



**Response to Request for Proposal**

**West Virginia State Treasurer's Office  
RFP for Advertising, Public Relations and Marketing Services**

**CRFP – STO170000001**

**November 1, 2016**

**ORIGINAL**



**THE MANAHAN GROUP**  
ADVERTISING • PUBLIC RELATIONS • INTERACTIVE

(George Manahan, CEO, The Manahan Group)

11/01/16 11:45:40  
WV Purchasing Division

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## Table of Contents

### Required RFP Documentation

|   |    |
|---|----|
| 4.3 – Qualifications and Experience                     | 1  |
| 4.3.1 – Vendor Response Sheet                           | 1  |
| 4.3.2 – Agency Legal Structure                          | 2  |
| 4.3.3 – Agency Scope of Services                        | 14 |
| 4.3.4 – Agency Providing Similar Services/Experience    | 16 |
| 4.3.5 – Three Similar Engagements by Agency             | 18 |
| <br>  |    |
| The Hartford  | 18 |
| West Virginia Department of Transportation              | 20 |
| Vote Yes For Libraries                                  | 22 |
| <br>  |    |
| 4.3.6 – Agency Overall Account Manager                  | 24 |
| 4.3.7 – Agency Account Team                             | 25 |
| 4.3.8 – Agency Approach When Turnover                   | 28 |
| <br>  |    |
| 4.4 – Project and Goals                                 | 29 |
| 4.4.1 – Project Management and Methodology              | 29 |
| 4.4.1.1 – Efficient and Cost Effective Marketing        | 29 |
| 4.4.1.2 – Multidimensional Advertising                  | 31 |
| 4.4.1.3 – Research and Evaluation of Projects           | 34 |
| 4.4.1.4 – Organized and Effective Events                | 35 |
| 4.4.1.5 – Coordinated Online Messaging                  | 36 |
| 4.4.1.6 – Affordable and Quality Subcontracted Services | 38 |
| 4.4.2 – Creativity and Approach                         | 39 |


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|  |       |
|--|-------|
| 4.4.2.1 – A Creative and Comprehensive Advertising Campaign                                    | 39    |
| 4.4.2.2 – A Well-Designed and Memorable Brand  | 42    |
| 4.5 – Mandatory Requirements (Please go to Attachment B for Mandatory Specification Checklist) | 45-47 |


**Attachment C – Cost Sheet**

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

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

 / OWNER / CEO  
(Name, Title)  
GEORGE B. MANAHAN / OWNER / CEO  
(Printed Name and Title)  
222 CAPITOL ST STE 400, CHARLESTON WV 25301  
(Address)  
304-343-2800 / 304-343-2788  
(Phone Number) / (Fax Number)  
G.MANAHAN@MANAHANGROUP.COM  
(email address)

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

THE MANAHAN GROUP  
(Company)  
 GEORGE MANAHAN, OWNER / CEO  
(Authorized Signature) (Representative Name, Title)  
GEORGE B. MANAHAN / OWNER / CEO  
(Printed Name and Title of Authorized Representative)  
10/31/2016  
(Date)  
304-343-2800 / 304-343-2788  
(Phone Number) (Fax Number)

# REQUEST FOR PROPOSAL

West Virginia State Treasurer's Office -- CRFP STO1700000001

## Certification and Signature Page

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this 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 MANAHAN GROUP  
(Company)

GEORGE B. MANAHAN OWNER/CEO  
(Representative Name, Title)

3043432800 / 3043432789  
(Contact Phone/Fax Number)

10/31/2016  
(Date)



**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: STO170000001**

**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 checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input checked="" 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  
Company  
[Signature]  
Authorized Signature  
10/31/2016  
Date

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

**SOLICITATION NUMBER:** CRFP STO1700000001

**Addendum Number: 1**

---

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

**Description of Modification to Solicitation:**

Addendum # 1 issued for the following reasons:

1. To change the the commodity lines in wvOASIS to match the commodity lines on the Attachment C: Cost Sheet.

Online responses remain prohibited. No other changes.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

**SOLICITATION NUMBER: STO1700000001**

**Addendum Number: 2**

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The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- | Modify bid opening date and time
- | Modify specifications of product or service being sought
- | Attachment of vendor questions and responses
- | Attachment of pre-bid sign-in sheet
- | Correction of error
- | Other

**Description of Modification to Solicitation:**

Addendum # 2 issued for the following reasons:

1. To extend the bid opening from 10/19/2016 to 11/01/2016, at 1:30 p.m.

Responses to vendor questions will be issued under a separate addendum.

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.



**SOLICITATION NUMBER: STO1700000001**

**Addendum Number: 3**

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The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

**Applicable Addendum Category:**

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

**Description of Modification to Solicitation:**

Addendum # 3 issued for the following reasons:

1. To publish vendor questions with responses.
2. To modify SECTION FOUR: PROJECT SPECIFICATIONS, Subsection 4.4.1.5 GOAL: Coordinate online messaging with overall campaign, see Q.13./A.13.

No other changes

**Additional Documentation:** Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

**Terms and Conditions:**

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

STATE OF WEST VIRGINIA  
Purchasing Division

# 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 exceeds 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: 10/31/16

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 31<sup>st</sup> day of October, 2016.

My Commission expires July 13, 2019, 2019.

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 08/01/2015)



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 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;  
 Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; 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 that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's 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) rescind the contract or purchase order; 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.

