

West Virginia State Treasurer's RFP for
Advertising and Public Relations Services

RFP #: STO13002

July 24, 2012

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WV PURCHASING
DIVISION



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • INTERACTIVE

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

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

Solicitation

NUMBER
STO13002

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
FRANK WHITTAKER 304-558-2316

V E N D O R	*709060142	304-343-2800
	MANAHAN GROUP	
	222 CAPITOL ST	
	CHARLESTON WV 25301	

S H I P T O	STATE TREASURER	
	MAIN CAPITOL BUILDING	
	SUITE E-145	
	CHARLESTON, WV 25305	304-343-4000

DATE PRINTED
07/03/2012

BID OPENING DATE:

07/24/2012

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	LS		915-03		
ADVERTISING SERVICES						
REQUEST FOR PROPOSAL						
THE WEST VIRGINIA PURCHASING DIVISION, FOR THE WEST VIRGINIA STATE TREASURERS OFFICE, IS SOLICITING PROPOSALS FOR ADVERTISING AND PUBLIC RELATIONS SERVICES PER THE ATTACHED.						
***** THIS IS THE END OF RFQ STO13002 ***** TOTAL:						

See cost sheet
in sealed envelope

SIGNATURE	TELEPHONE	DATE
<i>[Signature]</i>	304-343-2800	7/24/12
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
CEO	20-0201317	

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

Attachment B: Mandatory Specification Checklist

Proposals failing to meet any mandatory specification shall be disqualified. Vendor shall review each of the following mandatory specifications and provide a response indicating it does or will meet them:

Section 2.5.1 Vendor must be capable of providing or securing a full range of Services for multiple Agency programs simultaneously.

Vendor Response: *See page 102*

Section 2.5.2 Vendor must have been in the business of providing the Services requested for a minimum of five (5) years.

Vendor Response: *See page 103*

Section 2.5.3 All materials and campaigns produced for the Agency shall be the property of the Agency and can be used by the Agency at any time during and after the conclusion of the purchase order. Any use of such materials and campaigns by the Vendor without the prior written consent of the Agency is prohibited.

Vendor Response: *See page 104*

Section 2.5.4 The Vendor will be responsible for assisting the Agency in developing a series of public information and promotional strategies that are designed to utilize available program funds in an efficient and cost effective manner, to achieve the necessary programmatic results. For each strategy or project, the vendor will develop and propose an itemized advertising plan and budget. The Agency and the Vendor shall mutually determine timeframes and deadlines for each project.

Vendor Response: *See page 105*

Section 2.5.5 The Vendor will be responsible for finding low cost providers and negotiating favorable rates for advertising purchases.

Vendor Response: *See page 106*

Section 2.5.6 Progress reports shall be provided for all ongoing projects with schedules mutually agreed upon by the Agency and the Vendor.


Vendor Response: *See page 107*

Section 2.5.7 All materials and campaigns produced for the Agency must be approved in advance by the Agency before the Vendor commences work.

Vendor Response: *See page 108*

I certify that the proposal submitted meets or exceeds all the mandatory specifications of this Request for Proposal. Additionally, I agree to provide any additional documentation deemed necessary by the State of West Virginia to demonstrate compliance with said mandatory specifications.

The Manahan Group
(Vendor)

George Manahan, CEO 
(Representative Name, Title)

304-343-2800
(Contact Phone/Fax Number)

7/24/12
(Date)

CERTIFICATION AND SIGNATURE PAGE

By signing below, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid or proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

The Maunhan Group
(Company)

George Maunhan, CEO [Signature]
(Representative Name, Title)

304-343-2800
(Contact Phone/Fax Number)

7/24/12
(Date)

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: STO12002

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

No Addendums

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that 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.

The Marahan Group
 Company
[Signature]
 Authorized Signature
7/24/12
 Date

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

RFQ No. 57013002STATE 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.

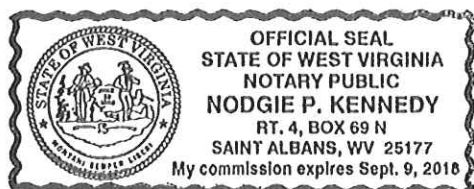
EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a 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 SIGNATUREVendor's Name: The Mahan GroupAuthorized Signature: [Signature] Date: 7-23-12State of West VirginiaCounty of Kanawha, to-wit:Taken, subscribed, and sworn to before me this 23rd day of July, 2012.My Commission expires 9/9, 2018

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 12/15/09)

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 Manabar Group Signed: [Signature]
 Date: 7/24/12 Title: CEO

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

Thank you for the opportunity to submit the following proposal to the West Virginia State Treasurer's Office.

The Manahan Group is proud of its association with the STO over the years.

As you will notice from our proposal, we have a great deal of experience with the State Treasurer's Office and their many programs. The Manahan Group (TMG) has been the Agency of Record for The Hartford and SMART529 for the past six years. Since 2010, TMG has coordinated the efforts for Money Smart Week, an event managed by AARP Foundation and co-sponsored by the State Treasurer's Office.

The Manahan Group has worked with several state agencies over the years and is familiar with the requirements that come with that relationship. Those agencies include: State Treasurer's Office, West Virginia Housing Development Fund, Department of Transportation and the Division of Motor Vehicles.

The Manahan Group is capable of providing the in-house services that larger accounts require, while maintaining the personal touch that small agencies are known for.

With our recent merger with The Phillips Group/Stadelman Consulting, The Manahan Group has added in-house research to our long list of services. Research is a key component in developing and implementing today's marketing and PR strategies. TMG has full-service offices in Charleston and Elkins, which allows us to be anywhere in the state within three hours. As a state agency serving residents throughout West Virginia, TMG's reach will be helpful when STO heads north of Charleston for events.

The Manahan Group has a strong history of creating results-based marketing and advertising initiatives for our clients.

Because of our strong history, The Manahan Group has received numerous honors from both the West Virginia Chapter of Public Relations Society of America and the American Advertising Federation of West Virginia. In fact, TMG has received PRSA's "Best in West Virginia" Award four of the past eight years, the most of any agency in the state.

Our team at The Manahan Group looks forward to meeting with you to discuss this proposal in more detail.

Sincerely,

A handwritten signature in black ink, appearing to read "George Manahan", with a stylized flourish at the end.

George Manahan

2.3 QUALIFICATIONS AND EXPERIENCE - ATTACHMENT A

2.3.1 Provide the following information for the Vendor:

Name: The Manahan Group

Mailing Address: 222 Capitol Street, Suite 400, Charleston, WV 25301

Corporate Address: 222 Capitol Street, Suite 400, Charleston, WV 25301

Telephone number: 304.343.2800

Primary Contact: George Manahan, 304.343.2800, Fax: 304.343.2788

gmanahan@manahangroup.com

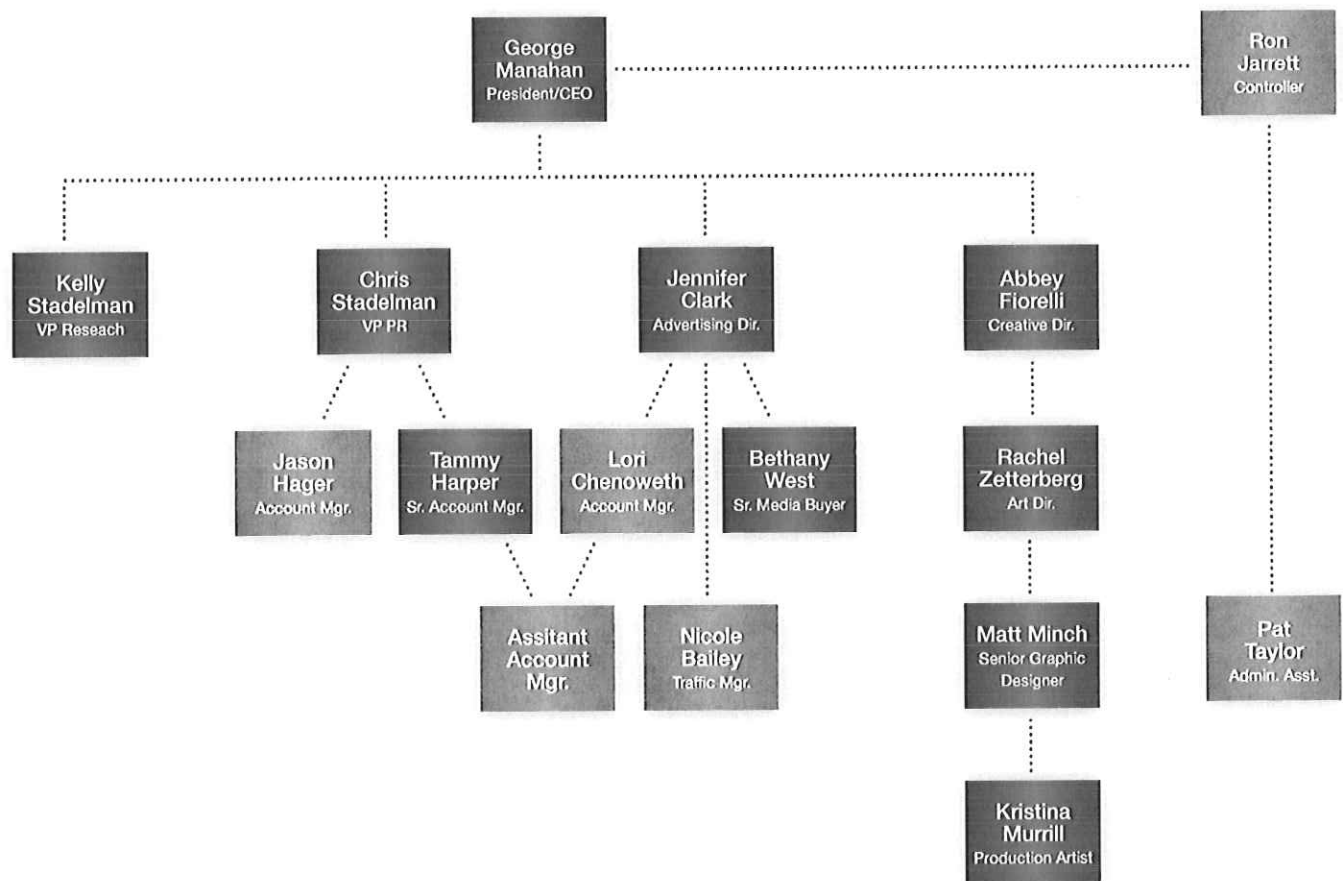
2.3.2 Briefly discuss your organization, including without limitation, its legal structure, ownership (direct and indirect), control, staffing numbers, pending contract(s) to merge or sell any portion of your firm, any changes in senior management in the last three (3) years, and other information that will assist in evaluating your firm.

The Manahan Group is one of West Virginia's largest full-service advertising, marketing and public relations agencies with offices in Charleston and Elkins. The company is a Limited Liability Corporation (LLC) and had been in business for nine years when TMG's owner, George Manahan, purchased the Charleston office of the ~~mbcgroup~~ in 2003 and established The Manahan Group. In early January 2012, TMG and The Phillips Group/Stadelman Consulting merged to create a larger, more comprehensive agency, adding in-house research to an already extensive list of public relations and advertising services. TMG boasts sixteen communication professionals working in two offices located in Charleston and Elkins.

After The Manahan Group's merger with The Phillips Group/Stadelman Consulting in January of 2012, a new Senior Management team was established. The Manahan Group's Senior Management team includes: George Manahan, CEO; Chris Stadelman, Vice President of Public Relations; Kelly Stadelman, Vice President of Research; Abbey Fiorelli, Creative Director; Jennifer Clark, Advertising Director; and Jason Hager, Business Development Director. Amanda Wilson, former Vice President of Account Service, left TMG in 2011.

The Manahan Group is solely owned by George Manahan. The following organizational chart details TMG's structure, showing key personnel that will be assigned to this account (shaded in green), senior management positions and other personnel.

Organizational Chart



TMG is not currently considering any proposals to buy or merge its company with any other company or entity.

TMG has been honored by the West Virginia Chapter of the Public Relations Society of America with its "Best in West Virginia" award four out of the last eight years, the most of any agency or company in the state. The "Best in West Virginia" awards were for the following clients and campaigns:

- Department of Health and Human Resources - Raze Tear Down the Lies - 2003
- Department of Health and Human Resources - Raze Success - 2005
- West Virginians for Better Transportation - Keep West Virginia Moving - 2009
- Hartford Life / State Treasurer's Office - SMART529 Upromise Launch - 2010

TMG has also been recognized by the American Advertising Federation- West Virginia with more than 100 awards during the past eight years.

2.3.3 Describe the scope and length of experience of your firm in providing Services similar to those requested in this RFP. In your discussion, specifically include:

a. Types of work done by your firm;

The Manahan Group is a full-service advertising, marketing and public relations firm.

TMG provides clients with a comprehensive array of services that include:

- Strategic counsel and planning and concept development
- Advertising
- Public relations
- Art direction and graphic design
- Interactive and web design
- Account management
- Coalition development
- Corporate identity
- Media analysis
- Media planning and buying
- Research
- Crisis communications
- Issues management
- Media relations
- Measurement and evaluation
- Illustration
- Radio, television and print production
- Out-of-home advertising
- Direct mail
- Signage
- Social media
- Spokesperson training

-
- Point of purchase materials
 - Specialty items
 - Speech writing
 - Production management
 - Copywriting and copyediting
 - Event planning

b. Size and type of engagements handled by your firm, with annual billings;

The Manahan Group currently has clients with annual budgets ranging from \$25,000 to \$2.5 million. The agency recorded annual billings of just over \$2.4 million in 2011. With the Elkins merger and addition of new contracts (Department of Transportation and others), TMG is anticipating annual billings to top \$5 million in 2012.

c. Length of time providing Services similar to those requested in this RFP;

The Manahan Group was established in 2003 when owner George Manahan purchased the Charleston office of the **mbc** group. Since that time, TMG has provided similar services to several state agencies and private companies. The state agencies include: Department of Health and Human Resources (2001-2005), West Virginia Housing Development Fund (2005-2012) and West Virginia State Treasurer's Office (2005-2008).

d. In-house capabilities;

The Manahan Group boasts some of the most comprehensive in-house services provided by any advertising and public relations firm in West Virginia. Those services include:

- Strategic counsel and planning and concept development
- Advertising

-
- Public relations
 - Art direction and graphic design
 - Interactive and web design
 - Account management
 - Coalition development
 - Corporate identity
 - Media analysis
 - Media planning and buying
 - Research (focus groups and polling)
 - Crisis communications
 - Issues management
 - Media relations
 - Measurement and evaluation
 - Illustration
 - Out-of-home advertising
 - Speech writing
 - Production management
 - Copywriting and copyediting
 - Event planning
 - Social media
 - Spokesperson training
 - Radio, Television and print coordination

The Manahan Group accesses partners for production of radio and television commercials, printing, photography and specialty items.

e. Location(s) from which Services will be provided;

The Manahan Group has two offices: Charleston and Elkins. The West Virginia State Treasurer's Office services will be performed and managed from the Charleston office. If there comes a time when it is advantageous for the STO that certain events or services be provided by the Elkins office, TMG and STO representatives will agree to that prior to the services being performed.

f. Your firm's interest in and compatibility with the primary Agency programs;

The Manahan Group is very familiar with the workings of the State Treasurer's Office. Along with its coordination of the SMART529 College Savings Program since 2004, TMG had the pleasure of being the Agency of Record for the State Treasurer's Office for nearly four years from 2005-2008. In that time, TMG helped the office reach several significant milestones:

- New, high quality brands for 457 Deferred Compensation Plan and the West Virginia Board of Treasury Investments.
- The West Virginia Unclaimed Property program became a national leader in the percentage of property returned to its citizens.
- A redesign of the State Treasurer's Office materials, including a new design for its website.
- Ongoing successes with the SMART529 College Savings Program (*creative samples follow on pg. 12*).

In addition to the successes listed above, The Manahan Group has worked on almost every major program within the State Treasurer's Office, including:

- West Virginia Board of Treasury Investments (*creative samples follow on pg. 16*)
- West Virginia Retirement Plus (*creative samples follow on pg. 18*)
- Center for Public Finance (*creative samples follow on pg. 19*)
- Unclaimed Property (*creative samples follow on pg. 20*)
- Women & Money Conferences (*creative samples follow on pg. 21*)
- Financial Education

The Manahan Group has also coordinated efforts for Money Smart Week, managed by AARP Foundation and co-sponsored by the State Treasurer's Office. The program has witnessed significant growth over the past three years.

The Manahan Group's CEO George Manahan has served as account manager for the State Treasurer's Office account three separate times during his tenures with Salter & Associates, the**mbc**group and The Manahan Group.

The Manahan Group would welcome the opportunity to build upon these accomplishments through a new, mutually beneficial relationship.

**TAX MAN BEEN
GOOD TO YOU?**



**INVEST SOME OF YOUR
TAX REFUND IN
YOUR CHILD'S FUTURE.**

**JUST \$50 TO OPEN A SMART529
COLLEGE SAVINGS ACCOUNT.**

LEARN MORE: WWW.SMART529.COM

SMART529 is a program of the West Virginia College Prepaid Tuition
and Savings Program Board of Trustees, John Perdue, Chairman.

SMART529 Tax Return Direct Mail

— WEST VIRGINIA'S —
**SMART SAVINGS
MATCH**

Think you can't afford to save for your child's
education beyond high school? SMART529
has a new program for you!

See if you qualify for a
SMART529 Matching Grant

Call Customer Service at 866-574-3542 to
request an enrollment kit & grant application!

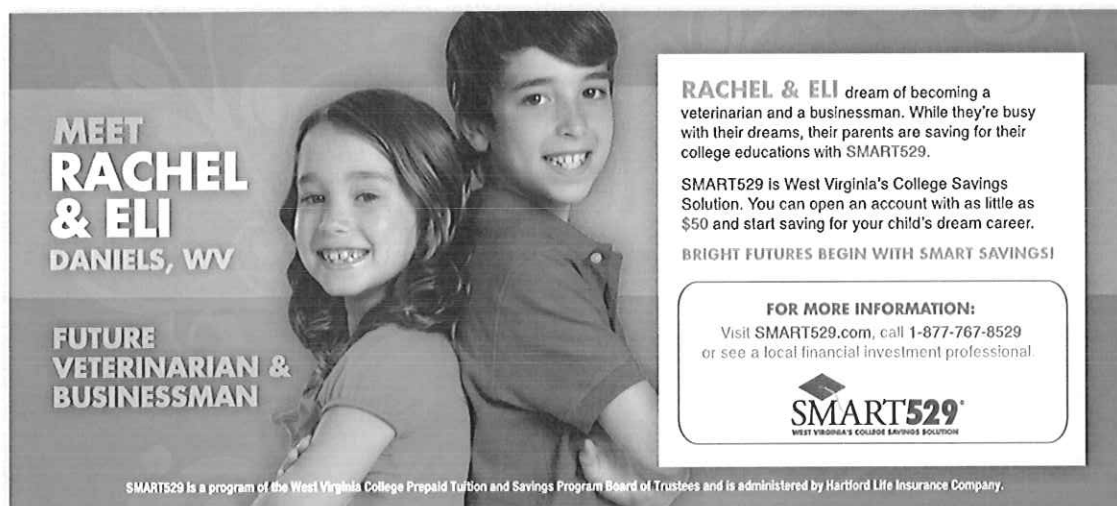
Learn more at www.SMART529.com.



SMART529 is offered by the West Virginia College Prepaid Tuition and Savings
Program Board of Trustees and is administered by Hartford Life Insurance Company.



SMART529 Matching Grant Direct Mail



**MEET
RACHEL
& ELI
DANIELS, WV**

**FUTURE
VETERINARIAN &
BUSINESSMAN**

RACHEL & ELI dream of becoming a veterinarian and a businessman. While they're busy with their dreams, their parents are saving for their college educations with SMART529.

SMART529 is West Virginia's College Savings Solution. You can open an account with as little as \$50 and start saving for your child's dream career.

BRIGHT FUTURES BEGIN WITH SMART SAVINGS!

FOR MORE INFORMATION:
Visit SMART529.com, call 1-877-767-8529
or see a local financial investment professional.

SMART529[®]
WEST VIRGINIA'S COLLEGE SAVINGS SOLUTION

SMART529 is a program of the West Virginia College Prepaid Tuition and Savings Program Board of Trustees and is administered by Hartford Life Insurance Company.

SMART529 "Bright Futures" Payroll Stuffer

— | WEST VIRGINIA | —

BOARD OF TREASURY INVESTMENTS

West Virginia Board of Treasury Investments Logo



West Virginia Board of Treasury Investments Brochure

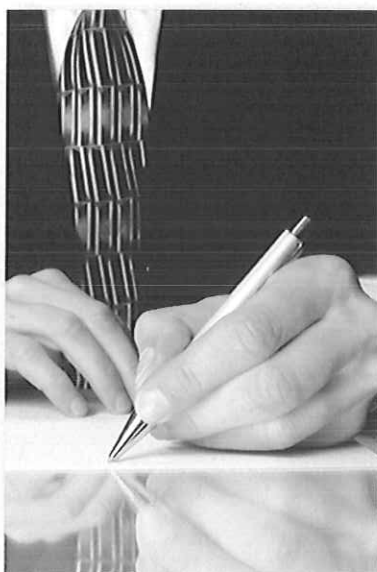


West Virginia Retirement Plus Logo



— CENTER FOR —
PUBLIC FINANCE

Center for Public Finance Logo



Is your business reporting
UNCLAIMED PROPERTY?

> **It's required
BY LAW.**

See inside for more information



Visit: www.wvtreasury.com • Or call: 1.800.642.8687
From the Office of West Virginia State Treasurer, John D. Perdue

Unclaimed Property Brochure

g. Any other information you believe distinguishes your firm.

The Manahan Group's greatest strength is, perhaps, in our strategic development of effective messaging, creative and its delivery. It is strategy that separates a mediocre campaign from a campaign that produces tangible results and exceeds expectations. The Manahan Group has developed its own unique approach to strategic planning: a process called On Target.

On Target is the basis for the development of ideas that produce incredible campaigns and tremendous results. On Target is a five-step journey into a client's unique and specific marketing needs. On Target involves the client at the outset of the campaign development, and allows the client to fully participate in mapping a plan for success.

The five steps of On Target are:

1. **Research** – The Manahan Group believes that every marketing effort needs some level of research in order to be successful. Secondary research can aid in understanding the current status of the issues at hand and in gauging the successes and failures of other similar campaigns. Primary research, including focus groups, surveys and media analysis, can be the key to unlocking current attitudes and opinions of audiences and to testing various creative approaches. Since The Manahan Group is one of only very few agencies with in-house research, we are able to provide this service seamlessly and more cost effectively.
2. **Strategic Planning** – The Manahan Group routinely conducts Strategic Planning sessions with clients during which results are reviewed and the assembled team uses the research findings to develop the basis for a marketing and public relations plan. Initial ideas for budget, tactics and timelines are also established.
3. **Campaign Development** – In this phase, The Manahan Group will develop a campaign based upon the decisions in the Strategic Planning session. Campaign development may include the creation of creative materials, a public relations plan, media buying and paid advertisements. The plan is a living document, meaning changes deemed necessary during implementation can be easily executed.

4. Implementation – At the implementation stage, all of the campaign elements will be executed according to the established budget and timeline.

5. Measurement – The Manahan Group is dedicated to producing measurable results for clients. Those results may be measured in a variety of ways. The method of measurement will be determined during the On Target session.

Each of the five steps involves an open discussion and information sharing. While the primary goal of the On Target process is to develop effective strategy, the process is also a great partnership development tool. A Strategic Planning session can last a few hours or an entire day, depending on the client needs. The end of the session results in the development of agreed-upon goals, objectives and tactics. We have also found that it results in a comfortable, easy and professional relationship between client and agency.

After the Strategic Planning session, The Manahan Group will provide the client with a strategic plan that will include the following:

- Campaign goals and objectives
- Messaging
- Target audiences
- Market recommendations
- Tactics, including advertising, public relations and social media
- Measurement guidelines

The Manahan Group will utilize the On Target process to clearly plan and strategize for the scope of work outlined in this RFP.

2.3.4 Of your engagements within the last three (3) years, list three (3) that are similar to this engagement that demonstrate the ability of your firm to provide the Services to the Agency. At least two (2) of the engagements should have annual billings in excess of \$250,000. These entities will be contacted. For each reference list the following information:

- a. Entity name*
- b. Address*
- c. Contact person*
- d. Telephone number*
- e. Email address*
- f. Length of relationship*
- g. Services provided*
- h. Other information you believe the agency would find useful*

The Manahan Group has provided three campaigns similar to the engagement described in this RFP. For each campaign, we have described the process we utilized for research, planning, execution and evaluation.

1. The Hartford - SMART529

- a. Entity name:* The Hartford
- b. Address:* 200 Hopmeadow Street B4-W, Simsbury, CT 06089
- c. Contact person:* Taryn McCarthy, Senior Product Manager
- d. Telephone number:* 860.843.8374
- e. Email address:* taryn.mccarthy@thehartford.com
- f. Length of relationship:* 2006 to present (2004-2006 through the STO)
- g. Services provided:* Campaign strategy development and implementation, public relations and event management, creative and graphic design, radio and television production, media buy, account management
- h. Other information you believe the Agency would find useful:*
 - Project Location: Statewide (WV)
 - Project Manager: Jennifer Clark
 - Key Staff: George Manahan, Abbey Fiorelli, Bethany West
 - Annual Billings: \$763,973.67

Project Summary:

SMART529 is West Virginia's college savings program. Established nearly ten years ago, SMART529 is a West Virginia College Prepaid Tuition and Savings Program Board of Trustees and is administered by The Hartford. The program offers a variety of investment strategy options designed to meet a range of college saving needs. The Manahan Group has been SMART529's Agency of Record for the past six years.

In mid-2011, The Manahan Group developed a paid media campaign for The Hartford's SMART529 College Savings Program. Research conducted for the product by The Manahan Group has determined that the primary audience for SMART529 is West Virginia families with children ages zero to eight and an Average Household Income (AHI) of \$40,000+. The secondary target is grandparents of children ages zero to eight (persons 55+) with an AHI of \$40,000+.

TMG has created and managed the advertising and public relations efforts for SMART529 for six years, and have had success skewing the approach toward mothers. Research conducted by TMG within West Virginia has shown that women initiate major financial decisions and men usually make them. Selling SMART529 has always proven effective when reaching out first to mothers.

The Manahan Group's advertising efforts consisted of a paid media campaign, and was also complimented by a statewide public relations effort. The paid media campaign consisted of a \$310,000 television, radio, print, web and direct mail campaign.

The campaign kicked off with a television schedule that started in mid-September and included both broadcast and cable stations statewide. The creative consisted of a general television branding spot. In the expensive Eastern Panhandle market, only broadcast news, web advertisements and cable sports programming were purchased so that both cable and satellite households in the market could be reached.

During Thanksgiving week, the television advertisement was changed to reflect holiday gift giving and statewide radio was added to the mix, including ten to fifteen second news and weather sponsorships. In addition, a direct mail piece was sent to 64,000 households in the state.

The campaign ended in December with the placement of twenty-seven color advertisements in eight newspapers in targeted areas around the state. All print advertisements matched the messaging of the new television advertisement.

The 2011 SMART529 marketing campaign led to 2,831 new accounts through the SMART529 Select, SMART529 WV Direct and Hartford SMART529 products, exceeding the goals established at the beginning of the year by 331 accounts.

Supporting media buy documentation for this campaign can be found in Addendum B.

Television spots are located on the DVD included on the inside of the back cover of the proposal.

GIVE THE GIFT THAT WILL LAST A LIFETIME

Getting an education beyond high school can mean more opportunity and more earning power for a child you love. Investing in West Virginia's SMART529 college savings plan is easy!

Open an account online or through a financial advisor—you can start with just \$50.

Encourage other family members to make an investment in a child's future by sharing contribution coupons found online.

Show the special child in your life that their future is important by giving the gift that will last a lifetime.

