


Request for Proposal Subject: Division of Tourism
Request for Proposal Number: TOR 3619
Vendor: McNeill Group Inc.
Vendor Address: 385 Oxford Valley Road
Suite 420
Yardley, PA 19067
Vendor Telephone: 215-321-9662
Vendor Email: bparker@mneill-group.com
Authorized Contact: Brian Parker



Signature, Brian D. Parker

9/7/10

Date

RECEIVED

2010 SEP -8 A 10: 22

PURCHASING DIVISION
STATE OF WV

Methodology of McNeill Group

West Virginia's nine regions are comprised of a history, culture, and adventure that draws tourists and local travelers of all tastes and backgrounds. With a wealth of opportunities to offer hikers, sports enthusiasts, Civil War historians, adventurers, culinary tourists, culture seekers, and casual travelers, West Virginia's consumer guide must be up to the challenge of covering all the state has to offer and present it in an organized and enticing way. The West Virginia tourism industry has a \$4.38 billion impact on the state, plus an additional \$544 million in state tax revenue, which makes the guide an invaluable tool to help cement those numbers and take them to new heights, year after year.

To augment the guide's ability to convey the breadth of opportunities in West Virginia, we would grow the feature-driven content in the *West Virginia Vacation Planner*, expanding coverage to include sports, ecotourism, wildlife, Civil War Sesquicentennial information, and more. To achieve this, we plan to isolate the regional coverage into a ride-along sister publication—the *West Virginia Regional Handbook*—for readers to use as a transportable itinerary planner for booking accommodations and restaurant reservations or to find local attractions. As defined in our design samples, McNeill Group's version of the West Virginia consumer guide is vibrant and fresh and improves upon the organizational quality of the magazine, making it easier for consumers to find anything in the state at a moment's notice while enhancing the state's ability to tout its greatest assets.

In addition to improving upon the print guide, McNeill Group will take the digital opportunities to a new level, including the digital edition, the website, e-mail marketing, e-newsletters, and the mobile application (if approved by WVDT). To truly complement the print edition, the online and mobile content will pull its structure and style directly from the print guide, giving consumers a seamless one-two punch to help them find and book West Virginia attractions, accommodations, and events from anywhere on the planet.

McNeill Group knows travel and tourism. It's an industry upon which we've built our business. Consumer publishers such as the Reader's Digest Association (*Reader's Digest*), Rodale (*Bicycling*, *Backpacker*, and *Runner's World*), Hearst (*Country Living*), and Newsweek (*Budget Travel*), have turned to us to increase their travel category advertising sales. Associations such as the American Bus Association (*Destinations*), Pennsylvania Association of CVBs (*Go>>PA*) and the West Virginia Association of CVBs (*Go>>WV*) contract with McNeill Group to deliver professional, informative, organized, and engaging travel and tourism content. We have a detailed plan to deliver the same successful products for the West Virginia Division of Tourism and its consumers.

McNeill Group has clients across the country and around the world, and we are as familiar with the territory we cover as our clients. We have contacts in England, Germany, and China, where we've attended conferences as well and sent reporters, editors, and writers. For our domestic clients, it is often not noticed that we are hundreds, sometimes thousands, of miles away. With the improvements in Web and video conferencing, we do not miss a beat. For a project such as this, we would guarantee monthly in-person visits. Additionally, our sales team will be required to make at least six visits per year, as well as attend all required state and regional meetings.

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SECTION I

4.1.1 Layout Recommendation

4.1.1 (a) & 4.1.1 (b)

McNeill Group's *West Virginia Official State Travel Guide* will be comprised of two books, which work in conjunction with each other. The main guide—*West Virginia Vacation Planner* (official name TBD, based on mutual acceptance)—will be a comprehensive feature-driven magazine that covers all the travel categories West Virginia has to offer, from the state's rich historical touring opportunities to the vibrant adventure tourism culture. The sister publication, called the *West Virginia Regional Handbook* (official name TBD, based on mutual acceptance), will focus entirely on the nine regions of West Virginia, recommend attractions and accommodations, and provide the consumer with invaluable up-to-date listings of everything that region has to offer. We believe that by focusing the planner on the wide breadth of the state's features and characteristics we can truly show consumers of all ages and interests that West Virginia is a wild and wonderful place to visit.