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 Marahan Group Signed:   
Date: October 28, 2016 Title: Owner / CEO

Client#: 877411

18MANAHGRO

DATE (MM/DD/YYYY)

10/12/2016

ACORD™

# CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

|  |  |  |              |
|--|--|--|--------------|
| PRODUCER<br>B&T-Carson Insurance Services<br>101 Tennessee Avenue<br>Charleston, WV 25302<br>104 346-0806          | CONTACT NAME: <b>Shelley Newman</b>            | FAX (A/C, No): <b>8887513002</b>                 |              |
|  | PHONE (A/C, No, Ext): <b>304 340-6960</b>      | E-MAIL ADDRESS: <b>shelley.newman@bbandt.com</b> |              |
| INSURED<br><b>The Manahan Group LLC</b><br><b>222 Capitol Street Suite 400</b><br><b>Charleston, WV 25301-2206</b> | INSURER(S) AFFORDING COVERAGE                  |  | NAIC #       |
|  | INSURER A: <b>Cincinnati Insurance Company</b> |  | <b>10677</b> |
|  | INSURER B: <b>AXIS Insurance Company</b>       |  | <b>37273</b> |
|  | INSURER C:                                     |  |              |
|  | INSURER D:                                     |  |              |
|  | INSURER E:                                     |  |              |

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSURER | TYPE OF INSURANCE  | ADDL INSR | SUBR VWD | POLICY NUMBER   | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS  |
|---------|--|-----------|----------|-----------------|-------------------------|-------------------------|---|
| A       | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br><br>GEN'L AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br>OTHER:   | X         | X        | ECP0264067      | 07/30/2014              | 07/30/2017              | EACH OCCURRENCE \$1,000,000<br>DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000<br>MED EXP (Any one person) \$10,000<br>PERSONAL & ADV INJURY \$1,000,000<br>GENERAL AGGREGATE \$2,000,000<br>PRODUCTS - COMP/OP AGG \$2,000,000<br>\$ |
| A       | <input checked="" type="checkbox"/> AUTOMOBILE LIABILITY<br><input checked="" type="checkbox"/> ANY AUTO<br><input type="checkbox"/> ALL OWNED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS<br><input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> NON-OWNED AUTOS | X         | X        | ECP0264067      | 07/30/2014              | 07/30/2017              | COMBINED SINGLE LIMIT (Ea accident) \$1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$  |
| A       | <input checked="" type="checkbox"/> UMBRELLA LIAB<br><input type="checkbox"/> EXCESS LIAB<br><input checked="" type="checkbox"/> OCCUR<br><input type="checkbox"/> CLAIMS-MADE<br>DED <input checked="" type="checkbox"/> RETENTION \$0  | X         | X        | ECP0264067      | 07/30/2014              | 07/30/2017              | EACH OCCURRENCE \$1,000,000<br>AGGREGATE \$1,000,000<br>\$<br>PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>  |
|         | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY<br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y <input type="checkbox"/> N<br>(Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below  |           | N/A      |                 |                         |                         | E.L. EACH ACCIDENT \$<br>E.L. DISEASE - EA EMPLOYEE \$<br>E.L. DISEASE - POLICY LIMIT \$  |
| B       | <input checked="" type="checkbox"/> Professional Liab<br><input checked="" type="checkbox"/> Errors/Omissions  |           |          | MCN000131221601 | 07/30/2016              | 07/30/2017              | 1,000,000<br>Deductible 15,000  |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
Evidence of insurance.

|   |   |
|---|---|
| <b>CERTIFICATE HOLDER</b><br><br>Purchasing Agent<br>WV State Treasurers Office<br>Capitol Bldg 1 Room E-145<br>1900 Kanawha Blvd E<br>Charleston, WV 25305 | <b>CANCELLATION</b><br><br>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. |
|   | AUTHORIZED REPRESENTATIVE<br><br><i>Gregory B. Scharley</i>   |

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# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
10/12/2016

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.**

**IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).**

|  |  |                        |
|--|--|------------------------|
| <b>PRODUCER</b><br><br>Automatic Data Processing Insurance Agency, Inc.<br>1 Adp Boulevard<br>Roseland, NJ 07068 | <b>CONTACT NAME:</b><br>PHONE (A/C No. Ext): _____ FAX (A/C, No): _____<br>E-MAIL ADDRESS: _____ |                        |
|  | <b>INSURER(S) AFFORDING COVERAGE</b>   |                        |
| <b>INSURED</b><br><br>The Manahan Group<br>222 CAPITOL ST STE 400<br>Charleston, WV 25301                        | <b>DISURER A:</b> Hartford Insurance Company of the Midwest                                      | <b>NAIC #</b><br>37478 |
|  | <b>DISURER B:</b>  |                        |
|  | <b>DISURER C:</b>  |                        |
|  | <b>DISURER D:</b>  |                        |
|  | <b>DISURER E:</b>  |                        |
|  | <b>DISURER F:</b>  |                        |

