campaign.

As a complement to the traditional media, The Arnold Agency identified locations and organizations that focused on seniors throughout the state. Ranging from senior centers to the Mountaineer Discount Card program, opportunities were presented to the Division of Tobacco Prevention staff that extended the paid portion of the campaign by providing outlets for literature and collateral distribution.

**Montana Department of Public Health and Human Services  
Tobacco Use Prevention Program**

**Example #2**

Contact: Stacy Campbell  
1400 E Broadway  
Helena, MT 00000  
406-444-3138

Campaign: Statewide Smoking Cessation/Quit Line Promotion

Dates: December 2007 – May 2009

The Montana Tobacco Quit Line is a free resource for Montana residents who want to quit using tobacco. Tobacco users who call the Montana Tobacco Quit Line are seven to ten times as likely to quit. Our challenge was to increase the number of callers to the Tobacco Quit Line statewide. Working with the Montana Tobacco Use Prevention Program (MTUPP), we developed a campaign featuring slice-of-life characters. Using a television spot, a radio spot and a collection of newspaper ads, each character explained their personal reason for quitting – from being healthy to saving money.

Campaign at a Glance

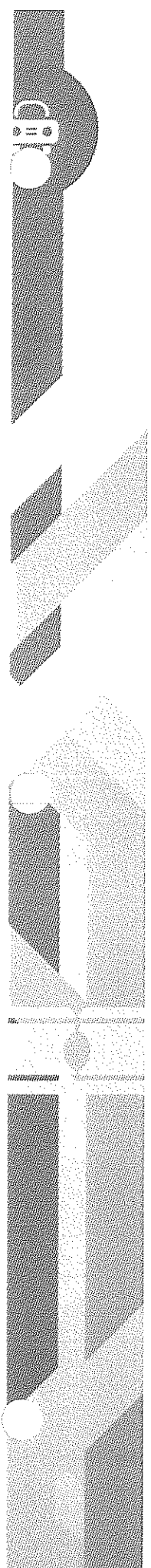
- Total Campaign Impressions: 29,144,102
- Television
  - Number of Spots: 10,178
  - GRPs: 6,425
  - Reach: 85.9%
  - Frequency: 11.5
- Radio
  - Number of Spots: 19,920
  - GRPs: 23,904
  - Reach: 70.1%
  - Frequency: 12.5
- Newspaper
  - Number of Insertions: 348
  - Readership: 1,593,208



The campaign launched in December 2007 to coincide with the tendency of people wanting to quit tobacco around the New Year. We placed (:30) versions of the television ads on broadcast television during local news and primetime programming.

Because of the large geographic area to cover in Montana, and to make sure we reached the most rural areas in Montana that receive television coverage primarily from out-of-state markets, we also ran a heavy placement of 2,380 (:30) message on 50 radio stations featuring a mix of programming formats that thoroughly covered adults 25+ across the state.





To provide further support for the campaign, we encouraged MTUPP's statewide network of local tobacco prevention specialists to place newspaper ads we developed to complement the overall campaign. This additional media support boosted our broad media buy and ensured we reached Montana's rural areas.

Calls to the Tobacco Quit Line were continually monitored and real-time adjustments were made to the media mix, such as adding cable television to increase reach and frequency, adding statewide newspaper placement and adding messaging targeting American Indians, an at-risk population. Gas pump topper ads were placed statewide to target a blue-collar audience.

Since the initial "I Quit" campaign successfully increased calls to the Tobacco Quit Line, we re-launched the campaign for three weeks in early spring and then again for four weeks in late spring. As call numbers rose, we produced a complementary campaign in summer 2008, this time focusing on smokeless tobacco, a major problem in Montana.

The "I'm Tougher" campaign launched in early fall 2008. Like the original campaign, we placed (:30) television ads on broadcast stations during news and primetime programming, employed radio to cover the state and reach rural areas and placed print ads in newspapers statewide.

The second hit of the new campaign launched in December and ran through the New Year. Based on continued success, we ran a flight of both campaigns for the entire month of February and three week periods in March, April and May.

## **Results**

Since the original "I Quit" campaign launched in December 2007, the Montana Tobacco Use Prevention Program experienced a 300 percent increase in the number of callers to the Tobacco Quit Line. Where calls once averaged around 300 calls per month during the fall 2007, Tobacco Quit Line call volume reached 1,340 and 1,223 calls for the months of March and April 2009, respectively. In fact, our campaign work was so successful that the program actually had to dial back paid Tobacco Quit Line advertising to adjust to the influx of new callers.

Division of Tobacco Prevention – Youth Program

Contact: Bruce Adkins  
350 Capitol Street  
Room 206  
Charleston, WV 25301  
304-558-1743

Dates: September 2008 – May 2009

Campaign at a Glance

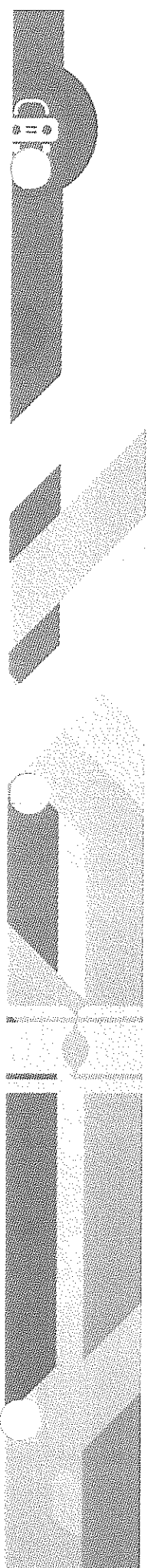
- Total Campaign Impressions: 21,670,199
- Television
  - Number of Spots: 6,243
  - GRPs: 9,988.8
  - Reach: 49.9
  - Frequency: 3.3
- Cinema
  - Number of Spots: 1,650
  - Admissions: 693,000
- Newspaper
  - Number of Insertions: 9
  - Readership: 162,000
- Online (MySpace)
  - Number of ads: 181
  - WV Users 12-17: 98,681



The Arnold Agency was charged with creating a new advertising campaign for the West Virginia Division of Tobacco Prevention's Youth Program. Raze is West Virginia's teen-led anti-tobacco movement dedicated to fighting Big Tobacco. Since its inception, it has been a dynamic brand and powerful program and has grown to be very successful in West Virginia and a national leader in youth tobacco prevention.

For the 2008-2009 school year, The Arnold Agency was challenged with developing a campaign that would:

- Introduce the Raze brand to new students
- Increase participation in the Raze program by recruiting kids to join school-based teams in each of West Virginia's 55 counties – and participate in a new, points-based online incentive program
- Include a complex web-based program to house the incentive program that allows teens to log into the Raze website, enter their personal anti-tobacco activities, receive points for their activism, track the points they are assigned for their work, and win prizes at the end of the year based on the volume and intensity of their personal counter-marketing efforts



The agency used television and print media to promote the Raze campaign's message, as well as the new incentive program. A statewide media plan was developed targeting teens and educators that included flights on channels such as Discovery, ESPN, ESPN2, ABC Family, Nickelodeon, MTV and the Cartoon Network. We also used regional newspaper advertising to target teens in publications that are written entirely by teens. The program encouraged teens enrolled in the program to submit editorial pieces discussing Big Tobacco while encouraging the readers to join Raze.

Today's teens are multi-tasking, technology-absorbing wizards and gaining their attention and trust in order to make an impression is difficult. In addition to traditional media outlets, we supplemented the campaign with non-traditional advertising – an absolute necessity to reach teens in today's world. Non-traditional media was employed through social networking sites and cinema advertising, in addition to the comprehensive interactive package provided via the website. The combination of traditional television and print advertising complemented the campaign's non-traditional elements.

### **Social Networking**

By utilizing ad space on social networking sites, such as MySpace, we were able to convey the importance of being involved in the fight against the tobacco industry through video, blogs and graphics placed by other teens/peers. This strategy captured users online and immediately redirected them to the Raze website. It also allowed us to run a highly-targeted, West Virginia-specific, campaign and provided us with quantifiable feedback to measure the effectiveness of the campaign.

### **Cinema Advertising**

Movie-going is the number-one leisure activity in the nation and attracts a young, affluent audience in a unique, distraction-free environment. Research indicates that advertising or brand building on the big screen results in a high recall and impact.

In utilizing cinema advertising, we hand-picked the films that were best suited to reach West Virginia teens. The (:30) Raze "Recruitment and Incentive" messages ran at the feature films' published show times in the lights-down environment, ensuring that they were seen by an attentive – and captive – audience. Statewide, we placed the Raze campaign on 110 screens in 14 theatres, totaling 693,000 impressions.

In addition to these non-traditional media buys, an expansive website was developed at [www.razewv.com](http://www.razewv.com). This website included a custom-built chat room, blog and message board to facilitate peer-to-peer communication between teens, as well as various downloadable guerilla marketing items, including screensavers, widgets, buddy icons, desktop packages, MySpace décor (including backgrounds and templates), Facebook flair, avatars, stickers, e-cards, t-shirt transfers, gear store with incentives, personality quizzes, e-polls, posters and email signatures



## Measurement & Results

The final piece of the plan was measurement. The beauty of the 2008-2009 "Recruitment & Incentives" campaign plan was that there were several direct measurement techniques built in. For example, we were able to measure success based on the number of new members who joined Raze, website activity, monitoring of the incentive program activity via points earned and exchanged for reward items and earned media gained from increased community-based activism.

We also posted all electronic media buys to ensure accurate audience delivery, gauge feedback on the Raze website, from TAC (the Teen Advisory Council, who mentors the Raze movement) and the Division of Tobacco Prevention partner networks such as, YET (Youth Empowerment Team) and the Department of Education.