Breaking the regional sections into a self-contained companion *Handbook* will make it easier for consumers to use while allowing for additional space in the *West Virginia Vacation Planner* to create a more enticing and complete magazine on everything West Virginia has to offer in-state and out-of-state travelers. Consumers will use this smaller regional handbook as a transportable resource for their vacation through the state of West Virginia as they select hotels, restaurants, attractions, and plot itineraries through the nine regions.

West Virginia Vacation Planner

Front of the book:

- Masthead/Contributors
- Table of Contents
- Welcome Letter
- Fold-out perforated map with mileage calculator
- Calendar of Events
- West Virginia Iconography: Famous West Virginians, WV flower, WV bird, WV flag, other important icons

Main sections:

- **Outdoors + Adventure:** State parks, ATVs, hiking, rafting, bike trails, camping, skiing, and snowboarding
- **History + Tradition:** Civil War (with focus on Sesquicentennial), fold-out battle trail map, trains and trailways, mines, museums, historical attractions and tours. Sidebar: Historic West Virginians; historic hotels and tours
- **Food + Culture:** Agritourism, culinary festivals, distinct West Virginian dining, brewery tours, innovative chefs. Sidebar: Greenbrier Cooking School
- **Wildlife + Ecotourism:** Seasonal guide, foliage tours, animals and wildlife, bird watching
- **Sports + Leisure:** Sporting events, college sports, golf, hunting, motorcycle tours. Sidebars: West Virginia University accommodations and dining
- **Arts + Entertainment:** Family fun, cultural and film festivals, nightlife and entertainment, casinos and racing, shopping

West Virginia Regional Handbook

Each section will include photographs, an introduction to the region, travel recommendations, map(s), itinerary, listings, and accommodations with opportunities for purchased enhancements.

- Mountaineer Country
- Eastern Panhandle
- Potomac Highlands
- New River-Greenbrier Valley
- Hatfield-McCoy
- Mountain Lakes
- Metro Valley
- Mid-Ohio Valley
- Northern Panhandle
- Index

4.1.1 (c) & 4.1.1 (d)

A. See included samples of:

1. McNeill Group completed work (*one master set submitted with original proposal*)
2. McNeill Group's design concept samples for the *West Virginia Vacation Planner* and *West Virginia Regional Handbook* (*one master set submitted with original proposal*)
3. Sample dummies using proposed page and cover stock (*one master set submitted with original proposal*)

B. McNeill Group recommends the following specifications:

1. *West Virginia Vacation Planner*, with business reply card
 - a. Trim Size: 7.75" x 10.5"
 - b. Cover Stock: 100# Gloss Text
 - c. Text Stock: 50# Gloss Text
 - d. Page Count: 120 pages + 4 covers
 - e. Binding: Perfect bound
 - f. Color: Four color
 - g. Final Finished Weight: 4.2 oz. (includes ink)
2. *West Virginia Regional Handbook*, with business-reply card
 - a. Trim Size: 5.25" x 8.25"
 - b. Cover Stock: 100# Coated Cover
 - c. Text Stock: 40# Gloss Text
 - d. Page Count: 120 pages + 4 covers
 - e. Binding: Perfect bound
 - f. Color: Four color
 - g. Final Finished Weight: 9.3 oz. (includes ink)

4.1.1 (e)

See description above.

4.1.2 Fulfillment Packet Recommendation

In addition to a form letter from the Governor (or other state official) thanking the reader for his/her request and guiding them through the advantages and uses of the publications, McNeill Group recommends that both the Planner and Handbook be sent in a durable envelope not to exceed 12" x 15" (to stay within USPS first class size regulations). The Handbook and any other accompanying maps are intended to travel with the traveler. That being said, if the state's budget allows, perhaps a smaller 6" x 9" envelope can also be included so the recipient can safely keep the Handbook and other necessary documents in either the glove box/compartment or other storage area of his/her vehicle.