SMART529 Gift Cards available—order online!



FOR MORE
INFORMATION VISIT:
SMART529.COM

ORDER GIFT CARDS
ONLINE
OR BY CALLING
866-574-3542

SMART529
WEST VIRGINIA'S
COLLEGE SAVINGS SOLUTION



You should carefully consider the investment objectives, risks, and charges and expenses of SMART529 and its Underlying Funds before investing. This and other information can be found in the Offering Statement for SMART529 and the prospectuses or other disclosure documents for the Underlying Funds, which can be obtained by calling (866) 574-3542. Please read them carefully before you invest or send money.

The Hartford SMART529 is distributed by Hartford Securities Distribution Company, Inc. Member SIPC.

West Virginia provides its residents with tax advantages for investing in SMART529. If you reside in or have taxable income in a state other than West Virginia, you should consider whether your state has a qualified tuition program that offers favorable state income tax or other benefits exclusive to your state's program that are not available under the SMART529 program.

The information is written in connection with the promotion or marketing of the matter(s) addressed in this material. The information cannot be used or relied upon for the purpose of avoiding IRS penalties. These materials are not intended

to provide tax, accounting or legal advice. As with all matters of a tax or legal nature, you should consult your own tax or legal counsel for advice.

Investments in SMART529 are not guaranteed or insured by the State of West Virginia, the Board of Trustees of the West Virginia College Prepaid Tuition and Savings Program, the West Virginia State Treasurer's Office, Hartford Life Insurance Company, The Hartford Financial Services Group, the investment sub-advisors for the Underlying Funds or any depository institution and are subject to investment risks, including the loss of the principal amount invested.

"The Hartford" is the Hartford Financial Services Group, Inc. and its subsidiaries.

SMART529 is offered by the West Virginia College Prepaid Tuition and Savings Program Board of Trustees and is administered by Hartford Life Insurance Company.

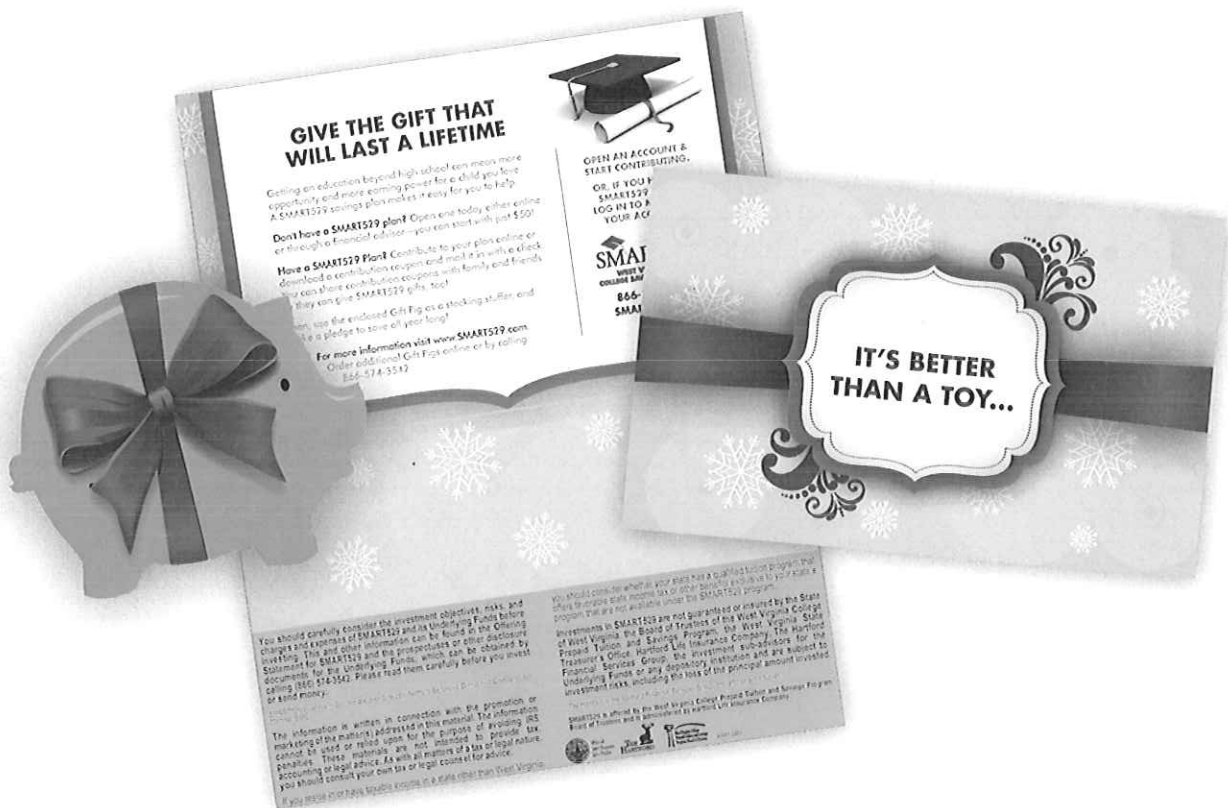


Office of
State Treasurer
John F. DeLoe



MUN103193-1
HART 3545

SMART529 Holiday Print Advertisement



SMART529 Holiday Direct Mail

SMART529 Radio Billboards
:10-:15
August 2010

<i>SFX</i>	<i>Male Announcer: friendly & helpful</i>
<i>None. Announcer Only.</i>	Announcer: Start saving today for your child's future. Visit SMART Five-Twenty-Nine Dot-Com, West Virginia's College Savings Plan.

SMART529 :10-:15 Radio Tag

2. West Virginia Housing Development Fund

- a. Entity name:* West Virginia Housing Development Fund
- b. Address:* 5710 MacCorkle Avenue SE, Charleston, WV 25304
- c. Contact person:* Adola Miller, Marketing Director
- d. Telephone number:* 304.345.6475
- e. Email address:* AMiller@wvhdf.com
- f. Length of relationship:* 2006 to 2012
- g. Services provided:* Campaign strategy development and implementation, public relations and event management, creative and graphic design, radio and television production, web and interactive design, media buy, account management
- h. Other information you believe the Agency would find useful:*
 - Project Location: Statewide (WV)
 - Project Manager: Jennifer Clark
 - Key Staff: George Manahan, Abbey Fiorelli, Bethany West, Rachel Zetterberg
 - Annual Billings: \$296,847.16

Project Summary:

The Manahan Group has been the West Virginia Housing Development Fund's Advertising and Public Relations Agency of Record for the past six years.

The West Virginia Housing Development Fund is a public-private corporation of the state of West Virginia established to increase the supply of residential housing for persons and families of low to moderate income, and to provide construction and permanent mortgage financing to public and private sponsors of such housing.

In the spring of 2011, TMG developed a multi-media advertising campaign for the agency to promote the spring home-buying season. The campaign target consisted of persons twenty-five to fifty-four years of age with a household income of \$55,000 and above. The campaign was targeted to families looking to purchase homes in the \$100,000-\$200,000 range.

The advertisement campaign, *Make Your Dreams Come True*, consisted of new television, radio and print creative, showcasing the many reasons why West Virginia residents decided to purchase homes through the West Virginia Housing Development Fund. The television advertisement incorporated still photos using a new technique that merges 3-D effects with spot motion. The print advertisements and radio spots used the same visuals and messaging.

The campaign ran from February 22, 2011 to June 6, 2011. Television spots were placed on both broadcast and cable systems around the state. Radio advertisements ran in the Morgantown-Clarksburg region due to the booming housing market in that area. The radio advertisements were placed on the weekend as home buyers traveled to open houses. Finally, print advertisements were placed in the Real Estate sections of eight daily newspapers around the state.

The multi-media advertising placement of the West Virginia Housing Development Fund's campaign led to an increase in homeownership in the state. In a study released by the United States Census Bureau in 2011, West Virginia led the nation in homeownership with 73.4% of West Virginians owning their own home.

Supporting media buy documentation for this campaign can be found in Addendum B.

The television spot is located on the DVD included on the inside of the back cover of the proposal.



*My Dream:
A place for
my garden*

What's your dream?

No matter why you want your own home, no matter where in West Virginia you want it, the West Virginia Housing Development Fund can help.

First time home buyers can find:

- Low rates
- Up to 100 percent financing
- Down payment and closing cost funds available to qualified borrowers

Ask your lender, realtor or builder today!



*Make your dream
come true*




West Virginia Housing
Development Fund

800.933.8511
www.wvhdf.com

NMLS # 68038



West Virginia Housing Development Fund Print Advertisement



*My Dream:
A place to
entertain*


What's your dream?

No matter why you want your own home, no matter where in West Virginia you want it, the West Virginia Housing Development Fund can help.


First time home buyers can find:

- Low rates
- Up to 100 percent financing
- Down payment and closing cost funds available to qualified borrowers

Ask your lender, realtor or builder today!




*Make your dream
come true*



West Virginia Housing
Development Fund

800.933.8511
www.wvhdf.com

NMLS#190038



West Virginia Housing Development Fund Print Advertisement



*Our Dream:
A place
for our kids
to play*

What's your dream?

No matter why you want your own home, no matter where in West Virginia you want it, the West Virginia Housing Development Fund can help.

First time home buyers can find:

- Low rates
- Up to 100 percent financing
- Down payment and closing cost funds available to qualified borrowers

Ask your lender, realtor or builder today!



*Make your dream
come true*



West Virginia Housing
Development Fund

800.933.8511
www.wvhdf.com
NMLS#160033



West Virginia Housing Development Fund Print Advertisement



*My Dream:
A place for my
home office*

What's your dream?

No matter why you want your own home, no matter where in West Virginia you want it, the West Virginia Housing Development Fund can help.

First time home buyers can find:

- Low rates
- Up to 100 percent financing
- Down payment and closing cost funds available to qualified borrowers

Ask your lender, realtor or builder today!

Make your dream come true



West Virginia Housing Development Fund

800.933.9843 | wvhdf.com



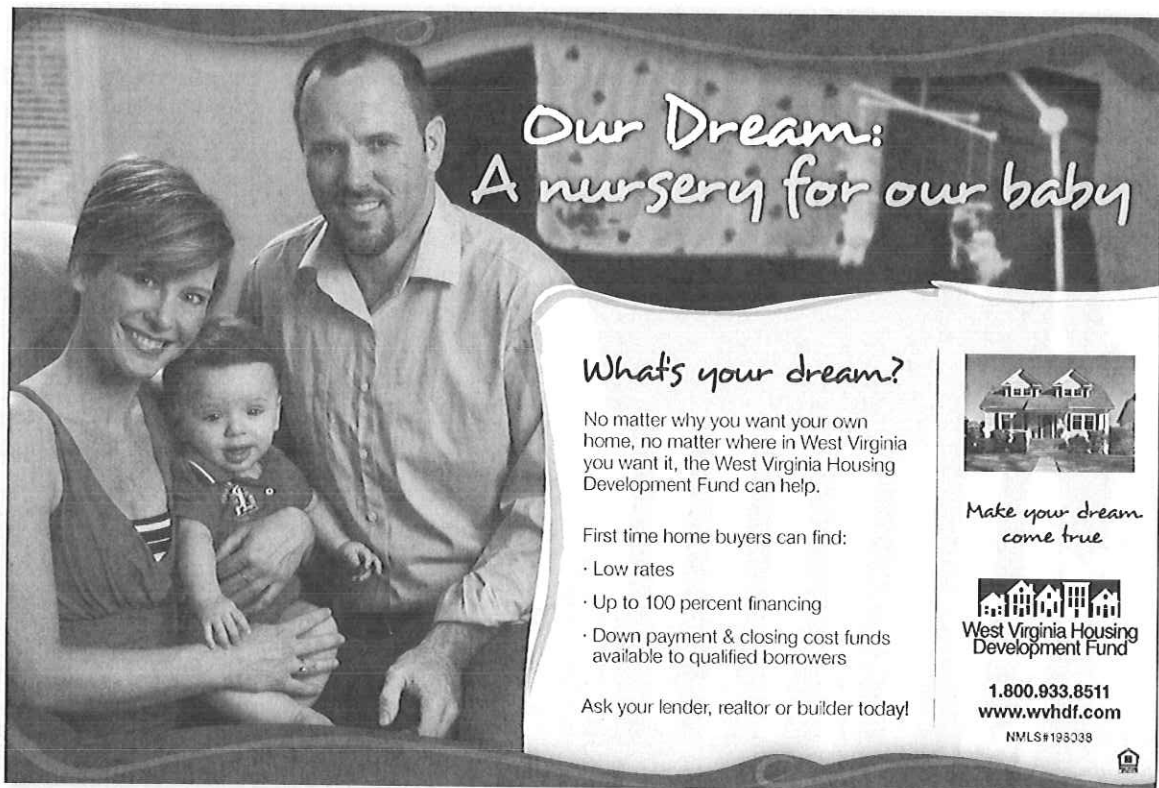
West Virginia Housing Development Fund



NMLS #156038



West Virginia Housing Development Fund Print Advertisement



*Our Dream:
A nursery for our baby*


What's your dream?

No matter why you want your own home, no matter where in West Virginia you want it, the West Virginia Housing Development Fund can help.


First time home buyers can find:

- Low rates
- Up to 100 percent financing
- Down payment & closing cost funds available to qualified borrowers

Ask your lender, realtor or builder today!




*Make your dream
come true*



West Virginia Housing
Development Fund

1.800.933.8511
www.wvhdf.com
NMLS#195338



West Virginia Housing Development Fund Print Advertisement

3. International SPA Association

- a. *Entity name:* International SPA Association
- b. *Address:* 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504
- c. *Contact person:* Kerri Keefer, Director of Marketing
- d. *Telephone number:* 859.226.4207
- e. *Email address:* kerri.keefer@ispastaff.com
- f. *Length of relationship:* 2011 to present
- g. *Services provided:* Campaign strategy development and implementation, creative and graphic design, web and interactive design, account management, media planning
- h. *Other information you believe the Agency would find useful:*
 - Project Location: International
 - Project Manager: Jennifer Clark
 - Key Staff: Abbey Fiorelli, Bethany West
 - Annual billings: Less than \$250,000 projected for 2012

Project Summary:

ISPA is the leading professional organization for the spa industry and is dedicated to advancing the industry by providing invaluable educational and networking opportunities, cutting-edge research, worldwide media exposure and more. Members range from large resort and hotel destination spas to smaller day spas and service providers in more than 70 countries.

The Manahan Group functions as an extension of the ISPA Marketing Department by providing design support for the Association, as well as the Inspire Conference.

In January 2012, the International Spa Association (ISPA) asked TMG to assist them with promoting the 2012 ISPA Conference & Expo to be held in Kissimmee, Florida. For the conference, TMG worked with the "Inspire" theme created by ISPA to develop a multitude of pieces to represent the event within a \$10,000 budget.

Inspire, the 2012 ISPA Conference & Expo event is an annual conference held over three days and is considered the industry's premier event, drawing more than 2,000 attendees each year. Industry professionals from around the world attend this event to learn the latest news about products, trends and best practices for running their business.

Every other year, ISPA, working with Price Waterhouse Coopers, conducts research that focuses on the industry, trends, habits and demographics of the spa-goer. This research is utilized to help TMG, ISPA and its members develop the most effective marketing materials. Specifically, this research allows TMG to understand who we're targeting when creating marketing materials for ISPA.

Utilizing the Content Management System (CMS) that houses the ISPA website, TMG created a design for the Inspire Conference & Expo website. The conference website serves as the anchor of the marketing campaign with all advertising pieces driving traffic to the site. It was important that the registration process continued to be consistent with the Inspire theme. TMG designed an online form utilizing the Inspire theme that served in gathering all the necessary registration information.

While the web design and registration styling were important to carry the Inspire theme, the marketing pieces had to create excitement and drive traffic. Working with members of the ISPA Marketing staff, TMG developed a plan for promoting the Inspire Conference & Expo to current and prospective ISPA members.

TouchPoints, a weekly e-newsletter sent to ISPA members, resource partners and prospective members was a great place to start promoting the Inspire Conference & Expo. Starting in March, one issue of *TouchPoints* per month was devoted to the Inspire Conference & Expo. Utilizing the Inspire theme, TMG created an e-newsletter template styled after the Conference website. The Conference Edition of *TouchPoints* will continue to go out monthly until September when each edition of *TouchPoints* will be an Inspire Conference Edition leading up to the event.

Sponsors are an important part of a conference as large as the ISPA Inspire Conference & Expo. Promoting the Inspire Conference & Expo to potential Sponsors is an important part of creating a successful event. TMG created a Sponsorship Promotional Presentation, utilizing the Inspire theme, to help garner support from National sponsors like Precor, Jane Iredale, Clarins and Revitalash, to name a few.

While existing ISPA members are getting regular updates about the 2012 Inspire Conference & Expo as part of the regular communications they receive from ISPA, it was still important for them to get a personal reminder that they need to register to reserve their spot at the event. TMG created a direct mail piece and E-blast that were sent to all ISPA members to remind them of the early bird rate. These pieces utilized the Inspire theme and worked to position the Keynote speakers such as Lisa Ling, former co-host of ABC's *The View*, host of *National Geographic's Explorer* series and field correspondent for *The Oprah Show*, as a special selling point.

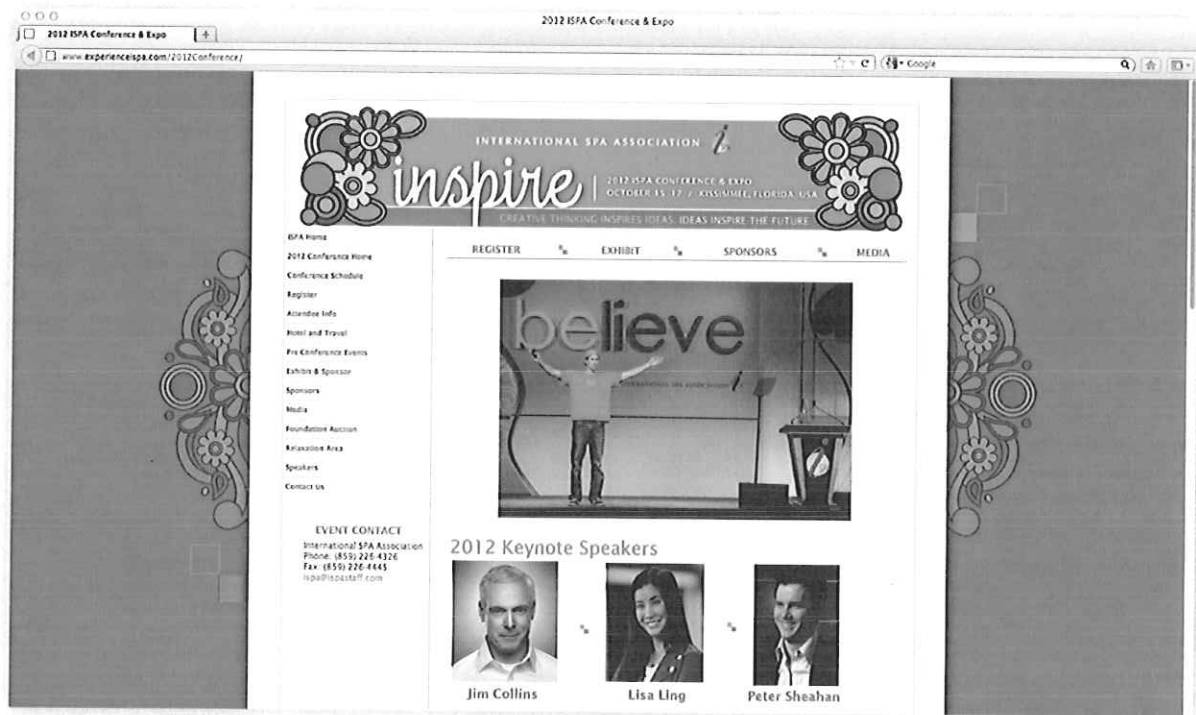
For prospective members who have never attended an ISPA event, more detail about the Inspire Conference & Expo is important for them to make the decision to attend. A twenty-four page brochure, currently in development, will be mailed to prospective attendees who have not yet registered for the event. Detailed with an overview of the professional development sessions scheduled for the three-day event and information on the exciting key note speakers, this graphically driven piece conveys the energy of the Inspire theme convincing the reader this is an event they do not want to miss.

ISPA members receive a monthly subscription to PULSE, the official publication of the International Spa Association. TMG designed a magazine wrap to promote the Inspire Conference & Expo. The wrap worked in conjunction with expiring subscriptions reminding subscribers to renew their subscription to the magazine while also promoting the upcoming conference.

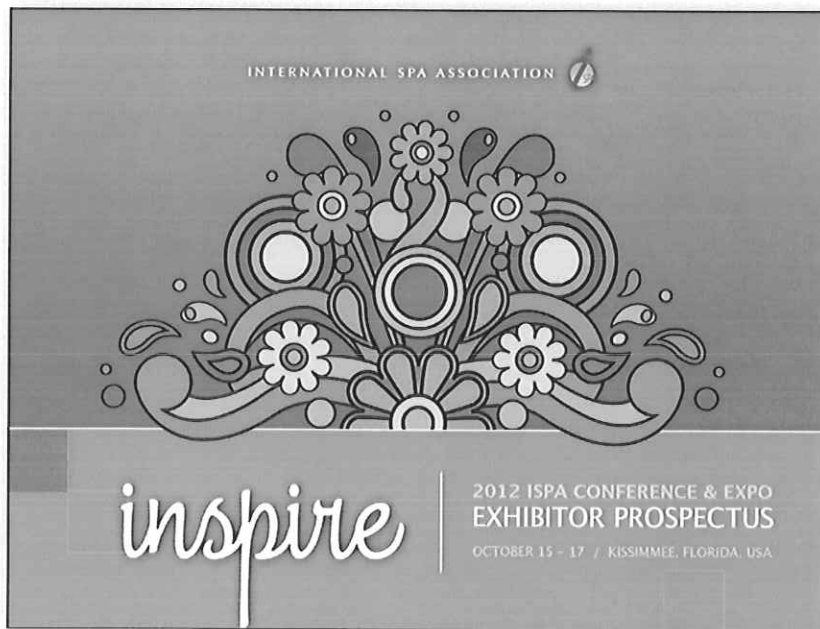
Lastly, to further disseminate the Inspire Conference & Expo brand to ISPA's target audience, TMG created an Inspire themed Twitter page as well as "Flair Icons" to be used in ISPA staff emails to remind email recipients about the upcoming event.



ISPA Conference Early Bird Direct Mail



ISPA Conference Website



ISPA Conference Sponsorship Promotional Presentation



ISPA Conference Brochure

2012 ISPA Conference & Expo Sponsors

PRECOR

THIS IS YOUR LAST ISSUE OF

PULSE

To continue to receive *Pulse* and all of the valuable ISPA member benefits, including a Conference & Expo registration discount,

RENEW TODAY!

Call 1.859.219.3512 to renew.

2012 ISPA CONFERENCE & EXPO
October 15 - 17 | Gaylord Palms Resort, Kissimmee, FL, USA

Top-level keynote insights from:

Jim Collins
Improve your business. Collins is a professor and author of the bestselling book *Good to Great*. He is also the author of *Great by Choice* and *Built to Last*.

Lisa King
Inspire your life. King is the co-author of *The 5 Love Languages* and *The 5 Love Languages of Children*. She is also the author of *The 5 Love Languages of the Workplace* and *The 5 Love Languages of the Family*.

Peter Sheehan
Inspire your business. Sheehan is the CEO of Sheehan & Associates, a leading business consulting firm. He is also the author of *The 5 Love Languages of the Workplace* and *The 5 Love Languages of the Family*.

Be inspired...

ISPA Conference *PULSE* Wrap



ISPA Conference Flair Icons



ISPA Conference Twitter Page

2.3.5 List any contracts terminated by a client for cause or not renewed within the last three (3) years, including the circumstances, and the name and telephone number of a contact person for that client.

Client: West Virginia Housing Development Fund

Circumstances: Non-renewal/rebid of contract

Contact: Adola Miller, 304.345.6475

Client: Faces of Coal

Circumstances: Project complete

Contact: Brian Brown, 304.546.5500

2.3.6 Engagement Team

2.3.6.1 Name the person who will have the overall, hands on, account management responsibilities for the Services, who will be known as the account executive. Provide a resume for this individual including his or her qualifications, experience, expertise, number of years with your firm and primary work location. Include his or her address, contact information and current clients, and state if his or her assignments would change if you are the successful Vendor.



Tammy Harper has fourteen years of experience in advertising and public relations and she has an enthusiastic approach to both. She has strong organizational and project management skills. In addition to account management, Tammy's work for the agency includes event coordination and media relations.

Tammy is Past-President of the West Virginia Public Relations Society of America and serves the community in a variety of charitable efforts.

Tammy will serve as the account executive for the State Treasurer's Office account. Tammy has been with The Manahan Group for three years. Prior to joining The Manahan Group, she had eleven years of experience in agency work. Tammy is located in TMG's Charleston office, located at 222 Capitol Street, Charleston, WV. She can be contacted via phone at 304.343.2800 or via email at tharper@manahangroup.com.

Tammy's current clients include: UniCare Health Plan of West Virginia, Inc., Pies and Pints Restaurant, West Virginians for Better Transportation and the agency's pro-bono client, Mountain Mission.

Tammy's work for her clients has been recognized by both the American Advertising Federation-West Virginia and the state chapter of the Public Relations Society of America.

- Pies and Pints Restaurant – 2012 Crystal Award – Strong Ale Festival Poster

-
- West Virginians for Better Transportation – 2009 Best in West Virginia – Keep West Virginia Moving
 - UniCare Health Plan - Community Relations - 2009 Crystal Award
 - AARP Foundation – 2010 Crystal Award – Money Smart Week Collateral Materials

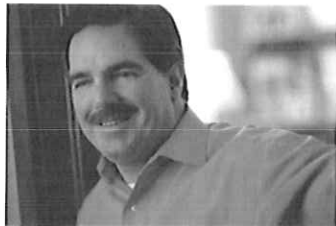
If The Manahan Group is selected for the State Treasurer's Office account, Tammy would work with three clients: the State Treasurer's Office, UniCare Health Plan and Mountain Mission. Pies & Pints and West Virginians for Better Transportation would be reassigned to another account manager.

A copy of Tammy's resume can found in Addendum A.

2.3.6.2 Identify the persons in your firm, other than the account executive, who will generally be assigned to provide the Services. Describe the role of each person listed and provide a brief resume of each person listed which includes his or her qualifications, experience, expertise, and number of years with your firm.

The Manahan Group account team will consist of the following individuals:

George Manahan – Strategy Development Coordinator



As founder and CEO, George brings tremendous advertising and public relations experience to the team. His knowledge of the State Treasurer's Office and its programs is unmatched. Over the past eighteen years, George has served as account manager for the State Treasurer's Office account for

Salter & Associates, the **mbc**group and The Manahan Group. George's work in advertising agency management combined with former jobs in journalism and as press secretary to Governor Gaston Caperton led him to establish The Manahan Group.

George has been in advertising, public relations and media for nearly thirty years. He has won numerous awards and volunteers his time for many community projects.

George is the 2010 recipient of the Public Relations Society of America Practitioner of the Year. George is a graduate of Bethany College with a degree in Communications.

Chris Stadelman – Vice President of Public Relations



Chris has produced powerful results for a wide range of clients, recently serving as spokesperson for Governor Earl Ray Tomblin's re-election campaign. As the recent owner of two businesses, Chris also understands the challenges of

running a company in today's competitive environment and can provide clients with innovative communication strategies to meet their individual needs.

Chris is a member of the Public Relations Society of America and the West Virginia Press Association. He has twenty years of experience in media and communications and, through acquisition, joined The Manahan Group in January 2012. Chris holds a degree in Journalism from Marshall University where he was a member of the university's prestigious Yeager Scholar program.

Kelly Stadelman – Vice President of Research



Research is that critical first step in developing a strategy for any project, and Kelly has more than a decade of experience helping clients of all sizes conduct research that will lead to a successful campaign.