**COVERAGES**      **CERTIFICATE NUMBER: 661808**      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| TRSR LTR | TYPE OF INSURANCE  | ADDL. DESCR. (MSD) (WVD) | POLICY NUMBER | POLICY EFF. (MM/DD/YYYY) | POLICY EXP. (MM/DD/YYYY) | LIMITS                                    |            |
|----------|--|--------------------------|---------------|--------------------------|--------------------------|---|------------|
|          | <b>COMMERCIAL GENERAL LIABILITY</b><br><input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR<br><br>GENL. AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC<br>OTHER: _____ |                          |               |                          |                          | EACH OCCURRENCE                           | \$         |
|          |  |                          |               |                          |                          | DAMAGE TO RENTED PREMISES (Ea occurrence) | \$         |
|          |  |                          |               |                          |                          | MED EXP (Any one person)                  | \$         |
|          |  |                          |               |                          |                          | PERSONAL & ADV INJURY                     | \$         |
|          |  |                          |               |                          |                          | GENERAL AGGREGATE                         | \$         |
|          |  |                          |               |                          |                          | PRODUCTS - COMPROP AGG                    | \$         |
|          |  |                          |               |                          |                          |   | \$         |
|          | <b>AUTOMOBILE LIABILITY</b><br><input type="checkbox"/> ANY AUTO<br><input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS<br><input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS                                 |                          |               |                          |                          | COMBINED SINGLE LIMIT (Ea accident)       | \$         |
|          |  |                          |               |                          |                          | BODILY INJURY (Per person)                | \$         |
|          |  |                          |               |                          |                          | BODILY INJURY (Per accident)              | \$         |
|          |  |                          |               |                          |                          | PROPERTY DAMAGE (Per accident)            | \$         |
|          |  |                          |               |                          |                          |   | \$         |
|          | <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR<br><b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE<br>DED    RETENTION \$  |                          |               |                          |                          | EACH OCCURRENCE                           | \$         |
|          |  |                          |               |                          |                          | AGGREGATE                                 | \$         |
|          |  |                          |               |                          |                          |   | \$         |
| A        | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below  | Y/N<br>Y                 | N/A           | 76WEGGB4885              | 10/15/2016               | 10/15/2017                                |            |
|          |  |                          |               |                          |                          | X PER STATUTE    OTH-ER                   |            |
|          |  |                          |               |                          |                          | E.L. EACH ACCIDENT                        | \$ 100,000 |
|          |  |                          |               |                          |                          | E.L. DISEASE - EA EMPLOYEE                | \$ 100,000 |
|          |  |                          |               |                          |                          | E.L. DISEASE - POLICY LIMIT               | \$ 100,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

|  |  |
|--|--|
| <b>CERTIFICATE HOLDER</b><br><br>West Virginia State Treasurers Office<br>Attn: Purchasing Agent<br>Capitol BLDG Room E-145<br>1900 Kanawha Blvd E<br>Charleston, WV 25305 | <b>CANCELLATION</b><br><br>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE<br> |
|--|--|

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

The Manahan Group (TMG) is proud of its association with the STO over the past two decades.

We have a great experience with the State Treasurer's Office and its many programs. TMG has been the Agency of Record for STO for the past four years and we are proud of the successes that we have achieved working together. From the return of more than \$13 million in unclaimed property to the creation of the new Financial Education Center, we have stood side-by-side assisting your office in serving the great people of West Virginia.

The Manahan Group has been the Agency of Record for the SMART529 College Savings Plan, managed by The Hartford, for the past ten years. Working closely with The Hartford and STO, TMG developed marketing materials to promote the new Bright Babies program, continue the huge success of the When I Grow Up contest, and assisted in the organization of the new SMART5.29K run and walk. All of this has led to a more than \$2 billion program that the state can be proud to call its own.

The Manahan Group has worked with other clients who have similar needs.

Our agency is familiar with working with state accounts. We currently are The Agency of Record for the Department of Transportation (DOT) and Division of Motor Vehicles (DMV). Our work on behalf of DOT's "Just Drive" anti-texting campaign received praise from DMV Commissioner Pat Reed who credited the campaign, and the new law, with an 18 percent drop in state roadway fatalities.

The Manahan Group is extremely capable of providing the services required in this RFP and believe it is the best agency for the account.

TMG is a full-service advertising and public relation's agency with in-house design, media buying, digital and social media expertise. We have worked successfully on both small, local initiatives and large, statewide efforts. Our public and media relations services are unmatched in the market and one of the main reasons we are sought after in the market.

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

Simply put, we get results. From winning a levy election (Loving My Library) to helping the state reduce roadway fatalities (Just Drive), we are proud of the work we do for our clients. We believe in giving back to our community and volunteer our time and talent for non-profits like Mountain Mission, Charleston Parkinson's Support Group, and more.

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We encourage you to learn more about us through this proposal and our team 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". The signature is fluid and cursive, with the first name "George" and last name "Manahan" clearly distinguishable.