Over the course of the campaign, we found that 5,981 members initiated or renewed their registration for the Raze program via the Raze website and signed up to participate in the incentives program. Since the campaign's inception, there have been 356,386 unique visits to 744,784 pages. The number-one visited page is the bulletin board thread, where teens discuss the new campaigns, the incentives program and the latest activism ideas. Before the campaign, there was an average of 10 posts on each topic on the bulletin board. After the launch, the average jumped to 30 posts per topic almost immediately. Program leaders reported a significant increase in the number of local group activities in their local areas across the state as well.

## SUBWAY Restaurants

## Example #4

Contact: Bill Riggall  
6416 MacCorkle Ave. SW  
St. Albans, WV 25177  
[briggall@suddenlink.net](mailto:briggall@suddenlink.net)  
Office: (304) 766-6973

Dates: Ongoing since 1989

### Campaign at a Glance – WV Markets Year to Date 2010

- Total Campaign Impressions: 256,435,000
- Television
  - Number of Spots: 10,314
  - GRPs: 21,186
  - Average Reach /Market: 71.4
  - Average Frequency/Market: 8.6
- Radio
  - Number of Spots: 21,262
  - GRPs: 30,101
  - Average Reach/Market: 77.1
  - Average Frequency/Market: 33.6

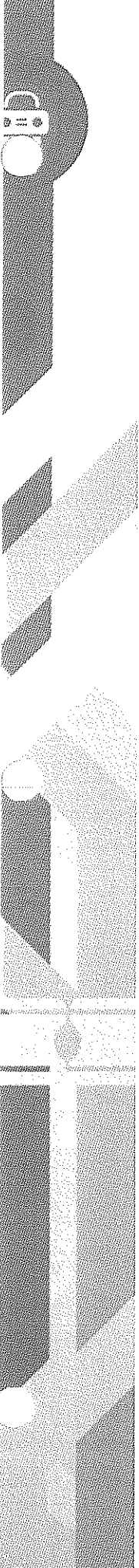


### Subway Restaurants Case Study

Since 1989, The Arnold Agency has provided multi-media advertising placement and strategic marketing planning services to the national chain SUBWAY® restaurants. At that time, local franchisees representing 35 restaurants in the Charleston/Huntington, WV Designated Market Area (DMA) retained the Agency to execute a marketing program designed to increase sales and grow Subway's market share.

Twenty-one years later, The Arnold Agency's relationship with Subway has grown and flourished to encompass more than 550 restaurants in seven television markets across five states in the East Central region, where we develop comprehensive marketing and media plans and work with local market budgets ranging from \$125,000 to close to \$2 million annually. We serve as agency of record and place print, television, radio, outdoor and non-traditional advertising.

The Arnold Agency uses a variety of strategic marketing and analysis tools to complete the complex multi-media advertising placement and marketing work for Subway. Annual strategic business plans are prepared and executed for each market. Each plan considers the unique circumstances and competitive influences affecting the individual media marketplaces.



These annual business plans also include detailed evaluations that monitor the media spending and promotional activities of local competitors in the quick service restaurant battleground. Semi-annually, the agency prepares and reports on the growth or decline in the number of units sold, average store sales, total sales and market share for every competitor in the category.

In addition, the agency evaluates and reports on the weekly, monthly, quarterly and annual sales volume, customer count (traffic) and average check (dollars spent per visit) for each of the over 550 restaurants we represent. This individual restaurant sales data is compared to local market performance in other Subway markets in addition to being compared to regional and national sales trends for Subway and its competitors.

Based on our interpretation of these and other key measurements of the industry and the geographic markets, we develop revenue and cash flow projections to support an annual multi-media calendar and marketing plan. These comprehensive communication plans for each market integrate public relations activities, multi-media planning and placement including broadcast television, cable television, radio and outdoor as well as use of print vehicles such as newspaper and direct mail, loyalty programs, in-store merchandising materials and sales promotions.


To keep Subway's message and brand consistent when placing a television campaign, the agency sticks to strict gross rating point levels targeted toward the adult 18-49 audience in each daypart. This strategy is based on programming research that helps to define what adults 18-49 are spending the most time watching. Armed with this data, we build our multi-media schedules to be heavier in dayparts with the higher percentage of the audience and lower in dayparts with a lower percentage. For example, Subway's message runs more frequently in primetime programming than it does in late fringe because more adults 18-49 watch primetime programs than late fringe programs.

If an individual market's budget allows, the annual multi-media campaigns are supplemented by market wide radio to increase the frequency of a message and direct mail to support a new promotion during local campaigns. These marketing tools are helpful media layers that boost the local campaign message within an individual market.

Print, radio and billboard advertising is purchased throughout the fiscal year on behalf of individual franchisees that may not receive adequate coverage from the broadcast television campaign. These owners are located on the fringe of a market, in more secluded areas and qualify for OSP (Outlying Store Policy) funds. Print, radio and billboard advertising are successful at reaching the sometimes-isolated communities and promoting a local restaurant within its core customer market.

Each agency within the Subway system (there are fewer than 30 regional agencies serving the Subway system throughout the U.S. and Canada) is held to very strict guidelines and expectations, as would be expected when working with such a well-known brand. Agency reviews are held by Subway to guarantee that the best service is





being given to the individual local markets and helps franchisees know where they stand with their agency.

The agency is scored by Subway in multiple media placement/delivery categories. Advertising elements are held to the planned campaign by daypart, week, program and time frame. Any discrepancy in the actual campaign is noted. Our media planners and buyers work hard to stick to the plan set-forth by the team. Any changes made are to benefit the brand message and reported to Subway as they happen. This direct and honest approach to managing the multi-media placement has earned The Arnold Agency great respect from one of the largest national advertisers in the country and puts us in a position to grow our business relationship with Subway.

Additional accountability for agency media buying performance is provided by a comprehensive post analysis for each television buy placed by the agency. Every commercial in the buy is evaluated after it has aired to measure ratings points delivery, daypart delivery, cost efficiency and a wide range of other parameters. Should a ratings shortfall occur compared to the estimated delivery, the agency works with the local stations to obtain makegoods for the underdelivery – at no additional cost to Subway. This extensive post analysis process conducted by the agency guarantees the full benefit and value for the television investments made by the local markets.

The use of public relations is also integrated into the media mix to establish Subway as a local brand that is engaged and cares about the community. With the help of Subway spokesperson and advertising icon Jared Fogle, the agency has garnered enormous media coverage (print, TV, radio) over the course of 12 years for local markets by involving him with local hospitals, health and fitness centers, schools, as well as functions with prominent political figures and even professional sports teams.

## **Results**

Our strategic multi-media placement and thinking applied to Subway business has resulted in consistent sales growth and market share gains in each of its markets. At year-end 2009, each of the Subway markets represented by The Arnold Agency experienced record-high market share within both the quick service restaurant category, as well as the category's sub/sandwich segment.

Year-to-date for 2010, our Subway markets are experiencing record sales and customer counts and have enjoyed continued growth in market share. This performance is especially impressive given the enormous sales growth of 10 to 20 percent in these markets during 2008 and 2009.

Today, as we have for the past 20 plus years, The Arnold Agency stands out among Subway's regional advertising agencies and consistently receives high marks for its stewardship of the Subway brand and its demanding multi-media advertising placement.

**West Virginia Department of Health and Human Resources  
Division of Tobacco Prevention – Cessation Program**

**Example #5**

Contact: Bruce Adkins  
350 Capitol Street  
Room 206  
Charleston, WV 25301  
304-558-1743

Campaign: Smoking Cessation/Quitline Promotion target women/mothers  
Dates: December 2007 – June 2008

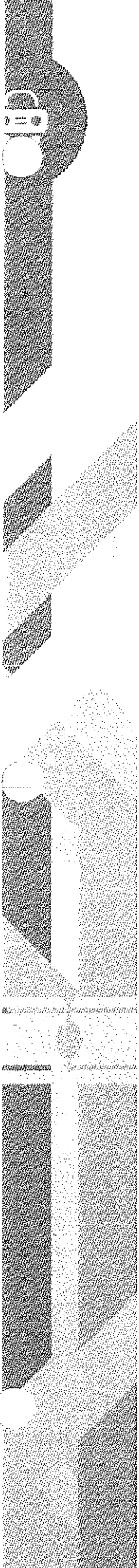
The Pregnancy Initiative's ultimate goal is to encourage women tobacco users to seek cessation assistance by directing them to the West Virginia Tobacco Quitline. In order to enhance these efforts, The Arnold Agency developed an emotionally-charged advertising campaign to motivate pregnant women who smoke to quit; encourage tobacco users thinking of becoming pregnant to stop using tobacco; and persuade all women not to start smoking. A huge part of this campaign was a statewide public relations effort to garner earned media. The ultimate goal was to get this target audience to call the Quitline.

The "Power to Quit" campaign, which included statewide television, radio, newspaper and billboard advertising and the distribution of fact sheets, posters and quit guides to pediatricians' offices, went beyond simply telling pregnant women the dangers of smoking. The advertising highlighted the main motivator for pregnant women to stop smoking: their unborn children.

**Campaign at a glance**

- Total Campaign Impressions: 19,576,347
- Television
  - Number of Spots: 1,452
  - GRPs: 1,308.5
  - Reach: 71 percent
  - Frequency: 3.0
- Radio
  - Number of Spots: 159
  - GRPs: 521.4
  - Reach: 40 percent
  - Frequency: 7.6
- Newspaper
  - Number of Insertions: 18
  - Readership: 814,308
- Billboard
  - Number of boards: 3
  - Traffic Count: 3,564,624





Research cited in *USA Today*, showed that southern West Virginia had a higher percentage of smokers at 40 percent, while the state's overall average is 27.3 percent. So that gave us a geographic bull's eye where our traditional media could reach a higher percentage of the target segment, therefore be more efficient. Sticking with the strategy of reaching all of West Virginia's 55 counties with all of the DHHR's messages, we were able to more heavily target southern counties with increased frequency or supplemental media as needed.