Kelly can determine what message you need to convey, and the best way for you to communicate it. She leverages her experience to your advantage, whether through telephone surveys, Internet surveys or properly selected focus groups.

Kelly has a great deal of experience working with state agencies, such as the Department of Health and Human Resources and West Virginia Lottery. She is a certified focus group facilitator and has more than twenty years of experience in both domestic and international research and marketing analysis.

Kelly holds a degree in Political Science and International Agriculture, as well as a Master's Degree in Agriculture Economics, both from Perdue University. She is a member of the American Association for Public Opinion Research. Through acquisition, Kelly joined The Manahan Group in January 2012.

Jennifer Clark – Advertising Director



Jennifer is a strategic thinker who is highly skilled at managing a variety of advertising accounts. She has created success for entities in a wide-range of budget categories, including multi-million dollar spends. Her background in market research gives her the ability to develop effective marketing strategies that get results. She is an expert at developing a strategic approach, and making sure all aspects of projects are in-line with the strategy, budget and timeline.

Jennifer works with several of TMG's largest clients and has over fourteen years of experience in the industry. She has been with TMG for a total of five years and earned a Master's degree in Organizational Communications from Marshall University.

Abbey Fiorelli – Creative Director



Abbey is a strategic creative concept developer who understands client needs and produces art that fits. As the agency's creative leader, Abbey oversees all creative output. She has a unique insight into branding and logo development. Her background in retail advertising includes design work for all media including print, outdoor and broadcast.

Abbey has designed publications and projects of all sizes and is a skilled photographer. She has led the creative efforts for similar projects with the Charleston Convention and Visitors Bureau, West Virginia Housing Development Fund, SMART529, the State Treasurer's Office and Yeager Airport, just to name a few.

Abbey has seven years of experience in graphic design and creative management and has been with The Manahan Group for six years. Abbey is a graduate of Alfred University and a member of the American Institute of Graphic Arts.

Rachel Zetterberg – Art Director



Rachel's graphic design skills include specialization in web design and illustration. A talented artist, Rachel is able to bring her designs to life easily using a variety of media. She also has specific experience developing unique collateral materials geared toward highly targeted audiences.

Rachel has experience with the Women and Money Conference and the Unclaimed Property program.

Rachel's background includes retail advertising design and production. She holds a degree in Graphic Design from Harding University in Arkansas and previously worked as a designer in the Midwest. She has been with The Manahan Group for almost five years.

Bethany West – Media Buyer



Bethany's work planning and purchasing media has touched millions of people in markets nationally and regionally, around the state and around town. Bethany knows how to identify target audiences and the best method of reaching them. She helps each client reach their goals within budget.

Her relationships with media outlets often result in more cost-effective placement. Bethany has experience with media buys for SMART529 and the Unclaimed Property program.

Bethany is skilled at market research, media placement, tracking and analysis. She is a graduate of Marshall University with a degree in Marketing and has been with The Manahan Group for more than ten years.

2.3.6.3 Describe your company's approach when there is a turnover on a project team.

If during the course of a client engagement The Manahan Group were to experience turnover, the agency's CEO George Manahan would step into the role temporarily until a permanent replacement can be agreed upon. George has served as STO's account executive on three separate occasions and is very familiar with the agency.

2.4 PROJECT AND GOALS

2.4.1 Services

2.4.2.1 Planning and Budgeting Services – Discuss your firm's approach to planning and budgeting, as provided in Section 2.5.5 (The Vendor will be responsible for assisting the Agency in developing a series of public information and promotional strategies that are designed to utilize available program funds in an efficient and cost effective manner, to achieve the necessary programmatic results. For each strategy or project, the Vendor will develop and propose an itemized advertising plan and budget and deadlines for each project.) Include a discussion of how your firm involves clients in finalizing plans and budgets.

As discussed in detail in Section 2.3.3, Item g on page 22, The Manahan Group has developed a Strategic Planning Process that is used to develop advertising, public relations and marketing campaigns. The planning process involves the client in the development of an itemized advertising plan and budget and provides deadlines for each project. On Target is the basis for the development of ideas that produce incredible campaigns and tremendous results. It is a five-step journey into a client's unique and specific marketing needs. The client is fully involved at the outset of the campaign development, and fully participates in mapping a plan for success.

2.4.2.2 Design, Production, Procurement, Distribution and Placement Services – In accordance with approved itemized advertising plans and budgets, the Vendor is responsible for the associated design, production, procurement, distribution and placement of program advertising materials.

2.4.2.2.1 Discuss your firm's approach to design and production.

The Manahan Group's approach to great design and production is rooted in our proven strategic planning process, On Target, outlined in Section 2.3.3, Item g page 22.

The Manahan Group's approach to design begins with the creative and strategy teams meeting with the client to evaluate the overall brand, creative campaigns and other design resources in an effort to define specific goals and objectives for each project. Once goals are agreed upon, the team begins to focus on determining the style and personality of each design project. Careful thought and consideration is given not only to preserving the overall consistency of an organization's brand, but also to ensure that the content and context is relevant to the campaign goals and objectives.

TMG's Internal Project Management Process

As an agency with sixteen employees and two full-service offices in West Virginia, TMG has found it important to have a strong internal tracking system to ensure that projects are completed on time, on message, and on budget.

TMG believes in the importance of a primary agency contact and primary client contact. These two individuals open and maintain a constant flow of information so that time and money are not wasted in poor coordination or communication.

The internal traffic system takes your project or campaign from strategy development to implementation ending with evaluation. It starts with knowing the client's expectations and developing a strategy to meet those expectations.

Every project or campaign requires the creation of a Job Jacket. The Job Jacket is a place where anyone working on the account can access the Strategy Brief (for campaigns) or the Job Brief (for projects). The briefs are essential to the development of a good campaign and convey key information to the team implementing it. The Job Brief requires information regarding goals, campaign or project strengths and weaknesses, identification of competitors, unique selling points that would help sell the effort, key messages, target audiences and budget parameters.

Concept Development

When developing a campaign, The Manahan Group's approach to design concepts includes careful consideration of an organization's goals, target audience and competition. For each concept in a design project, TMG's creative team evaluates the current status of the overall brand for consistency. Then, consideration is given to key messages and communicating those messages to the target audience. The concept execution begins by establishing a look and style for a campaign based on TMG's evaluation process. The end result is an inspired, creative design solution to support the strategy and goals of the campaign.

Once a design concept is established, it is presented to the client through the use of style boards, copy examples and sample executions of the concept to ensure that everyone is satisfied with the overall direction. With client feedback in hand, the agency team will either go directly to the full development of the campaign or the testing of concepts through focus groups or other research mechanisms. Once all feedback is received from the client and research teams, The Manahan Group moves on to the production of all materials.

Production

For most agencies, production and implementation of the campaign or project is the last step in their process. The Manahan Group takes it one step further and includes a critical step: Evaluation. This is to ensure that what is produced has met all expectations. Before the start of every campaign, clients are asked the simple question: what are your expectations for the campaign? Those expectations are then compared to the campaign results to determine if the effort was successful, and if not, how it can be improved upon in the future.

2.4.2.2.2 Discuss your approach in determining the best public information and promotional strategy, including the range of advertising media that would be considered appropriate for the strategy, such as newspaper, broadcast (radio, television and internet), direct mail, printed materials (flyers, pamphlets, brochures, booklets, manuals, signs, posters and displays) and related collateral materials.

The Manahan Group's On Target process will provide us with all the answers we need to develop the best public information and promotional strategy. The strategic planning session will include Account Executive Tammy Harper as well as the TMG Strategy Team identified in Section 2.3.6.2 of this proposal.

On Target helps us answer the following critical questions:

- What are we selling or promoting? (Product)
- What are we trying to achieve? (Goals)
- What do we want to say? (Messaging)
- What separates us from our competitors? (Unique Selling Point)
- Who do we want to talk to? (Target)
- Where do they live? (Market)
- How much do we want to spend? (Budget)
- Who can help us communicate our message? (Partners)
- How will we know if we are successful? (Measurement)

With these answers, The Manahan Group will develop an implementation plan that will include goals, tactics, budget recommendations and a timeline. The Manahan Group would employ agency departments in the planning and implementation depending on these factors.

Traditional Media

If traditional paid media is needed, The Manahan Group is one of only three communication firms in the state that employs the use of media buying software and statistics to make sound, informed decisions on media buying. TMG doesn't guess if your target audience is watching or listening

to a program, we know. The Manahan Group's methodology and approach to multi-media advertising placement includes utilization of SmartPlus, the industry's premier software program, to help plan, place and track media throughout the United States. Contracts with both Arbitron and Nielsen Media research allow accessibility to market information anywhere in the country, including county summary reports, ratings information, station/program shares, trend analysis and station profiles.

The Manahan Group also boasts a full library of media reference materials to identify various specific media vehicles as needed. TMG's capabilities include placement of television, cable, radio, outdoor, newspaper, magazines, online and out-of-home advertisements.

Once a client has reviewed and approved a media plan, TMG's media department will then begin to negotiate rates with media representatives. This involves negotiating price breaks, efficiencies and possible value-added items. After the advertisements are placed and delivered, the media department monitors and verifies advertisement placement through our posting process, which includes reviewing the quality of advertisement reproduction, reviewing air times for television and radio commercials and reviewing all necessary materials to determine if the placement was implemented as indicated by TMG and the client. This process may be time consuming, but it is imperative to ensure that the client is reaching their intended goals.

The Manahan Group's media department places hundreds of thousands of dollars of media with local and regional media outlets on an annual basis giving us tremendous buying power throughout the region. TMG's Senior Media Buyer, Bethany West, has more than ten years of experience in negotiating price and placement packages for all types of media. She is a seasoned media professional with solid relationships with vendors in all types of media. Bethany's experience and extensive relationships allow her to find and develop the best possible media plan for TMG's clients.

Online Media

In today's market, online media can play a major role in any campaign. The Manahan Group works with clients to ensure that the proper messages are delivered via today's most popular and effective online outlets.

There are many standard online media distribution outlets available to advertisers as well as new ideas emerging on a daily basis. TMG's media buying team works with online media companies to develop media schedules that compliment a client's campaign and may also work to develop a new approach or idea for more effective targeting that leads to increased results.

Due to the dramatic increase in popularity, social media campaigns are a highly effective way to generate interest in various campaign, issues and events. TMG's cutting edge knowledge of social media tools and integration techniques has provided many opportunities to help clients further their marketing message and expand their reach.

TMG's strategy process was developed based on the following four key areas of focus:

- Social Objectives
- Target Audience
- Capacity and Support
- Evaluation and Refinement

2.4.2.2.3 Describe the Services contemplated under this RFP that you expect to be provided by subcontractors.

We believe that most of the services provided under this RFP will be performed by The Manahan Group. However, we routinely use subcontractors for the following services:

- Television and radio production
- Printing services
- Photography
- Specialty items
- Catering
- Lists for direct mail, polling and focus groups
- Database programming and custom Content Management Systems (CMS)

2.4.2.2.4 Discuss your firm's approach to finding low cost providers and negotiating favorable rates for advertising purchases, as well as any long-term arrangements with such providers.

The Manahan Group utilizes a three-quote system when seeking the best rate for its clients. That means for all outside expenses more than \$1,000, The Manahan Group will seek three bids from contractors. This would exclude purchases to media outlets. However, TMG's utilization of SmartPlus, the industry's premier software program, to help plan, place and track media and its contracts with both Arbitron and Nielsen Media, provide the agency with the information it needs to negotiate the best rates.

2.4.2.3 Research and Events – Discuss your firm's ability to provide research (such as surveys and focus groups) and events (such as informational public meetings and workshops, training sessions and seminars, press conferences and promotional tours).

The Manahan Group brings a unique ability to provide comprehensive research services in-house, a service most agencies must outsource. Through TMG's recent merger with The Phillips Group/Stadelman Consulting, TMG is pleased to have added the expertise of one of the state's top researchers, Kelly Stadelman. Kelly has more than fifteen years of experience in market research and has coordinated numerous polls and focus groups for clients.

Kelly is a nationally certified focus group moderator and has worked locally, statewide, nationally and internationally on research projects. She listens carefully to the client before developing the survey plan and instrument, and then effectively communicates the results to both the client and the account executive working on the project. Having this continuity within TMG represents an outstanding, unique capability among West Virginia agencies.

The Manahan Group has extensive experience in coordinating events, specifically public meetings, workshops, training sessions, seminars, press conferences and promotional tours. During the past year, TMG has coordinated the following events for clients:

-
- Money Smart Week – AARP Foundation (Week-long event)
 - Transportation Day at the Legislature – West Virginians for Better Transportation (Press conference and legislative meetings)
 - West Virginia Transportation Conference – West Virginians for Better Transportation (Press conference and seminars)
 - Healthy Mom Healthy Baby Shower – UniCare Health Plan (Five events around the state)
 - SMART529 “When I Grow Up” – Hartford Life (Contest and press conference)
 - Research in Your Backyard – Pharmaceutical Research and Manufacturers of America (Public meeting)

2.4.2.4 Website and Social Media – Discuss your firm’s ability to provide internet website and social media Services, including, without limitation, design and maintenance. Vendor may utilize subcontractors to provide the Services, in whole or part. Include a proposed plan for providing these Services.

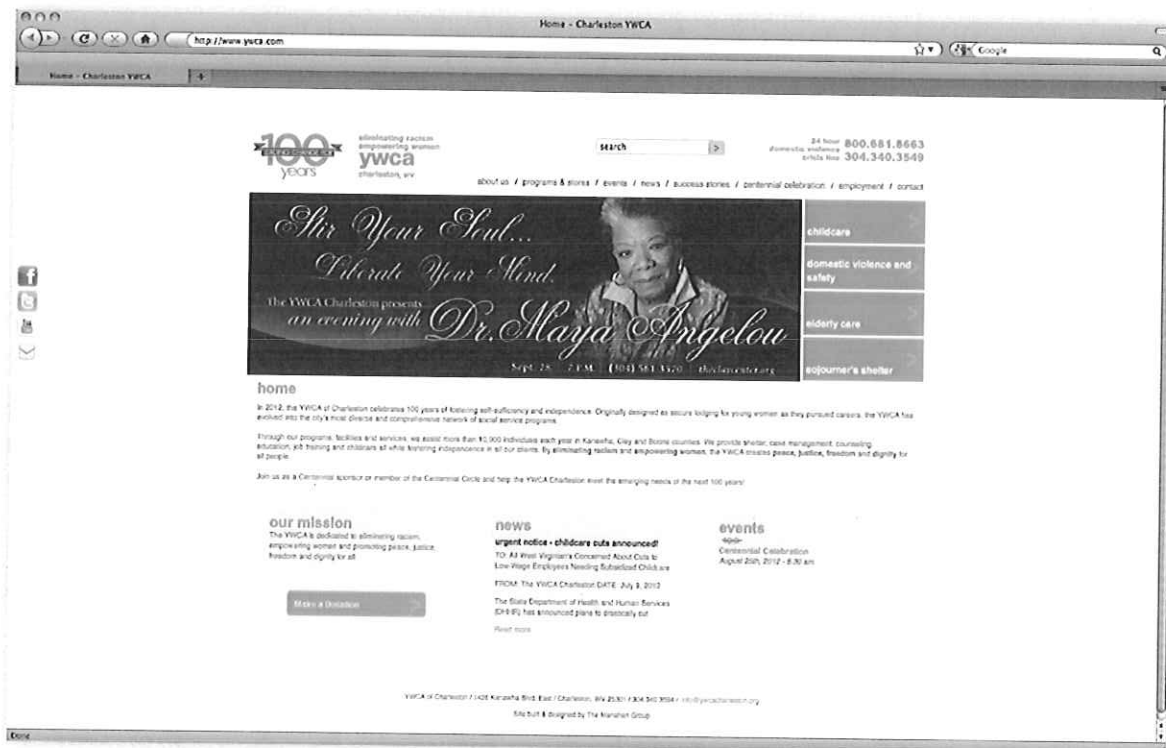
The Manahan Group staff has designed hundreds of websites over the past decade. The company’s merger with The Phillips Group/Stadelman Consulting and Media Makers Design Studio also provides the agency with the unique expertise to develop websites and other social media campaigns.

The Manahan Group’s creative and strategy team begin the web development process with an overall evaluation and determination of the items and functions necessary within the site. An initial planning and strategy meeting is held to provide clear direction and define the exact deliverables needed for the website project. This strategy meeting is designed to be a time of open discussion and information sharing with the primary goal of developing an effective strategy for the website. The process is also a great partnership development tool. The end of the session results in the development of agreed upon goals and objectives, strategies and tactics.

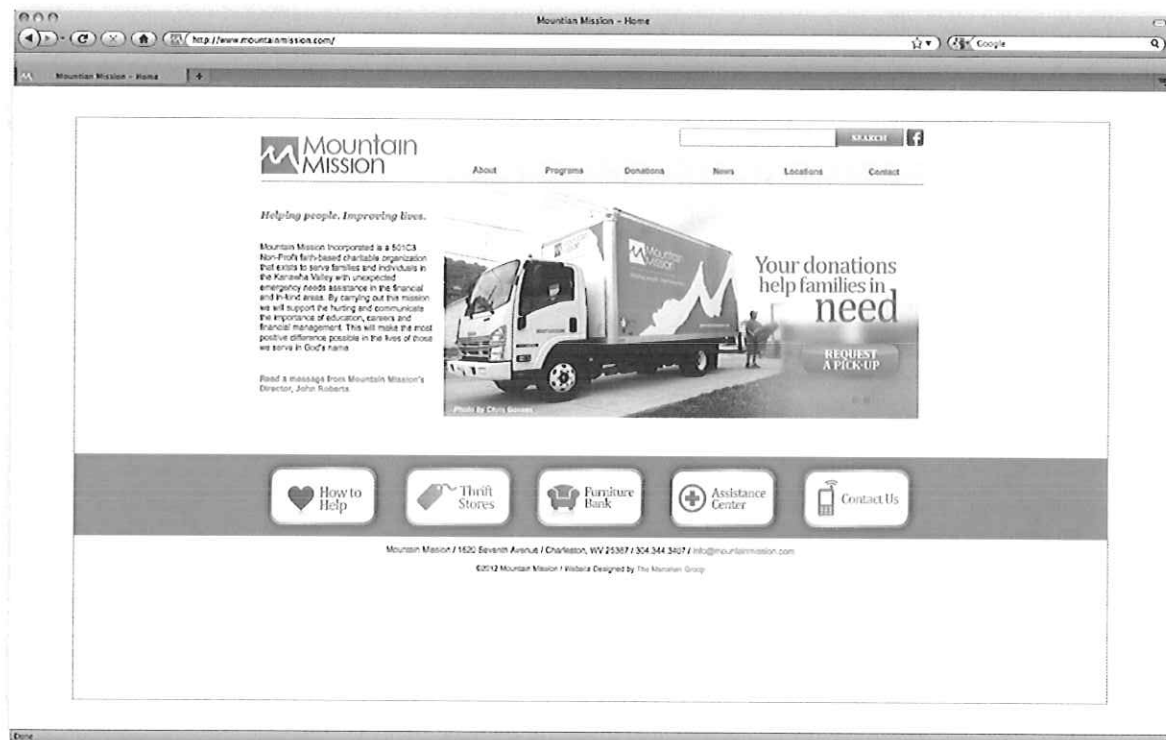
During the planning process, careful consideration is given to site architect, navigation structure, database and/or other functional components, search engine optimization and messaging. After an initial site evaluation plan is developed and approved, the creative team works on concept designs of the main page template and sub-page template. As the design of the site is finalized, TMG's web development experts begin plugging in all the necessary pieces to complete the project. The team also provides options for the ongoing maintenance and updates to ensure that the website remains current. Depending on the size and scope of the website, The Manahan Group may, on occasion, utilize subcontractors for customized Content Management Systems (CMS) or other website database related functionality desired by a client. In each case, TMG works directly with the subcontractor to ensure a seamless experience.

Over the past three years, The Manahan Group has designed and developed the following websites:

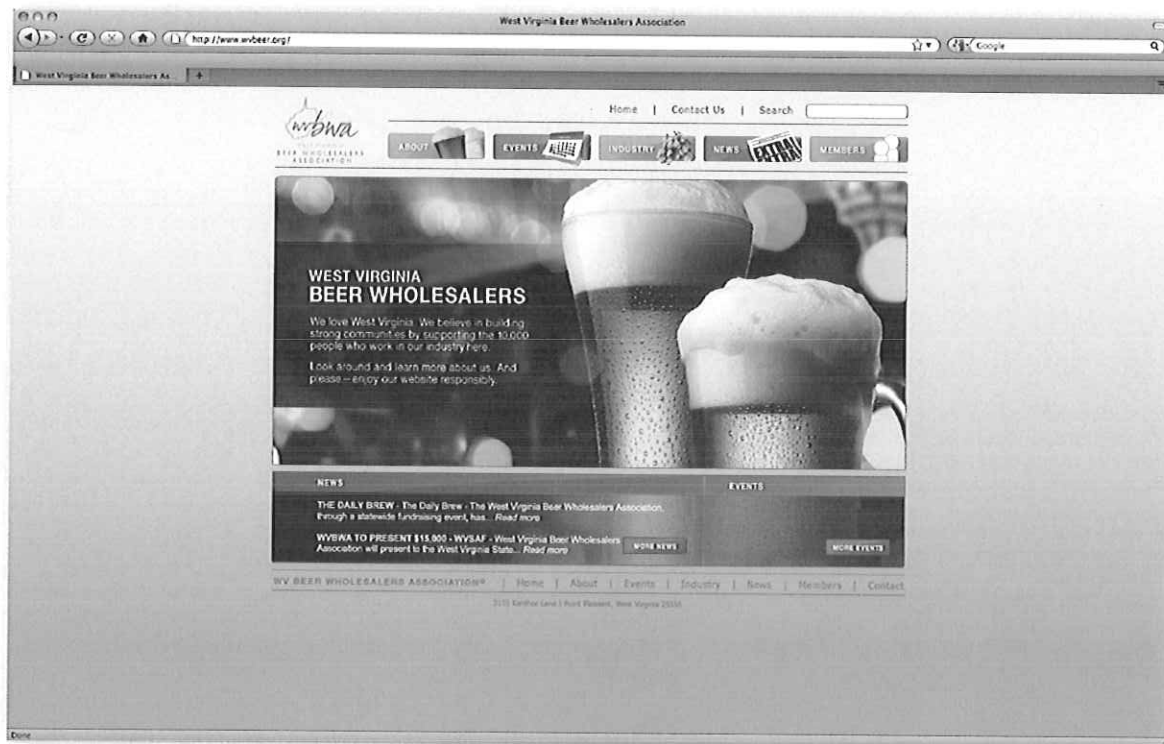
- The Charleston YWCA
- Mountain Mission, Inc.
- West Virginia Beer Wholesalers Association
- Charleston Convention & Visitors Bureau
- West Virginia Housing Development Fund



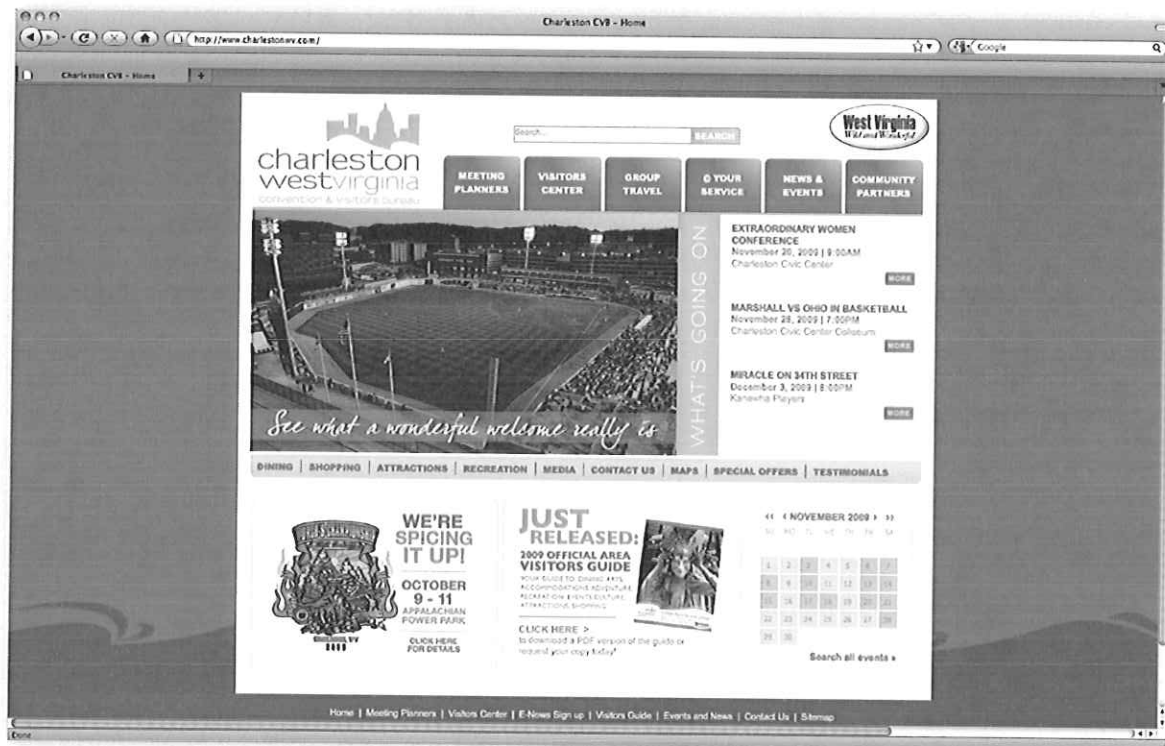
YWCA Website Homepage



Mountain Mission, Inc. Website Homepage



West Virginia Beer Wholesalers Association Website Homepage



Charleston Convention & Visitors Bureau Website Homepage



West Virginia Housing Development Fund Website Homepage

2.4.4 Creativity and Project Management – To demonstrate its ability to meet the needs of the Agency, provide two (2) marketing campaigns:

2.4.4.1 Provide an actual marketing campaign Vendor has completed for a client within the last twelve (12) months. Provide the marketing plan and budget, discussion of its strategy, types of subcontractors used and copies of materials used. Also, discuss the purpose of the campaign, how the campaign progressed, whether the campaign remained within budget and the success of the campaign.

2012 SMART529 College Savings Plan – “When I Grow Up”

The Manahan Group has been the agency of record for The Hartford's SMART529 account for the past six years. In 2007, TMG recommended creating a contest inviting elementary school children to write an essay about what they wanted to be when they grow up. The contest generated over 1,100 entries and has grown substantially over the years. In 2011 TMG added a new component to the contest which awarded a teacher for using the “When I Grow Up” (WIGU) Contest in the classroom. This year the contests generated a total of 3,309 entries from both students and teachers around the state.

Research: Through focus groups and phone interviews, TMG was able to establish that The Hartford's target audience was not fully aware of the SMART529 product. The Hartford's primary target audience was defined as parents of newborns to eight-year-old children. The research showed that mothers initiate financial decisions in the household.

Strategic Planning: In order to heighten the awareness of the SMART529 brand, TMG recommended creating a contest. This contest would invite elementary school children to write an essay about what they wanted to be when they grow up. The contest would allow mothers and children to work together to begin planning for the future. The contest would run from mid-January through early May. During the planning process we met with representatives from the State Treasurer's Office and The Hartford to define these key components:

- What are we selling or promoting? (Product)

SMART529 promotes a brighter future through secondary education.

- What are we trying to achieve? (Goals)

Three main goals for the campaign were set: (1) to increase the amount of opened SMART529 plans; (2) to increase the number of parents and grandparents signed up for the SMART529 mailing list; and (3) to raise brand awareness by the number of entries for the contest.

- What do we want to say? (Messaging)

Use SMART529 as a vehicle to create a "Bright Future" for the children in your life.

- What separates us from our competitors? (Unique Selling Point)

State Tax deduction for contributions made into SMART529 account for WV residents.

- Who do we want to talk to? (Target)

Parents and grandparents of elementary school aged children.