The 2009 and 2010 editions of the *West Virginia Official State Travel Guide* have been determined to weigh 14.5 ounces and 13.3 ounces, respectively. Given our suggested combined weight of 13.5 ounces as well as the allowance for other material to be included, first class postage for one packet will cost \$4.90 (\$4.75 if paid online), regardless of where in the United States it is sent, and provided it is mailed in a USPS issued Flat Rate Envelope (9.5" x 12.5"). If the packet is mailed in a customized WV envelope (not to exceed 12" x 15"), the postage rates range from \$4.90 to \$5.55 depending on the final destination zip code.

In order to qualify for bulk Standard mail rates, at least 200 pieces or 50 pounds (whichever is less) of identical mail must be sent out at the same time. The approximate per packet postage cost is \$1.70-\$2 for Standard bulk mail depending on the final destination zip code.

In order to qualify for bulk First Class mail rates, at least 500 pieces of identical mail must be sent out at the same time. The bulk mail savings is significantly less for First Class as compared to Standard Class. The approximate per packet cost would be \$4.80-\$5.44 for First Class bulk mail, depending on the final destination zip code.

There are discounted rates available for non-profits, media, and libraries. McNeill Group is well versed in USPS regulations and will assist WVDT in getting the best rates as well as assistance with securing all proper permits.

4.1.3 Editorial/Advertising Ratio Recommendation

Print advertising (magazines and newspapers specifically) is typically viewed as the most positive ad format, compared to direct mail, telemarketing, TV, etc. The ads that appear in print are non-intrusive, but effective. With an annual publication such as a travel guide, the shelf life extends beyond the current year. Since a publication such as this must be requested, you have to assume that many readers will refer to the publication(s) one, sometimes two, years after it is first received. So if you do not get the reader's attention the first time, chances are you will at some point down the road.

Given this theory, it is important not to clutter the publication. Many publishers aim for a 50:50 ad/edit ratio to ensure a higher level of profitability. However, McNeill Group's suggested ad/edit ratio will be 35-40 ad:65-60 edit.

In addition to being profitable for both WVDT and McNeill Group, the purpose of the publication is to entice travelers to visit West Virginia, increase the state as a premier travel destination, and attract potential travelers to act upon information including advertising contained in the

publication. The best way to achieve all of these goals is to first and foremost outline the activities and destinations the state has to offer. The advertising that surrounds the content is intended to support the editorial copy and suggest options for the reader. In this case, our recommendation is that content should carry more weight than advertising and we suggest no alternative ratio.

4.1.4 Production Schedule

The dates listed below are hypothetical, and the timeline may vary depending on time needed for approvals, changes, etc. McNeill Group can adjust this schedule to meet the timing needs of WVDT. We recommend a delivery date of mid-November 2011.

Award of contract:	TBD
Design and editorial concepts presented:	1/10/2010
Design and editorial concepts revisions:	1/10/2011-2/10/2011
Design and editorial concepts approved by WVDT:	2/11/2011
Articles assigned:	2/14/2011
Article/photos/listings due to McNeill:	4/27/2011
Article/photos/listings sent to WVDT for approval:	5/17/2011
Article/photos/listings comments returned to McNeill:	6/15/2011
Revised articles sent to WVDT for approval:	7/7/2011
McNeill notified of final WVDT article approval:	7/26/2011
Layouts (PDF) sent to WVDT for approval:	8/26/2011
Layout comments returned to McNeill:	9/6/2011
Revised layout (PDF) sent to WVDT for approval:	9/19/2011
McNeill notified of final WVDT layout approval:	9/26/2011
Hard copy proofs sent to WVDT for last review:	9/30/2011
McNeill makes last changes:	10/7/2011
Files sent to printer:	10/17/2011
On-site press check (attended by McNeill Group):	10/21/2011
Printed and digital magazine delivered to WVDT:	11/15/2011

