

Response to Request for Quotation (RFQ)
DOH-95120001

Comprehensive Professional Advertising/Marketing Services
West Virginia Department of Transportation

November 9, 2011

ORIGINAL



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • INTERACTIVE

(George Manahan, President/CEO, The Manahan Group)

RECEIVED

2011 NOV -9 PM 12:59

WV PURCHASING
DIVISION

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**ADVERTISING & MARKETING SERVICES
DOH95120001 BID FORM**

A. Advertising & Marketing Services

Service	Estimated Hours	All Inclusive Hourly Rate	Extended Cost
Television Production	50	\$ 40. ⁰⁰	\$ 2,000. ⁰⁰
Radio Production	25	\$ 40. ⁰⁰	\$ 1,000. ⁰⁰
Media Buys	300	\$ 50. ⁰⁰	\$ 15,000. ⁰⁰
Outdoor Advertising	25	\$ 40. ⁰⁰	\$ 1,000. ⁰⁰
Print Media	25	\$ 40. ⁰⁰	\$ 1,000. ⁰⁰
Internet/Worldwide Web	25	\$ 40. ⁰⁰	\$ 1,000. ⁰⁰
Survey, Analysis, Evaluation	200	\$ 40. ⁰⁰	\$ 8,000. ⁰⁰
Contract Administration/Consultation	25	\$ 35. ⁰⁰	\$ 875. ⁰⁰
Grand Total			\$ 29,875.⁰⁰

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

The Marahan Group
Vendor

By: Steph Marie

Title: CEO / President

Date: 9/19/11

Address:
222 Capitol Street Suite 400
Charleston WV 25301

Business Phone No 304-343-2800



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
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

*709060142 304-343-2800

VENDOR

MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/29/2011				

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
001		LS		915-03		
COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER OPEN END CONTRACT THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS IS SOLICITING BIDS FOR AND OPEN END CONTRACT TO PROVIDE COMPREHENSIVE PROFESSIONAL ADVERTISING AND MARKETING SERVICES FOR THE WEST VIRGINIA DEPARTMENT OF TRANSPORTATION PER THE ATTACHED SPECIFICATIONS. TECHNICAL QUESTIONS CONCERNING THIS SOLICITATION MUST BE SUBMITTED IN WRITING TO PAUL REYNOLDS 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 PAUL.REYNOLDS@WV.GOV. A WORD DOCUMENT FOR SUBMITTING TECHNICAL QUESTIONS IS ATTACHED. DEADLINE FOR ALL TECHNICAL QUESTIONS 09/09/11 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED. EXHIBIT 3 LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
<i>Paul Reynolds</i>	304-343-2800	9-19-11
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
CEO/President	20-0201317	

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

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

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

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

INSTRUCTIONS TO BIDDERS

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



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

Request for Quotation

RFQ NUMBER
 95120001

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ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

*709060142 304-343-2800

VENDOR

MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/29/2011				

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>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 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</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Amey D. Hawk</i>	TELEPHONE 304-343-2800	DATE 9-19-11
TITLE CEO President	FEIN 20-0201317	ADDRESS CHANGES TO BE NOTED ABOVE

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



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
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Request for Quotation

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ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

VENDOR

*709060142 304-343-2800
 MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

SHIP TO

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08/29/2011				

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>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 style="text-align: center;">NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p style="text-align: center;">DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-343-2800	DATE 9-19-11
TITLE CEO / President	FEIN 20-0201317	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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Request for Quotation

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ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

VENDOR
*709060142 304-343-2800 MANAHAN GROUP 222 CAPITOL STREET CHARLESTON WV 25301

SHIP TO
DIVISION OF HIGHWAYS PROCUREMENT DIVISION BUILDING 5, ROOM 263 1900 KANAWHA BOULEVARD, EAST CHARLESTON, WV 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
08/29/2011				