Traditional media used a mix of cable and broadcast television as an anchor. Our television strategy focused on cable programming to build frequency with spots on networks such as TLC, HGTV and ABC Family Channel, where specific family and infant/child programming is available. Broadcast television programming was used to extend our reach into this segment by targeting lower-cost dayparts that had a high female 18-34 viewership, such as daytime and early morning programming.

Radio was used to target the southern West Virginia markets with the highest number of pregnant tobacco users. Stations in Charleston, Huntington and Beckley with both country and adult contemporary programming were purchased because of their extremely high female listenership. This allowed for greatly increased frequency of the overall Quitline message in those markets allowing the largest return on our advertising investment.

Newspaper was used first to help launch the campaign in key daily papers throughout the state, then to build needed frequency through continued advertising in available special sections. Special sections included *Charleston Newspapers' West Virginia Healthbeat* and the *Women and Children's Expo* supplement.

Additionally, billboards were used in high-traffic areas throughout the southern part of the state near hospitals and family planning clinics. This strategy put our message in front of the new mothers and pregnant women as they traveled to their healthcare providers. By capturing this audience when they are already focused on their health and the health of their children, we stood a much better chance of making an emotional connection and truly delivering our Quitline message.

As a supplement to these paid media strategies, The Arnold Agency provided the client with a list of potential partners that could aid in delivering our overall messages. Healthcare providers such as clinics, daycares and doctors' offices proved to be the perfect venue to reach our audience as they sat in waiting rooms and exam rooms. Programs such as parenting classes and Stork School programs also gave us an opportunity to put our message in front of adults while the topic of health and well-being was in their top of mind.

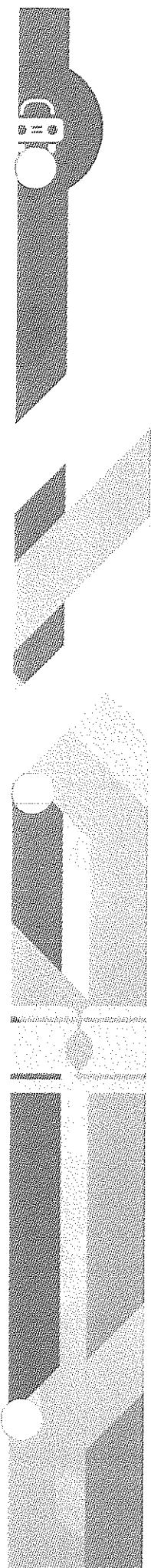
This program launched on November 27, 2007 with a press conference at the Governor's Office and electronic media launching statewide.

In addition to the five detailed examples outlined above, The Arnold Agency is very proud of the range and longevity of other major client relationships – something we believe is truly unique in the advertising and marketing industry – and something that positively reflects on our ability to become trusted partners and counselors with our clients. The following chart is a sampling of our current agency clients and describes past projects relevant to traffic safety-related media campaigns, targeting specific audiences, and state government work.

| Project   | Supply/Service Type   | Dates          |
|---|---|----------------|
| West Virginia Governor's Highway Safety Program | Strategic planning and placement of statewide media campaigns following National Highway Safety Administration media calendar                         | 2009 – Current |
| West Virginia Motorcycle Safety Program         | Strategic planning and placement of statewide media campaigns   | 2010 – Current |
| West Virginia Department of Criminal Justice    | Full service: strategic planning, development and placement of statewide media initiatives, especially focusing on prescription drug abuse prevention | 2009 – Current |
| Mountain State Blue Cross Blue Shield           | Full service: development, planning and placement of statewide paid media, as well as government relations services                                   | 1993 – Current |
| Montana Diabetes Project                        | Project: developed and implemented statewide media campaign   | 2009 – Current |
| Montana Asthma Control Program                  | Project: developed and implemented statewide media campaign   | 2010 – Current |

*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.*

The Arnold Agency understands that we will be solely responsible for all work performed under the contract and will assume Prime Contractor responsibility for all services.



If and when subcontractors are needed, The Arnold Agency has a refined process that ensures that any subcontractors appear to be a seamless part of our organization from our clients' perspectives. The philosophy is simple enough, but it requires that a stringent system is in place to research, interview and sometimes test individuals and businesses in which we are considering building a subcontracted relationship. Our process includes:

- In-depth conversations with the specific client related to the project being considered for subcontracting. Often there are relationships in place and levels of trust and results established that make selecting a subcontract a simple and seamless process.
- Researching and interviewing individuals associated with the specialty service we are considering contracting out. For example, in a case where we are trying to identify an event planner to use in a specific geographic region, our first step is to contact venues, equipment rental companies and press outlets. Often these individuals will provide us with an unbiased review of the areas of talent.
- Interviews where the entire internal team associated with a particular project have the opportunity to ask questions and challenge a potential subcontractor.
- Often, we ask potential subcontractors to participate in a personality test. Obviously, there are no right or wrong answers, but these types of tests provide valuable insight into an individual's ability to work under pressure, level of honesty and level of commitment to the assignment.
- Educating the potential subcontractor on our Agency culture and *spirit, passion, results* brand. Our brand is who we are and the subcontractor must be willing to work by and represent the values within this brand.
- Client interviews and screenings to ensure that potential subcontractors understand the missions of the client and can quickly build a positive working relationship.

### **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 specific advertising and marketing services described herein. Services shall be provided with input and approval from DOT and **shall** include:*

- *Market analysis;*

The Arnold Agency is a full-service communications firm with the experience to confidently give marketing advice, assimilate/perform research and make recommendations in all aspects of marketing. We design, conduct and evaluate market research, working closely with our clients to develop the best approach to accomplish their specific goals. We help our clients determine their own strengths and weaknesses, and those of their competitors. We provide consumer information that is vital in developing a strategic marketing plan. We discover what our clients need to know to be successful in their marketplaces and we translate this data into integrated marketing campaigns that deliver results.

We offer:


- Overall strategic guidance with a complete understanding of your mission, the pitfalls in the way, the demographics of the state, the evaluation models that are in place and the parameters associated with state and national funding sources.
- Award-winning creative strategies based on in-depth research of the target audience, national trends, carefully double-checked facts and a talented creative department that delivers outstanding results and awards on budget and on time.
- Public relations counsel with an understanding of the political nature of the issues you face with regard to funding, legislative issues and self-preservation.
- Media recommendations based on every piece of data available for a specific market filtered through decades of experience and delivered locally through standing relationships.

For more than 20 years, The Arnold Agency has been designing primary research tools, analyzing secondary research and interpreting those findings to build solid recommendations for our clients. We strongly believe in the value that primary and secondary research brings to the onset, maintenance and milestone evaluation phases of marketing communications plans.

For this level of strategic and media services, the broad term of research can be broken down in two major separate categories – secondary and primary.

Secondary research can be broadly defined as using available data that is either in the public domain or purchased from secondary sources. Secondary research can be used





for a number of defining characteristics and is often used to aid in the design of primary research tools. Sources of secondary research include:

- Nielsen – Provides viewership and ratings information for cable and broadcast television stations nationwide
- Arbitron – The radio equivalent of Nielsen, Arbitron provides listenership profiles and ratings information for radio stations nationwide
- Census – Provides demographic and basic socio-economic information for all U.S. counties
- Scarborough – Provides detailed socio-economic information and buying patterns
- Simmons Market Research – Provides data on lifestyles, buying patterns and media trends through a nationwide study of 25,000 respondents

Primary research projects are custom-designed, conducted and tabulated for a specific project with the goal of answering a very narrow field of questions.

Additionally, The Arnold Agency can offer ground-up primary research services to complement both the secondary research and primary research already being done. Specifically, concept/reaction testing and satisfaction research can be used to address specific challenges outlined in this RFQ.

### **Concept/Reaction Testing**

Often, the most expensive element of any communications campaign is the paid media portion. To protect this investment, we strongly recommend that any creative concepts first be tested with a sample of our target audience.

This is most often done by using a focus group where multiple creative executions of outdoor, print, radio, television and online are tested in conceptual form. This allows actual target audience members to guide the final development of the very communications tools that are meant to speak to them.

Further, these focus groups are used to explore both rational and emotional reactions to advertising themes and individual products and services. This makes them ideal for developing new concepts or brainstorming new ideas prior to constructing research for larger scale quantitative studies.

The Arnold Agency has successfully conducted concept & reaction testing for regional, national and international clients.



## Satisfaction Research

Although not a traditional communications function, The Arnold Agency has designed multiple satisfaction studies. These studies reveal how customers associate key attributes with the organization in question. These attribute ratings can help identify potential problem areas within products and services. They can also identify the most positive areas that should be highlighted in future advertising and public relations endeavors.

These Customer Satisfaction surveys can be conducted with a quantitative approach using the telephone, the internet or direct mail. For a more in-depth, qualitative analysis, they can be done using focus groups or one-on-one interviews.

- *Theme development;*

There are countless reasons why it is essential to develop a relevant, distinct brand identity and theme for your business. Not the least of which is the increasing competition in the marketplace today. As more and more products and services become "parity" in the minds of consumers, it's more important than ever to have a "sword in the stone," a "core essence" that sets you apart and shows off your true benefits in terms that your customers can understand, care about and ultimately champion.

All successful themes begin at the same place: brand development. This is the first step and the most important by far. Although the benefits to this process are immeasurable, we've narrowed it down to the top three, most immediate and impactful benefits you receive from the process.