- Where do they live? (Market)

All across West Virginia

- How much do we want to spend? (Budget)

The budget for the project was \$70,000. The budget would pay for direct mail pieces to parents, teachers, a school promotional poster and the SMART529 winter newsletter. In addition, the budget also included costs for the award ceremony and the use of a media satellite truck to promote the contest at the kick-off event and the winners' event.

- Who can help us communicate our message? (Partners)

WV STO, WV Department of Education

- How will we know if we are successful? (Measurement)

Success to be judged by the number of entries and email addresses garnered and new accounts opened during and immediately after the contest.

Campaign Development: The concept for the contest, "When I Grow Up, I want to be..." gets parents, grandparents and children to think about the future and what it will take to get them where they want to be, i.e. a college education. In an effort to increase the number of students participating in the essay contest, in 2011 a secondary contest was added for teachers. The two contests would run simultaneously from mid-January through early May.

For the student contest, since it didn't seem fair to judge Kindergarteners against fifth graders, the contest was divided into regions and grades. The state was split into five regions (by media markets to allow us to ensure that each media market had winners) and each region into three grade levels, Kindergarten-First, Second-Third, and Fourth-Fifth, for a total of fifteen regional winners. Each regional winner would receive a \$500 SMART529 college savings account and each regional winner's school would receive a \$500 cash award. From the fifteen regional winners, one grand prize winner would be selected to receive an additional \$4,500 account for a total of \$5,000.

The student contest would allow parents to help their children fill out the entry form. This form asks for the parent or legal guardians mailing address; phone number; e-mail address; the child's name, age, grade, school and county; and included a blank page for the one hundred word or less essay stating "When I Grow Up, I want to be a ..."

The teacher contest asks for similar information, but rather than parent/guardian contact information it requests school/principal contact information; and included a blank page for the five hundred word or less essay stating how they use the "When I Grow Up" (WIGU) Contest in their classrooms. Only one teacher entry is selected, and that winning teacher receives a \$2,500 cash prize.

The contest would begin with a kick-off event at an elementary school in a targeted county for the state. At the event the school's principal and State Treasurer John Perdue would announce both contests and encourage students and teachers across the state to participate. The Treasurer would participate in live satellite interviews with television news anchors from throughout the state (Beckley, Clarksburg, Charleston, Parkersburg, Bluefield and Hagerstown, MD).

After all entries are received and the winners are selected, an announcement event is planned for the winners, their parents or guardians and their principals. The event would be held at the State Culture Center.

The Manahan Group would coordinate all aspects of the event, including securing the location and catering, inviting the participants, coordinating the media and designing and producing all of the materials. The event begins with a press conference announcing each winner and having each child read their essay. The grand prize winner is randomly drawn by State Treasurer John Perdue in front of the audience and media. A catered lunch is then served and each attendee and their families are given free tickets to tour the state's new museum and the State Capitol building.

A media satellite truck is also used to allow media outlets unable to attend the event to interview the winners and their parents. The "When I Grow Up" event generated 53 news stories that reached an audience of more than two million people. A press release was also sent to every winner's hometown newspaper and television station.

A media valuation of the campaign can be found in Addendum C.

In addition to earned media, The Manahan Group designed several direct mail and promotional materials. In early January, The Manahan Group produced the Smart Family News newsletter, promoting the contest. Through a unique relationship that SMART529 and the West Virginia State Treasurer's Office have with the state Department of Education, the newsletters were sent to 500 West Virginia elementary schools and distributed to over 147,000 students. The newsletter featured the "When I Grow Up" contest and included a tear-out entry form. In addition to the newsletter, 27,000 "When I Grow Up" posters were produced and five posters were sent to each elementary school.

Not only does this contest generate earned media for The Hartford, but it also serves as a talent search for our advertisements each year. We are able to create advertisements with local, West Virginia children and families which give the reader/viewer a stronger connection to each ad.

The Manahan Group also produced a parent direct mail that was sent to 52,100 homes in West Virginia promoting the contest. The card featured the 2011 Grand Prize Winner and provided all of the information needed to enter the contest. On February 22, an e-mail blast was sent out to over 4,100 previous entrants to remind parents of the contest's ending date.

The SMART529 website featured an animated gif web banner link on its homepage which, when clicked on, would take parents to information about the contest and a downloadable entry form.

Implementation

January 9, 2012	Entry Forms (Winter Newsletter) mailed
January 18, 2012	Kick-off Event at Cross Lanes Elementary
January 23, 2012	Parent Direct Mail drops
January 31, 2012	Teacher Direct Mail drops
March 1, 2012	2012 WIGU Entry Deadline (both students & teachers)
March 15, 2012	Entries narrowed and sent to judges
March 26, 2012	Judges packets returned to TMG
March 28, 2012	Scores tabulated, winners chosen
March 28-April 9, 2012	Winners contacted, invited to announcement event
April 9-13, 2012	Follow-up calls to get rsmps for each family
April 13, 2012	Participation letters sent to non-winners
May 2, 2012	WIGU Announcement Event

Event Timeline

8:00 am	TMG Arrives	
8:30	The Bistro Arrives (Caterer)	
9:00	STO Arrives The Media Center Arrives (Media Satellite Truck)	
9:30	Drink Station set up by The Bistro Guests will begin arriving (their call time is 10:00 am)	
10:00	Guests Arrive Registration Begins	
10:30	Event Begins Welcome & Introductions Introduction of Treasurer Comments by Treasurer Perdue Introduction of Teacher Winner Introduction of Regional Winners Selection of Grand Prize Winner Close News Conference	Chris Stadelman Chris Stadelman Treasurer Perdue Chris Stadelman Chris Stadelman Treasurer Perdue Chris Stadelman
11:00	Pictures & Interviews - ongoing Account Registration (as needed)	
11:15	Lunch – Buffet set up by The Bistro Pictures & Interviews - ongoing	
12:00 pm	Live TV Interviews Pictures & Interviews - ongoing	
12:30	Cultural Center Tour – Self guided tour starting at the reception desk in the Grand Hall where families will receive a scavenger hunt guide	
2:00	State Capitol Tour – Led by a guide, this tour starts at the reception desk on the first floor of the Rotunda	
May 19, 2012	WIGU Photoshoot	

Measurement: The contest proved to be a success from all standpoints. Just over 3,300 students and teachers entered the contest, the largest number to date, with an increase of more than 500 entries from the previous year. The event came in at budget.

The earned media and other exposure generated from the campaign far exceeded the cost:

- Over 2 million media impressions from radio, television and newspaper coverage
- Exposure for the SMART529 program in 500 schools and more than 147,000 students and their parents
- 816 accounts were sold during the first quarter, surpassing the fourth quarter when traditionally more accounts are sold due to tax advantages
- 17,600 inquiries for SMART529 materials, the largest of any quarter

The campaign met our three main goals: it increased brand awareness, added credible/screened list of targeted parents and caregivers to our direct mail list, and led to a solid number of new accounts, even in a struggling economy.

Supporting media buy documentation for this campaign can be found in Addendum C.

SMART529 SMARTfamily News
A College Savings Newsletter for West Virginia Families

WANTED: DREAMS

Teacher, Accountant, Nurse, Writer, Dancer. Whatever your child dreams, we want to hear about it!

The money to make your dreams a reality is just a SMART529 away. What does your child want to be when they grow up? We'll match your child's dream with a SMART529 account to help them get there.

The "When I Grow Up" essay contest, sponsored by West Virginia SMART529, is open to all children and teens aged 10-17. The winner will receive a SMART529 account with \$500 in college savings. The runner-up will receive a SMART529 account with \$250 in college savings. The contest is open to all children and teens aged 10-17 who are residents of West Virginia.

West Virginia children and teens aged 10-17 can win a SMART529 account with \$500 in college savings. The contest is open to all children and teens aged 10-17 who are residents of West Virginia.

It's time to say "I want to be..." and let the world know. When I grow up, I want to be a... This is the only day of the year that parents and teachers can help children with their dreams.

The contest is broken down into grade categories and five regions. The contest is open to all children and teens aged 10-17 who are residents of West Virginia. The winner will receive a SMART529 account with \$500 in college savings. The runner-up will receive a SMART529 account with \$250 in college savings. The contest is open to all children and teens aged 10-17 who are residents of West Virginia.

All entries must be postmarked by March 1, 2012. Winners will be announced in a press release in May. The winner will receive a SMART529 account with \$500 in college savings. The runner-up will receive a SMART529 account with \$250 in college savings. The contest is open to all children and teens aged 10-17 who are residents of West Virginia.

For more information, visit www.smart529.com or call 1-800-529-5295.

Winter 2012

Share your child's dreams!

Enter to Win

Official entry form and rules for the 2012 "When I Grow Up" essay contest are inside. Find out how your child's dreams can come true!



Taylor - Aspiring Artist

Taylor doesn't think it's hard to paint a sign of a city. Why? Taylor's entry is a history of graphic design in college. But whatever she chooses, she'll be a head start. As the 2011 winner of \$5,000 in a SMART529 account, Taylor is off to a great start toward achieving her dream.

CONTEST ENTRY FORM

Entries must be postmarked by 11:59 pm March 1, 2012

Entries must be mailed to:
SMART529 "When I Grow Up" Essay Contest
P.O. Box 1228 • Charleston, WV 25324-1228

Legal Guardian _____

Number _____

State _____

Zip _____

Child's Grade (as of September 1, 2011): _____

County: _____

Parent/Legal Guardian Signature (required): By entering I acknowledge that I have read the Official Rules, fully understand the terms and sign here freely and voluntarily, without inducement. By signing here, I consent to my child's participation in the contest in recognition of and acceptance of the Official Rules.

When I grow up, I want to be a/an _____

because _____

(Please attach a separate sheet if necessary)

SMART529 SMARTfamily News Winter Newsletter

YOUR STUDENT COULD **WIN \$5,000** FROM WEST VIRGINIA'S COLLEGE SAVINGS PLAN

West Virginia K-5 students have a chance to win \$5,000 in a SMART529 account plus money for their school when they enter the 5th Annual SMART529 When I Grow Up Contest.

Entry forms & rules can be found in two places:

- www.SMART529.com
- In the SMART Family News newsletter delivered to your school in the coming weeks

Entries must be postmarked by
11:59pm on March 1, 2012.

Parents must sign entry forms, so start early.

TEACHERS YOU CAN WIN, TOO!

Tell us how you use the When I Grow Up Contest in your class and enter to win \$2,500 cash.

Watch the mail for the entry form and contest rules or go online for complete contest details and lesson plans.

www.SMART529.com/teachers

SMART529 is a program of the West Virginia College Prepaid Tuition and Savings Program Board of Trustees. John Perdue, Chairman.

No purchase necessary. Offer void if prohibited by law. Entrants must be a legal resident of West Virginia. Employees of The Hartford and the West Virginia State Treasurer's Office are not eligible to win.



**2011 Grand Prize Winner
and Future Artist, Taylor
1st Grade, Parkersburg, WV**

SMART529
WEST VIRGINIA'S COLLEGE SAVINGS SOLUTION

SMART529 "When I Grow Up" Parent Direct Mail

West Virginia Teachers K-5
YOU COULD WIN
\$2,500 FROM
SMART529

2011 Grand Prize Winner
Lee Anne Burton
Monongah Elementary
Fairmont, WV

SMART529
WEST VIRGINIA'S COLLEGE SAVINGS SOLUTION

SMART529 "When I Grow Up" Teacher Direct Mail

YOUR CHILD COULD WIN \$5,000 FROM WEST VIRGINIA'S COLLEGE SAVINGS PLAN

Enter the SMART529 When I Grow Up essay contest for a chance to win a \$500 or a \$5,000 SMART529 account. All West Virginia children grades K-5 are eligible.

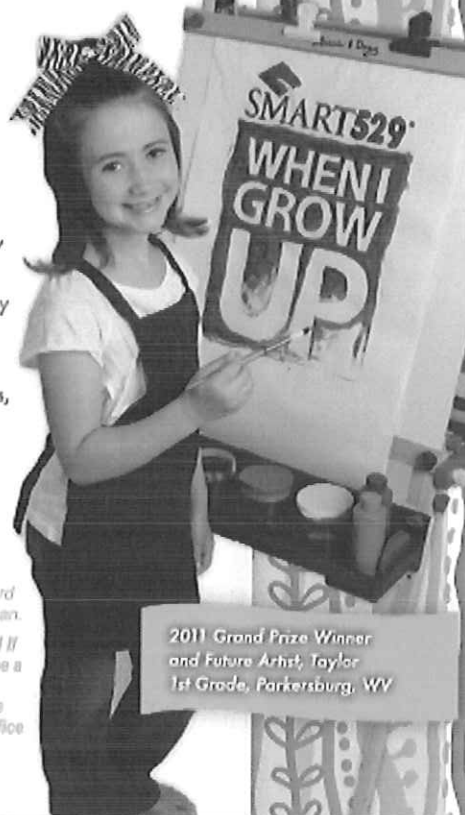
How does it work? Kids just have to write a short essay that begins "When I grow up, I want to be ..."

Entries must be postmarked by 11:59pm on March 1, 2012.

Get more details on how to enter, read the complete rules, and find an entry form in the Smart Family Newsletter or at www.SMART529.com.

SMART529 is a program of the West Virginia College Prepaid Tuition and Savings Program Board of Trustees. John Perdue, Chairman.

No purchase necessary. Offer void if prohibited by law. Entrants must be a legal resident of West Virginia. Employees of The Hartford and the West Virginia State Treasurer's Office are not eligible to win.



SMART529 "When I Grow Up" Posters

2.4.4.2 Provide a marketing campaign specifically developed for a fictitious December 2012 Women & Money Conference to be held at a meeting center in Charleston, West Virginia.

The Manahan Group's proposed marketing campaign for the December 2012 Women & Money Conference can be found in Section 2.4.4.4 beginning on this page.

2.4.4.3 Background: The Agency has been holding very successful Women and Money Conferences for many years. Information is available via an internet search. A typical Women & Money Conference is a free event with a nationally recognized speaker, such as Dee Lee of Harvard Financial Educators, running from 9:00 am until 1:30 pm and including a continental breakfast and luncheon. The event is marketed to reach women in the surrounding area to encourage them to attend.

The Manahan Group's proposed marketing campaign for the December 2012 Women & Money Conference can be found in Section 2.4.4.4 beginning on this page.

2.4.4.4 Plan and Budget: For the fictitious Conference Marketing campaign, provide a proposed marketing plan and budget, discussion of its strategy, list of proposed subcontractors, copies of proposed materials and any other discussion or materials Vendor proposes.

The Manahan Group utilized it's On Target Strategic Planning Process in the development of the marketing strategy for the fictitious 2012 Women & Money Conference to be held in December. As detailed earlier in this response, the On Target Strategy involves five steps:

1. Research
2. Strategic Planning
3. Campaign Development
4. Implementation
5. Measurement

For the purposes of this response, The Manahan Group will provide detailed information for the first three steps. Implementation and Measurement will come after the campaign strategy is approved by the State Treasurer's Office and implemented.

Research: In order to learn more about the attitudes and opinions of the target group (women, age 18-64) expected to attend the STO's Women & Money Conference, The Manahan Group conducted a small sample survey of 54 women utilizing Survey Monkey, an on-line polling service. While a true survey sample would include a larger sample (more people participating in the poll), the smaller sample was necessary given the fast turnaround of the RFP response. The survey was conducted July 14 – July 16, 2012. It consisted of 18 questions ranging from women's attitudes towards money management to where they go for reliable financial advice. Most of the women interviewed were between the ages 36 to 64 and had some college education or a college post graduate degree. They were single, married or divorced. Only one person indicated they were living with a partner (although one person did indicate that they did not know what category they belonged in). No one mentioned that they were a widow.

The Manahan Group learned the following from the survey results:

1. Most women surveyed (63%) have never attended a money management seminar. Of those who have attended a seminar, four mentioned the State Treasurer's Women & Money Conference.
2. Almost two-thirds of those polled (69.4%) indicated that they have the responsibility of managing the money and budget for their household. The other 31.9% indicated that their spouse or partner manage the household budget.
3. When asked to describe their money management attitude, a majority of women (55.6%) say they have some savings (versus significant savings or no savings) and believe it is important to set aside money from every paycheck. Just over one-fourth of those polled (27.8%) said they had significant savings and 16.7% say they have no savings.
4. The women we surveyed were asked to help us develop a theme for the conference. The phrase: "A conference to educate women about making smart financial decisions" was the first or second choice of over 61% of those responding. It was also the top choice for 36-55 year olds.

-
5. When asked how confident they were about certain money management topics, those polled said they were either "very confident" or "confident" with Household Budgeting, Financing (Mortgage, HELOC, and Automobile) and Credit Card Management. However, the respondents were "less confident" or "not very confident" with Stocks and Bonds Investments, Estate Planning and Retirement Planning.
 6. When asked what topics would be important to them at a money management conference, the women surveyed said Retirement Planning (61.7%), Stocks and Bonds Investments (48.9%) and Household Budgeting (42.6%). Women 18-55 years of age said Retirement Planning interested them the most. The topic dropped behind Estate Planning and Stocks and Bonds Investments for women 56 and older.
 7. Those surveyed said they rely on their Spouse (29.4%) for financial advice, followed by Financial Advisor (23.5%), Family (15.7%) and Television Personalities (11.8%). Friends, Banker and Company HR Director were each less than 10% and internet sites didn't register any votes.
 8. When we asked those polled what medium we should use to invite them to a money management conference, Facebook and Newspaper Advertisements (62.3%) tied for the top answer, followed by Television (59.6%) and Radio (41.7%).
 9. Nearly every women polled said they participate in Social Media (96.3%). Facebook (94.2%) and Pinterest (48.1%) were the most selected mediums followed by LinkedIn and Twitter.

The Manahan Group has provided a copy of Women and Money survey results in Addendum D of this response.

Strategic Planning: The Manahan Group gathered the STO Account Executive (Tammy Harper) and Strategic Planning Team (George Manahan, Chris Stadelman, Kelly Stadelman, Abbey Fiorelli, Jennifer Clark, Bethany West, and Rachel Zetterberg) to discuss the survey results and to determine tactics for the campaign. In most cases, the strategy session would include the client, leading to agreement on the following key components of the marketing effort:

- What are we selling or promoting? (Product)

The conference sells a better life for women through smart money management.

- What are we trying to achieve? (Goals)

The Manahan Group has established three goals for the Women & Money Conference: (1) To bring as many women to the event as possible; (2) To present an effective and engaging money management seminar that will benefit the attendees; and (3) To promote the State Treasurer's Office for the good work it is doing through this program and other programs.

- What do we want to say? (Messaging)

Our research indicates that our target audience likes the message/theme "educate women about making smart financial decisions." The Manahan Group's marketing effort will utilize this theme through its materials.

- What separates us from our competitors? (Unique Selling Point)

The unique selling point for the Women & Money Conference is that it's a conference strictly for women.

- Who do we want to talk to? (Target)

The marketing campaign to promote the Women & Money Conference will target women, 18-64 years of age. According to State Treasurer John Perdue, the event attracts women who have experienced a significant change in their lives. "For women, significant events include a divorce, loss of spouse, or reduction in work hours due to family situations. All these occurrences have their impact on men, too, but statistics show they affect women financially in a more pronounced fashion."

- Where do they live? (Market)

The conference will be held in the Charleston area. The marketing campaign will target individuals living or working within a 50 mile radius of Charleston, including Kanawha, Putnam, Lincoln, Boone, Clay and Fayette counties.

- How much do we want to spend? (Budget)

The Manahan Group has established a paid media budget of \$30,000. Other costs, such as agency time to develop and manage the marketing process and location expenses, are not included in our budget, but should be considered. Agency fees have not been included in order to comply with the terms outlined in Section 3.4 of the RFP (Technical proposals must not contain any cost information relating to the project.)

- Who can help us communicate our message? (Partners)

The Manahan Group believes that working closely with partner groups will be important to the success of the campaign. We have identified a short list of partners that should be contacted to participate through sponsorships, promoting the event and recommending attendees. Since the conference is held during work hours, it will also be important to gain the respect of employers who will allow their workers to attend the conference. Those partners would include, but are not limited to: Generation Charleston, AARP and AARP Foundation, Vandalia Rotary Club, Charleston Rotary Club, YWCA, University of Charleston, West Virginia State University, local banks, churches and selected retail outlets.

- How will we know if we are successful? (Measurement)

From a marketing perspective, success will be measured by the number of people attending the event.

Campaign Development: The Manahan Group has developed a campaign designed to reach women 18-64 years of age who live and/or work within a six county radius of Charleston.

The marketing campaign includes the following tactics and materials:

1. New Brand/Logo

The Manahan Group recommends that the current West Virginia Women & Money brand be updated to represent a more modern style utilizing a sans serif font. In order maintain continuity with the current brand, The Manahan Group pulled the colors for the new brand from the existing rhododendron. The clean lines make it easy to read and will be easily distinguishable throughout a variety of mediums including print and online.

2. Paid Media Strategy

The Manahan Group has established a \$30,000 paid media budget for the West Virginia Women & Money Conference on December 12, 2012. The media buy ends in most cases on December 5 to allow registration to close one week out from the event.

The media campaign will include:

- a. Facebook ads – The Manahan Group recommends utilizing paid advertising on Facebook to target women age 18-64 that live within a 50 mile radius of Charleston. This limits our audience to 108,640 Facebook users who fit the demographic. These advertisements would direct users to "like" the Women & Money Conference Facebook page. Since the advertisements are "pay-per-click", the Facebook ad will generate 5,840 visits to the Facebook page. Budget: \$7,997.68
- b. Newspaper advertisements and promotional stickers – The newspaper ads will be ¼ page, full color, appearing in the main news section beginning November 18 and running every Sunday and Tuesday through December 4. The ads will appear in the Charleston Gazette and Charleston Daily Mail. On December 5, promotional stickers will appear on the front page of both newspapers. Budget: \$11,875.92

-
- c. Radio ads – The :30 second advertisement will run on WVAF-FM, WKWS-FM, WQBE-FM and WWSR-FM. The ads will target women 18-64 and will run from November 19-December 2. Budget: \$10,126.40

3. Public Relations

- a. Facebook – The Manahan Group recommends that a custom Facebook page be developed for the Women & Money conferences. Our research indicates that well over 90 percent of the target audience is on Facebook. The Facebook strategy is to encourage as many of the target audience to “like” the page so that the State Treasurer’s Office can build a database of potential conference attendees.

To do this, we propose the creation of a custom tab that will allow visitors to register for the conference. All registration information would be collected and forwarded to the State Treasurer’s Office. The Manahan Group proposes a Facebook contest designed to increase the number of “likes” on the Women & Money page. If individuals register on the STO website, they would be encouraged to “like” the new Facebook page in order to qualify for the contest.

The Manahan Group also proposes that STO utilize its relationships with local and national financial experts to provide “expert” assistance to questions asked on the Facebook page.

4. Creative

The Manahan Group’s (TMG) creative direction for the West Virginia Women & Money Conference takes a different approach than what has been utilized in the past. Since the audience includes women of multiple age ranges, we have decided to take a more whimsical and humorous approach to the way women manage their finances. This style will stand out and be well received by the target audience. TMG uses a vintage look that has a highly stylized typographical treatment which feels more feminine in its approach. Strong typography, paired with simple illustration, is used to carry out the look. Pinks, purples, soft greens and blues, which are

typically colors used to communicate with a female audience, are utilized. The creative will utilize the new brand detailed earlier in this section as well as the State Treasurer's Office logo.

- a. Poster/Flyer – The poster/flyers are based on a funny money management question. For example, "Taking Money from a Wishing Well for Your Savings?" gives our audience a laugh while also contemplating their money management acumen. All of the posters include copy that cleverly ties into the headline and provides information about the conference.
- b. Social Media – Facebook and Pinterest will be used to bring awareness of money management issues to the social networking audience. Illustrations will be designed to highlight financial challenges that resonate with women in a humorous and inviting way. Possible solutions will be offered in response to each challenge. The Women & Money Conference will be very subtly promoted as a possible solution by redirecting viewers to the State Treasurer's Office website. These posts will be stylized after the trendy e-cards that are currently being shared on Pinterest and Facebook.
- c. Newspaper Ad and Sticker – The Manahan Group's paid media strategy includes both prints ads and front-page sticker promotion (see Paid Media Strategy). The stickers follow the style of the campaign and provide information about how to register for the conference.
- d. Payroll Insert/e-invite – The Manahan Group proposes working with many partner groups to promote the Women & Money Conference. The payroll insert is an inexpensive venue to communicate with state employees in the Charleston area. The e-invites will be sent out by partner groups to their members. The e-invites follow the campaign's stylized look and promote the event on December 12.

5. Marketing Materials

For the purposes of this response, The Manahan Group has developed the following marketing materials:

- a. Newspaper ad
- b. Pinterest pins/graphics
- c. Radio script
- d. Flyer for community partners
- e. e-invites

6. Community Partners

The Manahan Group has developed an e-invite and flyer that would be distributed to partner groups:

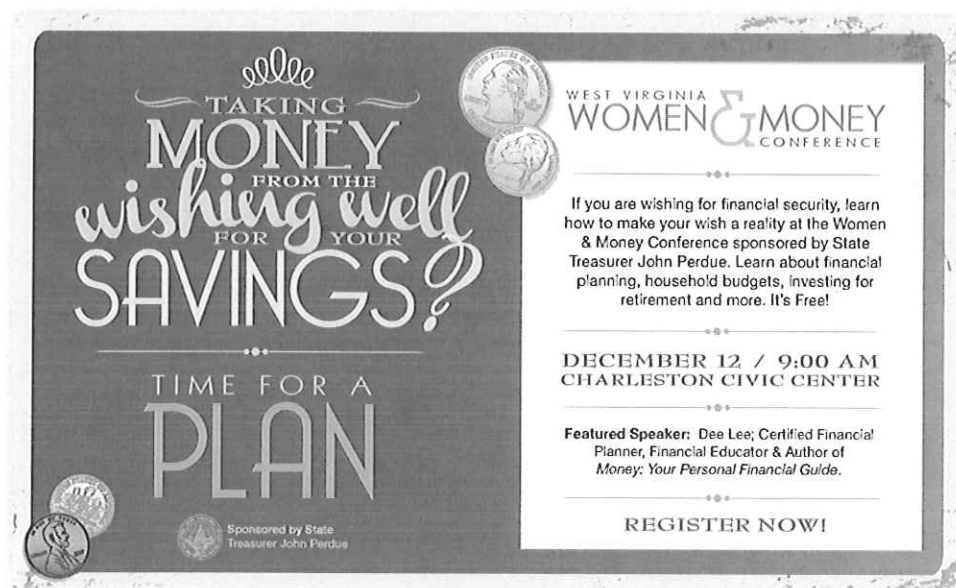
- a. Generation Charleston
- b. AARP
- c. Local Colleges and Universities
- d. Rotary Clubs
- e. Banks
- f. Selected Retail Outlets
- g. Churches
- h. YWCA

7. Media Buy Documentation

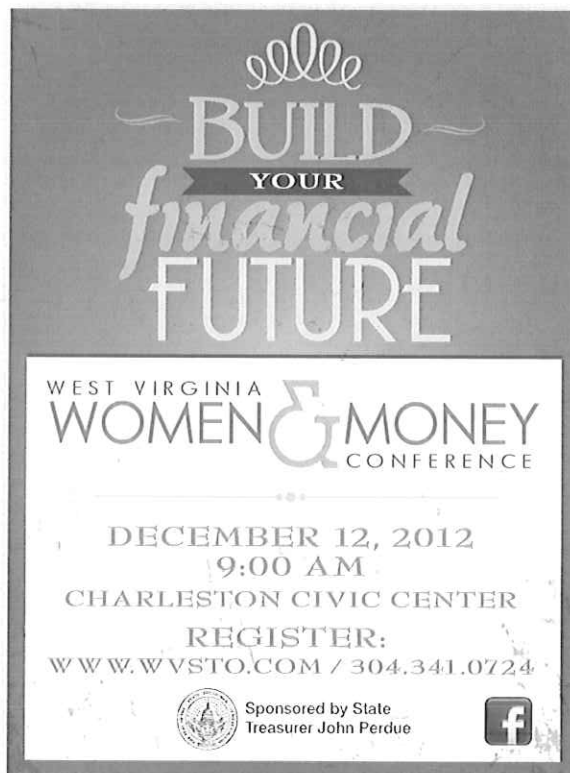
The Manahan Group's recommended media buy for the Women & Money Conference can be found after the creative samples.