BID OPENING DATE: 09/14/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
				CHARLESTON, WV 25305-0130		
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED: SEALED BID BUYER: PAUL REYNOLDS FILE 33 RFQ. NO.: 95120001 BID OPENING DATE: 09/14/2011 BID OPENING TIME: 01:30 P.M. PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: ----- FAX: 304-343-2788 ----- CONTACT PERSON (PLEASE PRINT CLEARLY): ----- George Manahan ----- ***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: <u>see attached bid form</u>						

SIGNATURE <i>George Manahan</i>		SEE REVERSE SIDE FOR TERMS AND CONDITIONS		TELEPHONE 304-343-2800	DATE 9-19-11
TITLE CEO/President	FEIN 20-0201317	ADDRESS CHANGES TO BE NOTED ABOVE			

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

State of West Virginia

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with **West Virginia Code, §5A-3-37**. (Does not apply to construction contracts). **West Virginia Code, §5A-3-37**, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the 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 Marston Group Signed: Steve D. Mans
 Date: 9-19-11 Title: CEO / President

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

RFQ No. 95120001

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 owned 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: The Mahar Group

Authorized Signature: [Signature] Date: 11/9/11

State of West Virginia

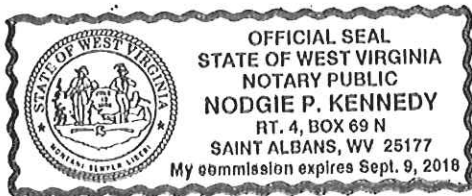
County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 9th day of November 2011

My Commission expires 9/9/18, 20

AFFIX SEAL HERE

NOTARY PUBLIC [Signature]



**WEST VIRGINIA
STATE TAX DEPARTMENT
BUSINESS REGISTRATION
CERTIFICATE**

ISSUED TO:
**MANAHAN GROUP LLC THE
DBA MANAHAN GROUP THE
222 CAPITOL ST 400
CHARLESTON, WV 25301-2415**

BUSINESS REGISTRATION ACCOUNT NUMBER: 1008-7832

This certificate is issued on: 11/16/2010

*This certificate is issued by
the West Virginia State Tax Commissioner
in accordance with Chapter 11, Article 12, of the West Virginia Code*

*The person or organization identified on this certificate is registered
to conduct business in the State of West Virginia at the location above.*

This certificate is not transferrable and must be displayed at the location for which issued.

This certificate shall be permanent until cessation of the business for which the certificate of registration was granted or until it is suspended, revoked or cancelled by the Tax Commissioner.

Change in name or change of location shall be considered a cessation of the business and a new certificate shall be required.

TRAVELING/STREET VENDORS: Must carry a copy of this certificate in every vehicle operated by them.
CONTRACTORS, DRILLING OPERATORS, TIMBER/LOGGING OPERATIONS: Must have a copy of this certificate displayed at every job site within West Virginia.



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

Sep 12 2011 02:32pm P001/008

**Request for
 Quotation**

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ADDRESS CORRESPONDENCE TO ATTENTION OF:
 PAUL REYNOLDS
 304-558-0468

*709060142 304-343-2800

MANAHAN GROUP
 222 CAPITOL STREET

CHARLESTON WV 25301

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DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED 09/12/2011	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: 09/21/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 1		
				REVISED SPECIFICATIONS ATTACHED.		
				ADD: VENDOR PREFERENCE CERTIFICATE		
				ADDITIONAL TECHNICAL QUESTIONS WILL BE ACCEPTED UNTIL 4:30 P.M. SEPTEMBER 15, 2011.		
				BID OPENING DATE CHANGED		
				FROM: 09/14/11 @1:30 P.M.		
				TO: 09/21/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS	915-03	COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
				***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:		See attached bid form

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: *Paul Reynolds* TELEPHONE: 304-343-2800 DATE: 9-19-11
 TITLE: CEO/PRESIDENT FEIN: 20-0201317 ADDRESS CHANGES TO BE NOTED ABOVE