Three main benefits of The Arnold Agency's brand development process:

- 1) Internal Clarity –  
Builds consensus and sharpens focus within your business
- 2) External Communication Clarity & Consistency –  
Identifies and officially puts on paper your business' "core essence," thus making it easier to ensure consistent communication of your brand identity to your target audiences every time they come in contact with it
- 3) Creates a Shortcut that Magnifies the Impact of all Communications –  
Once you establish your brand identity and theme within your company and get the word out, you've effectively launched your business light years ahead of the competition whose messages are likely unfocused, disjointed, random and confusing. Consumers get to know your brand; they get comfortable with it. The relationship is there. And if you do it right, your positive brand image is born. Your customers now have an immediate "frame of reference" that their minds default to every time they come into contact with your brand. It's a shortcut for them. And it helps make sure they receive your messages in the right context.



## The Arnold Agency's 4Rs® Brand Development Process

Getting to the heart of any company or organization is easier said than done. When you're trying to focus on the one thing that sets you apart from everyone else, it's easy to get caught in some common traps. The most common one being the burning desire to be all things to all people.

Yes, we know it's an irrational thought. No company, product or service, for that matter, can truly be all things to all people, right? Like we said, brand development is often easier said than done. That's where The Arnold Agency steps in – to create a strong, memorable brand designed to edge out your competition.

During brand development, The Arnold Agency works with the members of your organization to address the strategy behind your communication and image efforts using our proprietary 4Rs® Brand Development Process, which includes four steps:

### Step #1 – Reflection

The first step in our brand development process is one of discovery and self-examination. Members of the agency team sit down with the members of your organization in a half-day or daylong workshop to take a good, honest look at every aspect of your organization – from its people, to its history, to the values on which it is based. This step produces a long list of “facts” about your organization – a list that gets narrowed considerably in the next step.

### Step #2 – Refinement


This step is designed to refine what emerged from the Reflection phase. The purpose of this step is to eliminate all the “parity” items from the list. To do this we ask five questions about each of the “facts” uncovered in the first step:

- Is it ownable?
- Is it worth owning?
- Is it really you?
- Is it executable?
- Is it defensible?

Once we go through the list several times, refining at every turn, we are left with the three to five truly unique, truly differentiating selling points that will serve as the basis for your brand.

### Step #3 – Relevance

This is the step where we translate your unique selling points into another language – the language of your target audiences. Through target audience assessment and ranking exercises and positioning techniques, we custom tailor your brand to appeal to your various target audiences.



We then identify effective methods to reach each target in order to ensure that you reach them with messages tailored to their individual needs and interests in a manner consistent with the cognitive, emotional and aesthetic guidelines that have been established for your brand.

#### Step #4 – Realization

This is where the brand and vision come alive! Working closely with the members of your organization, we develop the brand's look, its tone, its personality and attitude to evoke the primary emotions you desire.

Once that is done, the overall strategy and related tactics are built to launch, build, evaluate and adapt the brand across all the lines of communication.

With the completion of these four steps, we develop and publish a formal document known as the Brand Action Plan. The Brand Action Plan serves to drive the strategy for all aspects of your future communications efforts, including logo, tagline, printed pieces, and other marketing and advertising needs.

Through the entire brand development process, The Arnold Agency works to keep everything on track – to ensure the best, most revealing and important information makes it through the process.

We use our insight, experience and objectivity to help shape and direct the formation of a brand identity that not only accomplishes – but also truly exceeds – your goals and expectations. Then we translate that identity to a creative strategy and image platform that accurately addresses the mission, values and vision of your organization.

The Arnold Agency's 4Rs® Brand Development process is an important and critical communications planning tool because it not only commits your communications strategy to writing but also creates consensus for the direction of your communications efforts and desired image. Creating that consensus is an important benefit of our brand development process that will go a long way toward protecting your investment, by encouraging buy-in and proper use of the brand going forward.

#### ***The Power of a Brand***

A strong brand is the badge, emblem and global symbol that can bestow credibility and attract instant attention to your business or organization. A brand is a powerful way to stand out from your competition.

A brand is all encompassing. Much like a person, a brand has a fundamental identity, a projected image, perceptions about it held by others, and relationships to those we want to get to know and impress.

- 
- *Creative concept and art direction;*

From logo design to multi-media advertising campaigns, The Arnold Agency offers an award-winning creative team with the ability to translate our clients' goals into memorable and effective communications. In addition, we have the vision, experience, talent and depth needed to produce a wide variety of creative products – printed materials, radio, television and video production, website design, tradeshow displays and more.

Our creative team is responsible for many successful campaigns and has won a variety of awards numbering in the hundreds, including Telly Awards, local and regional Addy Awards, Silver Microphone Awards, International Association of Fairs and Festivals Awards, Healthcare Marketing Awards and Public Relations Society of America Awards.

Our creative services include, but are not limited to:

- Logo Design – Corporate Identity
- Print Advertising
- Television Advertising
- Radio Advertising
- Billboards & Outdoor Signage
- Point-of-Purchase Materials
- Film & Video Production
- Website Planning & Design
- Interactive Planning & Design
- Trade Show Displays
- Copywriting
- Development & Production of Printed Materials
- Brochures, Presentation Folders, Sales Sheets & Related Collateral Materials

### **Creative Development & Production**

The Arnold Agency's creative development and production capacity is exceptional and perfectly suited to support the work needed by WV DOT. Our previous experience with you has resulted in a creative and production department configured specifically to shine in this type of environment.

The following information outlines our approach to creative – one that's worked very well for our clients thus far:



## **Client Challenge & Expectations**

All great creative starts with a specific challenge from the client. Sometimes it's an easily quantifiable goal, such as "increase Quitline call volume by 5 percent over the next quarter." Other times, it's more complex, such as "create the spark that ignites a change in the social norms of the next coming-of-age generation." Whatever the objective, clearly stated goals, high expectations and measurable outcomes, they give our creative team both direction and inspiration. We do love a good challenge!

## **Creative Brief**

Great creative briefs lead to imaginative and persuasive media campaigns. The brief takes client challenges and expectations, boils them down to bare bones and serves them up to your creative team on a silver platter. It answers core message development questions such as, "To/with whom are we talking to?" "What are we saying?" "What's the tone?" and "What do we want our target audience to do, feel or believe as a result of this creative?" It is also full of key research findings and target audience information.

Basically, the creative brief serves as the framework for the development of all creative work. A good brief will have a significant impact on the work. That's why we've made the brief an essential part of our creative development process. It's the vehicle that provides interactive agreement between the client and the agency and sets the stage to accomplish our collective goals.

## **Creative Team Assignments**

Once the brief is approved, creative teams are assigned on the basis of experience, style and workload. Depending on the nature and scope of the project, multiple teams are assigned to increase the number of concepts and approaches put forth.

## **Creative Research**

With expectations set by the creative brief, the creative teams begin hunting and gathering. While most of the traditional research is already complete and referenced in the brief, the creative research done at this point aims to spark new ideas and different takes on existing attitudes and beliefs.



## **Concept Development**

The creative teams brainstorm extensively to develop a multitude of “big ideas” to present back to the lead account person for review. The creative teams continue working to refine and develop the concepts until the whole team supports the top idea or ideas.

## **Client Review & Feedback**

The best concepts are presented to the client and the top recommendation is made clear. Through open discussions and by bouncing ideas back and forth, the strongest one to three concepts are selected to move forward for testing when time and budget allow.

## **Concept Testing**

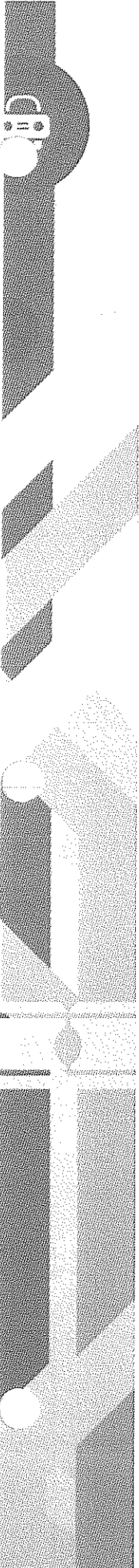
Depending on budget and the project's timeline, once the top concepts are chosen, concept testing can be done in a variety of ways – from quicker, more cost-effective online surveys to more extensive focus groups conducted by a professional moderator. In any case, a representative sample of the intended target audience is recruited to participate in the testing.

At this stage, we're looking for the concept that connects most powerfully with the participants and garners the strongest reactions toward our goals. With concept statements and very generalized visuals and copy combinations, we examine how our target audience reacts. This level of qualitative research isn't meant to critique photos and rewrite body copy; it's meant to gauge the effectiveness of each concept overall and give us the evidence to select the best idea. Any cues on specific execution, however, can be taken into account as the creative team moves to execution.

## **Concept Execution**

Once the winning concept has clearly emerged from the pack of great big ideas, it's time for the copywriter and designers to bring the creative to life in its final form – which could be anything from a single print ad to a full multi-media campaign including television, radio, outdoor, transit, interactive, print, the whole bit. With striking artwork and engaging copy, multiple executions are built around the central concept, and key messages produce a solid, multi-dimensional communications campaign with a clear purpose and proven relevancy to the intended audience.



- 
- *Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timelines, communications planning, public relations planning, summarization of assessments and management of the same;*

When it's time to produce our creative ideas, we have an experienced team and solid procedures to make the work shine. In production, we focus on quality, client inclusion and speed. From television shoots and special effects editing to print production of multi-panel brochures and website design, we consistently produce great work for our clients. Here's how:

### **Experienced Internal Team**

If you're working with creatives who don't know any better, they'll wait until the end of a project to start thinking about production. This can cause major problems. The creative teams at The Arnold Agency focus on production from the very beginning. We approach and quote all projects with production in mind – so you always get a creative solution that's within your budget and beyond your expectations. Throughout creative development and concept execution, production considerations – such as size, color, effects, die-cuts, etc. – are taken very seriously and treated as part of the creative process. At The Arnold Agency, we believe production and development to be a vital part of our agency's process. The right production and development techniques can make a good project outstanding, and an outstanding project award-winning. Our experience and attention to detail shows.