George Manahan, CEO

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## **ATTACHMENT A - VENDOR RESPONSE SHEET**

**4.3 – Qualifications and Experience: Vendors should provide in Attachment A: Vendor Response Sheet information regarding their firm as follows (a breakdown of scoring is provided in Section Six):**

### **4.3.1 – 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, Phone: 304.343.2800, Fax: 304.343.2788  
gmanahan@manahangroup.com



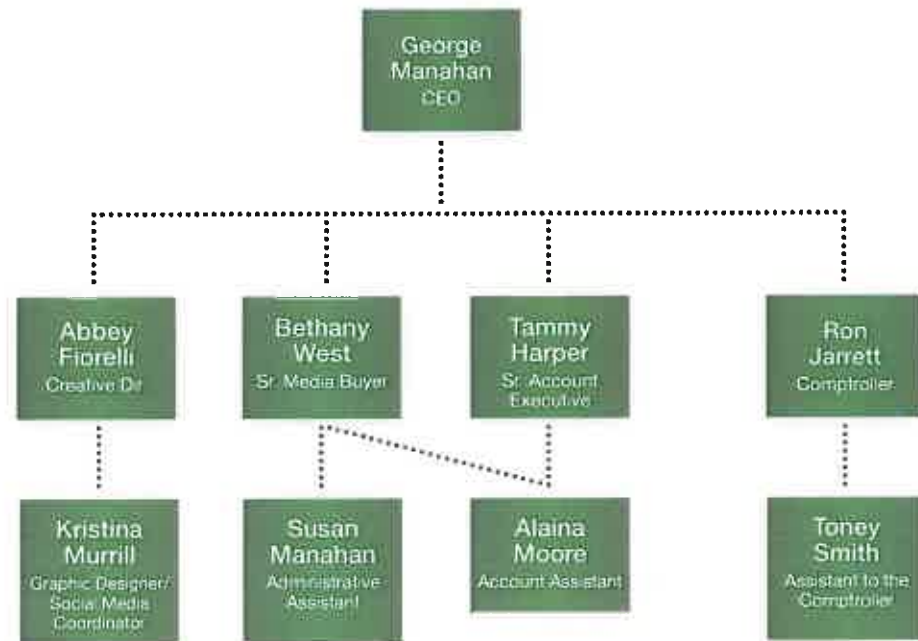
**4.3.2 – Information about the Vendor including company description, legal structure, ownership (direct and indirect), staffing numbers, organizational chart, pending contract(s) to merge or sell any portion of the firm, and any other information that will assist in evaluating the firm.**

The Manahan Group (TMG) is one of West Virginia's largest full-service advertising, marketing and public relations agencies whose office is based in downtown Charleston. The company is a Limited Liability Corporation (LLC) and has been in business for thirteen (13) years under the ownership of George Manahan.

TMG boasts eight (8) full-time communication professionals. TMG's team includes: George Manahan, CEO; Abbey Fiorelli, Creative Director; Ron Jarrett, Comptroller; Tammy Harper, Senior Account Executive; Bethany West, Senior Media Buyer; Kristina Murrill, Graphic Designer/Social Media Coordinator; Alaina Moore, Account Assistant; Susan Manahan, Administrative Assistant; Toney Smith, Assistant to the Comptroller.

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

**Organizational Chart**



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

Over the past thirteen (13) years, TMG has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), American Advertising Federation - West Virginia (AAF-WV) and the national ADDY Awards. PRSA-WV has recognized TMG with its "Best in West Virginia" award five out of the last thirteen years, the most of any agency or company in the state. The "Best in West Virginia" awards were for the following clients and campaigns:

- West Virginia Department of Health and Human Resources – Raze Tear Down the Lies – 2003
- West Virginia Department of Health and Human Resources – Raze Success – 2005
- West Virginians for Better Transportation – Keep West Virginia Moving – 2009
- The Hartford/West Virginia State Treasurer's Office – SMART529 Upromise Launch – 2010
- The Michael J. Fox Foundation – Fox Trot for Parkinson's Research – 2012

TMG was also named to the PRSA-WV Hall of Fame, receiving the Ongoing Excellence Award in 2013. CEO, George Manahan was recognized in 2014 with the PRSA-WV Chapter Lifetime Service Award. He was only the fourth person to receive the honor in the organization's 30-year history.

TMG has received well over 100 advertising awards. The recognitions include numerous Telly Awards, the industry's version of an Emmy Award, and ADDY Awards, presented by the AAF-WV.

In addition, TMG has worked with nearly every department of the West Virginia State Treasurer's Office. The following materials provide a snapshot of our capabilities.



Treasurer's Financial Education Center for Children – Logo



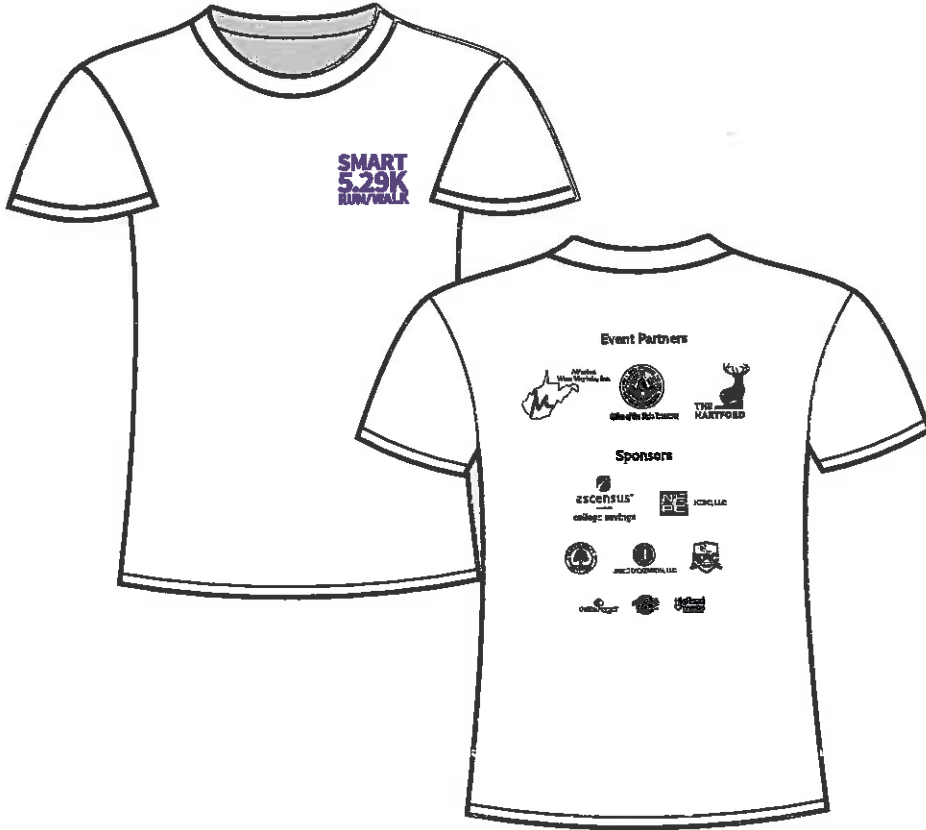
West Virginia State Treasurer's Office  
State Fair Materials – T-shirt