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



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

WV PURCHASING ACT SECT Fax 304-558-4115

Sep 20 2011 02:43pm P001/001

**request for
 Quotation**

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VENDOR

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DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB	FREIGHT TERMS
09/20/2011				

BID OPENING DATE:	09/28/2011	BID OPENING TIME	01:30PM
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LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 2		
				BID OPENING DATE CHANGED		
				FROM: 09/21/11 @1:30 P.M.		
				TO: 09/28/11 @1:30 P.M.		
				NO OTHER CHANGES		
0001		LS	915-03	COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						<i>see attached bid form</i>

SEE REVERSE SIDE FOR TERMS AND CONDITIONS:

SIGNATURE	TELEPHONE	DATE
<i>[Signature]</i>	304-343-2800	9/19/11
TITLE	FAX	ADDRESS CHANGES TO BE NOTED ABOVE
CEO/President	30-0201317	

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



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS
304-558-0468

VENDOR

*709060142 304-343-2800
 MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/26/2011				

BID OPENING DATE: 10/12/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 3		
				BID OPENING DATE CHANGED		
				FROM: 09/28/11 @1:30 P.M.		
				TO: 10/12/11 @1:30 P.M.		
				NO OTHER CHANGES		
001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						<i>see attached bid form</i>

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-343-2800	DATE 11/9/11
TITLE CEO/President	FEIN 20-0201317	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS 304-558-0468

VENDOR

RFQ COPY
TYPE NAME/ADDRESS HERE

SHIP TO

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED 10/06/2011	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: 10/18/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 4		
				BID OPENING DATE CHANGED		
				FROM: 10/12/11 @ 1:30 P.M.		
				TO: 10/18/11 @ 1:30 P.M.		
				NO OTHER CHANGES		
0001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						<i>see attached bid form</i>

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-343-2800	DATE 11/9/11
TITLE CEO/President	FEIN 20-0201317	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

Request for Quotation

RFQ NUMBER
95120001

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
PAUL REYNOLDS
304-558-0468

VENDOR
 *709060142 304-343-2800
 MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

SHIP TO
 DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED 10/13/2011	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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BID OPENING DATE: **11/09/2011** BID OPENING TIME **01:30PM**

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 5		
				BID OPENING DATE CHANGED		
				FROM: 10/18/11 @ 1:30 P.M.		
				TO: 11/09/11 @ 1:30 P.M.		
				NO OTHER CHANGES		
001		LS		915-03		
				COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER		
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL:						<i>See attached bid form</i>

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>[Signature]</i>	TELEPHONE 304-343-2800	DATE 11/9/11
TITLE CEO/President	FEIN 20-0201317	ADDRESS CHANGES TO BE NOTED ABOVE

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



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

WV PURCHASING AGENCY SECTION Fax 304-558-4115

Oct 24 2011 03:02pm P001/003

**request for
 Quotation**

RFQ NUMBER
 95120001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF
 PAUL REYNOLDS
 304-558-0468

*709060142 304-343-2800

MANAHAN GROUP
 222 CAPITOL STREET
 CHARLESTON WV 25301

DIVISION OF HIGHWAYS
 PROCUREMENT DIVISION
 BUILDING 5, ROOM 263
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0430 558-0408

DATE PRINTED	TERMS OF SALE	SHIP VIA	FOB.	FREIGHT TERMS
10/24/2011				

BID OPENING DATE: 11/09/2011 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
ADDENDUM NO. 6						
VENDOR'S QUESTIONS AND ANSWERS ATTACHED.						
BID OPENING DATE REMAINS 11/09/11 @1:30 P.M.						
NO OTHER CHANGES.						
0001		LS		915-03		
COMPREHENSIVE PROFESSIONAL ADVERTISING/MARKETING SER						
***** THIS IS THE END OF RFQ 95120001 ***** TOTAL: <i>See attached bid form</i>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE *[Signature]* TELEPHONE 304-343-2800 DATE 11/9/11

TITLE CEO/President FEIN 20-0201317 ADDRESS CHANGES TO BE NOTED ABOVE

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

Introduction

The Manahan Group is pleased to submit the following response to the Request for Quotation DOH-95120001 issued on behalf of the West Virginia Department of Transportation (DOT).