### **Great Systems & Procedures**

Over the past 22 years, The Arnold Agency's creative and production departments have put a series of procedures in place and built a production system that's rock solid. Under the watchful eye of our Production Manager, work flows smoothly and each phase of the project is planned, monitored, double checked and delivered on time and on budget.

In addition to the Production Manager, we have two positions within the Agency, the Production Coordinator and the Traffic Coordinator, whose jobs are to focus on production projects exclusively. They are charged with planning and executing timelines, monitoring specs and the progress of projects, keeping subcontractors on track and ensuring an overall level of quality control.

With these things in place, our production projects – from simple printing jobs to the most complex multi-media campaigns – sail through at the highest levels. We're confident. We're consistent. And we deliver time and time again.



## Client Inclusion

Client inclusion – this is something we feel really sets us apart. We are not the kind of agency that presents a vague idea to our clients, pushes for sign-off, then goes off to produce the work, leaving the client in the dark until the final piece of work is handed over. When work is handled in this manner, rarely does the client get what they were expecting – leaving all parties unsatisfied.

Although unfortunate, this scenario really isn't that surprising. Having two decades of production experience, we know that one thing is certain – things change during production. This is especially true in more complex production situations, such as photo shoots. During an outdoor shoot, there are many uncontrollable factors in play, such as weather condition. Decisions have to be made on the fly.

This is why we keep our clients engaged and involved from inception to completion. While our expertise lies in communications, our clients' experience, intuition and guidance is invaluable. From reviewing paper samples and signing off on printer proofs, to sitting in on radio recording sessions, selecting talent and attending shoots, we prefer to keep you in the loop at all times. Some clients want to be actively involved in every detail. Others would rather plug in for key events and be updated via conference calls, reports and meetings. Working with us, you can be as involved as you feel comfortable or necessary. And we vow to keep the lines of communication open regardless of the project or your participation level.

- *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;*

The Arnold Agency has extensive media experience, from the placement of a simple ad in the local paper to complex multi-media campaigns targeting different audiences across the state, region and nation. Our specific and direct experience includes planning, negotiation, placement and posting/analysis in:

- Broadcast and Cable Television
- Radio
- Newspaper
- Magazine and Trade Publications
- Outdoor and Out of Home
- Internet
- Mobile
- Rural Media Delivery


The Arnold Agency currently plans, places and evaluates media advertising across virtually all available media vehicles: broadcast and cable television, radio, outdoor (billboard and out-of-home), print (newspaper and magazine), mobile, web and social media for these agency clients:

- Charleston Town Center Mall
- Community Bank of Parkersburg
- FestivALL Charleston
- Mead Westvaco Corporation
- Mountain State Blue Cross Blue Shield
- Montana Tobacco Use Prevention Program
  - Tobacco Quit Line Program
  - Clean Indoor Air Program
  - Youth Tobacco Prevention Program
- Subway Restaurants:
  - Subway Market 026 – Cincinnati, OH
  - Subway Market 044 – Charleston/Huntington, WV
  - Subway Market 046 – Dayton, OH
  - Subway Market 111 – Wheeling, WV/Steubenville, OH
  - Subway Market 132 – Beckley/Bluefield, WV
  - Subway Market 165 – Clarksburg/Weston, WV
  - Subway Market 200 – Parkersburg, WV/Marietta, OH
- West Virginia Department of Health and Human Resources
  - Asthma & Allergy Awareness Program
  - Breast and Cervical Cancer Screening Program
  - Tobacco Cessation Program
  - Clean Indoor Air Program
  - Family Planning Program
  - HIV/AIDS & STD Program
  - Immunization Program
  - Radiation, Toxins, & Indoor Air Division – Lead Program
  - Division of Threat Preparedness
  - Osteoporosis & Arthritis Program
  - Women, Infants and Children
  - Youth Tobacco Prevention Program
- West Virginian's for a Powerful Future

- *Incorporating appropriate logos and taglines into all campaign materials;*

The Arnold Agency understands maintaining a brand identity on all work. From original multi-media campaigns to the most simple syndicated brochure or poster, we will incorporate the proper logos and taglines into all media developed and placed.

This is not only crucial in maintaining visibility for the WV DOT and your various efforts, it can be a contractual component related to funding or ownership of creative material.



From your WV DOT logo to various partner logos such as the NHTSA, we will ensure appropriate credit is given in all efforts.

- *Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting recommendations;*

The most award-winning, dramatic television or radio commercial is useless unless exactly the right, targeted audience sees and hears it. That audience can be defined by age, gender, ethnicity, education, income, occupation, geographic location and a multitude of other variables. To truly take advantage of all of the data available and to accurately crunch this data, The Arnold Agency uses the most sophisticated media software available, Strata®. This is the same system used by the top agencies in the country, yet only employed by two of the largest agencies in the state. The Strata® buying system allows The Arnold Agency to use all of the demographic and psychographic data mentioned above to tightly target every media dollar spent.

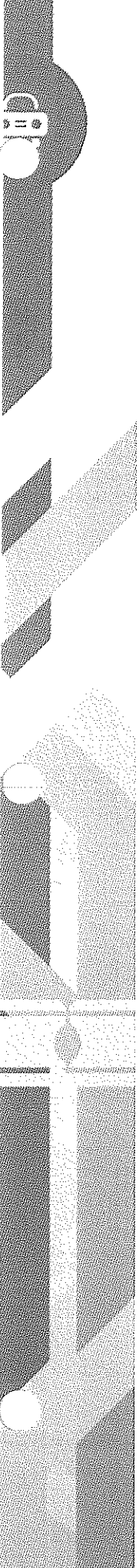
The Arnold Agency Media Department has exceptional experience, knowledge, superior media analysis and purchasing power. We have built strong relationships locally, regionally and nationally. We are trained to work quickly with research, pinpoint the proper audience and to decide on which media will reach that audience efficiently and successfully.

We utilize the most sophisticated computer software available, along with leading media measurement and ratings services, to plan for and achieve the most cost-effective placement of your advertising. This skill and technology combined with the volume of media placement allows us to offer the most cost-effective and efficient buys. You can't have a conversation about media without discussing and justifying the cost. The Arnold Agency can purchase the same television programming for less than smaller production shops and agencies.

The Arnold Agency has extensive media experience, from the placement of a simple ad in the local paper to complex multi-media campaigns targeting different audiences across the state, region and nation. Our specific and direct experience includes planning, negotiation, placement and posting/analysis in:

### **Media Software**

The Arnold Agency employs the industry's standard in media buying software, Strata. This system allows the compilation of the latest ratings data available, from both Arbitron and Nielsen, with the qualitative data provided by Scarborough. This empowers our Media Department not only to target individuals by age, gender and geography, but also to more effectively execute the media objectives by incorporating the actual buying patterns and preferences of the target audience into the media plan. To ensure that our custom media plans deliver, we take media buying a step further by posting our clients'



electronic buys. This guarantees that our clients get the exact advertising reach and frequency that they purchased. Posting also holds media vendors accountable for this delivery.

The reporting functions of Strata are simply second to none in the media industry. The software allows us to pull reports showing vital pre-buy information such as:

- Media ratings reports
- Daypart rankers
- Household and person profiles
- Past posting reports that show media effectiveness

Moving on to the buying phase of the media process, Strata allows a multitude of reports to be generated to aid in the buying process such as:

- Reach and frequency matrix by day/week/campaign
- Daypart distribution profiles
- Gross rating point summaries by day/week/campaign
- Cost per rating point summaries
- Cost per thousand summaries
- Total gross impressions
- Station comparisons
- Many others

On the post-buy and final phase of the process, we rely on a comprehensive posting report to show us the effectiveness and health of our overall campaign by reconciling planned versus actual parameters including:

- Date and time spot aired
- Spot length
- Spot title to ensure the proper commercial aired
- Spot cost
- Spot rotation
- Posting estimated rating versus actual rating

The only way to improve on the best systems and data is to put that information in the hands of individuals with the experience and relationships to put it to use. Our media department emphasizes the building of strong partnerships with our media vendors. These strong relationships allow The Arnold Agency to benefit from our vendors' experience while keeping us readily informed of changes in the market, as well as beneficial media opportunities.



## Rural Media Delivery

The development of proactive alternate plans for outlying areas of the state is crucial in delivering a truly statewide message in rural states such as West Virginia. We are very familiar with rural media delivery with various state programs. As we have done for many clients throughout the years, a logical plan that spends public funding in an equitable manner, with the potential to impact all citizens must be developed.

We begin this process for over-the-air media by using Nielsen and Arbitron county-by-county data to establish a baseline of viewership/listenership for the state as a whole. These numbers give us the average viewership/listenership percentages to “home” over-the-air signals as opposed to spill from other states. From this average, we can look at each county’s data and accurately calculate the under delivery for each county. This is only the first step.

Once the deficit is calculated, a separate supplemental media plan is established for each county that falls under the minimum acceptable level of advertising. The strategy for supplementing the media in these counties is often as different as the counties themselves. Possible solutions include:


- Sponsorships of county programs such as county high school sports teams and Little League sports
- Partnerships with community centers and faith-based centers
- Traditional media that can be directed to a specific county such as billboards, direct mail and signage

To make campaign material more available in small rural markets, we recommend the development of a comprehensive media kit. The purpose of the kit is to give the members of your various support coalitions the tools and know-how to become a media professional in their home town. This kit could include everything from a glossary of media terms, to brand standards for the mission of your program, to complete creative that supports your overall campaign.

This kit can be used by many throughout the state to take campaign elements to the most rural county and town. Most importantly, this strategy allows for continuity of messages to be maintained through all media activities.