West Virginia State Treasurer's Office  
State Fair Materials — Promotional Item



West Virginia State Treasurer's Office  
State Fair Materials — "When I Grow Up" Display



SMART5.29K Run/Walk Event — T-shirt



**SMART5.29K**  
**5.29K**  
**RUN/WALK**  
 Benefiting Mission WV

**SATURDAY, MAY 14**  
 REGISTRATION AT 7:00 AM / RACE AT 8:00 AM  
 APPALACHIAN POWER PARK, CHARLESTON

TO REGISTER & FOR MORE INFORMATION VISIT [MWTREASURY.COM](http://MWTREASURY.COM)

EARLY BIRD (ENDS APRIL 8) ..... \$25  
 REGISTRATION (ENDS MAY 11) ..... \$30  
 DAY-OF REGISTRATION ..... \$35

REGISTER BY APRIL 15 & RECEIVE A RACE T-SHIRT

Ice Cream Social and packet pick-up is on Friday, May 13 from 4 to 6 p.m. at the Capital Market, Smith Street

Sponsored by:

City of Charleston Highland Hospital Jurek-Hickerson, LLC  
 Capital Market Club-N-A

**COMPLIMENTARY SCOOP OF ELLEN'S HOMEMADE ICE CREAM**  
**SMART5.29K Run/Walk Packet Pick-up**  
 Valid 5/13 from 4 to 6 p.m. at Ellen's Homemade Ice Cream at Capital Market

Office of the State Treasurer

SMART5.29K Run/Walk Event -- Materials





SMART5.29K Run/Walk Event — Medals



Unclaimed Property — “Discover” Publication



Unclaimed Property Auction — Banner Stand

**WEST VIRGINIA**  
**BOARD OF TREASURY INVESTMENTS**  
[www.wvbt.org](http://www.wvbt.org)

### Investment Objectives

- Conservative fixed income investments
- Safety of principal
- Competitive yields
- Diversification of assets

**Watch your money grow.**

### West Virginia Achievements

- Standard & Poor's AAAm rated
- Certificates of Achievement for Excellence in Financial Reporting
- Fees lower than national average
- CFR certified management

**West Virginia Values.  
West Virginia Money.**

### WV Certificate of Deposit Program

- Bid options ranging from \$100,000 to \$10 million
- Easy, online bidding process
- No transaction fees

**Sign up today!**

West Virginia Board of Treasury Investments — Display

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**4.3.3 – 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. Size and types of engagements handled by your firm, with the 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 \$4.3 million in 2015.

***b. In-house capabilities;***

The Manahan Group (TMG) is a full-service advertising, marketing and public relations agency. TMG provides clients with a comprehensive array of services that include:

- Strategic counsel, 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 coordination
- Out-of-home advertising
- Social media development and management
- Spokesperson training
- Speech writing
- Production management
- Copywriting and copyediting
- Event planning
- Digital campaign management

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***c. Location from which services will be provided; and***

The Manahan Group is located at 222 Capitol Street, Suite 400, Charleston, West Virginia, 25301. All in-house services will be provided at this address.

***d. Any other information you believe distinguishes your firm.***

The Manahan Group's (TMG) 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. TMG 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's development and allows the client to fully participate in mapping a plan for success.

*On Target is referenced under 4.4.1.1.*

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**4.3.4 – Discuss your firm’s interest in and/or experience with providing Services similar to those requested in this RFP specifically for government programs and banking, investment or other financial services.**

The Manahan Group (TMG) is very familiar with the workings of the West Virginia State Treasurer’s Office. Along with its coordination of the SMART529 College Savings Program’s marketing efforts since 2004, TMG has had the pleasure of being the Agency of Record for the West Virginia State Treasurer’s Office from 2005-2009 and from 2013-2016. Through its advertising and public relations support, TMG has been able to assist the office with many projects, including:

- The return of more than \$13 million in Unclaimed Property.
- Designed signage for the new Financial Education Center, which opened in 2016.
- Assisted with the new SMART5.29K, which raised funds to award 529 accounts to five adoptive families in West Virginia at the Smart Start 529 Awards event in 2015.
- Achieved over \$2 billion invested in the SMART529 College Savings Program.
- The record growth of the SMART529’s Direct College Savings Plan with nearly 4,000 accounts opened and a top year of 1,756 accounts opened in 2014.
- Introduction of The Hartford’s SMART529 Bright Babies program, which is on track to exceed its goal of 750 new accounts.
- The distribution of over \$190,000 to West Virginia families through The Hartford’s “When I Grow Up” essay contest since 2007.