Other Deliverables:

January 1, 2011-April 30, 2011

- Development of *West Virginia Official State Travel Guide* website for businesses
- Development of e-newsletter and e-mail marketing campaign
- Development of sales media kit

4.1.5 Ad Sales Methodology

With McNeill Group's current knowledge of and relationships with tourism-related companies, attractions and CVBs within the State of West Virginia, we will create a successful marketing plan to effectively and efficiently create awareness of the *2012 West Virginia Official State Travel Guide*.

McNeill Group's in-house design team will create marketing materials in conjunction with the state's current branding, but there is also the option to rebrand materials if needed. We will also design a custom media kit to assist in the sales process. Throughout the year, our staff will create

custom e-mail marketing pieces that will be sent at least monthly to gather interest from past and potential advertisers.

Sales representatives from McNeill Group will attend the West Virginia Governor's Conference on Tourism in September in conjunction with a sponsorship and exhibiting booth to generate awareness and further garner our current relationships while building new contacts throughout the state. In addition, company representatives will keep in close contact with the West Virginia Association of CVBs and attend the association's meetings and conferences.

With a minimum of two sales representatives along with a sales director and support personnel, the staff at McNeill Group will initiate the following tasks to ensure a successful sales approach for the *West Virginia Official State Travel Guide*:

- Contact Existing Advertisers: Sales representatives will contact past advertisers and seek new potential advertisers. Assuming the state does not have access to previous databases and assuming the previous firm will not share the information, McNeill Group will draw on its established database. Looking through guides of previous years, we estimate we have contact information for approximately 85-90% of the existing advertisers.
- Prospect for New Sales: McNeill Group sales representatives will call prospective advertisers using targeted databases developed by our company. We will review current state tourism memberships, West Virginia Association of CVBs membership, and other McNeill Group tourism-related contacts in the state of West Virginia. Sales representatives will prospect heavily from competitive magazines. They will also contact current, former, and prospective advertisers, introducing themselves as the new representatives and publishers of the *West Virginia Official State Travel Guide*.
- Create Sales Support Materials: McNeill Group's design staff will produce electronic and printed media kits, audience data, and other sales literature to help reinforce the sales message. With this support material, our staff will implement an effective marketing campaign using direct mail and e-mail promotions to assist our sales team.
- Establish Sales Goals: McNeill Group's management staff will develop advertising revenue goals and forecasts so that the overall magazine profit and revenue sharing with the State of West Virginia will be maximized. Throughout the sales cycle, the advertising director along with the project manager will consistently review prospect sheets to continually track progress and identify new sales strategies if needed.

Potential Discounts and Added Value:

- 15% off for recognized advertising agencies.
- 10% off for non-agencies supplying print ready artwork.
- ½ page or larger advertisers will receive a free enhanced/bold listing in the *Regional Handbook*.
- Full page or larger advertisers will receive a free image/logo listing in the *Regional Handbook*.
- ½ page or larger advertisers will be guaranteed mentioned in an upcoming e-newsletter.

Estimated Advertising Rate Sheet

1. Travel Planner

- Cover 4 = \$30,000 gross/\$25,500 net

- Cover 2 or 3 = \$26,500 gross/\$22,525 net
- Premium Full Page = \$23,000 gross/\$19,550 net
- Full Page = \$19,995 gross/\$16,995 net
- 2/3 Page = \$16,750 gross/\$14,237 net
- ½ Page = \$13,500 gross/\$11,475 net
- 1/3 Page = \$9,750 gross/\$8,287 net
- 1/6 Page = \$5,750 gross/\$4,887 net
- 1/12 Page = \$3,500 gross/\$2,975 net

2. Regional Handbook

- Cover 4 = \$30,000 gross/\$25,500 net
- Cover 2 or 3 = \$26,500 gross/\$22,525 net
- Divider Tab = \$23,000 gross/\$19,550 net
- Full Page = \$19,995 gross/\$16,995 net
- ½ Page = \$16,750 gross/\$14,237 net
- ¼ Page = \$8,000 gross/\$6,800 net
- Image Listing = \$2,500 gross/\$2,125 net
- Enhanced Listing = \$1,995 gross/\$1,695 net

4.1.6 Lead Generation/Response Tracking

Included within the *West Virginia Vacation Planner* as well as the *Regional Handbook*, McNeill Group will include a perforated business reply card (BRC), which will allow readers and recipients of the Guide to request additional information from all advertisers.