We operate under the philosophy that the media plan is only half complete once the buys are placed and the orders are out. Our media department uses every tool available to confirm, track, analyze, evaluate and adjust media placements.

To confirm placement, we request proof of performance. These can range from affidavits for electronic media such as broadcast television, cable television and radio to photos of actual billboards purchased. To confirm print, tearsheets are mandatory. To confirm web placements, we must see daily or weekly hits, pass through and unique visitor reports before invoices are paid. Regardless of the media vehicle used or the method used to



confirm the order, we monitor each parameter available to ensure our clients get what they pay for. Additionally, these reports have proven valuable to many of our health and human services clients as a confirmation of funds spent to funding sources such as the Centers for Disease Control.

To track these confirmations, we have multiple people in our media department that focus exclusively on collecting and maintaining data from our media partners. Their mandate is to have a report by Wednesday of each week that details the previous week's media expenditures by client and by media. It is important to note that several media, such as billboard advertising, which is measured by traffic counts by highway departments, cannot be measured on a weekly basis.

The weekly reports outlined above are analyzed to evaluate that the media is running as placed and that delivery is set to generate the total number of impressions estimated for the campaign. Any negative variance in the projected audience impressions is immediately brought to the attention of the media partner and negotiations begin on how to quickly rectify the under delivery.

If a negative variance in the projected audience delivery becomes a chronic situation with a particular media partner, adjustments to the media placements must be made. In this instance, one of two corrections can be made. The first option, mentioned in the paragraph above, is to work with the offending media partner to add a no-charge schedule to supplement the paid schedule to bring the total number of impressions up to par. If the variance is too great, or the media partner is unwilling to supplement the paid schedule, then funds are pulled from the offending media partner and reissued to media outlets that are proven to deliver their audience.

Simply put, we spend each media dollar like it is our own.


- *Measuring effectiveness/outcome studies;*

The first step in establishing a model to evaluate the effectiveness of a campaign is to firmly establish the goals of the campaign. For other social marketing and health and human services related campaigns we have broken goals down into two distinct categories, those that are immediately measurable and those that require traditional research and a longer period of time to monitor.

Immediately measurable goals have included:

- A percentage increase in phone calls to a helpline
- An increase in volume to a web site or specific page of a web site
- A total number of downloads of a specific PDF or form from a website that contains additional information outlined in the media campaign
- Attendance at client-sponsored events or public events which represent an issue important to our client





Having these immediately measurable goals allows us to monitor effectiveness and make near “real time” adjustments to the campaign if needed. Having this monitoring system in place also allows us to test multiple messages by associating separate phone numbers or web addresses with specific messages to judge which message drives more results.

Longer-term goals that require more traditional research to measure have included:

- Specific increases or decreases to monitored statistics, such as an increase in teens abusing prescription drugs for the first time
- Increases or decreases in the resulting outcome associated with a product or service

To support the Department of Transportation’s mission, we must work together to establish clear goals and make sure the goals are known to all stakeholders before a campaign begins. This truly builds consensus and more importantly establishes realistic expectations with all parties moving forward.

Most often, the most expensive element of any communications campaign is the paid media portion. To protect this investment, we strongly recommend that any creative concepts first be tested with a sample of our target audience.


This is most often done in a focus group setting where multiple creative executions of outdoor, print, radio, television and online are tested in conceptual form. This allows actual target audience members to guide the final development of the very communications tools that are meant to speak to them.

Further, these focus groups are used to explore both rational and emotional reactions to advertising themes and individual products and services. This makes them ideal for developing new concepts or brainstorming new ideas prior to constructing research for larger scale quantitative studies.

More immediate evaluation can come in the form of specific results associated with a campaign or message. Although less statistically valid, hits to a website and requests for additional information can be used to evaluate campaigns in progress so that near immediate results can be documented and modifications can be made if necessary.

The Arnold Agency has successfully conducted concept and reaction testing for regional, national and international clients.

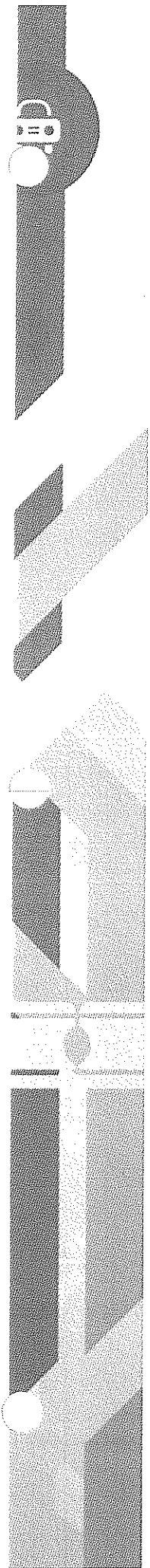
The Arnold Agency has also designed multiple satisfaction studies which are used to reveal how customers associate key attributes with the organization in question. These attribute ratings can help identify potential problem areas within products and services. They can also identify the most positive areas that should be highlighted in future advertising and public relations endeavors.



These customer satisfaction surveys can be conducted with a quantitative approach using the telephone, the internet or direct mail. For a more in-depth, qualitative analysis, they can be done using focus groups or one-on-one interviews.

Other examples of primary research available through The Arnold Agency include:

- Brand Development Research - The Arnold Agency's proprietary 4Rs® Brand Development Process has evolved into a cohesive and uniting brand-building tool. Using this process, we incorporate thoughts and ideas from both internal and external influencers to develop a brand that:
  - Builds Trust
  - Differentiates
  - Creates a Preference
  - Commands a Premium
  - Facilitates Internal Consensus
- Product and Program Development – Used to determine:
  - Consumers' feelings toward products and programs
  - Consumers' perceived value of new products or programs
  - If proposed products and programs offer an important benefit
  - Potential hurdles to early adoption of products and programs
  - Consumers' perceptions of the user-friendliness of products and programs
  - Potential conflicts and competitive situations
- Awareness and Image Research – Used to determine:
  - Awareness levels of program name and mission
  - Awareness levels of key competitive interests
  - Awareness of positive and negative media and editorial information that surround an organization and its products and programs
  - Preference for specific elements of an organization and its competition
  - Identification of potential positive and negative attributes
- Trademark and Usage Research – By using a number of on-line databases and copyright search engines, The Arnold Agency is able to quickly generate a comprehensive report detailing the ownership and usage of names, taglines and other forms of intellectual property. Areas searched include:
  - Federal and State Trademarks – comprehensive reports on existing and pending trademarks
  - Domain Names – thorough search for registered domain names on the internet
  - Popular & Consumer Media – extensive search for usage, including motion pictures, television, software, radio, books, newspapers, magazines, serial publications, dramatic works, screenplays, bands, record labels, sound recordings, musical compositions and music videos
- Employee Satisfaction Research – An often-overlooked, yet extremely important element of satisfaction research is the internally focused piece. Especially in scenarios where a change or transition is taking place, the insight and benefits of employee satisfaction research can be vital. Specific variables include:
  - Positive and negative attributes relating to an employee's working relationship and satisfaction with his/her job
  - Employee's participation and attitudes toward important internal programs

- 
- Degree of “buy in” on new products or services and attitudes toward brand stewardship can easily be defined.

In other areas of West Virginia, The Arnold Agency has used primary tools to:

- Determine the benefit needs and structure for a rewards-based Medicaid realignment program that is the first of its kind in the nation
- Quantify and rank the barriers to a healthy lifestyle in rural markets in a first-of-its-kind study funded and monitored by the CDC
- Determine the level of customer satisfaction across a hospital’s complete range of services and recommend enhancements
- Determine programming content and rotation on an international satellite television network focusing on health, mind, body and spirit.

It is also worthy of noting that The Arnold Agency has used primary research tools to:

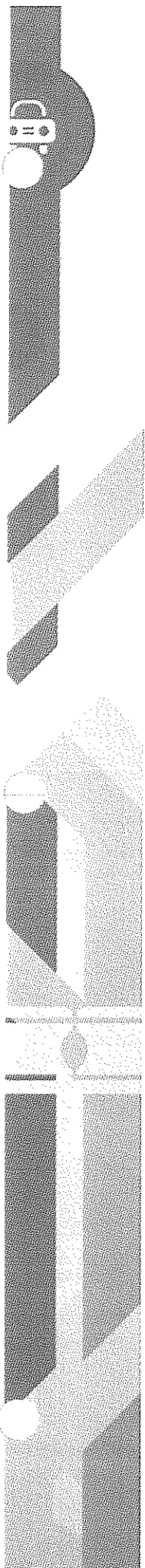
- Develop names and brands for multiple products/services in the food, travel and tourism industries that are promoted nationwide
- Concept and reaction test creative messages for a produce client that lead to the development of television, radio and print advertising that ran nationwide

- *Working under short timeframes and deadlines; and*

Our long standing work the WV Department of Health and Human Resources, the WV Department of Education and other state agencies has us very accustomed to vital time constraints and deadlines. The state can be subjected to outside forces that can dictate the need for immediate action or response from the selected firm. We believe our understanding of the inner workings and needs of the state and the WV DOT in particular give us a unique perspective and ability to provide the highest level of quality communications services – no matter what timelines or deadlines are imposed.

Working with WV DHHR for the past five years, our direct experience has taught us a lot. Countless times, The Arnold Agency has been charged with seemingly impossible goals to produce outstanding results-generating work on very short timelines. And every time, we’ve pulled together and rose to the challenge. We encourage you to talk to members of that Department and ask them specifically how The Arnold Agency has delivered consistent positive results.

Our current good-standing relationship with personnel throughout the WV DOT has helped us not only understand the system – but also understand how best to work within it. If the need for crisis communications or a politically-sensitive project arises, we have the proven know-how to respond immediately, get the work started fast and move things through the approval process and various channels to achieve a positive outcome.