The Manahan Group is one of West Virginia's most experienced advertising agencies, and we guarantee that the West Virginia Department of Transportation will get full-time access to the agency's top personnel.

Our experience in successfully delivering statewide messages to West Virginians is unmatched, and we have a vast amount of experience delivering transportation-centered messages to highly targeted audiences in West Virginia.

In short, we have the resources, the experience and the drive to locate the right audiences, and deliver DOT's message in the most powerful and cost-effective way.

The Manahan Group produces remarkable results for clients.

- The largest decline in the nation in teen tobacco use
- A 90% increase in usage of a prescription drug information clearinghouse by low-income West Virginians
- A nearly 200% increase in registration for a community event
- More than 1,000,000 unique views to a college savings website

Those are just a few examples. We thank you for the opportunity to bid on this contract, and we look forward to working with the DOT to produce results that are just as powerful as those listed here.

Overview

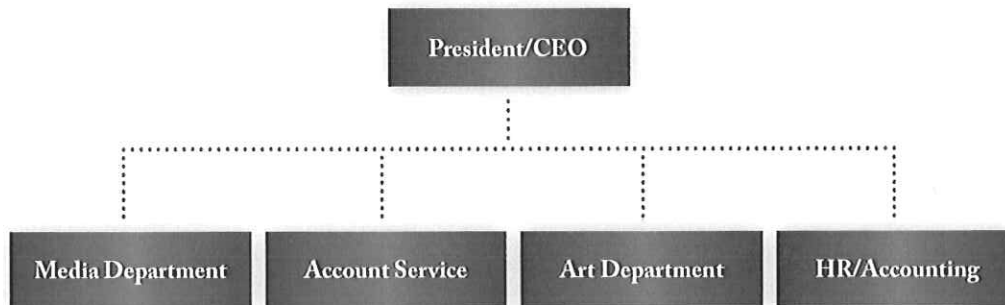
Mandatory Qualifications and Experience Requirements Scope of Services and Contract Performance Requirements

The Manahan Group (TMG) is a full-service advertising and public relations firm operating out of Charleston, W.Va. and providing services to clients in West Virginia and around the nation. TMG is principally located at 222 Capitol Street, Charleston, West Virginia. TMG has been in business since September 4, 2003.

Using a strategic, research-based approach to all campaigns, TMG has contributed to marketing success for a wide variety of businesses and organizations including those in the transportation, health-care, education, financial, tourism and legal sectors, among others. We have served clients ranging from Fortune 500 companies to small non-profit entities and have done work for several state agencies.

Currently, the agency maintains approximately 20 clients and has approximate total annual billings of \$2.9 million. TMG has, over the past five years, completed or engaged in at least five projects similar in size and scope to the DOT. Details of these projects and contact information for each are listed in the Case Studies section on page 12 of this response.

The Manahan Group employs several full-time professionals trained in Integrated Marketing Communications applications, including a full-time Media Buyer. TMG is organized as follows:



All of our employees are dedicated to giving clients an unmatched level of attention and service. Personal commitment from top management is a promise kept and practiced throughout all agency relationships.

The Manahan Group helps clients achieve goals through sound strategy, meticulous implementation and a pledge to track and measure all activity.