The advertisers will be listed either alphabetically and/or by region and the user will have the option to request information from all advertisers or groups of advertisers (i.e. Restaurants, Lodging, specific Tourism Region, etc.)

By partnering with ARG1, a company specializing in reader service with a legacy of nearly 40 years and providing services for over 400 publishers, McNeill Group will receive the postage paid return cards through a P.O. Box. Readers will also be able to fax completed card(s). All cards for lead generation will be processed and each advertiser will be e-mailed a lead report on a monthly basis providing them with contact names, addresses, and e-mail addresses as added value for purchasing an advertisement.

In addition to the printed BRC card, we would also provide an online reader service option. The online card can be implemented on the WVDT website after a user requests a printed copy of the *West Virginia Official State Travel Guide*. The online users' name, address, and postal code will be pre-populated on the additional request page and will then be directed to check off the additional information they would like to receive from the advertisers.

For an example of the online reader service program, please go to the following link:
www.argifocus.com/client/VisitDenve/LM1/lm/rsdefault.asp

Finally, advertisers will have the option to purchase perforated in-book coupons with travel savings of their choice, which will be bound into the *Regional Handbook*. Each coupon can be imprinted with a coupon code for tracking purposes. These coupons will be available at a discount for certain spending levels by the advertisers.

SECTION II

4.1.7 Subcontracted Services & Subcontractors

McNeill Group employs a full staff of editorial, design, and production professionals. As an outsourced vendor ourselves, it is not our intention to then outsource the contract work we receive. However, factors such as contract length, size of project, services needed, etc. may require some outsourcing of our own from time to time. There are some services we cannot provide, requiring us to outsource. They include:

- Commercial printing
- Digital publications
- Mailing and distribution services
- Reader-reply services
- Translation services

Every effort will be made to use WV-based service companies.

Possible supplementation of staff includes:

- Photographers/Illustrators
- Writers
- Editorial Support, including Copy Editor(s), Fact Checker(s)

All writers will either be based in West Virginia or have knowledge of West Virginia tourism.

4.1.8 Foreign language translation

McNeill Group has partnered with ProZ.com, the world's largest network of translation professionals to be able to deliver multilingual content quickly and efficiently. By using a network of certified professionals translating in their native tongues, McNeill Group will be able to deliver high-quality, localized content in more than 100 languages. For the purpose of this RFP McNeill Group has included Spanish and French, however if additional languages are needed those can be added at a cost (to WVDT) of \$5,000-\$10,000 per language.

4.1.9 Personnel and References

(a) Key personnel assigned to project

Kristina Freeman, Vice President/General Manager

Kristina Freeman, whose career started in marketing for a college directory publishing company, has been with McNeill Group for nine years. Also prior to joining McNeill Group, she worked for a rich media online company where she coordinated trade shows and exhibitions, supported the sales staff, initiated marketing strategies, and maintained correspondence with eight national sites.

Before becoming Vice President/General Manager of McNeill Group, Kristina worked as a Production Manager for the company. From there, she moved into the role of Publishing Director, overseeing the production, editorial, and design departments of McNeill Group's custom publishing division. Her role as general manager is to oversee the daily operations of the company and ensure fluidity among the publishing, sales, and accounting departments. She is also responsible for client relations and new business development.