The above information addresses our overall capability to meet WV DOT demands. Below are just a few of the specific internal people and processes The Arnold Agency has in place to expedite projects with aggressive timelines:


- Full-time Traffic Coordinator – whose job is to create and monitor timelines, expedite rush jobs and ensure everything is completed correctly by deadline
- Full-time Production Coordinator – whose job is to monitor all production jobs at outside vendors to make sure things are high quality and completed on time
- Client Services Coordinators – these individuals assist the Account Executives/Managers by running the details of all projects, coordinating timelines and timeframe changes with Traffic and Production to make sure things get done correctly and on time
- Advantage Agency Management Software – automates the traffic system and workflow process to help each individual team member focus on the most time-critical work at the right time, in the right order, so that quality is stellar and deadlines are met
- Exceptional vendor and subcontractor relationships – that we invest time and energy into so that when we need a hot project bumped to the front of the line, we get it done

As stated above, these are just a few of the things we've got in place in-house to enable the Agency overall to respond to service-intensive clients and tight timelines. The pace has become our culture. The timelines are roadmaps. And the end product our big payoff. To put it bluntly, we understand the demand. In fact, we live for it.

- *Television Public Service Announcement (PSA) production.*

The Arnold Agency has produced a multitude of results generating award-winning PSAs and other campaigns and projects throughout our 22 years. From lower-budget, locally produced, projects such as interviews and instructional videos to nationally recognized campaigns and PSAs featuring professional talent and cinema grade special effects, we are constantly "in-production" for a number of clients.

All creative development work, campaign planning, art direction and production directions is handled by our experienced internal creative team. From there, our philosophy is to have a large stable of outside production partners that we can use to best accomplish each project's goal. This allows us to utilize specific talent when needed while keeping production costs as low as possible by not contracting for skills and talent that would be overkill. For example, some projects would demand a large crew, multiple cameras and a high level of special effects while another project may only require a single camera and no special effects. We have long standing relationships with companies specializing in each of these scenarios so our clients get the best possible product regardless of the mission and budget.



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

The Arnold Agency's media credentials far surpass those of many agencies – within our market and beyond our borders. In the detailed sections below, we will outline our 22-year commitment to and investment in the best sources of data and software needed to plan, analyze, purchase and measure the media we place for The West Virginia Department of Transportation in today's ever-changing media marketplace. Combined with the latest media buying software we have, The Arnold Agency has fantastic, longstanding relationships with media outlets throughout the state.

In addition to these technological investments, The Arnold Agency's Media Department has a full-time staff of four and multiple levels of oversight and supervision by others that have held media positions in the past. This team delivers more than 40 years of combined experience in the media markets that cover West Virginia's 55 counties.

The Arnold Agency has exceptional experience, knowledge, superior media analysis and purchasing power. We have built strong relationships with media partners locally, regionally and nationally. We are trained to work quickly with research, pinpoint the proper audience and to decide on which media will reach that audience efficiently and successfully.

Our skills and technology, combined with the large volume of media we place for our clients, allows us to offer the most cost-effective and efficient buys. To put it boldly, The Arnold Agency can purchase the advertising for the WV Department of Transportation for less than smaller production shops and agencies and can purchase it more wisely and cost-effectively as other larger agencies.

### **Media Services**

The Arnold Agency's Media Department has exceptional experience, knowledge, superior media analysis and purchasing power. We are particularly strong in the fields of youth marketing, public health, retail advertising, economic development, healthcare, telecommunications, business-to-business communications, insurance, quick service restaurants, banking and financial services, natural resources, energy, engineering and technology, professional service marketing and trade association management.

### **Client Services**

The Arnold Agency's Client Services Department represents the front lines of the agency. These are the folks that you see most often – the liaisons between the client and the rest of the agency. From strategic marketing planning, to public relations, to overseeing every detail on a production job, the Client Services team works right alongside you in your best interest.



### **Creative Services**

The Arnold Agency's creative development and production capacity is exceptional and perfectly suited to meet the needs of the most basic production requirements through the most complex campaign. We excel in all areas of creative work from print advertising to multi-media campaigns and have won multiple national awards for a variety of our creative work.

### **Administrative Services**

From greeting you with a smile at our door to accurate and timely invoicing, The Arnold Agency's Administrative Department keeps us on track. The Arnold Agency's internal and external time and dollar management functions are managed via in-house software provided by Advantage. The Administrative Department oversees Advantage and its systems.

### **Commitment to Quality & Customer Service**

To put it bluntly, we have extremely high expectations, for ourselves, for every media plan, for every production project, and for our clients. That's why we've built a system that delivers results every time. And that's why we have the work, the awards, the clients and the subcontractor partners in place to maintain this level of quality.

We can be the guide in developing a promotional theme, writing meaningful copy, preparing the message for the target, recommending media selection and creating a buzz with strategic public relations efforts.

Once the comprehensive media campaign is in place, The Arnold Agency's tactical, strategy and implementation task forces, so to speak, swing into action. While a concentrated mix of our higher level, professional staff folks are involved heavily in the development of the plan and comprehensive approach (as well as key projects throughout the implementation of the plan), we find it more effective and cost-efficient to assign mid-size teams of intermediate-level account services, media, creative and production professionals to put the tactical action steps in play and implement the nuts and bolts of the plan.

As the plan moves into the implementation phase, the strategic level team oversees progress, checks in at milestones and works continually to monitor results by comparing actuals to the established goals. If it becomes necessary, this team plugs in to redirect overall efforts and tweak the activities of the tactical folks.

With this approach, the client really receives the best of both worlds – high level involvement and oversight without breaking the bank and mid-level tactical strategy and implementation dedicated to executing the detailed work within the overall plan.

*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 Arnold Agency understands that media services will constitute the majority of services needed to fulfill the needs of the WV DOT. If additional services are ever needed to fulfill any WV DOT mission, the full resources of The Arnold Agency are at the Department's disposal.

In a parallel situation, the WV DHHR originally hired outside communications support primarily for the youth anti-tobacco program RAZE. Upon securing the contract initially, The Arnold Agency began successfully promoting the RAZE brand and effort while introducing our services to others throughout the department. As you can see in the chart below, the number of divisions requiring our services has grown steadily since.

|         |                      |
|---------|----------------------|
| Year #1 | 65 Total Projects    |
| Year #2 | 193 Total Projects   |
| Year #3 | 242 Total Projects   |
| Year #4 | 300 + Total Projects |

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

The Arnold Agency's media credentials far surpass those of many agencies – within our market and beyond our borders. In the detailed sections below, we will outline our 22-year commitment to and investment in the best sources of data and software needed to plan, analyze, purchase and measure the media we place for The West Virginia Department of Transportation in today's ever-changing media marketplace. Combined with the latest media buying software we have, The Arnold Agency has fantastic, longstanding relationships with media outlets throughout the state.

As the state's largest and most experienced full service marketing communications company, we have the experience, depth and resources required to successfully complete the most demanding tasks in very short order. We'll pull from this wealth of resources to put the best teams together for each project. From negotiating a print buy in local newspapers statewide to producing a complex multi-media campaign under a tight deadline, we've got the right mix of people to deliver for you every time. Over the next several pages we have detailed short bios of our key leadership team. More extensive bios or resumes on individual staff are available on request.



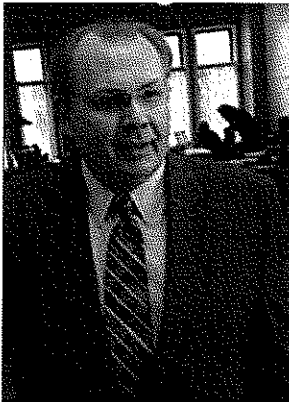
### **Linda Arnold, CEO & Agency Principal**



Linda is an energetic leader, who works to spur excitement within the agency and weave her enthusiasm into the work we do every day.

Nearly two decades ago, she launched The Arnold Agency with the dream of growing the small company into a communications powerhouse. Today, with clients across the country, The Arnold Agency is the firm that Linda set out to create. From marketing and advertising campaigns to government and media relations, there isn't a project the agency can't tackle.

Before establishing The Arnold Agency, Linda worked as Director of Communications and Press Secretary for United States Senator Jay Rockefeller while he was governor of West Virginia. She has also worked with various public interest groups and advertising agencies, and has more than 30 years of experience working with the media on a regional and national basis.



### **Mark Polen, President & Agency Principal**

Mark has the passion and ability to form strong working connections between clients, government leaders, the person on the street and everyone here at the agency.

With 25 years of experience in molding public opinion and governmental policy, he works with clients to influence public policy and achieve positive results. In addition, Mark handles marketing, advertising and public relations responsibilities for some of the agency's most prominent clients.

Prior to joining The Arnold Agency, Mark spent a decade as Vice President of the West Virginia Coal Association, where he served as a spokesman for the state's coal industry and managed its governmental affairs activities. He is a gubernatorial appointee to the West Virginia Educational Broadcasting Authority and served on the transition task forces for former Governors Underwood and Wise, as well as for West Virginia's immediate-past Governor, Joe Manchin.

Mark has also served in a variety of appointed positions with the West Virginia Public Service Commission, the West Virginia Health Care Authority and the West Virginia Legislature. He is founder of the West Virginia Ethics Reporter and serves as Executive Director of the West Virginia Cable Telecommunications Association.



**Steve Morrison, Executive Vice President & Agency Principal**

Steve is a trusted leader, whose sincerity and focus inspire us to strive for solid results in every project.

He offers our clients tactical strategies for branding and marketing programs, while honing in on the broadest issues of marketing communications. With more than 25 years in the advertising agency arena, Steve has a strong background in financial services, retail, industrial, food service and business-to-business marketing. His expertise is marketing planning and research, media advertising, sales promotion and direct marketing.