In addition to the successes listed above, TMG has worked on numerous government programs and banking, investment or other financial services, including:

- Board of Treasury Investments (West Virginia State Treasurer’s Office)
- West Virginia Retirement Plus -- 457 (West Virginia State Treasurer’s Office)
- NetWorth (West Virginia State Treasurer’s Office)
- Women & Money Conference (West Virginia State Treasurer’s Office)
- Just Drive (West Virginia Department of Highways)
- West Virginia 511 (West Virginia Department of Highways)
- Impaired Driving (West Virginia Department of Motor Vehicles)
- Click-It Or Ticket (West Virginia Department of Motor Vehicles)

- 
- Motorcycle Safety (West Virginia Department of Motor Vehicles)
  - Money Smart Week (AARP-West Virginia)
  - SMART529 College Savings Plan (The Hartford)
  - West Virginia Children's Trust Fund (TEAM for West Virginia Children, Inc.)

TMG is also the Agency of Record for the West Virginia Department of Highways, West Virginia Department of Motor Vehicles and the SMART529 College Savings Plan administered by The Hartford.



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**4.3.5 – 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.**

The Manahan Group (TMG) has provided below three campaigns demonstrating our ability to provide Services to the Agency, as described in this proposal.

**1. The Hartford – SMART529 College Savings Plan (2015)**

SMART529 is West Virginia's College Savings Plan. Established nearly fourteen (14) years ago, SMART529 is a program of the 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 savings needs. TMG has been The Hartford's Agency of Record for the past ten (10) years.

Research for the product conducted by RMS Strategies and analyzed by TMG determined the primary and secondary audiences for SMART529 in West Virginia.

- The primary audience is families with children, ages 0 – 8 years old.
- The secondary audience is families with grandchildren, ages 0 – 8 years old.

TMG has created and managed the advertising and public relations efforts for SMART529 for ten (10) years and has had success in targeting the approach toward mothers. Research conducted by TMG within West Virginia has shown women initiate major financial decisions while men usually make them. Selling SMART529 has always proven effective when reaching out first to mothers.

TMG's advertising efforts consisted of a multi-media campaign which included television, print, digital, social media and direct mail, complimented by statewide public relations.

The campaign kicked off with a television schedule which started the week before Thanksgiving and included both broadcast and cable stations statewide. The creative consisted of a holiday 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.

In addition, the highly successful "When I Grow Up" essay contest entered its eighth (8) year. The contest gives K-5 graders the opportunity to win money toward their college education by writing an essay about what they want to be when they grow up. In addition, teachers can utilize the contest in their classrooms and submit an essay on how they incorporated it into their curriculum for a chance to win a \$2,500 cash prize. The ninth annual contest garnered over 3,000 entries from students and teachers all over the state.

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**Results:** The SMART529 advertising and public relations efforts have been very successful, leading to nearly 4,000 SMART529 Direct accounts opened over the past three (3) years:

- 2015: 1,607 new accounts
- 2014: 1,756 new accounts (record)
- 2013: 1,490 new accounts

2015 Annual Billing: \$499,981.21

*Supporting documents can be found in Addendum B-1 and Addendum D.*

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## 2. West Virginia Department of Transportation – Just Drive (2013 – 2014)

The Manahan Group (TMG) provides comprehensive professional advertising and marketing services for the West Virginia Department of Transportation (WVDOT), including research and brand development.

In 2013 West Virginia state law regarding the use of a cell phone while driving changed. Drivers would be fined for talking or texting while driving. TMG met with members of the West Virginia Department of Highways (WVDOH) and West Virginia Division of Motor Vehicles (WVDMV) to create a brand and a subsequent media campaign to discourage West Virginia drivers from using cell phones while driving. This brand targeted all West Virginia drivers, but specifically focused on teen drivers – “Just Drive.”

Based on the client’s goals and objectives and armed with secondary research to guide development, TMG developed logo options and television concepts for the upcoming campaign. Focus groups were conducted among both adults and teens to obtain an understanding of text messaging habits and to test advertising concepts, logos and brand attributes. The results from this research effort provided TMG a better understanding of not only habits among the specific demographic but also areas where education is needed, message points that the audience will respond to and insight into brand positioning for the new campaign. The largest competitor to this message is cell phones and culture. Teens and parents are not likely to give up their phones but should be persuaded that “it can wait.”

- The primary audience is teens, ages 15-20 years old.
- The secondary audience is parents, ages 29-49 years old.

The client’s goal of the campaign was (and is still today) to encourage drivers in West Virginia to drive “hands free.” TMG worked closely with the WVDOH and WVDMV to develop various components of the “Just Drive” campaign. These components included a kick-off event in the southern part of the state, television, outdoor, social media, radio, movie theater advertising, website, driving simulators for events, as well as premium items.