Agency services include:

- Media planning and buying
- Media analysis and consultation
- Strategic counsel, planning and creative concept development
- Public relations
- Research analysis
- Integrated marketing communications
- Advertising
- New media
- Art direction and graphic design
- Interactive and web design
- Audio/Video production
- Copywriting and copy editing
- Account management
- Crisis communications
- Media relations
- Spokesperson training
- Event planning

In addition to these capabilities, The Manahan Group has the ability to meet all of the qualifications outlined in Part 3.0 of the RFQ:

- Market analysis
- Theme development

-
- Creative concepts and art direction
 - 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
 - Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials
 - Incorporating appropriate logos and taglines into all campaign materials
 - Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations
 - Measuring effectiveness/outcome studies
 - Working under short timeframes and deadlines
 - Television Public Service Announcement production

For additional documentation and examples of these qualifications, please review the Media Buying Capabilities section (page 5) and the Case Studies section (page 8) of our response.

Additionally, we will be pleased to answer any questions you may have.

Media Buying Capabilities

The Manahan Group is routinely engaged in the placement of television, cable, radio, outdoor, newspaper, magazine, online (new media) and out-of-home advertising.

Resources

The Manahan Group uses a scientific, unbiased approach to advertising placement. TMG uses specific demographic, geographic and psychographic information about your target audience to determine what media they watch, read, listen to and interact with. We have access to the following resources:

- Nielsen Media Research – Nielsen Media Research is the leading provider of television audience measurement and related services worldwide. Nielsen provides a detailed look into what stations people are watching, what time they watch and what specific shows command the most viewers.
- Arbitron – Arbitron is the leader in measuring network and local market radio audiences. Arbitron also surveys the retail, media and product patterns of consumers on a local, regional and national basis.
- SmartPlus – SmartPlus is the software provided by Arbitron for analyzing media audience and marketing information data. Media buyers using SmartPlus can identify the best print publications, TV and radio stations to buy based on a variety of highly detailed demographic information.
- Audit Bureau of Circulations (ABC) – With more than 4,000 members in North America, ABC is a forum of the world's leading magazine and newspaper publishers, advertisers and advertising agencies. ABC provides credible, verified information related to audited circulation, an array of readership and subscriber demographics and online activity data.
- SQAD – SQAD is recognized as the industry standard in media cost forecasting. SQAD provides information for national television (network, cable and syndication), spot television, spot radio and internet. The service creates forecasting algorithms which allow media buyers to budget and plan future media placement.

TMG'S MEDIA DEPARTMENT IS UNIQUE

Buying Power & Relationships

The combined media budgets of all of our clients gives us an edge in negotiations with media representatives who seek us out because they know we have a large buying authority. Additionally, The Manahan Group has several years of experience buying media in West Virginia and has developed solid relationships with media representatives. These attributes combined provide a one-two punch for our clients that often results in lower rates and added value.

Strategy Development

It is strategy that separates a mediocre campaign from a campaign that produces tangible results. And it is the ability to develop strategy, particularly as it relates to media buying, which separates an average advertising firm from one which produces measurable results.

The Manahan Group has a unique approach to developing working partnerships with clients. TMG has its own strategic planning process called On Target. Developed by TMG senior management, the On Target process takes clients through each of the steps necessary to develop a sound marketing strategy. This process forms the very foundation upon which a successful campaign will be built. The Manahan Group will glean from the process information that will assist in the development of all recommendations, advice and counsel with respect to media selection.

While the primary goal of On Target is to develop effective strategy, the process is also a great partnership development tool. An On Target session can last a few hours or an entire day, depending on client needs. During the process, client and agency carefully review things like key messages, target audiences and tactics. At the end of the day, On Target results in the development of agreed-upon goals, objectives, strategies and tactics. We find that it also results in a comfortable, easy and firm relationship between client and agency.

The five-step On Target process review includes:

1. Research
2. Goal Setting
3. Strategy Development

4. Plan Implementation

5. Measurement

Later, if desired, On Target can be revisited for the purpose of further defining or refining specific objectives and tactics.