Steve directs the agency's recommendations and decisions to ensure they are consistent with our clients' strategic goals, while still providing ongoing management of key accounts. His focus keeps everyone on course.



**Scot Drake, Chief Marketing Officer & Agency Principal**

As a member of the agency's leadership team, Scot oversees the agency's Client Services, Media, Public Relations and Research teams, as well as the agency's new business initiatives.

Scot brings strategic vision and sharp industry insight to long-term campaign planning and ties all aspects of marketing communications together to achieve client goals. He is adept in developing and implementing long-term strategic marketing and communications plans and in leading client teams through the brand development process.



**Shannon Simon, Chief Creative Officer & Agency Principal**

Shannon leads and manages the agency's creative department, overseeing the execution of all creative work. She directly supervises and touches every major creative campaign generated in the agency, while also serving in a leadership and strategic planning role with most major agency clients.

Shannon has a keen ability to apply business principles and perspectives to the creative side of advertising. She has one foot in the world of ideas and the other in the world of budgets, timelines and production management.



**Terri Painter, Vice President of Administration & Agency Principal**

Terri leads the financial and administration departments, overseeing all financial procedures. She manages billing verification and reconciliation. Her responsibilities extend from managing communications to handling all financial procedures. She manages all billing and oversees the agency's payroll. Terri joined the agency almost 20 years ago and has become an integral part of the agency's day-to-day operation. She has a bachelor's degree in accounting and a master's degree in business administration.



**Wayne Phillips, Director of Media Services**

Wayne manages the media team along with designing and planning traditional and non-traditional statewide media campaigns to reach your target audience through the perfect mix of media vehicles.

Wayne is your traffic safety expert: his 11 years of experience includes spending the past two years with West Virginia television stations working directly with the West Virginia Governor's Highway Safety Program and West Virginia

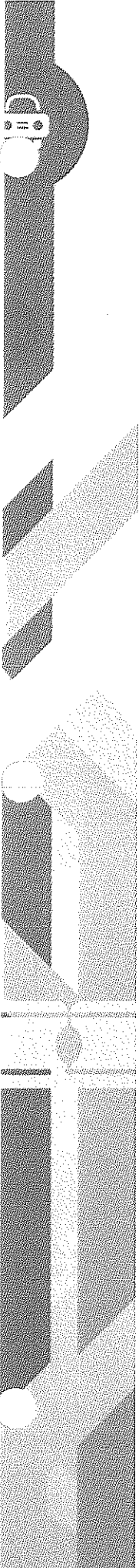
Motorcycle Safety Program on multiple campaigns. Examples include:

- Click It or Ticket
- Over The Limit Under Arrest
- Ride Straight .08 It's the Law

Along with the local campaigns, Wayne also got up to speed on the National Highway Traffic Safety Administration's (NHTSA) national campaign calendar and the NHTSA's areas of focus throughout the year. Wayne is fluent in the Highway Safety Campaigns and what it takes to achieve the desired results for each program.

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

The Arnold Agency has unprecedented experience planning and executing successful marketing campaigns that incorporate many different methods. We are not only experienced with traditional methods such as television, radio, newspaper and billboard, we are very acquainted with the newer marketing trends. We have designed and



effectively executed multiple online, social (Facebook, blogs, Twitter), mobile phone and guerilla marketing efforts.

By studying the industry and analyzing research, we are continually educating ourselves on how to design a successful advertising campaign using both traditional methods and new trends. The agency subscribes to many advertising services to keep the staff informed of changes or trends: Nielsen, Arbitron and Scarborough. Also, many direct e-newsletters and online subscriptions keep our staff well-versed of the influencers of daily life.

As you will see from our case studies throughout this document, we have incorporated multiple marketing methods one way or another to build unique and effective marketing campaigns. At any given time, the agency's projects are well managed at different stages of development and/or execution. The staff is very capable of handling multiple 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 Arnold Agency understands that WV DOT agencies will notify us of required services via formal or informal written communication.

Working with many state contracts, it has been our practice to then reiterate those requests for services back to the specific state agency in the form of a work plan or estimate. The purpose of this work plan or estimate is to assign hours, costs and a timeline needed to fulfill the individual agency request. This system allows for an added check and balance before any work begins.

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

The Arnold Agency understands that we must provide media placement proposals within five business days or less from receipt of written request.

We consistently work under similar, and tighter, time constraints for various public and private side contracts. For example, working with the West Virginia Division of Threat Preparedness demands that we be on call to react to various health crises throughout the state. This was never more apparent than during the 2009-2010 flu season when the potential impact of the H1N1 virus and the associated fear gripped the state and the nation. To aid the State Health Officer in quelling these fears and disseminating facts about immunization, the Arnold Agency worked throughout the flu season placing targeted media flights throughout the state. In many cases, the office of communications would direct us to place a buy in a specific media market to promote the availabilities of

immunization vaccinations. In these instances, the entire process from agency request, through the written media placement proposal to the actual buying and traffic took place in three to four days.

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

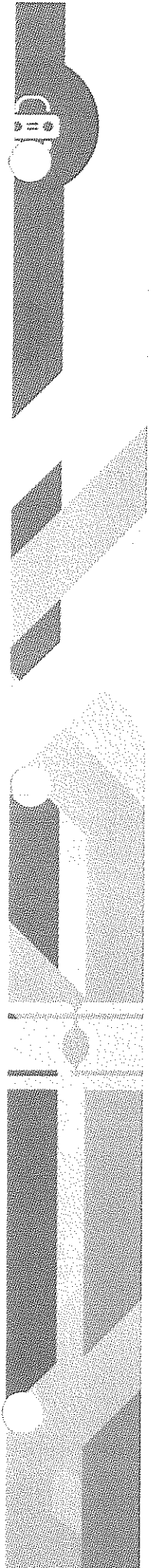
The Arnold Agency understands that all other tasks shall be provided within five business days of completion.

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

The Arnold Agency agrees that television PSA production shall be completed and edited within ten business days from production when requested in writing by the Agency.

*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.*

The Arnold Agency understands and will comply with all approval, authorization and payment stipulations detailed in the paragraph above.



#### 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 including 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.

**Advertising & Marketing Services  
DOT95110001 BID FORM**

**A. Advertising and Marketing Services**

| <i>Service</i>                          | <i>Estimated Hours</i> | <i>All Inclusive<br/>Hourly Rate</i> | <i>Extended Cost</i> |
|---|------------------------|--------------------------------------|----------------------|
| Television Production                   | 50                     | \$75.00                              | \$3,750.00           |
| Radio Production                        | 25                     | \$0.00                               | \$0.00               |
| Media Buys                              | 300                    | \$0.00                               | \$0.00               |
| Outdoor Advertising                     | 25                     | \$0.00                               | \$0.00               |
| Print Media                             | 25                     | \$75.00                              | \$1,875.00           |
| Internet/Worldwide Web                  | 25                     | \$0.00                               | \$0.00               |
| Survey, Analysis, Evaluation            | 200                    | \$0.00                               | \$0.00               |
| Contract<br>Administration/Consultation | 25                     | \$75.00                              | \$1,875.00           |
| <b>Subtotal</b>                         |                        |                                      | <b>\$7,500.00</b>    |

**B. Media Buying Percentage**

| <i>Media Buy Add-On Percentage</i>  | <i>Percentage</i> | <i>Extended Cost</i> |
|---|-------------------|----------------------|
| <i>Reminder: This percentage must be quoted if applicable.<br/>Failing to provide a percentage add-on shall negate any such<br/>charge throughout the life of the contract.</i> |                   |                      |
| Add-On Percentage   | 4%                |                      |
| Add-On Calculation: Multiply percentage by \$500,000  | 4%                | \$20,000.00          |

**C. Sub-Contractor Percentage**

| <i>Sub-Contractor Add-On Percentage</i>   | <i>Percentage</i> | <i>Extended Cost</i> |
|---|-------------------|----------------------|
| <i>Reminder: This percentage must be quoted if applicable.<br/>Failing to provide a percentage add-on shall negate any such<br/>charge throughout the life of the contract.</i> |                   |                      |
| Add-On Percentage   | 0%                |                      |
| Add-On Calculation: Multiply percentage by \$150,000  | 0%                | \$0                  |



*D. Total Bid*

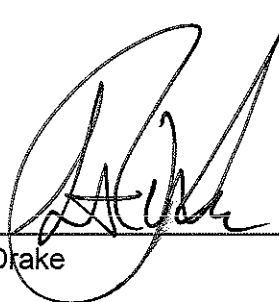
|                               |                    |
|-------------------------------|--------------------|
| <i>Table A Extended Total</i> | <b>\$7,500.00</b>  |
| <i>Table B Extended Total</i> | <b>\$20,000.00</b> |
| <i>Table C Extended Total</i> | <b>\$0</b>         |
| <b>GRAND TOTAL</b>            | <b>\$27,500.00</b> |

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

The Arnold Agency

Vendor

By:

  
\_\_\_\_\_  
Scot Drake

Title:

Chief Marketing Officer

Date:

November 16, 2010

Address:

117 Summers Street, Charleston, WV 25301

Business Phone No (304) 342-1200

**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 and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 \_\_\_\_ Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,  
 \_\_\_\_ Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; or,

2. **Application is made for 2.5% 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 being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

3. **Application is made for 2.5% resident vendor preference for the reason checked:**

- \_\_\_\_ Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

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; or,

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, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; or,

6. **Application is made for 3.5% 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, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

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: The Arnold Agency

Signed: Scott Drake

Date: 11/22/10

Title: C.M.O.

\*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 affect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

**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: The Arnold AgencyAuthorized Signature: [Signature] Date: 11/22/10State of West VirginiaCounty of Kanawha, to-wit:Taken, subscribed, and sworn to before me this 22nd day of November, 2010.My Commission expires September 23, 2013

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]