With the client behind the message, TMG was making preparations for the kick-off event at Tamarack in Beckley, West Virginia. Tamarack is located off the West Virginia Turnpike, drawing in thousands of visitors a day to shop and eat – it just made sense to hold the kick-off at that location on the day the law went into effect. Governor Tomblin made remarks at the event, while the client and TMG staffed the event, handing out promotional items and donning their “Just Drive” T-shirts. After the kick-off event, the rest of the components were executed. The development of a Facebook page and Instagram accounts were launched as well as a YouTube Channel.

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The Facebook page is an opportunity to interact with others on a regular basis, allowing people who “like” the page to comment as they deem necessary. Using a variety of images, TMG created compelling anti-texting messages such as, “Texting Makes a Crash Up To 23 Times More Likely.” Currently the Facebook page has 1,400 likes and is being managed and monitored internally by the WVDOT. TMG managed all social media planning, copy writing, imagery, etc. from the program’s launch until July 2014.

TMG designed the “Just Drive” website ([www.justdrivewv.com](http://www.justdrivewv.com)) so it would be engaging to teens – a place where they could go to receive information on upcoming events, sign the Governor’s Safe Driver Pledge, learn the newest facts about texting and driving and have an opportunity to share their texting and driving story. The site launched in October 2013. Since then, new visitors account for 83.7 percent, and returning visitors account for 16.3 percent.

Driving simulators were used at the West Virginia High School Basketball Tournaments in early March 2014, allowing attendees to see what happens when you text and drive, usually resulting in a wreck.

**Results:** The client has been pleased with all components. WVDMV released a report stating an 18 percent decrease in roadway fatalities in West Virginia due to new legislation. WVDMV Commissioner, Pat Reed, also credits the “Just Drive” campaign. The campaign will continue into 2017, stressing the dangers of using your cell phone while driving, and the fact that it is a state law not to use your cell phone at all while driving.

2013-2014 Annual Billing: \$513,611.39

*Supporting documents can be found in Addendum B-3 and Addendum D.*

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### 3. Vote Yes For Libraries – Loving My Library (2014)

Smarting from an overwhelming defeat a year earlier, the Kanawha County Library Levy Committee hired The Manahan Group (TMG) in August of 2014 to manage the group's efforts to increase taxes to support the county's library system.

A year earlier, the library joined the Kanawha County Board of Education in a joint countywide levy, seeking \$24.4 million for schools and \$3 million for libraries. The levy was soundly defeated by a 76-24 percent margin. While the loss may not have been surprising, the margin of the loss certainly was not expected. Now going it alone, the library needed to provide a strong case for a tax increase. The loss of this levy campaign would mean the closure of several satellite facilities and the reduction of more than 50 jobs.

With no money to conduct a poll, TMG reviewed a national research study of 6,200 Americans about their attitudes and opinion regarding libraries. The Pew Research indicated that 91 percent of those polled said they or someone in their household use the library. Overall, the younger and older the demographic, the less likely they were to say the library was "very important" to them. The survey also indicated that mothers with children and minorities were most likely to say libraries were "very important."

With this information, TMG brought together key library and campaign officials to develop a strategy. During the three-hour meeting, the group agreed on target audiences, brand development, budget and outreach efforts. The goal of the campaign was simple: receive one vote over 50 percent of those voting. Although TMG suggested a budget of \$100,000, the campaign committee was only able to come up with \$80,000.

With the new budget a reality, TMG pushed library officials away from a TV campaign and toward a comprehensive grassroots effort that would be complimented with less expensive paid media options such as targeted newspaper and digital, social media, radio and billboards. The grassroots effort would include: 2,000 yard signs placed in every community in the county, more than 75 presentations to local organizations, door-to-door canvassing and a social media campaign that gave library lovers the opportunity to say or show why they loved their library.

TMG designed a brand for the campaign that would appeal through name, design and color to mothers and minorities. The Loving My Library teal and red design with a heart in the middle stood out in a very crowded election field. The campaign design was carried through to the website, Facebook page, information card, yard signs, social media efforts, paid media and more. We encouraged the library to distribute yard signs early to create a buzz within each community, and the tactic worked as the library received numerous requests for yard signs.

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Since nearly 91 percent of households use the library, TMG wanted to engage residents in a discussion of why they loved their library before asking them to approve a tax increase. We targeted mothers and minority populations while still reaching out to seniors, a strong voting bloc. At the campaign's kick-off, TMG asked supporters to tell their story through video and still pictures, finishing the sentence, "I Love My Library because ..." and posting them to the Loving My Library's Facebook page and website. Some of the reasons were touching and funny: "It's where I met my spouse" or "It's where I learned to dream" or "We love story time."

The social media effort was a huge success with hundreds of postings. Even local celebrities like Rocket Boy author/producer Homer Hickam, Charleston Mayor Danny Jones and others joined in to support the library through Facebook posts.

In addition to the website and social media, TMG also felt it important to include a more traditional medium. We worked with Charleston Newspapers to create a combination of small print ads and digital ads that would increase our reach in the county. The digital ads generated 400,000 impressions over the course of the month preceding the election. We also incorporated small print ads to appear within the masthead of the front page of the paper. Finally, in an effort to provide additional detail on the specifics of this levy, we also printed and inserted a double-sided, one-sheet insert. These insertions coincided with the start of early voting and Election Day.