WEST VIRGINIA
WOMEN & MONEY
CONFERENCE

Women & Money Conference Logo



Women & Money Conference e-invite



Women & Money Conference Newspaper Sticker

SPENDING MORE ON Shoes THAN YOUR RETIREMENT?

YOU NEED A STRATEGY



Learn the right steps to building a retirement plan that is just your size at the Women & Money Conference sponsored by State Treasurer John Perdue. It's free, and will be held December 12, 2012, 9:00 am, at the Charleston Civic Center. Visit www.wvsto.com to register online or call 304.341.0724 for more information. Otherwise, when it comes to retirement, you might feel like a real heel.

WEST VIRGINIA
WOMEN & MONEY
CONFERENCE

DECEMBER 12 / 9:00 AM
CHARLESTON CIVIC CENTER
WWW.STO.COM / 304.341.0724

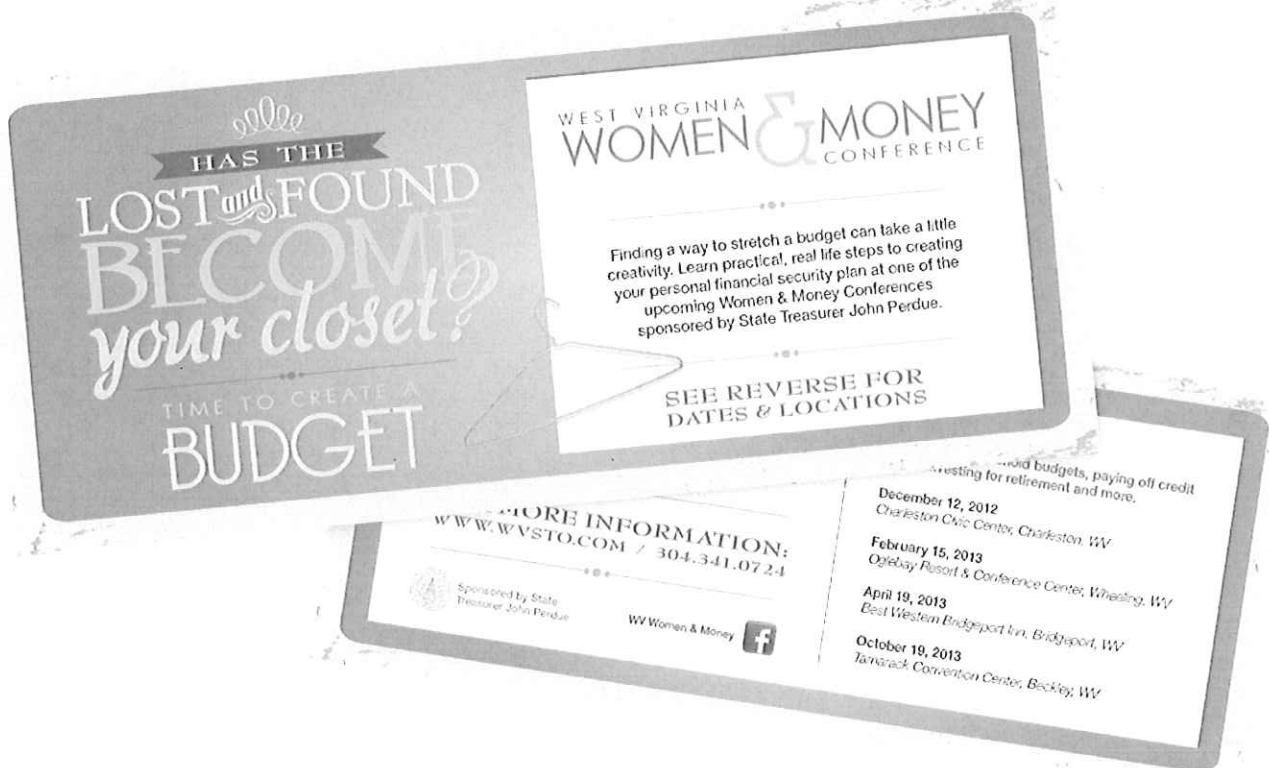


Sponsored by State
Treasurer John Perdue

WV Women & Money



Women & Money Conference Newspaper Ad



Women & Money Conference Payroll Stuffer

SPENDING MORE ON Shoes THAN YOUR RETIREMENT?

YOU NEED A STRATEGY

Learn the right steps to building a retirement plan that is just your size at the Women & Money Conference sponsored by State Treasurer John Perdue. It's free, and will be held December 12, 2012, 9:00 am, at the Charleston Civic Center. Visit www.wvsto.com to register online or call 304.341.0724 for more information. Otherwise, when it comes to retirement, you might feel like a real heel.

