



# West Virginia Purchasing Division

2019 Washington Street, East  
Charleston, WV 25305  
Telephone: 304-558-2306  
General Fax: 304-558-6026  
Bid Fax: 304-558-3970

The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header

List View

General Information | Contact | Default Values | Discount | DocumentInformation

Procurement Folder: 103204

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0511

Vendor ID: 000000109305

SO Doc ID: HHR1600000001

Legal Name: MANAHAN GROUP

Published Date: 10/8/15

Alias/DBA: MANAHAN & PAULEY LLC

Close Date: 10/20/15

Total Bid: \$3,289,500.00

Close Time: 13:30

Response Date: 10/20/2015

Status: Closed

Response Time: 12:53

Solicitation Description: Open End Contract for Advertising Services

Total of Header Attachments: 0

Total of All Attachments: 0



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

**State of West Virginia  
 Solicitation Response**

**Proc Folder :** 103204  
**Solicitation Description :** Open End Contract for Advertising Services  
**Proc Type :** Central Master Agreement

Date issued	Solicitation Closes	Solicitation No	Version
	2015-10-20 13:30:00	SR 0511 ESR10191500000001633	1

**VENDOR**

000000109305  
 MANAHAN GROUP  
 MANAHAN & PAULEY LLC

**FOR INFORMATION CONTACT THE BUYER**

Robert Kilpatrick  
 (304) 558-0067  
 robert.p.kilpatrick@wv.gov

Signature X FEIN # DATE

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Contract Administration/ Consultation (4.1.1)	20.00000	HOUR	\$30.000000	\$600.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Contract Administration/ Consultation (4.1.1)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Account Services (4.1.2)	10.00000	HOUR	\$75.000000	\$750.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Account Services (4.1.2)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Television Production (4.1.3)	50.00000	HOUR	\$20.000000	\$1,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Television Production (4.1.3)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Radio Production (4.1.4)	50.00000	HOUR	\$20.000000	\$1,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Radio Production (4.1.4)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	Outdoor Advertising (4.1.5)	50.00000	HOUR	\$20.000000	\$1,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Outdoor Advertising (4.1.5)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	Media Buys (4.1.6)	50.00000	HOUR	\$75.000000	\$3,750.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Media Buys (4.1.6)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	Print Media (4.1.7)	50.00000	HOUR	\$20.000000	\$1,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Print Media (4.1.7)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	Internet/Worldwide Web (4.1.8)	10.00000	HOUR	\$20.000000	\$200.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Internet/Worldwide Web (4.1.8)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	Survey, Analysis, Evaluation (4.1.9)	50.00000	HOUR	\$30.000000	\$1,500.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Survey, Analysis, Evaluation (4.1.9)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	Design and Copy (4.1.10)	50.00000	HOUR	\$70.000000	\$3,500.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Design and Copy (4.1.10)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
11	Data Acceptance and Transfer (4.1.11)	10.00000	HOUR	\$20.000000	\$200.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Data Acceptance and Transfer (4.1.11)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
12	Media Buying Add-On	1.00000	LS	\$2,750,000.000000	\$2,750,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description : Percentage Add-On for Media Buying: \_\_\_\_%See Pricing Page (Enter Media Buying Add-On Subtotal, B, as Unit Price)

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
13	Subcontract Purchases Add-On	1.00000	LS	\$525,000.000000	\$525,000.00

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description :** Percentage Add-On for Subcontractor Purchases: \_\_\_\_%See Pricing Page (Enter Subcontractor Purchases Add-On Subtotal, C as Unit Price)

CRFQ 0511 HHR1600000001

The Manahan Group LLC (dba The Manahan Group)  
222 Capitol Street Suite 400  
Charleston, WV 25301  
304-343-2800  
Fax 304-343-2788

Owner/CEO: George B. Manahan, email: [gmanahan@manahangroup.com](mailto:gmanahan@manahangroup.com)

Agreement to CRFQ 0511 HHR1600000001

In addition to the items listed below in the Addendum Table of Contents, I agree to submit to the WV Department of Administration and/or the WV Virginia Department of Health and Human Resources any and all documentation required to be successfully awarded this contract. I further agree that The Manahan Group has all of the necessary qualifications and specifications to be awarded this contract.

  
George B. Manahan 10/20/2015

**Addendum Table of Contents**

- Page 1 Vendor Preference Certificate
- Page 2 Purchasing Affidavit
- Page 3 Addendum Acknowledgement Form
- Page 4 Contract Manager Identification
- Page 5 Bid Bond in the form of a Cashiers' Check



# 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 Vendor Preference, if applicable.

1. **Application is made for 2.5% 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% 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% 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% 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% 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% 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.
7. **Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**  
 Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

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 MANAHAN GROUP LLC

Signed: [Signature]

Date: 10/20/2015

Title: OWNER/CEO

# PURCHASING AFFIDAVIT

**MANDATE:** Under W. Va. Code §5A-3-10a, 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: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

**EXCEPTION:** The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. 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.

**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.

**"Employer default"** means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

**"Related party"** means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceed five percent of the total contract amount.