Shane Hickey, Director of Custom Publishing

Shane Hickey is an award-winning designer who has worked in the publishing industry for 15 years, 11 of which have been with McNeill Group. He has worked with such national clients as *Reader's Digest*, Rodale Publishing, Gold's Gym International, Choice Hotels International, and Verizon.

As the Director of Custom Publishing at McNeill Group, he oversees the editorial, design, and production. He has won several awards for McNeill Group's publications. Recently, he was awarded a SNAP Excel Award, APEX awards for publication excellence, and an American Graphic Design Award.

Len Vermillion, Editorial Director

Len Vermillion is Editorial Director of McNeill Group Inc. and also serves as Editor of *Lodging* magazine. An award-winning editor, he has 19 years of experience working with industry, association, and business-to-business publications. He oversees the editorial for McNeill Group's stable of titles, including *Destinations*, *Direction*, *Choice Connections*, and *Condo Media*.

Prior to joining McNeill Group, he served as Editor-in-Chief for Reed Business Information, where he oversaw the editorial and production processes of several large- and small-circulation national titles. His editorial work included *Product Design & Development* and *Home Improvement Market*, a winner of 13 Jesse H. Neal Awards for publishing excellence. He has been involved in the launch of several supplements and online publishing initiatives. He has also been an editor and reporter for several daily newspapers and online publishing companies, including Yahoo! and WinStar's Office.com.

Jessica Downey, Managing Editor

A four-year McNeill Group employee, Jessica is the Editor of *Destinations* magazine, the official publication of the American Bus Association, *GO>>WV*, a magazine focused on group tour travel for the West Virginia Association of CVBs, and *Choice Connections*, the official publication of Choice Hotels International. In those capacities, she has become intimately familiar with the State of West Virginia and service publishing for vacation and tour planning.

Brian Parker, Advertising Director

Brian Parker has been with McNeill Group for more than six years and started with the company as a sales representative. His main responsibility as Advertising Director is to lead the company's Travel Category sales effort. He oversees the travel category sales team, which was/is responsible for selling into *Reader's Digest*, *Country Living*, *Woman's Day*, *Budget Travel*, *Go>>PA*, *Go>>WV*, *American Road* and *Destinations*, the official publication of the American Bus Association.

(b) Company Experience

Since 1991, McNeill Group has helped trade, consumer, and association publishers increase their revenue and lower their costs through outsourced advertising sales, custom publishing, and reprint programs. Headquartered in Yardley, Pa., the firm employs a staff consisting of more than 30 professionals specializing in design, editorial, production, administration, and sales, including 10-12 experienced advertising account executives specializing in both inside and outside sales.

With more than a century of publishing and advertising sales experience, our award-winning team has helped dozens of publishers, both big and small, not only achieve their revenue goals, but also promote their publication's visions and messages. The mission of our editorial and production departments is to provide our clients with award-winning content and design.

Over the last 15 years, McNeill Group has launched several magazines, successfully repositioned several ailing publications and developed a variety of new advertising initiatives for existing consumer magazines. As a result, McNeill Group Inc. has consistently increased revenue for each of its more than 50 clients.

The management team of McNeill Group has 60+ years of management experience both in publishing and industries that include direct involvement in the acquisition, launch, and disposition of companies and publication products. Using strategic alliances and subscriptions to tracking and information services, such as IMS, PIB, D&B, etc., we are able to help customers with the development of yearly or three-year strategic planning initiatives. We pride ourselves on being a partner—an extension of our clients' organizations—not just an outsourced vendor. As such, we are proactive in recommending changes or enhancements to enable our client to capitalize on market opportunities or to avoid market threats.

Additionally, our design staff has more than 30 years of combined creative design experience. Our staff's abilities range from magazine and newsletter design to Web and other electronics mediums. Our consulting services are included with each project. They encompass strategic planning, editorial development, printing assistance, competitive analysis, and meetings with our clients.