WEST VIRGINIA
WOMEN & MONEY
CONFERENCE

DECEMBER 12 / 9:00 AM
CHARLESTON CIVIC CENTER
WWW.WVSTO.COM / 304.341.0724

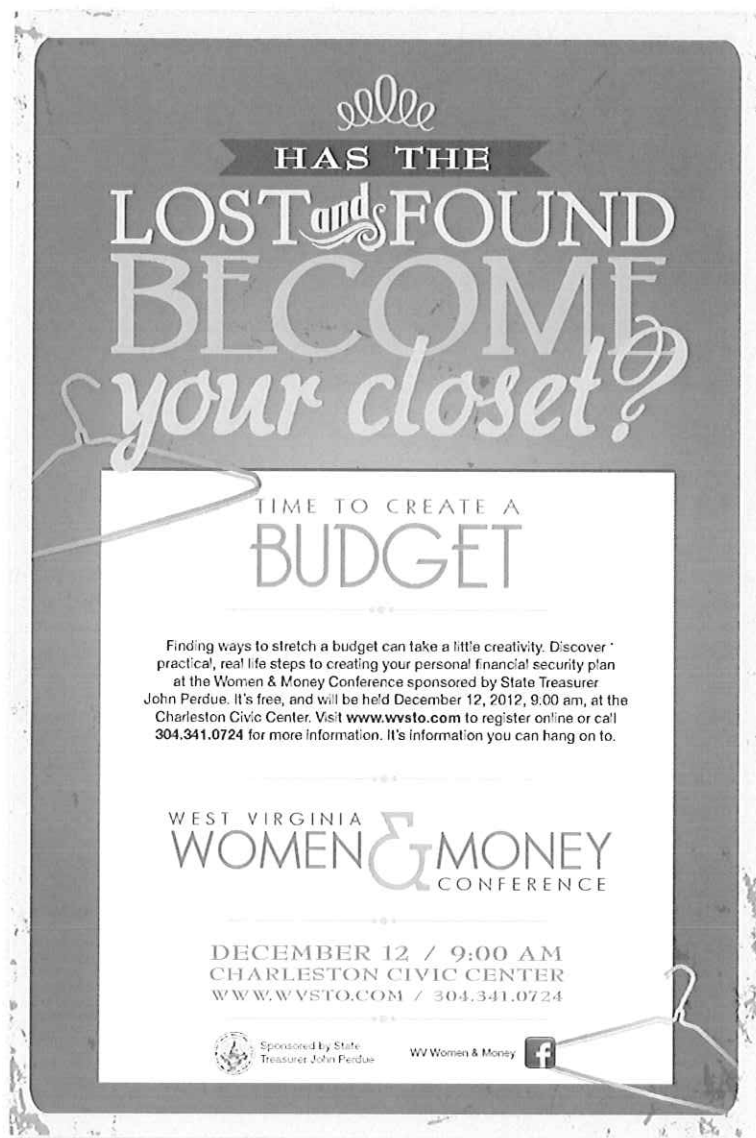


Sponsored by State
Treasurer John Perdue

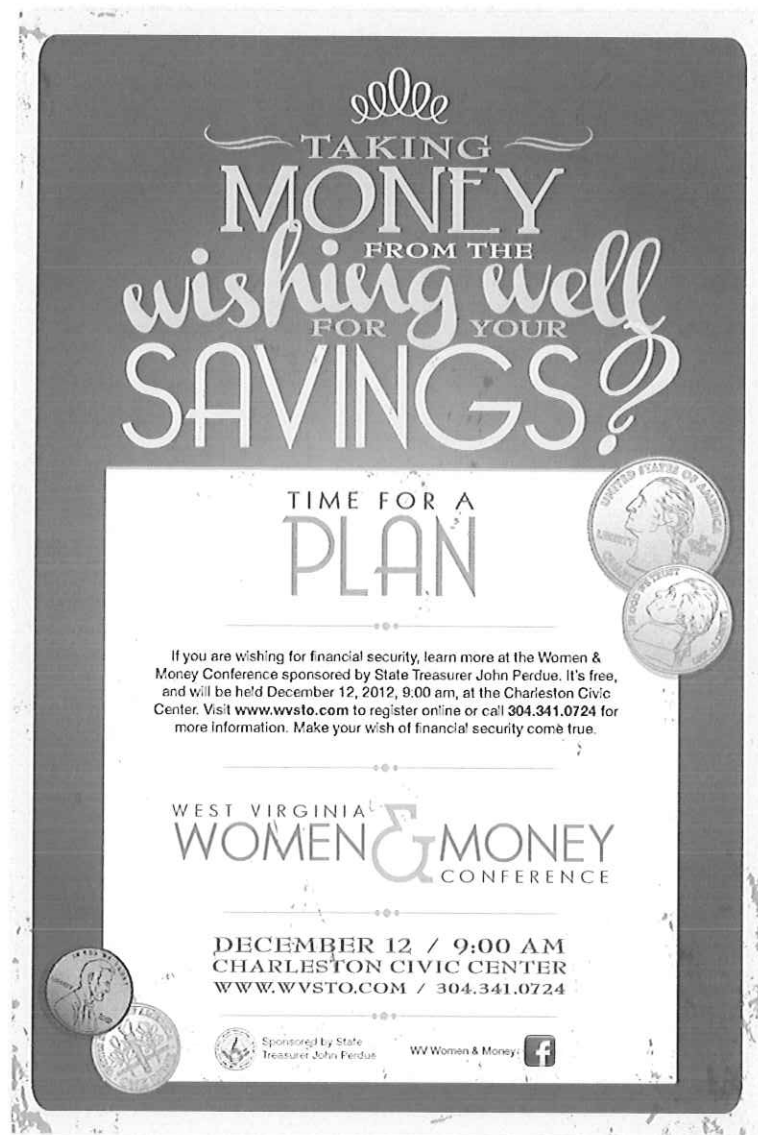
WV Women & Money



Women & Money Conference Poster



Women & Money Conference Poster



Women & Money Conference Poster



Women & Money Social Media Graphic



FINDING
my size in the
LOST and FOUND
ALWAYS MAKES FOR A
GREAT DAY

~~~~~

If you find you need a better financial  
plan – learn how to create one that is  
just your style!

Visit [www.wvsto.com](http://www.wvsto.com) for more information.

Women & Money Social Media Graphic

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I TELL MYSELF  
IT'S JUST A  
*loan until*  
PAYDAY

We can give you a better plan for  
financial security – with advice that's  
easy to take!

Visit [www.wvsto.com](http://www.wvsto.com) for more information.

Women & Money Social Media Graphic

Women & Money Conference  
:30 Radio  
Option 1: "Financial Freedom"

| <i>SFX/Extra voices/MU</i>                     | <i>Female friends chatting over lunch; enjoying the others company but worrying about financial freedom.</i>                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>SFX: Sounds of restaurant type setting.</i> | <p>Female #1: My idea of a balanced budget is moving a balance from one card to another.</p> <p>Female #2: Yeah...my retirement plan is tied up in my shoe closet!</p> <p>Female Announcer: Planning for financial freedom is easy – with free, practical advice at the Women &amp; Money conference December 12. Visit <a href="http://www.wvsto.com">www.wvsto.com</a> to register or find out more.</p> <p>Sponsored by West Virginia State Treasurer John Perdue</p> |

Women & Money Conference Radio Spot

Women & Money Conference  
:30 Radio  
Option 1: "The Price of Planning"

| <i>SFX/Extra voices/MU</i>                                     | <i>Female Announcer: friendly, empathetic, helpful</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>SFX: light background noise like grocery store or mall.</i> | <p>Female Voice: We try to fit our lives in between appointments. Or wait for someone to rescue us. We know the best prices for nearly everything – shoes, laundry detergent and cereal. But financial planning? Who has time?</p> <p>Female Announcer: State Treasurer John Perdue has the answer with a free Women &amp; Money Conference on December 12 at the Charleston Civic Center. Practical steps to financial freedom.</p> <p>Visit <a href="http://www.wvsto.com">www.wvsto.com</a> today. You deserve financial freedom and we can help you get there.</p> <p>Sponsored by West Virginia State Treasurer John Perdue</p> |

Women & Money Conference Radio Spot

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: WV State Treasurer's Office  
 Brand: none  
 Product: none  
 Campaign: December 2012 Women & Money  
 Flight Dates: Nov 19, 2012 - Dec 02, 2012  
 Survey: Fall 11

Buyer: Bethany West  
 Station(s): WVAF-FM, WKWS-FM,  
 WQBE-FM, WVSR-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 7/23/2012 4:14:04 PM

| Weekly Distribution |            |                     |     |                    |        |        |       |       |                     |       |        |  |
|---------------------|------------|---------------------|-----|--------------------|--------|--------|-------|-------|---------------------|-------|--------|--|
| Station             | Day(s)     | Time                | Len | Format             | Nov 19 | Nov 26 | Spots | GRP   | W 18-64 MSA (R) RTG | CPP   | Rate   |  |
| WVAF-FM             |            |                     |     |                    |        |        |       |       |                     |       |        |  |
| DA                  | MTWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 20     | 20     | 40    | 144.0 | 3.6                 | 17.18 | 61.85  |  |
| WVAF-FM             | Spot Total |                     |     |                    | 20     | 20     | 40    | 144.0 | 144.0               | 17.18 | 61.85  |  |
| WKWS-FM             |            |                     |     |                    |        |        |       |       |                     |       |        |  |
| DA                  | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 20     | 20     | 40    | 48.0  | 1.2                 | 46.38 | 55.65  |  |
| WKWS-FM             | Spot Total |                     |     |                    | 20     | 20     | 40    | 48.0  | 48.0                | 46.38 | 55.65  |  |
| WQBE-FM             |            |                     |     |                    |        |        |       |       |                     |       |        |  |
| DA                  | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 20     | 20     | 40    | 128.0 | 3.2                 | 25.66 | 82.11  |  |
| WQBE-FM             | Spot Total |                     |     |                    | 20     | 20     | 40    | 128.0 | 128.0               | 25.66 | 82.11  |  |
| WVSR-FM             |            |                     |     |                    |        |        |       |       |                     |       |        |  |
| DA                  | MTWTF--    | 06:00 am - 07:00 pm | 30  | Contemp. Hit radio | 20     | 20     | 40    | 120.0 | 3.0                 | 17.85 | 53.55  |  |
| WVSR-FM             | Spot Total |                     |     |                    | 20     | 20     | 40    | 120.0 | 120.0               | 17.85 | 53.55  |  |
| Weekly Schedule     |            |                     |     |                    | 80     | 80     | 160   | 440   |                     | 23.01 | 253.16 |  |
| Cost                |            |                     |     |                    |        |        |       |       |                     |       |        |  |
| Reach % Total       |            |                     |     |                    |        |        |       |       | 71.2%               |       |        |  |
| Frequency Total     |            |                     |     |                    |        |        |       |       | 6.2                 |       |        |  |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: WV State Treasurer's Office  
 Brand: none  
 Product: none  
 Campaign: December 2012 Women & Money  
 Flight Dates: Nov 19, 2012 - Dec 02, 2012  
 Survey: Fall 11

Buyer: Bethany West  
 Station(s): WVAF-FM, WKWS-FM,  
 WQBE-FM, WVSR-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 7/23/2012 4:14:05 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format             | Cost      |
|-----------------|------------|---------------------|-----|--------------------|-----------|
| WVAF-FM         |            |                     |     |                    |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 2,474.00  |
| WVAF-FM         | Spot Total |                     |     |                    | 2,474.00  |
| WKWS-FM         |            |                     |     |                    |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 2,226.00  |
| WKWS-FM         | Spot Total |                     |     |                    | 2,226.00  |
| WQBE-FM         |            |                     |     |                    |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 3,284.40  |
| WQBE-FM         | Spot Total |                     |     |                    | 3,284.40  |
| WVSR-FM         |            |                     |     |                    |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Contemp. Hit radio | 2,142.00  |
| WVSR-FM         | Spot Total |                     |     |                    | 2,142.00  |
| Weekly Schedule |            |                     |     |                    | 10126.4   |
| Cost            |            |                     |     |                    | 10,126.40 |
| Reach % Total   |            |                     |     |                    |           |
| Frequency Total |            |                     |     |                    |           |



# Estimate Report

The Manahan Group  
222 Capitol Street

Charleston WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: WV State Treasurer's Office  
brand: -No brand-  
product: -No product-  
Campaign: Dec 2012 Women & Money  
Estimate #  
Campaign Dates: 11/25/2012 - 12/12/2012

Date: 7/23/2012 4:14:51 I

WV State Treasurer's Office  
Main Capitol Building  
Suite E-145  
Charleston, WV 25305  
Phone: 304-343-4000

| Vendor                       | Insert<br>Date | Ad Size & Type                    | Position   | Gross<br>Cost      |
|------------------------------|----------------|-----------------------------------|------------|--------------------|
| Charleston Newspapers        | 11/18/12       | 3 Columns by 11 Inches Full Color | Main News  | \$2,138.79         |
| Charleston Newspapers        | 11/20/12       | 3 Columns by 11 Inches Full Color | Main News  | \$356.76           |
| Charleston Newspapers        | 11/25/12       | 3 Columns by 11 Inches Full Color | Main News  | \$2,138.79         |
| Charleston Newspapers        | 11/27/12       | 3 Columns by 11 Inches Full Color | Main News  | \$356.76           |
| Charleston Newspapers        | 12/2/12        | 3 Columns by 11 Inches Full Color | Main News  | \$2,138.79         |
| Charleston Newspapers        | 12/4/12        | 3 Columns by 11 Inches Full Color | Main News  | \$356.76           |
| Charleston Newspapers        | 12/5/12        | Tab-On Stickers 3 X 4 Full Color  | Front Page | \$4,389.27         |
| <b>Charleston Newspapers</b> |                |                                   |            | <b>\$11,875.92</b> |

**Totals: 7 Insertions** **\$11,875.92**

## Agency Remarks:

Media Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Please sign & return fax to 304.343.2788. This certifies that the above order was recieved & unless Manahan Group is notified within 3 working days of the above date, this insertion is valid and agreed to in its entirety as stated. All billing must list air time/ date of each placement including any production identification. ALL MAKE GOODS MUST BE APPROVED. Unless otherwise stated by the agency on the face of this form, the media property agrees to hold the agency solely liable for payment. This agreement supercedes any previous agreements not withstanding any inconsistent language contained in those agreements.

---

*2.4.4.5 Copies: The Agency strongly desires that the seven (7) complementary copies of the marketing materials be of like quality and color as the original.*

The Manahan Group has provided seven (7) copies of this proposal of like quality and color as the original.

---

## 2.5 MANDATORY REQUIREMENTS - ATTACHMENT B

**Section 2.5.1 Vendor must be capable of providing or securing a full range of Services for multiple Agency programs simultaneously.**

**Vendor Response:** The Manahan Group meets the requirements set forth in Section 2.5.1. TMG has the staff, experience and expertise to provide and/or secure a full range of Services for multiple Agency programs simultaneously.

---

**Section 2.5.2 Vendor must have been in the business of providing the Services requested for a minimum of five (5) years.**

Vendor Response: The Manahan Group meets the requirements set forth in Section 2.5.2. TMG has been providing the Services outlined in this RFP for over nine years.

---

**Section 2.5.3 All materials and campaigns produced for the Agency shall be the property of the Agency and can be used by the Agency at any time during and after the conclusion of the purchase order. Any use of such materials and campaigns by the Vendor without the prior written consent of the Agency is prohibited.**

**Vendor Response:** The Manahan Group will meet the requirements set forth in Section 2.5.3. All materials and campaigns produced by The Manahan Group for the Agency shall be the property of the Agency and can be used by the Agency at any time during and after the conclusion of the purchase order. TMG understands that use of such materials and campaigns without the prior written consent of the Agency is prohibited.

---

**Section 2.5.4 The Vendor will be responsible for assisting the Agency in developing a series of public information and promotional strategies that are designed to utilize available program funds in an efficient and cost effective manner, to achieve the necessary programmatic results. For each strategy or project, the vendor will develop and propose an itemized advertising plan and budget. The Agency and the Vendor shall mutually determine timeframes and deadlines for each project.**

**Vendor Response:** The Manahan Group will meet the requirements set forth in Section 2.5.4. TMG will assist the Agency in developing a series of public information and promotional strategies that are designed to utilize available program funds in an efficient and cost effective manner, to achieve the necessary programmatic results. For each strategy or project, TMG will develop and propose an itemized advertising plan and budget. TMG and the Vendor shall mutually determine timeframes and deadlines for each project.

---

**Section 2.5.5 The Vendor will be responsible for finding low cost providers and negotiating favorable rates for advertising purchases.**

Vendor Response: The Manahan Group will meet the requirements set forth in Section 2.5.5. TMG will be responsible for finding low cost providers and negotiating favorable rates for advertising purchases.

---

**Section 2.5.6 Progress reports shall be provided for all ongoing projects with schedules mutually agreed upon by the Agency and the Vendor.**

**Vendor Response:** The Manahan Group will meet the requirements set forth in Section 2.5.6. TMG will provide progress reports for all ongoing projects with schedules mutually agreed upon by the Agency and the Vendor.



---

**Section 2.5.7 All materials and campaigns produced for the Agency must be approved in advance by the Agency before the Vendor commences work.**

**Vendor Response:**The Manahan Group will meet the requirements set forth in Section 2.5.7. The Manahan Group will obtain approval of the Agency prior to commencing work and producing any material or campaign for the Agency.

---

### **ATTACHMENT C - COST SHEET**

The Manahan Group has provided the cost sheet for this RFP in a separate sealed envelope.

---

**Addendum A:**

Resume of Tammy Harper

---

## **Tammy Harper**

### **Profile:**

Tammy has fourteen years experience in advertising and public relations, and she has an enthusiastic approach to both. She has strong organizational and project management skills. In addition to account management, Tammy's work for the agency includes event coordination and media relations.

Tammy is Past-President of the West Virginia Public Relations Society of America and serves the community in a variety of charitable efforts.

### **Education:**

West Virginia University, Morgantown, WV  
January 2009-Present  
Regents of Bachelor Arts e-Distance Learning

Concord College, Athens, WV  
1989-1990  
College Core Classes

Charleston Catholic High School, Charleston, WV  
1985-1989  
High School Diploma

### **Career Development:**

September 2009 – Present  
The Manahan Group, Charleston, WV  
Sr. Account Manager

Coordinate and manage multiple advertising and marketing client accounts for the agency. Develop and implement advertising and public relations initiatives for agency clients.

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August 1999 – February 2008  
The Arnold Agency, Charleston, WV  
Client Services Manager

Hired as Administrative Assistant and worked my way up through the company by my enthusiasm for the business, my strong work ethic and my leadership abilities. Responsible for daily client interaction, managing projects from start to finish, event planning, public relations, government relations and media relations.

January 2006 – February 2008  
West Virginia Cable Telecommunications Association, Charleston, WV  
Assistant Executive Director

Worked with Executive Director Mark Polen in annual event planning, meeting planning, mailings and record keeping of yearly membership dues.

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**Addendum B:**

Supporting media buy documentation for campaign summaries outlined in Section 2.3.4

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Supporting media documentation - The Hartford

# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Share Feb 11 -> HUT/PUT Nov 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVVA, WOAY, EVNS, WVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/14/2011 9:04:54 AM

|                 |            |                        |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
|-----------------|------------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|--|
| Station         | Day(s)     | Time                   | Len | Program        | Sep 19              | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |  |
| WVVA            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| DT              | MTWTF--    | 01:00 pm - 02:00 pm 30 |     | DAYS-OUR LIVES | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 39    | 1,950.00 |  |
| DT              | MTWTF--    | 02:00 pm - 03:00 pm 30 |     | ELLEN          | 3                   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 3     | 105.00   |  |
|                 | 8/29-9/23  |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| DT              | MTWTF--    | 02:00 pm - 03:00 pm 30 |     | ELLEN          | 0                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 36    | 1,440.00 |  |
|                 | 9/26-12/23 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| EM              | MTWTF--    | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 2                   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 2     | 200.00   |  |
|                 | 8/29-9/23  |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| EM              | MTWTF--    | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 1      | 23    | 2,645.00 |  |
|                 | 9/26-12/23 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| WVVA Spot Total |            |                        |     |                | 8                   | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 7      | 103   | 6,340.00 |  |
| WOAY            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| LN              | MTWTF--    | 11:00 pm - 11:30 pm 30 |     | NWSWATCH@11    | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | 1,560.00 |  |
|                 | 9/26-12/23 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| PT              | --T--      | 10:00 pm - 11:00 pm 30 |     | PRVT PRCTC-ABC | 0                   | 0      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 5     | 2,000.00 |  |
|                 | 9/29-12/22 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| PT              | --T--      | 09:00 pm - 10:00 pm 30 |     | GREY ANTMY-ABC | 0                   | 0      | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 6     | 4,500.00 |  |
|                 | 9/29-12/22 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| WOAY Spot Total |            |                        |     |                | 2                   | 2      | 3      | 3      | 3      | 4      | 2      | 4      | 2      | 4      | 2      | 4      | 2      | 37    | 8,060.00 |  |
| EVNS            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| PT              | -T---      | 08:00 pm - 09:00 pm 30 |     | GLEE           | 1                   | 1      | 0      | 1      | 0      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 7     | 2,100.00 |  |
| EVNS Spot Total |            |                        |     |                | 1                   | 1      | 0      | 1      | 0      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 7     | 2,100.00 |  |
| WVNS            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| PT              | --W--      | 09:00 pm - 10:00 pm 30 |     | CRIMNL MND-CBS | 0                   | 0      | 1      | 0      | 1      | 0      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 5     | 1,500.00 |  |
|                 | 9/26       |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| EN              | MTWTF--    | 06:00 pm - 06:30 pm 30 |     | CBS59 NEWS @ 6 | 2                   | 0      | 1      | 2      | 1      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 18    | 2,700.00 |  |
|                 | ---S       | 09:00 pm - 10:00 pm 30 |     | THE GOOD WIFE  | 0                   | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 6     | 1,800.00 |  |
|                 | 9/23       |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| WVNS Spot Total |            |                        |     |                | 2                   | 1      | 2      | 3      | 2      | 2      | 2      | 3      | 2      | 3      | 2      | 3      | 2      | 29    | 6,000.00 |  |



# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Share Feb 11 -> HUT/PUT Nov 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVVA, WOAY, EVNS, WVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/14/2011 9:04:54 AM

|                 |        |      |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
|-----------------|--------|------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|
| Station         | Day(s) | Time | Len | Program | Sep 19              | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost      |
| Weekly Schedule |        |      |     |         | 13                  | 12     | 13     | 15     | 13     | 14     | 13     | 15     | 13     | 15     | 13     | 15     | 12     | 176   | 22500     |
| Cost            |        |      |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 22,500.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Share May 11 -> HUT/PUT Nov 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WOWK, WQCW, WVAH, WCHS, WSAZ+

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/14/2011 9:05:28 AM

|                      |               |                        |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
|----------------------|---------------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|--|
| Station              | Day(s)        | Time                   | Len | Program        | Sep 19              | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost      |  |
| WOWK DT              | MTWTF--       | 12:30 pm - 02:00 pm 30 |     | CBS SOAPS      | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | 1,170.00  |  |
|                      | ---S-         | 08:00 pm - 09:00 pm 30 |     | AMAZING RACE   | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | 5,400.00  |  |
| PT                   | -TW-FS-       | 08:00 pm - 11:00 pm 30 |     | HOLIDAY SP PKG | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1     | 2,800.00  |  |
| WOWK Spot Total      |               |                        |     |                | 2                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 4      | 3      | 3      | 3      | 39    | 9,370.00  |  |
| WQCW PR              | ---S-         | 12:00 pm - 03:30 pm 30 |     | ACC            | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | 1,800.00  |  |
|                      | (13 GAME PKG) |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| WQCW Spot Total      |               |                        |     |                | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | 1,800.00  |  |
| WVAH WE              | ---S-         | 07:30 pm - 08:00 pm 30 |     | BIG BANG       | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 24    | 3,600.00  |  |
|                      | 9/24-12/24    |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| WVAH Spot Total      |               |                        |     |                | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 24    | 3,600.00  |  |
| WCHS                 |               |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
|                      | MTWTF--       | 09:00 am - 12:00 am 30 |     | DAYTIME ROS    | 4                   | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 46    | 2,300.00  |  |
| EM                   | MTWTF--       | 06:00 am - 07:00 am 30 |     | EYEWT NW-MN B  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | 1,950.00  |  |
| EN                   | MTWTF--       | 06:00 pm - 06:30 pm 30 |     | EYEWTNSS NWS@  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | 9,100.00  |  |
| WCHS Spot Total      |               |                        |     |                | 8                   | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 98    | 13,350.00 |  |
| WSAZ+ EM             | MTWTF--       | 07:00 am - 09:00 am 30 |     | TODAY SHOW     | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 39    | 15,600.00 |  |
| WSAZ+ Spot Total     |               |                        |     |                | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 39    | 15,600.00 |  |
| Weekly Schedule Cost |               |                        |     |                | 13                  | 16     | 17     | 16     | 17     | 16     | 17     | 16     | 17     | 17     | 17     | 16     | 17     | 212   | 43720     |  |
|                      |               |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 43,720.00 |  |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CLARKSBURG-WESTON

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Share Feb 11 -> HUT/PUT Nov 10

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WDTV, WVFX, WBOY

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/14/2011 9:06:10 AM

| Weekly Distribution |         |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
|---------------------|---------|------------------------|-----|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|
| Station             | Day(s)  | Time                   | Len | Program        | Sep 19 | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost      |
| WDTV                |         |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
| EM                  | MTWTF-- | 05:30 am - 07:00 am 30 |     | NEWS5 DAYBREAK | 2      | 1      | 2      | 1      | 2      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 2      | 21    | 735.00    |
|                     | ---S    | 09:00 pm - 10:00 pm 30 |     | THE GOOD WIFE  | 0      | 1      | 0      | 1      | 0      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 6     | 1,650.00  |
| WDTV Spot Total     |         |                        |     |                | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 3      | 27    | 2,385.00  |
| WVFX                |         |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
| WE                  | ---S    | 01:00 pm - 07:00 pm 30 |     | NFL FOOTBALL   | 0      | 0      | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 6     | 1,200.00  |
|                     | 9/11    |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
| WVFX Spot Total     |         |                        |     |                | 0      | 0      | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 6     | 1,200.00  |
| WBOY                |         |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       |           |
| WE                  | ---S    | 06:00 pm - 06:30 pm 30 |     | NEWS AT 6:00   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 13    | 650.00    |
| EM                  | MTWTF-- | 06:00 am - 07:00 am 30 |     | NEWS 12 TODAY  | 1      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 19    | 2,375.00  |
| EM                  | MTWTF-- | 07:00 am - 09:00 am 30 |     | TODAY SHOW     | 2      | 1      | 2      | 1      | 2      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 10     | 29    | 3,625.00  |
| EN                  | MTWTF-- | 06:00 pm - 06:30 pm 30 |     | 12 NEWS AT 6   | 1      | 2      | 1      | 2      | 1      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 19    | 5,700.00  |
| WBOY Spot Total     |         |                        |     |                | 5      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 15     | 80    | 12,350.00 |
| Weekly Schedule     |         |                        |     |                | 7      | 7      | 9      | 7      | 9      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 18     | 113   | 15935     |
| Cost                |         |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |       | 15,935.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: HAGERSTOWN

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Manual Ratings

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WHAG, COM-EP, COMCAST-KEYSER

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/14/2011 9:06:34 AM

|                          |            |                        |     |             | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
|--------------------------|------------|------------------------|-----|-------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----|
| Station                  | Day(s)     | Time                   | Len | Program     | Sep 19              | Sep 26 | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots |    |
| WHAG                     |            |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
| CH                       | MTWTF--    | 06:00 am - 07:00 am 30 |     | WHAG NEWS   | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 45    |    |
| EN                       | MTWTF--    | 06:00 pm - 06:30 pm 30 |     | NWS AT 6    | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |    |
|                          | MTWTFSS    | 06:00 am - 05:59 am 30 |     | LEADERBOARD | 0                   | 0      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    |    |
| WHAG                     | Spot Total |                        |     |             | 5                   | 5      | 5      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 87    |    |
| COM-EP/All Zones         |            |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
| /ESPN                    | M-----     | 06:00 am - 12:00 am 30 |     |             | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1     |    |
|                          | MNF PKG    |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
| COM-EP/All Zones         | Spot Total |                        |     |             | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1     |    |
| COMCAST-KEYSER/All Zones |            |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
| /ESPN                    | M-----     | 06:00 am - 12:00 am 30 |     |             | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1     |    |
|                          | MNF PKG    |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |
| COMCAST-KEYSER/All Zones | Spot Total |                        |     |             | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1     |    |
| Weekly Schedule          |            |                        |     |             | 5                   | 7      | 5      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6      | 6     | 89 |
| Cost                     |            |                        |     |             |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |    |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: HAGERSTOWN

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Manual Ratings

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WHAG, COM-EP, COMCAST-KEYSER

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/14/2011 9:06:35 AM

## Weekly Distribution

| Station                             | Day(s)  | Time                   | Len | Program     | Cost      |
|-------------------------------------|---------|------------------------|-----|-------------|-----------|
| WHAG                                |         |                        |     |             |           |
| CH                                  | MTWTF-- | 06:00 am - 07:00 am 30 |     | WHAG NEWS   | 4,050.00  |
| EN                                  | MTWTF-- | 06:00 pm - 06:30 pm 30 |     | NWS AT 6    | 12,000.00 |
|                                     | MTWTFSS | 06:00 am - 05:59 am 30 |     | LEADERBOARD | 4,980.00  |
| WHAG Spot Total                     |         |                        |     |             | 21,030.00 |
| COM-EP/All Zones                    |         |                        |     |             |           |
| /ESPN                               | M-----  | 06:00 am - 12:00 am 30 |     |             | 4,760.00  |
|                                     | MNF PKG |                        |     |             |           |
| COM-EP/All Zones Spot Total         |         |                        |     |             | 4,760.00  |
| COMCAST-KEYSER/All Zones            |         |                        |     |             |           |
| /ESPN                               | M-----  | 06:00 am - 12:00 am 30 |     |             | 1,190.00  |
|                                     | MNF PKG |                        |     |             |           |
| COMCAST-KEYSER/All Zones Spot Total |         |                        |     |             | 1,190.00  |
| Weekly Schedule                     |         |                        |     |             | 26980     |
| Cost                                |         |                        |     |             | 26,980.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: PARKERSBURG

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Share Feb 10 -> HUT/PUT Nov 09

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WTAP, WCHS, WOWK, WVAH, WSAZ, WQCW

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/14/2011 9:07:00 AM

|                 |            |                        |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
|-----------------|------------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|--|
| Station         | Day(s)     | Time                   | Len | Program        | Sep 19              | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost      |  |
| WTAP            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| EM              | MTWTF--    | 06:00 am - 07:00 am 30 |     | WTAP 6A        | 2                   | 2      | 1      | 2      | 1      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 20    | 2,800.00  |  |
| EN              | MTWTF--    | 06:00 pm - 06:30 pm 30 |     | WTAP NEWS AT 6 | 1                   | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 19    | 10,830.00 |  |
|                 | MTWTF--    | 11:00 pm - 11:35 pm 30 |     | WTAP NEWS@11   | 2                   | 1      | 2      | 1      | 2      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 20    | 10,400.00 |  |
| PT              | -T-----    | 08:00 pm - 10:00 pm 30 |     | BIGGEST LOSER  | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 7     | 3,710.00  |  |
|                 | 9/20-12/20 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| PT              | -T-----    | 10:00 pm - 11:00 pm 30 |     | PARENTHOOD     | 0                   | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 6     | 3,480.00  |  |
|                 | 9/13-12/20 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| WTAP Spot Total |            |                        |     |                | 6                   | 6      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 6      | 5      | 72    | 31,220.00 |  |
| WCHS            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
|                 | MTWTF--    | 09:00 am - 12:00 am 30 |     | DAYTIME ROS    | 4                   | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 46    | .00       |  |
| EM              | MTWTF--    | 06:00 am - 07:00 am 30 |     | EYEWT NW-MN B  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | .00       |  |
| EN              | MTWTF--    | 06:00 pm - 06:30 pm 30 |     | EYEWTNSS NWS@  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | .00       |  |
| WCHS Spot Total |            |                        |     |                | 8                   | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 7      | 8      | 98    | 0.00      |  |
| WOWK            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| DT              | MTWTF--    | 12:30 pm - 02:00 pm 30 |     | CBS SOAPS      | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | .00       |  |
|                 | -----S     | 08:00 pm - 09:00 pm 30 |     | AMAZING RACE   | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | .00       |  |
| PT              | -TW-FS-    | 08:00 pm - 11:00 pm 30 |     | HOLIDAY SP PKG | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1     | .00       |  |
| WOWK Spot Total |            |                        |     |                | 2                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 4      | 3      | 3      | 3      | 39    | 0.00      |  |
| WVAH            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| WE              | -----S-    | 07:30 pm - 08:00 pm 30 |     | BIG BANG       | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 24    | .00       |  |
|                 | 9/24-12/24 |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| WVAH Spot Total |            |                        |     |                | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 24    | 0.00      |  |
| WSAZ            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| EM              | MTWTF--    | 07:00 am - 09:00 am 30 |     | TODAY SHOW     | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 39    | .00       |  |
| WSAZ Spot Total |            |                        |     |                | 3                   | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 3      | 39    | 0.00      |  |
| WQCW            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
| PR              | -----S-    | 12:00 pm - 03:30 pm 30 |     | ACC            | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | .00       |  |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: PARKERSBURG

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Share Feb 10 -> HUT/PUT Nov 09

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WTAP, WCHS, WOWK, WVAH, WSAZ, WQCW

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/14/2011 9:07:01 AM

|                 |        |               |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |           |  |
|-----------------|--------|---------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|--|
| Station         | Day(s) | Time          | Len | Program | Sep 19              | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost      |  |
| WQCW Spot Total |        | (13 GAME PKG) |     |         | 0                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 12    | 0.00      |  |
| Weekly Schedule |        |               |     |         | 19                  | 22     | 22     | 22     | 22     | 22     | 22     | 22     | 22     | 23     | 22     | 22     | 22     | 284   | 31220     |  |
| Cost            |        |               |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 31,220.00 |  |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: WHEELING-STEUBENVILLE  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Share May 11 -> HUT/PUT Nov 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WTRF, WTOV, COMCAST, COMCAST-WHEEL

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/14/2011 9:07:26 AM

|                                    |           |                        |     |               |        | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        | Spots | Cost      |
|------------------------------------|-----------|------------------------|-----|---------------|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----------|
| Station                            | Day(s)    | Time                   | Len | Program       | Sep 19 | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 |       |           |
| WTRF                               |           |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| PT                                 | --T--     | 08:00 pm - 08:30 pm 30 |     | BIG BANG-CBS  | 1      | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 13    | 4,225.00  |
|                                    | ---S      | 09:00 pm - 10:00 pm 30 |     | THE GOOD WIFE | 1      | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 13    | 3,900.00  |
| WTRF Spot Total                    |           |                        |     |               | 2      | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 26    | 8,125.00  |
| WTOV                               |           |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| EN                                 | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | NEWS 9 AT 6PM | 0      | 0                   | 0      | 0      | 0      | 2      | 3      | 2      | 3      | 2      | 3      | 2      | 3      | 20    | 5,400.00  |
|                                    | 10/31-    |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| EN                                 | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | NEWS 9 AT 6PM | 3      | 3                   | 2      | 3      | 2      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 13    | 3,640.00  |
|                                    | 9/5-10/30 |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| PT                                 | -T-----   | 08:00 pm - 10:00 pm 30 |     | BIGGEST LOSER | 0      | 0                   | 0      | 0      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 8     | 4,000.00  |
|                                    | 10/31-    |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| WTOV Spot Total                    |           |                        |     |               | 3      | 3                   | 2      | 3      | 2      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 41    | 13,040.00 |
| COMCAST/All Zones                  |           |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| /ESP                               | MTWTF--   | 04:00 pm - 12:00 am 30 |     |               | 0      | 10                  | 0      | 10     | 0      | 0      | 10     | 0      | 10     | 0      | 10     | 0      | 10     | 60    | 1,500.00  |
| COMCAST/All Zones Spot Total       |           |                        |     |               | 0      | 10                  | 0      | 10     | 0      | 0      | 10     | 0      | 10     | 0      | 10     | 0      | 10     | 60    | 1,500.00  |
| COMCAST-WHEEL/All Zones            |           |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       |           |
| /ESP                               | MTWTF--   | 04:00 pm - 12:00 am 30 |     |               | 10     | 0                   | 10     | 0      | 10     | 10     | 0      | 10     | 0      | 10     | 0      | 10     | 10     | 80    | 2,960.00  |
| COMCAST-WHEEL/All Zones Spot Total |           |                        |     |               | 10     | 0                   | 10     | 0      | 10     | 10     | 0      | 10     | 0      | 10     | 0      | 10     | 10     | 80    | 2,960.00  |
| Weekly Schedule                    |           |                        |     |               | 15     | 15                  | 14     | 15     | 14     | 15     | 16     | 15     | 16     | 15     | 16     | 15     | 26     | 207   | 25625     |
| Cost                               |           |                        |     |               |        |                     |        |        |        |        |        |        |        |        |        |        |        |       | 25,625.00 |



# Radio Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WJLS-FM, WAXS-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:36:00 PM

|                 |            |                     |     |                    | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|-----------------|------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station         | Day(s)     | Time                | Len | Format             | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WJLS-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  | Country            | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,411.80 |
| WJLS-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,411.80 |
| WAXS-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 12  | Adult Contemporary | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 900.00   |
| WAXS-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 900.00   |
| Weekly Schedule |            |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 20     | 20     | 20     | 20     | 20     | 20     | 120   | 2311.8   |
| Cost            |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 2,311.80 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: BLUEFIELD, WV  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WHAJ-FM, WHKX-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:38:09 PM

|                 |            |                     |     |                    | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|-----------------|------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station         | Day(s)     | Time                | Len | Format             | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WHAJ-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  | Adult Contemporary | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 870.00   |
| WHAJ-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 870.00   |
| WHKX-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 5   | Country            | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 720.00   |
| WHKX-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 720.00   |
| Weekly Schedule |            |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 20     | 20     | 20     | 20     | 20     | 20     | 120   | 1590     |
| Cost            |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 1,590.00 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVAF-FM, WQBE-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:40:15 PM

|                 |            |                     |     |                    | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|-----------------|------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station         | Day(s)     | Time                | Len | Format             | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WVAF-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 10  | Adult Contemporary | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 2,470.80 |
| WVAF-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 2,470.80 |
| WQBE-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 10  | Country            | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 6      | 6      | 6      | 6      | 6      | 6      | 36    | 1,692.00 |
| WQBE-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 6      | 6      | 6      | 6      | 6      | 6      | 36    | 1,692.00 |
| Weekly Schedule |            |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 16     | 16     | 16     | 16     | 16     | 16     | 96    | 4162.8   |
| Cost            |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 4,162.80 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: ELKINS-BUCKHANNON-WESTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Fall 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WFBY-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:41:09 PM