Process

TMG's media process is as follows: Once On Target is finished and the initial strategic plan is approved by the client and account team, the media buyer/s will begin to gather additional market research and begin the media planning phase. Individual media components are reviewed in the process of choosing the proper media, determining reach and frequency and maintaining budgetary goals.

Once the client has reviewed and approved the media plan, the media buyer/s will begin to negotiate rates with their representatives. This involves negotiating price breaks, efficiencies and possible value-added additions. Once the ads are placed and delivered, the posting (post-buy analysis) process begins. This critical process involves monitoring the quality of ad reproduction, reviewing air times for television and radio commercials and reviewing all necessary materials to determine if the placement was implemented as indicated by the buyer. At this stage, TMG media buyers ensure that the client is reaching their intended goals. Any discrepancies found would either result in credits or additional ads at no cost. The process is time-consuming, but imperative, especially for time-sensitive materials.

The Manahan Group's standard method of billing provides documentation to clients in a timely matter, including invoices, tear sheets, affidavits and other materials that may be required. Our billing system can be modified to accommodate any client's needs.

Case Studies

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.

The case studies that follow represent work done by The Manahan Group for five clients over the last five years. In some cases, the audiences may be similar to those sought by the DOT, and in other cases, the media or geographic locations may be similar; in all cases, TMG seeks to demonstrate that the campaigns created were targeted and effective.

In addition to these campaigns, The Manahan Group created a highly successful new media/traditional media campaign geared toward West Virginia high school students. The campaign was called Raze. TMG created the Raze brand (which still exists) and all of its television, web, print and new media applications, and TMG directed the media buying for the first four years of the effort. We have not officially included it because it falls outside the five year requirement in the RFP, but we feel it may be helpful to note that the Raze campaign, under our direction, resulted in the nation's largest decline in tobacco use among teenagers, and that all of the principal players in the creation of the campaign are still at The Manahan Group. The success of Raze in its early years is proof of TMG's ability to create powerful, effective campaigns geared toward a statewide audience.

1. The Hartford SMART529 College Savings Plan

The Manahan Group is currently under contract with The Hartford for the creation and implementation of an annual comprehensive advertising and public relations strategy for SMART529, West Virginia's College Savings Plan. A large portion of this effort is planning and purchasing media which is geared toward very specific statewide audiences. The primary audience is the parents of children ages 0-8 who live in West Virginia and who have an average household income (AHI) of at least \$40,000. The top layer of this audience is mothers with fathers as the second layer. After parents, we seek to reach grandparents and teachers.

The six-figure media campaign runs statewide in the fall months, the peak season for financial planning of this nature. The campaign typically includes television, radio and limited print advertising.

The goals included increasing inquiries about enrollment in the SMART529 College Savings Plan and increasing web site hits. The most recent campaign in the fall of 2009 produced the following results:

- 7,800 inquiries for SMART529 materials
- 1,334,894 unique views online

CONTACT

Taryn McCarthy, The Hartford
200 Hopmeadow Street, Simsbury, CT 06089
860-843-8374 / taryn.mccarthy@hartford.life.com

2. West Virginia Housing Development Fund

TMG works with the West Virginia Housing Development Fund to place annual six-figure advertising campaigns geared toward first-time homebuyers and young families. The buy includes television, print and out-of-home advertising.

Though there is an emphasis on first-time homebuyers, the audience beyond that is very broad and includes both men and women in virtually every region of the state. The Manahan Group, therefore, creates a lowest-cost-per-point buy. The idea is to reach the most people statewide for the lowest cost per ratings point. TMG negotiates with each station in order to meet this goal and the result is a very strong variety of programming including everything from news to prime time to talk shows and late night programs.

Further, TMG focuses the buy in high-growth areas of the state. For example, we designed a buy that targeted the Morgantown to Clarksburg area in response to the recent growth of the High Tech Corridor of I-79.

In 2009, the housing market had a particularly difficult year. While the Fund does not apply measurement tactics to the advertising efforts, it was able to remain stable in a very bad economy.