McNeill Group Inc. and its affiliated companies have been recognized for editorial and design excellence by winning, among others, the following awards:

- Folio Editorial Excellence Award in the Real Estate Category, four years in a row
- ASBPE Award in both editorial and graphic excellence, three years in a row
- Ozzie Award for Graphic Design Excellence, two years in a row
- APEX Award for Graphic Design Excellence, three years in a row
- 2006 SNAP Gold for Overall Excellence
- 2006 SNAP Silver for Design Excellence
- 2008 SNAP Bronze for Design Excellence
- 2008 American Graphic Design Award
- 2009 APEX Award for Overall Excellence
- 2009 SNAP Gold for Single-topic Issue
- 2009 SNAP Bronze for Overall Excellence
- 2010 APEX Award for Excellence, Magazines: *Lodging* magazine
- 2010 APEX Award for Excellence, Custom-Published Magazine: *Go>>PA*, Group Travel Guide for the Pennsylvania Association of CVBs
- 2010 APEX Award for Excellence, Best Redesign: *Destinations*, American Bus Association

McNeill Group Inc. is a proud member of the following professional associations

- American Society of Association Executives (ASAE)
- Custom Publishing Council (CPC)
- National Association of Publisher's Representatives (NAPR)
- Association Media & Publishing (AMP)

American Bus Association, c/o McNeill Group Inc., is a proud member of the following state tourism associations:

- TTIA (Texas Travel Industry Association)
- VISIT Florida
- West Virginia Association of CVB's

(c) References

Peter Pantuso, President & CEO, American Bus Association

700 13th Street, NW, Suite 575

Washington, DC 20005-5923

(202) 218-7229, ppantuso@buses.org

Client Testimonial: "McNeill presents itself professionally to our members and advertisers and works with them to find solutions to their needs. In doing so, they have helped ABA find new sources of advertisers for ABA's print and online communications tools."

Jill Jones, Director, Franchisee Communications, Choice Hotels International

10750 Columbia Pike

Silver Spring, MD 20901

(301) 592-6221, jill_jones@choicehotels.com

Client Testimonial: "Choice Hotels International turned to McNeill Group to enhance our existing corporate magazine. The staff consistently produces a first-rate publication that we are proud to deliver to our franchisees. We can always trust their skills and knowledge of the publishing industry to ensure the production of a professional publication."

Sharon Cruikshank, President, WV Assoc. of CVBs/Exec. Director, New River Gorge CVB

310 Oyler Avenue

Oak Hill, WV 25901

(304) 465-5617, Email: sharon@newrivergorgecvb.com

Other Client Testimonials:

"The creativity and professionalism of McNeill Group's staff was invaluable in creating a marketing tool that will help us better promote the State of Pennsylvania as an attractive group tour destination."

-Rob Fulton, Director, Pennsylvania Convention & Visitors Bureau

"Simply said, AH&LA could not be the voice of the U.S. hotel industry without Lodging. We value the magazine for its timely and substantive analysis and long view of the industry, and it enables our members to stay on top of personalities, news, issues, and trends."

-Joseph A. McInerney, President & CEO, American Hotel & Lodging Association

"We like the personality of McNeill Group: open to new ideas, willing to try new things and energetic."

-Elizabeth A. Moore, Associate Editor, Journal of Chemical Education

"McNeill Group is helpful, responsive and has extended our in-house capabilities."

-Claudette Carini, Chapter Executive Director, Community Associations Institute-New England Chapter

“Even in an economic environment that makes advertising sales a real challenge, McNeill Group has continued to increase our sales by double digits.”

-Bruce G. Kauffmann, *Editorial Director, American Gas magazine*

“The design team was able to interpret our goals and vision so well that McNeill has now become AMSA's partner for many of the association's marketing materials. They are truly an extension of our staff and have proven their value as a solid association partner. The advertising sales and publishing teams have been an integral part in helping position our association as the leading force in our industry.”