**AFFIRMATION:** By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

**WITNESS THE FOLLOWING SIGNATURE:**

Vendor's Name: THE MANAHAN GROUP LLC

Authorized Signature: [Signature] Date: 10/20/2015

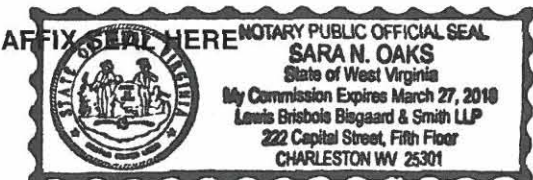
State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 20<sup>th</sup> day of October, 2015.

My Commission expires March 27, 2018, 20    .

NOTARY PUBLIC [Signature: Sara Oaks]



**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: HHR1600000001**

**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)

- |  |  |
|--|--|
| <input checked="" 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 MANAHAN GROUP LLC  
Company

  
Authorized Signature

10/20/2015  
Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.  
Revised 6/8/2012

CENTRALIZED REQUEST FOR QUOTATION  
CRFQ 0511 HHR1600000001  
ADVERTISING SERVICES

---

9.4. Anyone performing under this Contract will be subject to Agency's security protocol and procedures.

9.5. Vendor shall inform all staff of Agency's security protocol and procedures.

**10. VENDOR DEFAULT:**

10.1. The following shall be considered a vendor default under this Contract.

- 10.1.1. Failure to perform Contract Services in accordance with the requirements contained herein.
- 10.1.2. Failure to comply with other specifications and requirements contained herein.
- 10.1.3. Failure to comply with any laws, rules, and ordinances applicable to the Contract Services provided under this Contract.
- 10.1.4. Failure to remedy deficient performance upon request.

10.2. The following remedies shall be available to Agency upon default.

- 10.2.1. Immediate cancellation of the Contract.
- 10.2.2. Immediate cancellation of one or more release orders issued under this Contract.
- 10.2.3. Any other remedies available in law or equity.

**11. MISCELLANEOUS:**

11.1. **Contract Manager:** During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

Contract Manager: RON LARRETT  
Telephone Number: 304-343-2800  
Fax Number: 304-343-2788  
Email Address: RLARRETT@MANAHANGROUP.COM

Remitter George Manahan

Date 10/20/2015

PURCHASER'S RECEIPT

Pay One Hundred Sixty Seven Thousand Two Hundred Twenty Five Dollars & 00/100 \$ \*\* 167,225.00 \*\*

To the Order Of  
State of WV Dept of Admin Purchasing

By NON-NEGOTIABLE  
Authorized Signer

CRFQ0511HHR1600000001  
THE MANAHAN GROUP

VERIFY THE AUTHENTICITY OF THIS MULTI-TONE SECURITY DOCUMENT.

CHECK BACKGROUND AREA CHANGES COLOR GRADUALLY FROM TOP TO BOTTOM.

COPYBAN CAPTURE<sup>SM</sup> ANTI-FRAUD PROTECTION

CASHIER'S CHECK

The Huntington National Bank - Branch 066770  
Columbus, Ohio 43219



No. **2010650349**

Remitter George Manahan

Date 10/20/2015

Pay One Hundred Sixty Seven Thousand Two Hundred Twenty Five Dollars & 00/100 \$ \*\* 167,225.00 \*\*

To the Order Of  
State of WV Dept of Admin Purchasing

Drawer: The Huntington National Bank  
Columbus, Ohio 43219

DRAWEE: The Huntington National Bank  
Columbus, Ohio 43219

By [Signature]  
Authorized Signer

**A. ADVERTISING SERVICES/HOURLY RATES**

	Estimated Annual Hours	All-inclusive Hourly Rate	Extended Total
Contract Administration/Consultation	20	30.00	600.00
Account Services	10	75.00	750.00
Television Production	50	20.00	1,000.00
Radio Production	50	20.00	1,000.00
Outdoor Advertising	50	20.00	1,000.00
Media Buys	50	75.00	3,750.00
Print Media	50	20.00	1,000.00
Internet/Worldwide Web	10	20.00	200.00
Survey, Analysis, Evaluation	50	30.00	1,500.00
Design and Copy	50	70.00	3,500.00
Data Acceptance and Transfer	10	20.00	200.00
		Hourly Bid SubTotal	14,500.00

**B. MEDIA BUYING ADD-ON**

Add-On for Media Buying is (stated as a percentage)	2.00%
Multiplier is (convert percentage to decimal and add to 1; For example, 10% Add-on would be .10 making multiplier 1.10)	1.02
Estimated Amount of \$2,750,000	\$2,750,000.00
Media Buying Add-On Subtotal	\$2,805,000.00

**B. SUBCONTRACTOR PURCHASE ADD-ON**

Add-On for Media Buying is (stated as a percentage)	5.00%
Multiplier is (convert percentage to decimal and add to 1; For example, 10% Add-on would be .10 making multiplier 1.10)	1.05
Estimated Amount of \$2,750,000	\$500,000.00
Media Buying Add-On Subtotal	\$525,000.00
GRAND TOTAL BID (A) + (B) + (C) =	3,344,500.00