|                    |         |                     |     |              | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|--------------------|---------|---------------------|-----|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station            | Day(s)  | Time                | Len | Format       | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WFBY-FM            |         |                     |     |              |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA                 | MTWTF-- | 06:00 am - 07:00 pm | 15  | Classic Rock | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,500.00 |
| WFBY-FM Spot Total |         |                     |     |              | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,500.00 |
| Weekly Schedule    |         |                     |     |              | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1500     |
| Cost               |         |                     |     |              |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 1,500.00 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: HAGERSTOWN  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WIKZ-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:42:00 PM

|                 |            |                     |     |        | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|-----------------|------------|---------------------|-----|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station         | Day(s)     | Time                | Len | Format | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WIKZ-FM         |            |                     |     |        |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| COM             | MTWTF--    | 06:00 am - 07:00 pm | 10  | Hot AC | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 3,300.00 |
| WIKZ-FM         | Spot Total |                     |     |        | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 3,300.00 |
| Weekly Schedule |            |                     |     |        | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 3300     |
| Cost            |            |                     |     |        |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 3,300.00 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: HARRISONBURG  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WKCY-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:42:56 PM

|                 |            |                     |     |        | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |  |
|-----------------|------------|---------------------|-----|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--|--|
| Station         | Day(s)     | Time                | Len | Format | Sep 19              | Sep 26 | Oct 03 | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots |  |  |
| WKCY-FM         |            |                     |     |        |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |  |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  |        | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |  |  |
| WKCY-FM         | Spot Total |                     |     |        | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |  |  |
| Weekly Schedule |            |                     |     |        | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |  |  |
| Cost            |            |                     |     |        |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |  |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: HARRISONBURG  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WKCY-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:42:57 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format | Cost     |
|-----------------|------------|---------------------|-----|--------|----------|
| WKCY-FM         |            |                     |     |        |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  |        | 3,000.00 |
| WKCY-FM         | Spot Total |                     |     |        | 3,000.00 |
| Weekly Schedule |            |                     |     |        | 3000     |
| Cost            |            |                     |     |        | 3,000.00 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WKEE-FM, WDGG-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:43:42 PM

|                 |            |                     |     |                    | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
|-----------------|------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|
| Station         | Day(s)     | Time                | Len | Format             | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |
| WKEE-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  | Adult Contemporary | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,800.00 |
| WKEE-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,800.00 |
| WDGG-FM         |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 5      | 5      | 5      | 5      | 5      | 5      | 30    | 840.00   |
| WDGG-FM         | Spot Total |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 5      | 5      | 5      | 5      | 5      | 5      | 30    | 840.00   |
| Weekly Schedule |            |                     |     |                    | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 15     | 15     | 15     | 15     | 15     | 15     | 90    | 2640     |
| Cost            |            |                     |     |                    |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 2,640.00 |



# Radio Spot Calendar By Station

powered by SmartPlus®

Market: PARKERSBURG

Client: Hartford

Brand: none

Product: none

Campaign: Fall 2011

Flight Dates: Sep 19, 2011 - Jan 01, 2012

Survey: Spring 11

Buyer: Bethany West

Rate Tier: Station Gross

Station(s): WNUS-FM, WGGE-FM

The Manahan Group  
222 Capitol Street  
Charleston, WV 25301  
304-343-2800

Date: 9/8/2011 1:45:53 PM

|                 |            |                     |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
|-----------------|------------|---------------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|--|
| Station         | Day(s)     | Time                | Len | Format  | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |  |
| WNUS-FM         |            |                     |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  | Country | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 600.00   |  |
| WNUS-FM         | Spot Total |                     |     |         | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 600.00   |  |
| WGGE-FM         |            |                     |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          |  |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 15  | Country | 5                   | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 65    | 1,147.90 |  |
| WGGE-FM         | Spot Total |                     |     |         | 5                   | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 65    | 1,147.90 |  |
| Weekly Schedule |            |                     |     |         | 5                   | 5      | 5      | 5      | 5      | 5      | 5      | 15     | 15     | 15     | 15     | 15     | 15     | 125   | 1747.9   |  |
| Cost            |            |                     |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |       | 1,747.90 |  |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: WHEELING-STEUBENVILLE  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: Fall 2011  
 Flight Dates: Sep 19, 2011 - Jan 01, 2012  
 Survey: Spring 11

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WOVK-FM, WEGW-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 9/8/2011 1:55:34 PM

|                 |            |                     |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |       |          |          |  |
|-----------------|------------|---------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|----------|----------|--|
| Station         | Day(s)     | Time                | Len | Format         | Oct 03              | Oct 10 | Oct 17 | Oct 24 | Oct 31 | Nov 07 | Nov 14 | Nov 21 | Nov 28 | Dec 05 | Dec 12 | Dec 19 | Dec 26 | Spots | Cost     |          |  |
| WOVK-FM 0       | MTWTF--    | 06:00 am - 07:00 pm | 15  | Country        | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,080.00 |          |  |
| WOVK-FM         | Spot Total |                     |     |                | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 1,080.00 |          |  |
| WEGW-FM DA      | MTWTF--    | 06:00 am - 07:00 pm | 15  | Album Oriented | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 960.00   |          |  |
| WEGW-FM         | Spot Total |                     |     |                | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 60    | 960.00   |          |  |
| Weekly Schedule |            |                     |     |                | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 20     | 20     | 20     | 20     | 20     | 20     | 120   | 2040     |          |  |
| Cost            |            |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |       |          | 2,040.00 |  |

# Estimate Report

The Manahan Group  
222 Capitol Street

Charleston WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: Hartford  
brand: -No brand-  
product: -No product-  
Campaign: Gifting 2011 PRINT  
Estimate #  
Campaign Dates: 11/21/2011 - 12/27/2011

Date: 1/5/2012 8:00:38 PM

Hartford

| Vendor                       | Insert Date | Position | Ad Size & Type                         | Gross Cost        |
|------------------------------|-------------|----------|----------------------------------------|-------------------|
| CHARLESTON NEWSPAPERS        | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$2,288.70        |
| CHARLESTON NEWSPAPERS        | 12/13/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$388.24          |
| CHARLESTON NEWSPAPERS        | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$2,288.70        |
| CHARLESTON NEWSPAPERS        | 12/20/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$388.24          |
| <b>CHARLESTON NEWSPAPERS</b> |             |          |                                        | <b>\$5,353.88</b> |
| HERALD DISPATCH              | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$2,327.53        |
| HERALD DISPATCH              | 12/13/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,335.17        |
| HERALD DISPATCH              | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$2,327.53        |
| HERALD DISPATCH              | 12/20/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,335.17        |
| <b>HERALD DISPATCH</b>       |             |          |                                        | <b>\$7,325.40</b> |
| THE DOMINION POST            | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,631.03        |
| THE DOMINION POST            | 12/13/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,172.90        |
| THE DOMINION POST            | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,631.03        |
| THE DOMINION POST            | 12/20/11    |          | 4 Columns by 8.25<br>Inches Full Page  | \$1,172.90        |

# Estimate Report

The Manahan Group  
222 Capitol Street

Charleston WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: Hartford  
brand: -No brand-  
product: -No product-

Date: 1/5/2012 8:00:38 PM

| Vendor                                     | Insert Date | Position | Ad Size & Type                         | Gross Cost        |
|--------------------------------------------|-------------|----------|----------------------------------------|-------------------|
| <b>THE DOMINION POST</b>                   |             |          |                                        | <b>\$5,607.86</b> |
| THE INTELLIGENCER WHEELI                   | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$3,225.67        |
| THE INTELLIGENCER WHEELI                   | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$3,225.67        |
| <b>THE INTELLIGENCER WHEELING NEWS</b>     |             |          |                                        | <b>\$6,451.34</b> |
| THE JOURNAL                                | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,387.92        |
| THE JOURNAL                                | 12/13/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,136.72        |
| THE JOURNAL                                | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,387.92        |
| THE JOURNAL                                | 12/20/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,136.72        |
| <b>THE JOURNAL</b>                         |             |          |                                        | <b>\$5,049.28</b> |
| THE PARKERSBURG NEWS &                     | 12/11/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,545.89        |
| THE PARKERSBURG NEWS &                     | 12/13/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,097.23        |
| THE PARKERSBURG NEWS &                     | 12/18/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,545.89        |
| THE PARKERSBURG NEWS &                     | 12/20/11    |          | 4 Columns by 8.25<br>Inches Full Color | \$1,097.23        |
| <b>THE PARKERSBURG NEWS &amp; SENTINEL</b> |             |          |                                        | <b>\$5,286.24</b> |

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Supporting media documentation - West Virginia Housing Development Fund

# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVNS, WOAY, WVVA, EVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:23:23 PM

| Weekly Distribution |           |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|---------------------|-----------|------------------------|-----|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Station             | Day(s)    | Time                   | Len | Program        | Feb 28 | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |
| WVNS                |           |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| PT                  | ---T---   | 08:00 pm - 09:00 pm 30 |     | BBANG/RULES    | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
|                     | -----S    | 10:00 pm - 11:00 pm 30 |     | CSI:MIAMI      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
| WVNS Spot Total     |           |                        |     |                | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| WOAY                |           |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | NWSWATCH       | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| WOAY Spot Total     |           |                        |     |                | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| WVVA                |           |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| KD                  | -----S-   | 07:00 am - 09:00 am 30 |     | SATURDAY TODAY | 1      | 1      | 1      | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 5     |
|                     | THRU 3/26 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| WE                  | -----S    | 08:00 am - 09:00 am 30 |     | SUN TODAY-NBC  | 0      | 0      | 0      | 0      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 10    |
|                     | THRU 3/27 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EM                  | MTWTF--   | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 2      | 2      | 2      | 2      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 8     |
|                     | THRU 3/25 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EM                  | MTWTF--   | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 0      | 0      | 0      | 0      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 20    |
|                     | 3/28-5/27 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|                     | -----SS   | 11:00 pm - 11:35 pm 30 |     | NEWS 6 TONITE  | 1      | 1      | 1      | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 5     |
|                     | THRU 3/27 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | WVVA NEWS @ 6  | 1      | 1      | 1      | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 5     |
|                     | THRU 3/25 |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|                     | -----SS   | 11:00 pm - 11:35 pm 30 |     | NEWS 6 TONITE  | 0      | 0      | 0      | 0      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 10    |
|                     | 4/3-      |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | WVVA NEWS @ 6  | 0      | 0      | 0      | 0      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 10    |
|                     | 3/27-     |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| WVVA Spot Total     |           |                        |     |                | 5      | 5      | 5      | 5      | 3      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 5      | 73    |
| EVNS                |           |                        |     |                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| PA                  | MTWTF--   | 07:00 pm - 07:30 pm 30 |     | TWO & HALF MEN | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| EVNS Spot Total     |           |                        |     |                | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| Weekly Schedule     |           |                        |     |                | 11     | 11     | 11     | 11     | 9      | 11     | 11     | 11     | 11     | 11     | 11     | 11     | 11     | 11     | 11     | 163   |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVNS, WOAY, WVVA, EVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:23:23 PM

|      |         |        |      |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|------|---------|--------|------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Cost | Station | Day(s) | Time | Len | Program | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVNS, WOAY, WVVA, EVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:23:24 PM

| Weekly Distribution |           |                        |     |                |        |                           |       |                             |          |           |
|---------------------|-----------|------------------------|-----|----------------|--------|---------------------------|-------|-----------------------------|----------|-----------|
| Station             | Day(s)    | Time                   | Len | Program        | GRP    | P 25-54<br>DMA (R)<br>RTG | CPP   | P 25-54<br>DMA (R)<br>(000) | Rate     | Cost      |
| WVNS                |           |                        |     |                |        |                           |       |                             |          |           |
| PT                  | ---T---   | 08:00 pm - 09:00 pm 30 |     | BBANG/RULES    | 111.0  | 7.4                       | 40.54 | 10.0                        | 300.00   | 4,500.00  |
|                     | -----S    | 10:00 pm - 11:00 pm 30 |     | CSI:MIAMI      | 84.0   | 5.6                       | 53.57 | 7.0                         | 300.00   | 4,500.00  |
| WVNS Spot Total     |           |                        |     |                | 195.00 | 195.0                     | 46.15 | 255.0                       | 600.00   | 9,000.00  |
| WOAY                |           |                        |     |                |        |                           |       |                             |          |           |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | NWSWATCH       | 63.0   | 2.1                       | 61.90 | 3.0                         | 130.00   | 3,900.00  |
| WOAY Spot Total     |           |                        |     |                | 63.00  | 63.0                      | 61.90 | 90.0                        | 130.00   | 3,900.00  |
| WVVA                |           |                        |     |                |        |                           |       |                             |          |           |
| KD                  | -----S-   | 07:00 am - 09:00 am 30 |     | SATURDAY TODAY | 14.0   | 2.8                       | 12.50 | 4.0                         | 35.00    | 175.00    |
|                     | THRU 3/26 |                        |     |                |        |                           |       |                             |          |           |
| WE                  | -----S    | 08:00 am - 09:00 am 30 |     | SUN TODAY-NBC  | 23.0   | 2.3                       | 13.04 | 3.0                         | 30.00    | 300.00    |
|                     | THRU 3/27 |                        |     |                |        |                           |       |                             |          |           |
| EM                  | MTWTF--   | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 56.0   | 7.0                       | 14.29 | 9.0                         | 100.00   | 800.00    |
|                     | THRU 3/25 |                        |     |                |        |                           |       |                             |          |           |
| EM                  | MTWTF--   | 06:00 am - 07:00 am 30 |     | WVVA NWS TODAY | 140.0  | 7.0                       | 15.71 | 9.0                         | 110.00   | 2,200.00  |
|                     | 3/28-5/27 |                        |     |                |        |                           |       |                             |          |           |
|                     | -----SS   | 11:00 pm - 11:35 pm 30 |     | NEWS 6 TONITE  | 26.0   | 5.2                       | 19.23 | 7.0                         | 100.00   | 500.00    |
|                     | THRU 3/27 |                        |     |                |        |                           |       |                             |          |           |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | WVVA NEWS @ 6  | 59.0   | 11.8                      | 27.54 | 15.0                        | 325.00   | 1,625.00  |
|                     | THRU 3/25 |                        |     |                |        |                           |       |                             |          |           |
|                     | -----SS   | 11:00 pm - 11:35 pm 30 |     | NEWS 6 TONITE  | 52.0   | 5.2                       | 28.85 | 7.0                         | 150.00   | 1,500.00  |
|                     | 4/3-      |                        |     |                |        |                           |       |                             |          |           |
| EN                  | MTWTF--   | 06:00 pm - 06:30 pm 30 |     | WVVA NEWS @ 6  | 118.0  | 11.8                      | 31.78 | 15.0                        | 375.00   | 3,750.00  |
|                     | 3/27-     |                        |     |                |        |                           |       |                             |          |           |
| WVVA Spot Total     |           |                        |     |                | 488.00 | 488.0                     | 22.23 | 632.0                       | 1,225.00 | 10,850.00 |
| EVNS                |           |                        |     |                |        |                           |       |                             |          |           |
| PA                  | MTWTF--   | 07:00 pm - 07:30 pm 30 |     | TWO & HALF MEN | 90.0   | 3.0                       | 20.00 | 5.0                         | 60.00    | 1,800.00  |
| EVNS Spot Total     |           |                        |     |                | 90.00  | 90.0                      | 20.00 | 150.0                       | 60.00    | 1,800.00  |
| Weekly Schedule     |           |                        |     |                | 836    |                           | 30.56 | 1127                        | 2015     | 25550     |



# TV Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVNS, WOAY, WVVA, EVNS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:23:24 PM

| Weekly Distribution |        |      |     |         |     |                           |                           |                             |      |           |  |
|---------------------|--------|------|-----|---------|-----|---------------------------|---------------------------|-----------------------------|------|-----------|--|
| Station             | Day(s) | Time | Len | Program | GRP | P 25-54<br>DMA (R)<br>RTG | P 25-54<br>DMA (R)<br>CPP | P 25-54<br>DMA (R)<br>(000) | Rate | Cost      |  |
| Cost                |        |      |     |         |     |                           |                           |                             |      | 25,550.00 |  |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVAH, WSAZ+, WOWK, WCHS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:28:27 PM

|                  |         |                     |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
|------------------|---------|---------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--|
| Station          | Day(s)  | Time                | Len | Program        | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |  |
| WVAH             |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| PT               | MTWTF-- | 10:00 pm - 11:00 pm | 30  | FOX NEW AT 10  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 28    |  |
| WVAH Spot Total  |         |                     |     |                | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 28    |  |
|                  |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| WSAZ+            |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| EM               | MTWTF-- | 05:30 am - 06:00 am | 30  | WSAZ NWS SNRS2 | 0                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 26    |  |
| EM               | MTWTF-- | 06:00 am - 07:00 am | 30  | WSAZ NWS TODAY | 2                   | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 28    |  |
| WSAZ+ Spot Total |         |                     |     |                | 2                   | 2      | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 2      | 4      | 4      | 4      | 4      | 4      | 54    |  |
|                  |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| WOWK             |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| PT               | -T---   | 08:00 pm - 09:00 pm | 30  | NCIS-CBS       | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |  |
| PT               | --T--   | 08:00 pm - 09:00 pm | 30  | BANG/RULES     | 1                   | 1      | 1      | 1      | 1      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 13    |  |
| WOWK Spot Total  |         |                     |     |                | 2                   | 2      | 2      | 2      | 2      | 1      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 1      | 28    |  |
|                  |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| WCHS             |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| EM               | MTWTF-- | 06:00 am - 07:00 am | 30  | EYEWT NW-MN B  | 2                   | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 26    |  |
| WE               | ---SS   | 06:00 pm - 06:30 pm | 30  | NEWS 8 @ 6 WK  | 1                   | 1      | 1      | 1      | 0      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 1      | 13    |  |
| PA               | MTWTF-- | 07:00 pm - 07:30 pm | 30  | JUDGE JUDY     | 2                   | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 28    |  |
| EN               | MTWTF-- | 06:00 pm - 06:30 pm | 30  | EYEWTNSS NWS@  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 2      | 2      | 2      | 2      | 2      | 2      | 28    |  |
| WCHS Spot Total  |         |                     |     |                | 7                   | 7      | 5      | 7      | 6      | 7      | 5      | 7      | 5      | 7      | 7      | 5      | 7      | 6      | 7      | 95    |  |
|                  |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| Weekly Schedule  |         |                     |     |                | 13                  | 13     | 13     | 15     | 14     | 14     | 13     | 13     | 13     | 13     | 15     | 13     | 15     | 14     | 14     | 205   |  |
| Cost             |         |                     |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVAH, WSAZ+, WOWK, WCHS

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:28:28 PM

## Weekly Distribution

| Station          | Day(s)  | Time                | Len | Program        | GRP    | P 25-54<br>DMA (R)<br>RTG | P 25-54<br>DMA (R)<br>CPP | P 25-54<br>DMA (R)<br>(000) | Rate     | Cost      |
|------------------|---------|---------------------|-----|----------------|--------|---------------------------|---------------------------|-----------------------------|----------|-----------|
| WVAH             |         |                     |     |                |        |                           |                           |                             |          |           |
| PT               | MTWTF-- | 10:00 pm - 11:00 pm | 30  | FOX NEW AT 10  | 75.6   | 2.7                       | 92.59                     | 12.0                        | 250.00   | 7,000.00  |
| WVAH Spot Total  |         |                     |     |                | 75.60  | 75.6                      | 92.59                     | 336.0                       | 250.00   | 7,000.00  |
| WSAZ+            |         |                     |     |                |        |                           |                           |                             |          |           |
| EM               | MTWTF-- | 05:30 am - 06:00 am | 30  | WSAZ NWS SNRS2 | 109.2  | 4.2                       | 27.38                     | 20.0                        | 115.00   | 2,990.00  |
| EM               | MTWTF-- | 06:00 am - 07:00 am | 30  | WSAZ NWS TODAY | 229.6  | 8.2                       | 33.54                     | 39.0                        | 275.00   | 7,700.00  |
| WSAZ+ Spot Total |         |                     |     |                | 338.80 | 338.8                     | 31.55                     | 1,612.0                     | 390.00   | 10,690.00 |
| WOWK             |         |                     |     |                |        |                           |                           |                             |          |           |
| PT               | -T---   | 08:00 pm - 09:00 pm | 30  | NCIS-CBS       | 138.0  | 9.2                       | 54.35                     | 44.0                        | 500.00   | 7,500.00  |
| PT               | --T--   | 08:00 pm - 09:00 pm | 30  | BANG/RULES     | 94.9   | 7.3                       | 75.34                     | 35.0                        | 550.00   | 7,150.00  |
| WOWK Spot Total  |         |                     |     |                | 232.90 | 232.9                     | 62.90                     | 1,115.0                     | 1,050.00 | 14,650.00 |
| WCHS             |         |                     |     |                |        |                           |                           |                             |          |           |
| EM               | MTWTF-- | 06:00 am - 07:00 am | 30  | EYEWT NW-MN B  | 46.8   | 1.8                       | 41.67                     | 9.0                         | 75.00    | 1,950.00  |
| WE               | ---SS   | 06:00 pm - 06:30 pm | 30  | NEWS 8 @ 6 WK  | 33.8   | 2.6                       | 57.69                     | 13.0                        | 150.00   | 1,950.00  |
| PA               | MTWTF-- | 07:00 pm - 07:30 pm | 30  | JUDGE JUDY     | 53.2   | 1.9                       | 78.95                     | 8.0                         | 150.00   | 4,200.00  |
| EN               | MTWTF-- | 06:00 pm - 06:30 pm | 30  | EYEWTNSS NWS@  | 100.8  | 3.6                       | 97.22                     | 17.0                        | 350.00   | 9,800.00  |
| WCHS Spot Total  |         |                     |     |                | 234.60 | 234.6                     | 76.30                     | 1,103.0                     | 725.00   | 17,900.00 |
| Weekly Schedule  |         |                     |     |                | 881.9  |                           | 56.97                     | 4166                        | 2415     | 50240     |
| Cost             |         |                     |     |                |        |                           |                           |                             |          | 50,240.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CLARKSBURG-WESTON  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WDTV, TIME WARNER, WBOY, COMCAST-MGT

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:29:23 PM

|                                  |         |                     |     |                 | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        | Spots |
|----------------------------------|---------|---------------------|-----|-----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Station                          | Day(s)  | Time                | Len | Program         | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 |       |
| WDTV                             |         |                     |     |                 |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| WE                               | -----S  | 06:00 pm - 06:30 pm | 30  | NEWS 5 AT 6     | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| PT                               | -T----- | 09:00 pm - 10:00 pm | 30  | NCIS:LA         | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
| PT                               | --W---- | 09:00 pm - 10:00 pm | 30  | CRIM MINDS      | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
| PT                               | ---T--- | 08:00 pm - 08:30 pm | 30  | BIG BANG-CBS    | 1                   | 1      | 0      | 1      | 1      | 0      | 1      | 1      | 0      | 1      | 1      | 0      | 1      | 1      | 0      | 10    |
| WDTV Spot Total                  |         |                     |     |                 | 5                   | 5      | 4      | 5      | 5      | 4      | 5      | 5      | 4      | 5      | 5      | 4      | 5      | 5      | 4      | 70    |
| TIME WARNER/All Zones            |         |                     |     |                 |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| /HGTV                            | MTWTF-- | 05:00 pm - 12:00 am | 30  |                 | 20                  | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 300   |
| TIME WARNER/All Zones Spot Total |         |                     |     |                 | 20                  | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 300   |
| WBOY                             |         |                     |     |                 |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| EM                               | MTWTF-- | 06:00 am - 07:00 am | 30  | NEWS 12 TODAY   | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
|                                  | -----S  | 11:00 pm - 11:30 pm | 30  | 12NEWS WK TN@11 | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
| EN                               | MTWTF-- | 06:00 pm - 06:30 pm | 30  | 12 NEWS AT 6    | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
| LN                               | MTWTF-- | 11:00 pm - 11:30 pm | 30  | NEWS 12 AT 11   | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |
|                                  | ---S-   | 11:00 pm - 11:30 pm | 30  | WKND-TNT@11NW   | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 15    |
| WBOY Spot Total                  |         |                     |     |                 | 8                   | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| COMCAST-MGT/All Zones            |         |                     |     |                 |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| /HGTV                            | MTWTF-- | 05:00 am - 12:00 am | 30  |                 | 20                  | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 300   |
| COMCAST-MGT/All Zones Spot Total |         |                     |     |                 | 20                  | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 20     | 300   |
| Weekly Schedule                  |         |                     |     |                 | 53                  | 53     | 52     | 53     | 53     | 52     | 53     | 53     | 52     | 53     | 53     | 52     | 53     | 53     | 52     | 790   |
| Cost                             |         |                     |     |                 |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: CLARKSBURG-WESTON  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WDTV, TIME WARNER, WBOY, COMCAST-MGT

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:29:23 PM

| Weekly Distribution              |        |                     |     |                |          |                           |       |                             |          |           |
|----------------------------------|--------|---------------------|-----|----------------|----------|---------------------------|-------|-----------------------------|----------|-----------|
| Station                          | Day(s) | Time                | Len | Program        | GRP      | P 25-54<br>DMA (R)<br>RTG | CPP   | P 25-54<br>DMA (R)<br>(000) | Rate     | Cost      |
| WDTV                             |        |                     |     |                |          |                           |       |                             |          |           |
| WE                               | —S—    | 06:00 pm - 06:30 pm | 30  | NEWS 5 AT 6    | 159.0    | 5.3                       | 8.49  | 5.0                         | 45.00    | 1,350.00  |
| PT                               | -T—    | 09:00 pm - 10:00 pm | 30  | NCIS:LA        | 123.0    | 8.2                       | 36.59 | 8.0                         | 300.00   | 4,500.00  |
| PT                               | -W—    | 09:00 pm - 10:00 pm | 30  | CRIM MINDS     | 115.5    | 7.7                       | 38.96 | 8.0                         | 300.00   | 4,500.00  |
| PT                               | —T—    | 08:00 pm - 08:30 pm | 30  | BIG BANG-CBS   | 81.0     | 8.1                       | 43.21 | 8.0                         | 350.00   | 3,500.00  |
| WDTV Spot Total                  |        |                     |     |                | 478.50   | 478.5                     | 28.94 | 470.0                       | 995.00   | 13,850.00 |
| TIME WARNER/All Zones            |        |                     |     |                |          |                           |       |                             |          |           |
| /HGTV                            | MTWTF— | 05:00 pm - 12:00 am | 30  |                | 90.0     | 0.3                       | 50.00 | 0.0                         | 15.00    | 4,500.00  |
| TIME WARNER/All Zones Spot Total |        |                     |     |                | 90.00    | 90.0                      | 50.00 | 0.0                         | 15.00    | 4,500.00  |
| WBOY                             |        |                     |     |                |          |                           |       |                             |          |           |
| EM                               | MTWTF— | 06:00 am - 07:00 am | 30  | NEWS 12 TODAY  | 357.0    | 11.9                      | 10.08 | 13.0                        | 120.00   | 3,600.00  |
|                                  | —S—    | 11:00 pm - 11:30 pm | 30  | 12NWS WK TN@11 | 187.5    | 12.5                      | 20.00 | 13.0                        | 250.00   | 3,750.00  |
| EN                               | MTWTF— | 06:00 pm - 06:30 pm | 30  | 12 NEWS AT 6   | 309.0    | 10.3                      | 29.13 | 11.0                        | 300.00   | 9,000.00  |
| LN                               | MTWTF— | 11:00 pm - 11:30 pm | 30  | NEWS 12 AT 11  | 174.0    | 5.8                       | 37.93 | 6.0                         | 220.00   | 6,600.00  |
|                                  | —S—    | 11:00 pm - 11:30 pm | 30  | WKND-TNT@11NW  | 85.5     | 5.7                       | 43.86 | 7.0                         | 250.00   | 3,750.00  |
| WBOY Spot Total                  |        |                     |     |                | 1,113.00 | 1,113.0                   | 23.99 | 1,200.0                     | 1,140.00 | 26,700.00 |
| COMCAST-MGT/All Zones            |        |                     |     |                |          |                           |       |                             |          |           |
| /HGTV                            | MTWTF— | 05:00 am - 12:00 am | 30  |                | 60.0     | 0.2                       | 55.00 | 0.0                         | 11.00    | 3,300.00  |
| COMCAST-MGT/All Zones Spot Total |        |                     |     |                | 60.00    | 60.0                      | 55.00 | 0.0                         | 11.00    | 3,300.00  |
| Weekly Schedule                  |        |                     |     |                | 1741.5   |                           | 27.76 | 1670                        | 2161     | 48350     |
| Cost                             |        |                     |     |                |          |                           |       |                             |          | 48,350.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: HAGERSTOWN  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Manual Ratings

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): COMCAST-KEYSER, COM-EP

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:30:10 PM

|                                     |         |                        |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|-------------------------------------|---------|------------------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Station                             | Day(s)  | Time                   | Len | Program | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |
| COMCAST-KEYSER/All Zones            |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| ROS/ESPN                            | MTWTF-- | 06:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/CMT                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| /TLC                                | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 0      | 210   |
| ROS/HGTV                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/FOOD                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| COMCAST-KEYSER/All Zones Spot Total |         |                        |     |         | 75                  | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 75     | 60     | 1,110 |
| COM-EP/All Zones                    |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| ROS/ESPN                            | MTWTF-- | 06:00 am - 12:00 am 30 |     |         | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |
| ROS/CMT                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| /TLC                                | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 0      | 210   |
| ROS/HGTV                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/FOOD                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/AMC                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 14     | 14     | 14     | 14     | 14     | 15     | 15     | 15     | 15     | 15     | 220   |
| COM-EP/All Zones Spot Total         |         |                        |     |         | 85                  | 85     | 85     | 85     | 85     | 84     | 84     | 84     | 84     | 84     | 85     | 85     | 85     | 85     | 70     | 1,255 |
| Weekly Schedule                     |         |                        |     |         | 160                 | 160    | 160    | 160    | 160    | 159    | 159    | 159    | 159    | 159    | 160    | 160    | 160    | 160    | 130    | 2365  |
| Cost                                |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: HAGERSTOWN  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Manual Ratings

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): COMCAST-KEYSER, COM-EP

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:30:10 PM

## Weekly Distribution

| Station                             | Day(s)  | Time                   | Len | Program | GRP  | P 25-54<br>DMA (R)<br>RTG | CPP  | P 25-54<br>DMA (R)<br>(000) | Rate  | Cost      |
|-------------------------------------|---------|------------------------|-----|---------|------|---------------------------|------|-----------------------------|-------|-----------|
| COMCAST-KEYSER/All Zones            |         |                        |     |         |      |                           |      |                             |       |           |
| ROS/ESPN                            | MTWTF-- | 06:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 6.00  | 1,350.00  |
| ROS/CMT                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 2.00  | 450.00    |
| /TLC                                | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 2.00  | 420.00    |
| ROS/HGTV                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 6.00  | 1,350.00  |
| ROS/FOOD                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 3.00  | 675.00    |
| COMCAST-KEYSER/All Zones Spot Total |         |                        |     |         | 0.00 | 0.0                       | 0.00 | 0.0                         | 19.00 | 4,245.00  |
| COM-EP/All Zones                    |         |                        |     |         |      |                           |      |                             |       |           |
| ROS/ESPN                            | MTWTF-- | 06:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 20.00 | 3,000.00  |
| ROS/CMT                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 3.00  | 675.00    |
| /TLC                                | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 4.00  | 840.00    |
| ROS/HGTV                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 19.00 | 4,275.00  |
| ROS/FOOD                            | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 9.00  | 2,025.00  |
| ROS/AMC                             | MTWTF-- | 09:00 am - 12:00 am 30 |     |         | 0.0  | 0.0                       | 0.00 | 0.0                         | 3.00  | 660.00    |
| COM-EP/All Zones Spot Total         |         |                        |     |         | 0.00 | 0.0                       | 0.00 | 0.0                         | 58.00 | 11,475.00 |
| Weekly Schedule                     |         |                        |     |         | 0    |                           | 0.00 | 0                           | 77    | 15720     |
| Cost                                |         |                        |     |         |      |                           |      |                             |       | 15,720.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: PARKERSBURG  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WTAP

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:30:35 PM

|                 |         |                        |     |                | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
|-----------------|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--|
| Station         | Day(s)  | Time                   | Len | Program        | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |  |
| WTAP            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |
| EM              | MTWTF-- | 06:00 am - 07:00 am 30 |     | DAYBREAK       | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 30    |  |
| EN              | MTWTF-- | 06:00 pm - 06:30 pm 30 |     | WTAP NEWS AT 6 | 2                   | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 23    |  |
| WTAP Spot Total |         |                        |     |                | 4                   | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 53    |  |