-Sandy Lynch, *Senior Vice President, American Moving & Storage Association*

(d) Financial Strength

Over the nearly 20 years that McNeill Group has been established, the fourth quarter is predominantly the most profitable one. In reviewing the expenses related to this project, it has been determined that the majority of the upfront expenses will occur in the first quarter of 2011. Our profitability and increased cash flow from the fourth quarter of 2010 as well as our anticipated profit in the first quarter of 2011 will provide the initial funding required. Other expenses (printing, lead tracking, translation services, etc.) will not be due until after advertising revenue has been collected in late 2011/early 2012.

McNeill Group is a privately held company. The sole shareholder has a net worth in excess of \$10M and access to additional capital as needed. The company's financial statements are reviewed annually by the accredited CPA firm, Lear & Pannepacker, LLP, based in Princeton, NJ.

4.1.10 Other Publications

McNeill Group currently has no clients that would be considered a conflict of interest with the State of West Virginia.

As mentioned throughout this proposal, the firm has produced the following travel and tourism publications:

- American Bus Association publications, 2005-present:
 - *Destinations* magazine, bimonthly feature magazine
 - *ABA Motorcoach Marketer*, annual directory
 - *ABA Insider*, e-newsletter
 - *Marketplace Today*, on-site show dailies
 - *Top 100 Events in North America*, annual supplement

- *Go>>PA*, 2009
 - Group Travel Guide produced for the Pennsylvania Association of Convention & Visitors Bureaus

- *Go>>WV*, 2010-2011
 - Group Travel Guide produced for the West Virginia Association of Convention & Visitors Bureaus

SECTION III

4.1.11 Value of Proposal

The value of this proposal is \$1,400,000.

4.1.12 Revenue Sharing

McNeill Group proposes to assume the entire risk of publishing the WV travel handbook and planner at no cost to the WVDT other than costs specifically identified herein or out of the scope of this agreement.

McNeill Group would receive all advertising revenue sold for the annual guide(s) up to \$1,100,000. For the first year of the contract, McNeill Group would share 20% of all gross revenue sold above \$1,100,000 with the WVDT. For the second year and beyond, WVDT would receive 25% of advertising revenue. Based on market analysis, we estimate approximately \$1.5 million in advertising revenue. In year one, this would equate to \$80,000 for WVDT. In year two, at a 25% revenue share, it would equate to \$100,000 for WVDT.

4.1.13 Additional Copy Purchasing

Should WVDT have an interest in purchasing additional copies of the handbook and/or planner, they will be made available at a start up cost of \$25,000-\$30,000 followed by a cost of \$600/thousand plus mailing and distribution costs. There will be no "mark up" price charged to WVDT. McNeill Group will pass this cost through to WVDT.

4.1.14 Additional Merchandising and Special Features

At no charge, McNeill Group will offer WVDT enhancements to its six pages of advertising in the digital edition. Enhancements include, but are not limited to: video clips, audio clips, flash-enhanced advertisements, electronic belly-bands, cover gatefolds, full page tabs, sponsorships, etc. The value of these enhancements ranges from \$3,800-\$7,000 per enhancement.

We invite you to visit the following online editions of *AAA Living* to demonstrate the numerous opportunities available:

- http://aaaliving.autoclubgroup.com/nxtbooks/aaaliving/aaaliving_michigan_200907/#/2
- http://aaaliving.autoclubgroup.com/nxtbooks/aaaliving/aaaliving_michigan_20090910/#/0

Upon request and approval from WVDT, McNeill Group will deliver, at no cost to WVDT, a mobile application. We understand there is a \$.99 mobile application currently available through Creative Commons, but we believe enhancements and improvements can be made to provide the user—free of charge—with more useful and detailed information about what the state has to offer. The application would be tied to content in both the Planner and Handbook and advertising would be available. The intent is to provide the reader with a comprehensive interactive experience.

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

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

DEFINITIONS:

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

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

Authorized Signature: _____ Date: _____

State of Pennsylvania

County of Bucks, to-wit:

Taken, subscribed, and sworn to before me this ____ day of _____, 20__.

My Commission expires _____, 20__.

AFFIX SEAL HERE

NOTARY PUBLIC _____

Notarized copy to follow