CONTACT

Adola Miller, WVHDF
814 Virginia Street, East, Charleston, WV 25301
304-345-6475 / adolamiller@wvhdf.com

3. Problem Gamblers Help Network

The Manahan Group created a highly successful statewide campaign geared toward helping problem gamblers and their family members get counseling. Research indicated that the target audience in West Virginia is female (even though nationally, it is male). These women are generally employed full-time (usually in shift work, low to moderate income), and seek relaxation and escape from their worries by watching television.

Based on this research, TMG's plans included billboard and television advertising, and we were able to negotiate a great deal of value-added enhancements to the buy. Billboards were positioned statewide displaying the 1-800-Gambler number prominently and featuring a creative approach that would appeal to women. The boards selected were lighted so that they could be seen at night by shift workers or those traveling to and from casinos or other gambling establishments. The TV buy included evening game shows, some primetime shows, overnights and daytime talk shows. Specific primetime and overnight programming consisted mainly of comedy shows. (In some years, TMG also purchased out-of-home advertising, including grocery cart ads.)

The 2009 campaign produced the following results:

- Calls to the helpline increased
- 55 percent of the helpline callers were female
- The majority of callers heard about the helpline via the billboard advertisements

CONTACT

Steve Burton, PGHL
405 Capitol Street, Suite 1003, Charleston, WV 25301
304-344-2163 / steve@1800gambler.net

4. West Virginians' Campaign for a Healthy Future

The Manahan Group placed a six-figure print buy for West Virginians' Campaign for a Healthy Future that was geared toward a highly targeted audience: West Virginia lawmakers. The goal was to get them to vote for health care reform legislation in the 2009 legislative session.

Lawmakers are a tough audience to reach because of their travel time between their home districts and Charleston. However, they are avid readers of newspapers. TMG's strategy was to begin the advertising campaign in the fall of 2008 when health care reform was a hot topic both nationally and in state. This buy was placed with an emphasis on the newspapers in the home districts of key lawmakers. When the session began, TMG's strategy changed to adapt to the schedule of the lawmakers: ads were placed in the Charleston newspapers during the week when lawmakers were at the Capitol and in their home district papers on weekends when they were at home.

This strategy gave the appearance of a statewide campaign but on a much smaller budget than such a campaign would require. The effort helped lead to what one national advocate called "the most significant health care reform legislation passed by any state legislature [in 2009]."

CONTACT

Brian Smith, PhRMA
950 F Street, NW, Suite 300, Washington D.C. 20004
202-572-7763 / bsmith@pharma.org

5. WellPoint/UniCare Health Plan of West Virginia

The Manahan Group currently coordinates branding efforts for UniCare Health Plan of West Virginia. UniCare is the state's top Medicaid provider and is seeking to increase membership. Since TMG began working on the effort, UniCare has seen an increase of 10,000 members. In one case similar to the DOT's need to target one or two counties, TMG helped UniCare find its target audience of low-income, pregnant and new mothers (with children up to 1 year of age) to let them know about a Community Baby Shower event that was held in 2010 in Wyoming County.

The goal of the media buy was to increase sign-ups for the event. The goal of the event itself was to help brand UniCare and increase awareness of it among low-income mothers.

TMG had to rely on its knowledge of media markets to select a radio station that would be appropriate for this purpose. In this case, Arbitron numbers were not helpful—Wyoming County has such a small population that there aren't enough Arbitron diaries to support meaningful ratings numbers. But because TMG Senior Media Buyer Bethany West has so much experience with West Virginia media markets, she was able to select the right venue for the advertisements by looking beyond the numbers. She negotiated a radio buy with a great deal of value-added spots, and the result was a staggering increase in registrations of 191% over the previous year's event.

CONTACT

Mitch Collins, UniCare
1207 Quarrier Street, Charleston, WV 25301
888-611-9958 / mitch.collins@wellpoint.com