| Weekly Schedule |         |                        |     |                | 4                   | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 3      | 4      | 53    |  |
| Cost            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |  |



# TV Spot Calendar By Station

powered by SmartPlus®

Market: PARKERSBURG  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Feb 10 -> HUT/PUT Mar 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WTAP

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:30:36 PM

| Weekly Distribution |         |                        |     |                |        |                           |       |                             |        |           |
|---------------------|---------|------------------------|-----|----------------|--------|---------------------------|-------|-----------------------------|--------|-----------|
| Station             | Day(s)  | Time                   | Len | Program        | GRP    | P 25-54<br>DMA (R)<br>RTG | CPP   | P 25-54<br>DMA (R)<br>(000) | Rate   | Cost      |
| WTAP                |         |                        |     |                |        |                           |       |                             |        |           |
| EM                  | MTWTF-- | 06:00 am - 07:00 am 30 |     | DAYBREAK       | 234.0  | 7.8                       | 17.31 | 5.0                         | 135.00 | 4,050.00  |
| EN                  | MTWTF-- | 06:00 pm - 06:30 pm 30 |     | WTAP NEWS AT 6 | 239.2  | 10.4                      | 53.85 | 6.0                         | 560.00 | 12,880.00 |
| WTAP Spot Total     |         |                        |     |                | 473.20 | 473.2                     | 35.78 | 288.0                       | 695.00 | 16,930.00 |
| Weekly Schedule     |         |                        |     |                | 473.2  |                           | 35.78 | 288                         | 695    | 16930     |
| Cost                |         |                        |     |                |        |                           |       |                             |        | 16,930.00 |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: WHEELING-STEUBENVILLE  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT May 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): COMCAST, COMCAST-WHEEL

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:31:27 PM

|                                    |         |                        |     |         | Weekly Distribution |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|------------------------------------|---------|------------------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Station                            | Day(s)  | Time                   | Len | Program | Feb 28              | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |
| COMCAST/All Zones                  |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| ROS/ESPN                           | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |
| ROS/HGTV                           | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/LIFE                           | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| COMCAST/All Zones Spot Total       |         |                        |     |         | 40                  | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 600   |
| COMCAST-WHEEL/All Zones            |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| ROS/ESP                            | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 150   |
| ROS/HGTV                           | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| ROS/LIFE                           | MTWTF-- | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 15     | 225   |
| COMCAST-WHEEL/All Zones Spot Total |         |                        |     |         | 40                  | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 600   |
| Weekly Schedule                    |         |                        |     |         | 80                  | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 80     | 1200  |
| Cost                               |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |

# TV Spot Calendar By Station

powered by SmartPlus®

Market: WHEELING-STEUBENVILLE  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Share Nov 10 -> HUT/PUT May 09

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): COMCAST, COMCAST-WHEEL

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:31:28 PM

## Weekly Distribution

|                         |            |                     |     |         | P 25-54 |       | P 25-54 |       |       |          |
|-------------------------|------------|---------------------|-----|---------|---------|-------|---------|-------|-------|----------|
|                         |            |                     |     |         | DMA (R) |       | DMA (R) |       |       |          |
| Station                 | Day(s)     | Time                | Len | Program | GRP     | RTG   | CPP     | (000) | Rate  | Cost     |
| COMCAST/All Zones       |            |                     |     |         |         |       |         |       |       |          |
| ROS/ESPN                | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 135.0   | 0.9   | 6.67    | 1.0   | 6.00  | 900.00   |
| ROS/HGTV                | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 45.0    | 0.2   | 30.00   | 0.0   | 6.00  | 1,350.00 |
| ROS/LIFE                | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 0.0     | 0.0   | 0.00    | 0.0   | 6.00  | 1,350.00 |
| COMCAST/All Zones       | Spot Total |                     |     |         | 180.00  | 180.0 | 20.00   | 150.0 | 18.00 | 3,600.00 |
| COMCAST-WHEEL/All Zones |            |                     |     |         |         |       |         |       |       |          |
| ROS/ESP                 | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 30.0    | 0.2   | 45.00   | 0.0   | 9.00  | 1,350.00 |
| ROS/HGTV                | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 45.0    | 0.2   | 45.00   | 0.0   | 9.00  | 2,025.00 |
| ROS/LIFE                | MTWTF--    | 05:00 am - 12:00 am | 30  |         | 0.0     | 0.0   | 0.00    | 0.0   | 9.00  | 2,025.00 |
| COMCAST-WHEEL/All Zones | Spot Total |                     |     |         | 75.00   | 75.0  | 72.00   | 0.0   | 27.00 | 5,400.00 |
| Weekly Schedule         |            |                     |     |         | 255     |       | 35.29   | 150   | 45    | 9000     |
| Cost                    |            |                     |     |         |         |       |         |       |       | 9,000.00 |

# Radio Reach & Frequency

powered by SmartPlus®

Market: MORGANTOWN-CLARKS-FAIRMT  
 Client: WV Housing Development Fund  
 Brand:  
 Product:  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Spring 10

Buyer: Bethany West  
 Estimate:  
 Curve Type: MRP  
 Station(s): WKKW-FM, WVAQ-FM,  
 WWLW-FM

Date: 1/13/2012 3:21:27 PM

Demo: P 25-54MSA Pop: 103,400

|               |            | Gross            | Gross        |              | Reach       |             |
|---------------|------------|------------------|--------------|--------------|-------------|-------------|
| Station       | Spots      | Cost             | CPP          | CPM          | %           | Freq        |
| WKKW-FM       | 120        | 7,800.00         | 29.55        | 28.26        | 26.7        | 9.9         |
| WVAQ-FM       | 120        | 8,400.00         | 31.82        | 30.43        | 27.0        | 9.8         |
| WWLW-FM       | 120        | 4,800.00         | 40.00        | 40.00        | 11.1        | 10.8        |
| <b>Market</b> | <b>360</b> | <b>21,000.00</b> | <b>32.41</b> | <b>31.25</b> | <b>52.4</b> | <b>12.4</b> |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: MORGANTOWN-CLARKS-FAIRMT  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Spring 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WKKW-FM, WVAQ-FM, WWLW-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:21:00 PM

| Weekly Distribution |            |                     |     |                    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
|---------------------|------------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| Station             | Day(s)     | Time                | Len | Format             | Feb 28 | Mar 07 | Mar 14 | Mar 21 | Mar 28 | Apr 04 | Apr 11 | Apr 18 | Apr 25 | May 02 | May 09 | May 16 | May 23 | May 30 | Jun 06 | Spots |
| WKKW-FM             |            |                     |     |                    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| S2                  | —SS        | 10:00 am - 03:00 pm | 30  | Country            | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| WKKW-FM             | Spot Total |                     |     |                    | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| WVAQ-FM             |            |                     |     |                    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| S2                  | —SS        | 10:00 am - 03:00 pm | 30  | Contemp. Hit radio | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| WVAQ-FM             | Spot Total |                     |     |                    | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| WWLW-FM             |            |                     |     |                    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |
| S2                  | —SS        | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| WWLW-FM             | Spot Total |                     |     |                    | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 8      | 120   |
| Weekly Schedule     |            |                     |     |                    | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 24     | 360   |
| Cost                |            |                     |     |                    |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |       |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: MORGANTOWN-CLARKS-FAIRMT  
 Client: WV Housing Development Fund  
 Brand: none  
 Product: none  
 Campaign: Spring 2011  
 Flight Dates: Feb 28, 2011 - Jun 12, 2011  
 Survey: Spring 10

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WKKW-FM, WVAQ-FM, WWLW-FM

The Manahan Group  
 222 Capitol Street  
 Charleston, WV 25301  
 304-343-2800

Date: 1/13/2012 3:21:00 PM

| Weekly Distribution |            |                     |     |                    |        |                           |       |                            |       |           |
|---------------------|------------|---------------------|-----|--------------------|--------|---------------------------|-------|----------------------------|-------|-----------|
| Station             | Day(s)     | Time                | Len | Format             | GRP    | P 25-54<br>MSA (R)<br>RTG | CPP   | P 25-54<br>MSA (R)<br>(00) | Rate  | Cost      |
| WKKW-FM             |            |                     |     |                    |        |                           |       |                            |       |           |
| S2                  | ----SS     | 10:00 am - 03:00 pm | 30  | Country            | 264.0  | 2.2                       | 29.55 | 23.0                       | 65.00 | 7,800.00  |
| WKKW-FM             | Spot Total |                     |     |                    | 264.00 | 264.0                     | 29.55 | 2,760.0                    | 65.00 | 7,800.00  |
| WVAQ-FM             |            |                     |     |                    |        |                           |       |                            |       |           |
| S2                  | ----SS     | 10:00 am - 03:00 pm | 30  | Contemp. Hit radio | 264.0  | 2.2                       | 31.82 | 23.0                       | 70.00 | 8,400.00  |
| WVAQ-FM             | Spot Total |                     |     |                    | 264.00 | 264.0                     | 31.82 | 2,760.0                    | 70.00 | 8,400.00  |
| WWLW-FM             |            |                     |     |                    |        |                           |       |                            |       |           |
| S2                  | ----SS     | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 120.0  | 1.0                       | 40.00 | 10.0                       | 40.00 | 4,800.00  |
| WWLW-FM             | Spot Total |                     |     |                    | 120.00 | 120.0                     | 40.00 | 1,200.0                    | 40.00 | 4,800.00  |
| Weekly Schedule     |            |                     |     |                    | 648    |                           | 32.41 | 6720                       | 175   | 21000     |
| Cost                |            |                     |     |                    |        |                           |       |                            |       | 21,000.00 |

# Estimate Report

The Manahan Group  
222 Capitol Street

Charleston WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: WV Housing Development Fund  
brand: -No brand-  
product: -No product-  
Campaign: 2011-2012 Open Houses-Print  
Estimate #  
Campaign Dates: 6/16/2011 - 6/9/2012

Date: 1/13/2012 3:36:24 PM

## WV Housing Development Fund

| Vendor                                                    | Insert Date | Position                | Ad Size & Type                       | Gross Cost               |
|-----------------------------------------------------------|-------------|-------------------------|--------------------------------------|--------------------------|
| CHARLESTON NEWSPAPERS<br>CHARLESTON NEWSPAPERS            | 06/19/2011  | HOMES                   | Full Page Color                      | \$1,764.75<br>\$1,764.75 |
| HERALD DISPATCH<br>HERALD DISPATCH                        | 6/25/2011   | Home Buyer's Guide      | Full Page Color                      | \$529.42<br>\$529.42     |
| THE CLARKSBURG EXPONEN<br>THE CLARKSBURG EXPONENT         | 06/19/2011  | Real Estate             | 7 Columns by 12<br>Inches            | \$1,581.36<br>\$1,581.36 |
| THE DOMINION POST<br>THE DOMINION POST                    | 6/19/2011   | Real Estate             | 9 Columns by 11<br>Inches Full Color | \$3,584.52<br>\$3,584.52 |
| THE JOURNAL<br>THE JOURNAL                                | 6/17/2011   | Real Estate-Classifieds | 8 Columns by 11<br>Inches Full Color | \$2,925.44<br>\$2,925.44 |
| THE PARKERSBURG NEWS &<br>THE PARKERSBURG NEWS & SENTINEL | 6/19/2011   | Real Estate-Classifieds | 8 Columns by 11<br>Inches Full Color | \$2,862.90<br>\$2,862.90 |
| THE REGISTER HERALD                                       | 6/19/2011   | Real Estate-Classifieds | 9 Columns by 12<br>Inches Full Color | \$2,472.13               |

# Estimate Report

The Manahan Group  
222 Capitol Street

Charleston WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: WV Housing Development Fund  
brand: -No brand-  
product: -No product-

Date: 1/13/2012 3:36:24 PM

| Vendor               | Insert Date | Position                | Ad Size & Type                       | Gross Cost  |
|----------------------|-------------|-------------------------|--------------------------------------|-------------|
| THE REGISTER HERALD  |             |                         |                                      | \$2,472.13  |
| Times West Virginia  | 6/17/2011   | Real Estate-Classifieds | 6 Columns by 12<br>Inches Full Color | \$2,103.11  |
| Times West Virginia  |             |                         |                                      | \$2,103.11  |
| Totals: 8 Insertions |             |                         |                                      | \$17,823.63 |

## Agency Remarks:

Media Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Please sign & return fax to 304.343.2788. This certifies that the above order was recieved & unless Manahan Group is notified within 3 working days of the above date, this insertion is valid and agreed to in its entirety as stated. All billing must list air time/ date of each placement including any production identification. ALL MAKE GOODS MUST BE APPROVED. Unless otherwise stated by the agency on the face of this form, the media property agrees to hold the agency solely liable for payment. This agreement supercedes any previous agreements not withstanding any inconsistent language contained in those agreements.



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**Addendum C:**

Supporting media buy documentation for campaign summary outlined in Section 2.4.4.1

2012 SMART529 College Savings Plan – “When I Grow Up”

## 2012 When I Grow Up Contest Media Audit

| Media Outlet               | Date      | Headline                                                      | Impressions | Value      |
|----------------------------|-----------|---------------------------------------------------------------|-------------|------------|
| WVAH-TV                    | 19-Jan-12 | Eyewitness News This Morning                                  | 5,000       | \$60.00    |
| WCHS-TV                    | 19-Jan-12 | Eyewitness News This Morning                                  | 18,000      | \$200.00   |
| WHAG-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 5,000       | \$60.00    |
| WOAY-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 3,000       | \$100.00   |
| WDTV-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 8,000       | \$200.00   |
| WTAP-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 7,000       | \$500.00   |
| WVNS-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 5,000       | \$300.00   |
| WHSV-TV                    | 19-Jan-12 | Live Interview – Noon Newscast                                | 6,000       | \$100.00   |
| WOWK-TV                    | 19-Jan-12 | West Virginia Live - 5:30 p.m. Newscast                       | 5,000       | \$150.00   |
| WVNS-TV                    | 19-Jan-12 | West Virginia Live - 5:30 p.m. Newscast                       | 7,000       | \$150.00   |
| WBOY-TV                    | 19-Jan-12 | West Virginia Live - 5:30 p.m. Newscast                       | 14,000      | \$250.00   |
| WTRF-TV                    | 19-Jan-12 | West Virginia Live - 5:30 p.m. Newscast                       | 11,000      | \$90.00    |
| WSAZ-TV                    | 19-Jan-12 | 6:00 p.m. Newscast                                            | 120,000     | \$1,800.00 |
| WVNS-TV                    | 20-Jan-12 | 6:00 a.m. Newscast                                            | 6,000       | \$100.00   |
| WVNS-TV                    | 20-Jan-12 | 5:00 a.m. Newscast                                            | 6,000       | \$80.00    |
| WHAG-TV                    | 20-Jan-12 | 5:00 p.m. Newscast                                            | 9,000       | \$300.00   |
| The State Journal          | 23-Feb-12 | State Treasurer Launches Essay Contest                        | 55,181      | \$2,000.00 |
| Beckley Register-Herald    | 29-Apr-12 | WV Students Use Essay Contest to Win College Money (AP story) | 25,143      | \$1,246.80 |
| Huntington Herald-Dispatch | 29-Apr-12 | Students Use Essay Contest to Win College Money (AP story)    | 29,771      | \$2,100.00 |
| Charleston Gazette         | 29-Apr-12 | State Students Use Essay Contest to Win Money (AP story)      | 67,165      | \$3,360.00 |
| MetroNews Radio Network    | 1-May-12  | "When I Grow Up ..."                                          | 898,200     | \$1,200.00 |

|                                      |           |                                                                       |         |            |
|--------------------------------------|-----------|-----------------------------------------------------------------------|---------|------------|
| MetroNews<br>Radio Network<br>Online | 1-May-12  | "When I Grow Up ..."                                                  | 200,000 | \$1,250.00 |
| WTRF-TV<br>Online                    | 1-May-12  | Three Northern Panhandle<br>Students, Teacher Win<br>SMART529 Contest | 76,919  | \$2,000.00 |
| WBOY-TV<br>Online                    | 1-May-12  |                                                                       | 134,074 | \$2,000.00 |
| WTRF-TV                              | 1-May-12  | Live Interview – Noon<br>Newscast                                     | 14,000  | \$240.00   |
| WVNS-TV                              | 1-May-12  | Live Interview – Noon<br>Newscast                                     | 5,000   | \$300.00   |
| WDTV-TV                              | 1-May-12  | Live Interview – Noon<br>Newscast                                     | 8,000   | \$200.00   |
| WTAP-TV                              | 1-May-12  | Live Interview – Noon<br>Newscast                                     | 7,000   | \$500.00   |
| WHAG-TV                              | 1-May-12  | Live Interview – Noon<br>Newscast                                     | 5,000   | \$60.00    |
| Charleston Daily<br>Mail             | 2-May-12  | SMART529 Essay Winners<br>Honored                                     | 18,805  | \$3,360.00 |
| WHAG-TV                              | 1-May-12  | 5:00 p.m. Newscast                                                    | 9,000   | \$300.00   |
| WBOY-TV                              | 1-May-12  | 5:00 p.m. newscast                                                    | 14,000  | \$250.00   |
| WSAZ-TV                              | 1-May-12  | 6:00 p.m. Newscast                                                    | 121,000 | \$1,800.00 |
| WVNS-TV                              | 1-May-12  | West Virginia Tonight Live –<br>5:30 p.m.                             | 7,000   | \$150.00   |
| WBOY-TV                              | 1-May-12  | West Virginia Tonight Live –<br>5:30 p.m.                             | 14,000  | \$250.00   |
| WOWK-TV                              | 1-May-12  | West Virginia Tonight Live –<br>5:30 p.m.                             | 5,000   | \$150.00   |
| WTRF-TV                              | 1-May-12  | West Virginia Tonight Live –<br>5:30 p.m.                             | 11,000  | \$90.00    |
| WTRF-FOX                             | 1-May-12  | 10:00 p.m. Newscast                                                   | 6,000   | \$130.00   |
| WVFX-FOX                             | 1-May-12  | 10:00 p.m. Newscast                                                   | 3,000   | \$120.00   |
| WVNS-FOX                             | 1-May-12  | 10:00 p.m. Newscast                                                   | 5,000   | \$150.00   |
| WTRF-TV                              | 2-May-12  | 5:00 a.m. Newscast                                                    | 3,000   | \$40.00    |
| WTRF-TV                              | 2-May-12  | 6:00 a.m. Newscast                                                    | 8,000   | \$70.00    |
| WTRF-TV                              | 2-May-12  | Noon Newscast                                                         | 14,000  | \$40.00    |
| WVVA-TV                              | 22-May-12 | 6:00 p.m. Newscast                                                    | 30,000  | \$750.00   |
| WVNS-TV                              | 22-May-12 | West Virginia Tonight Live –<br>5:30 p.m.                             | 7,000   | \$150.00   |

|         |           |                                           |                  |                    |
|---------|-----------|-------------------------------------------|------------------|--------------------|
| WBOY-TV | 22-May-12 | West Virginia Tonight Live –<br>5:30 p.m. | 14,000           | \$250.00           |
| WTRF-TV | 22-May-12 | West Virginia Tonight Live –<br>5:30 p.m. | 11,000           | \$90.00            |
| WOWK-TV | 22-May-12 | West Virginia Tonight Live –<br>5:30 p.m. | 5,000            | \$150.00           |
| WVNS-TV | 22-May-12 | 5:00 p.m. Newscast                        | 7,000            | \$150.00           |
| WVNS-TV | 23-May-12 | 5:00 a.m. Newscast                        | 6,000            | \$80.00            |
| WVNS-TV | 23-May-12 | 11 p.m. Newscast                          | 5,000            | \$200.00           |
| WVNS-TV | 23-May-12 | 6:00 a.m. Newscast                        | 6,000            | \$100.00           |
| WVNS-TV | 23-May-12 | 11:00 p.m. Newscast                       | 5,000            | \$200.00           |
|         |           |                                           | <b>2,095,258</b> | <b>\$29,916.80</b> |

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**Addendum D:**

Women & Money Conference Survey Results

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## Financial Planning Seminar

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## Response Summary

 Total Started Survey: 54  
 Total Finished Survey: 54 (100%)

PAGE: 1

1. The Manahan Group is conducting a short survey to assess the attitudes and opinions of women regarding financial education and decision-making. Have you ever attended a financial information seminar or conference?

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|                          | Response<br>Percent | Response<br>Count |
|--------------------------|---------------------|-------------------|
| <b>Yes</b>               | 35.2%               | 19                |
| <b>No</b>                | 63.0%               | 34                |
| <b>Don't Know</b>        | 1.9%                | 1                 |
| <b>answered question</b> |                     | <b>54</b>         |
| <b>skipped question</b>  |                     | <b>0</b>          |

2. If you have attended a conference, please list the seminar or conference.

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|                          | Response<br>Count |
|--------------------------|-------------------|
| <b>Show Responses</b>    | <b>18</b>         |
| <b>answered question</b> | <b>18</b>         |
| <b>skipped question</b>  | <b>36</b>         |

3. Whose primarily responsibility is it to manage the money and budget in your household? (Check one)

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|                                  | Response<br>Percent | Response<br>Count |
|----------------------------------|---------------------|-------------------|
| <b>I do</b>                      | 69.4%               | 34                |
| <b>My spouse or partner does</b> | 30.6%               | 15                |
| <b>Other (please specify)</b>    |                     | 5                 |
| <b>Show Responses</b>            |                     |                   |
| <b>answered question</b>         |                     | <b>49</b>         |
| <b>skipped question</b>          |                     | <b>5</b>          |

## 4. What best phrase describes your attitude toward money? (Check one)

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|                                                                                                            | Response<br>Percent | Response<br>Count |
|------------------------------------------------------------------------------------------------------------|---------------------|-------------------|
| I have significant savings because you never know when you will need to tap into it                        | 27.8%               | 15                |
| <b>I have some savings and believe it is important to set aside money from every paycheck for savings.</b> | <b>55.6%</b>        | <b>30</b>         |
| I don't have any savings but want to start.                                                                | 16.7%               | 9                 |
| I don't have any savings and don't need to save.                                                           | 0.0%                | 0                 |
| <b>answered question</b>                                                                                   |                     | <b>54</b>         |
| <b>skipped question</b>                                                                                    |                     | <b>0</b>          |

## 5. In your opinion, what theme would be most appropriate for a financial planning conference for women? Please rank the following from 1 to 4 using each number only once.

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|                                                                       | 1                 | 2                 | 3          | 4                 | Rating<br>Average | Response<br>Count |
|-----------------------------------------------------------------------|-------------------|-------------------|------------|-------------------|-------------------|-------------------|
| A conference to educate women about effective money management.       | 24.1% (13)        | <b>29.6% (16)</b> | 25.9% (14) | 20.4% (11)        | 2.43              | 54                |
| A conference to teach women how to gain financial independence.       | 20.4% (11)        | 22.2% (12)        | 22.2% (12) | <b>35.2% (19)</b> | 2.72              | 54                |
| A conference to build financial confidence in women.                  | 14.8% (8)         | 27.8% (15)        | 24.1% (13) | <b>33.3% (18)</b> | 2.76              | 54                |
| A conference to educate women about making smart financial decisions. | <b>40.7% (22)</b> | 20.4% (11)        | 27.8% (15) | 11.1% (6)         | 2.09              | 54                |
| <b>answered question</b>                                              |                   |                   |            |                   |                   | <b>54</b>         |
| <b>skipped question</b>                                               |                   |                   |            |                   |                   | <b>0</b>          |

## 6. How confident are you about the following topics? Use a scale from 1 to 5 where 5 is "extremely confident" and 1 is "not confident at all."

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|                                                                    | Very<br>confident | Confident         | Somewhat<br>confident | Less<br>confident | Not<br>confident<br>at all | Rating<br>Average | Response<br>Count |
|--------------------------------------------------------------------|-------------------|-------------------|-----------------------|-------------------|----------------------------|-------------------|-------------------|
| Household Budgeting                                                | 33.3% (18)        | <b>55.6% (30)</b> | 1.9% (1)              | 9.3% (5)          | 0.0% (0)                   | 1.87              | 54                |
| Financing (Mortgage, Home Equity Line of Credit, Automobile, etc.) | 25.9% (14)        | <b>38.9% (21)</b> | 16.7% (9)             | 14.8% (8)         | 3.7% (2)                   | 2.31              | 54                |
| Stocks and Bonds investments                                       | 0.0% (0)          | 9.4% (5)          | 34.0% (18)            | 20.8% (11)        | <b>35.8% (19)</b>          | 3.83              | 53                |
| <b>answered question</b>                                           |                   |                   |                       |                   |                            |                   | <b>54</b>         |
| <b>skipped question</b>                                            |                   |                   |                       |                   |                            |                   | <b>0</b>          |

6. How confident are you about the following topics? Use a scale from 1 to 5 where 5 is "extremely confident" and 1 is "not confident at all."

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|                             |                   |                   |                   |           |            |      |    |
|-----------------------------|-------------------|-------------------|-------------------|-----------|------------|------|----|
| Retirement Planning         | 5.7% (3)          | 24.5% (13)        | <b>39.6% (21)</b> | 9.4% (5)  | 20.8% (11) | 3.15 | 53 |
| Credit Card/Debt Management | <b>38.9% (21)</b> | 27.8% (15)        | 20.4% (11)        | 9.3% (5)  | 3.7% (2)   | 2.11 | 54 |
| Student Loans               | <b>29.4% (15)</b> | 21.6% (11)        | 27.5% (14)        | 5.9% (3)  | 15.7% (8)  | 2.57 | 51 |
| College Savings             | 22.0% (11)        | <b>30.0% (15)</b> | 28.0% (14)        | 6.0% (3)  | 14.0% (7)  | 2.60 | 50 |
| Credit Reports/Education    | 24.5% (13)        | <b>32.1% (17)</b> | 30.2% (16)        | 3.8% (2)  | 9.4% (5)   | 2.42 | 53 |
| Estate/Tax Planning         | 3.7% (2)          | 13.0% (7)         | <b>38.9% (21)</b> | 13.0% (7) | 31.5% (17) | 3.56 | 54 |
| Other (please specify)      |                   |                   |                   |           |            |      | 0  |
| answered question           |                   |                   |                   |           |            |      | 54 |
| skipped question            |                   |                   |                   |           |            |      | 0  |

7. If you did attend a financial planning workshop, which of the following topics would you most like to learn more? (Check all that apply)

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|                                                                    | Response<br>Percent | Response<br>Count |
|--------------------------------------------------------------------|---------------------|-------------------|
| Household Budgeting                                                | 42.6%               | 20                |
| Financing (Mortgage, Home Equity Line of Credit, Automobile, etc.) | 27.7%               | 13                |
| Stocks and Bonds Investments                                       | 48.9%               | 23                |
| <b>Retirement Planning</b>                                         | <b>61.7%</b>        | <b>29</b>         |
| Credit Card/Debt Management                                        | 23.4%               | 11                |
| Student Loans                                                      | 4.3%                | 2                 |
| College Savings                                                    | 10.6%               | 5                 |
| Credit Reports/Education                                           | 10.6%               | 5                 |
| Estate/Tax Planning                                                | 31.9%               | 15                |
| Other (please specify)<br>Show Responses                           |                     | 1                 |
| answered question                                                  |                     | 47                |
| skipped question                                                   |                     | 7                 |

8. Who do you rely on the most for financial advice? (Check one)

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|                   | Response<br>Percent | Response<br>Count |
|-------------------|---------------------|-------------------|
| answered question |                     | 51                |
| skipped question  |                     | 3                 |



| 8. Who do you rely on the most for financial advice? (Check one) | Create Chart | Download  |
|------------------------------------------------------------------|--------------|-----------|
| <b>Spouse/Partner</b>                                            | 29.4%        | 15        |
| Family                                                           | 15.7%        | 8         |
| Friends                                                          | 7.8%         | 4         |
| Banker                                                           | 3.9%         | 2         |
| Company/HR                                                       | 7.8%         | 4         |
| Internet Site, please specify below                              | 0.0%         | 0         |
| TV Personality (Dave Ramsey, Suze Orman, etc.)                   | 11.8%        | 6         |
| Financial Advisor                                                | 23.5%        | 12        |
| Other (please specify)<br>Show Responses                         |              | 2         |
| <b>answered question</b>                                         |              | <b>51</b> |
| <b>skipped question</b>                                          |              | <b>3</b>  |

| 9. Do you participate in Social Media? | Create Chart        | Download          |
|----------------------------------------|---------------------|-------------------|
|                                        | Response<br>Percent | Response<br>Count |
| <b>Yes</b>                             | 96.3%               | 52                |
| No                                     | 3.7%                | 2                 |
| Don't Know                             | 0.0%                | 0                 |
| <b>answered question</b>               |                     | <b>54</b>         |
| <b>skipped question</b>                |                     | <b>0</b>          |

| 10. If you participate in Social Media, please tell us which ones you participate in? | Create Chart        | Download          |
|---------------------------------------------------------------------------------------|---------------------|-------------------|
|                                                                                       | Response<br>Percent | Response<br>Count |
| <b>Facebook</b>                                                                       | 94.2%               | 49                |
| Twitter                                                                               | 34.6%               | 18                |
| Pinterest                                                                             | 48.1%               | 25                |
| LinkedIn                                                                              | 40.4%               | 21                |
| Other (please specify)<br>Show Responses                                              |                     | 1                 |
| <b>answered question</b>                                                              |                     | <b>52</b>         |
| <b>skipped question</b>                                                               |                     | <b>2</b>          |

| 11. Please tell us a little bit about yourself. Are you | Create Chart        | Download          |
|---------------------------------------------------------|---------------------|-------------------|
|                                                         | Response<br>Percent | Response<br>Count |
| Male (Skip to Question 14)                              | 0.0%                | 0                 |
| Female                                                  | 100.0%              | 54                |
|                                                         | answered question   | 54                |
|                                                         | skipped question    | 0                 |

| 12. Would you be interested in attending a financial education seminar for women? | Create Chart        | Download          |
|-----------------------------------------------------------------------------------|---------------------|-------------------|
|                                                                                   | Response<br>Percent | Response<br>Count |
| Yes                                                                               | 46.3%               | 25                |
| No                                                                                | 16.7%               | 9                 |
| Don't Know                                                                        | 37.0%               | 20                |
|                                                                                   | answered question   | 54                |
|                                                                                   | skipped question    | 0                 |

| 13. 13. Would you be more likely to attend a financial planning seminar if you heard about it on: (More Likely – Less Likely – Not At All) |             |             |                                          | Create Chart | Download |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|------------------------------------------|--------------|----------|
|                                                                                                                                            | More Likely | Less Likely | Not At All                               | Rating       | Response |
|                                                                                                                                            |             |             | All                                      | Average      | Count    |
| Facebook                                                                                                                                   | 62.0% (31)  | 22.0% (11)  | 16.0% (8)                                | 1.54         | 50       |
| Radio                                                                                                                                      | 41.7% (20)  | 35.4% (17)  | 22.9% (11)                               | 1.81         | 48       |
| Television                                                                                                                                 | 59.6% (28)  | 23.4% (11)  | 17.0% (8)                                | 1.57         | 47       |
| Twitter                                                                                                                                    | 29.8% (14)  | 23.4% (11)  | 46.8% (22)                               | 2.17         | 47       |
| Newspaper/Magazine                                                                                                                         | 63.3% (31)  | 22.4% (11)  | 14.3% (7)                                | 1.51         | 49       |
| Billboard                                                                                                                                  | 13.3% (6)   | 46.7% (21)  | 40.0% (18)                               | 2.27         | 45       |
| LinkedIn                                                                                                                                   | 27.3% (12)  | 18.2% (8)   | 54.5% (24)                               | 2.27         | 44       |
|                                                                                                                                            |             |             | Other (please specify)<br>Show Responses |              | 8        |
|                                                                                                                                            |             |             | answered question                        |              | 52       |
|                                                                                                                                            |             |             | skipped question                         |              | 2        |

14. How many children under the age of 18 live in your household?

Create Chart

Download

|                          | Response<br>Percent | Response<br>Count |
|--------------------------|---------------------|-------------------|
| <b>None</b>              | <b>62.3%</b>        | <b>33</b>         |
| One                      | 9.4%                | 5                 |
| Two                      | 18.9%               | 10                |
| Three                    | 7.5%                | 4                 |
| Four                     | 1.9%                | 1                 |
| Five or more             | 0.0%                | 0                 |
| Dk                       | 0.0%                | 0                 |
| <b>answered question</b> |                     | <b>53</b>         |
| <b>skipped question</b>  |                     | <b>1</b>          |

15. Are you:

Create Chart

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|                          | Response<br>Percent | Response<br>Count |
|--------------------------|---------------------|-------------------|
| Single                   | 15.1%               | 8                 |
| <b>Married</b>           | <b>69.8%</b>        | <b>37</b>         |
| Divorced                 | 11.3%               | 6                 |
| Widowed                  | 0.0%                | 0                 |
| Living with a partner    | 1.9%                | 1                 |
| Dk                       | 1.9%                | 1                 |
| <b>answered question</b> |                     | <b>53</b>         |
| <b>skipped question</b>  |                     | <b>1</b>          |

16. What would you say is your total household income?

Create Chart

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|                            | Response<br>Percent | Response<br>Count |
|----------------------------|---------------------|-------------------|
| Under \$25,000             | 3.8%                | 2                 |
| \$25,000 to \$50,000       | 9.4%                | 5                 |
| \$50,000 to \$75,000       | 15.1%               | 8                 |
| \$75,000 to \$100,000      | 18.9%               | 10                |
| <b>More than \$100,000</b> | <b>50.9%</b>        | <b>27</b>         |
| <b>answered question</b>   |                     | <b>53</b>         |
| <b>skipped question</b>    |                     | <b>1</b>          |

16. What would you say is your total household income?

Create Chart

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|                   |      |    |
|-------------------|------|----|
| Dk                | 1.9% | 1  |
| answered question |      | 53 |
| skipped question  |      | 1  |

17. In which of the following categories does your age fall?

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|                    | Response<br>Percent | Response<br>Count |
|--------------------|---------------------|-------------------|
| 18 to 25 years old | 1.9%                | 1                 |
| 26 to 35 years old | 17.0%               | 9                 |
| 36 to 45 years old | 35.8%               | 19                |
| 46 to 55 years old | 22.6%               | 12                |
| 56 to 65 years old | 20.8%               | 11                |
| Dk                 | 1.9%                | 1                 |
| answered question  |                     | 53                |
| skipped question   |                     | 1                 |

18. What is the highest level of education you have completed?

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|                                  | Response<br>Percent | Response<br>Count |
|----------------------------------|---------------------|-------------------|
| Some high school or less         | 1.9%                | 1                 |
| Graduated high school            | 7.5%                | 4                 |
| Some college or technical school | 17.0%               | 9                 |
| Graduated college                | 35.8%               | 19                |
| Post graduate                    | 37.7%               | 20                |
| Dk                               | 0.0%                | 0                 |
| answered question                |                     | 53                |
| skipped question                 |                     | 1                 |

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## SurveyMonkey - Survey Results