The Library Levy Committee and TMG established several subcommittees: communications, speaker's bureau, events and fundraising. The communications team worked with TMG to identify earned media opportunities. Members of the speaker's bureau spoke to more than 75 groups. They were provided 5-minute and 15-minute presentations, with PowerPoint, that they could use for their talks. Event team members organized sign-waving appearances at all of the county's libraries and busiest intersections.

**Results:** In a complete turn-around from its defeat a year ago, the library levy passed by a 65-35 percent margin.

Kanawha County Public Library's Director Alan Englebert wrote about The Manahan Group's campaign: "The campaign was a wonderful blend of creativity, careful calculation and hard work, and the only word that really describes it is great. I know you and your folks went far above and beyond in making it happen and everyone involved deeply appreciates it, no one more so than I."

Tom Heywood, the campaign's chair, was also complimentary of TMG's efforts: "Thanks once again for a truly picture perfect campaign. Words cannot express our appreciation for all you and your team did. A+, buddy."

2014 Annual Billing: \$78,067.00

*Supporting documents can be found in Addendum B-4 and Addendum D.*

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**4.3.6 – Identify the person who will have 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 with similar projects, and number of years with your firm and primary work location.**



Tammy Harper is a Senior Account Executive at The Manahan Group (TMG) with sixteen (16) years of experience in advertising and public relations, seven (7) of which have been with our agency. She has an enthusiastic approach and brings strong organizational and project management skills as well as event coordination and media relations.

Tammy has served as the account executive for the West Virginia State Treasurer's Office for the past four (4) years, working with many different divisions of the office to coordinate their marketing and public relations needs. If TMG is selected, she will continue to serve as the account executive for the West Virginia State Treasurer's Office.

Tammy's current clients include: The West Virginia State Treasurer's Office, Walhonde Tools Inc., Anthem – UniCare Health Plan of West Virginia, Kanawha Valley Advertising/WV Outdoor and the agency's pro-bono client, Mountain Mission, Inc. If TMG is selected for the West Virginia State Treasurer's Office account, Tammy would continue to work on the accounts listed above.

Tammy is a past president of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) and serves the community in a variety of charitable efforts.

Tammy is located at 222 Capitol Street, Charleston, West Virginia, 25301. She can be reached via phone at 304.343.2800 or via email at [tharper@manahangroup.com](mailto:tharper@manahangroup.com).

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

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**4.3.7 – Identify the person(s) 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 with similar projects, and number of years with the firm.**

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

**George Manahan – CEO / Strategic Development Coordinator**



As founder and CEO, George brings tremendous advertising and public relations experience to the team. His knowledge of the West Virginia State Treasurer's Office and its programs is unmatched. George's work in advertising agency management combined with former jobs in journalism and as press secretary to Governor Caperton led him to establish TMG.

George has been in advertising, public relations and media for nearly thirty (30) years. He was only the fourth person in the 30-year history of the West Virginia Public Relations Society of America Chapter's (PRSA-WV) Lifetime Achievement Award. He was also named PR Practitioner of the Year in 2010 and received the Silver Medal Award from the American Advertising Association of West Virginia (AAF-WV) for his work on behalf of West Virginia's advertising industry.

George is a graduate of Bethany College with a degree in Communications.

**Abbey Fiorelli – Creative Director**



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 include design work for all media including print and broadcast. She has designed publications and projects of all sizes and is a skilled photographer. She has led the creative efforts for similar projects with The Hartford SMART529 College Savings Plan, West Virginia Department of Transportation,

West Virginia Division of Motor Vehicles, Mountain Mission, Inc. and Energize West Virginia, just to name a few.

Abbey has been with TMG for the past eleven (11) years. She is a graduate of Alfred University with a degree in Graphic Design and minors in Photography and Psychology. She serves on several local boards including the American Advertising Federation - West Virginia Chapter (AAF-WV), FestivaLL and Mountaineer Montessori School.



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### **Kristina Murrill – Graphic Designer / Social Media Coordinator**



A former newspaper editor and page designer, Kristina went back to Marshall University after receiving her degree in Print Journalism to become more proficient in marketing and advertising design. A talented photographer, her work has won multiple awards, been featured in WV Living and has been showcased in local juried exhibitions. She has the unique ability to not only craft a great

sentence, but place those words in the perfect design. She recently completed her master's degree in Integrated Marketing Communications from West Virginia University. These skills also have made her a valued part of all social media development and management at TMG.

### **Bethany West – Senior 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 to reach them, and 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 West Virginia Department of

Highways, West Virginia Division of Motor Vehicles, The Hartford SMART529 College Savings Plan and the West Virginia State Treasurer's Office's Unclaimed Property program.

She 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 TMG for fifteen (15) years.

In addition to her work for TMG she also serves as Executive Director of the American Advertising Federation - West Virginia Chapter (AAF-WV).

### **Alaina Moore – Account Assistant**



As the newest member of TMG, Alaina brings experience in communications, social media strategy and execution and event planning. She helps the agency on all client work including The Hartford SMART529 College Savings Plan, West Virginia Department of Transportation, West Virginia Children's Trust Fund, Mountain Mission, Inc. as well as other clients.

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She graduated from West Virginia University Institute of Technology with her degree in Business Management and is currently working toward her Masters of Science in Integrated Marketing Communications at West Virginia University. She served on the Communications Committee for Education Elevators in 2015, as Chair of the Communications Committee for Generation Charleston from 2013-2015 and is currently on the Communications Committee for Generation West Virginia.

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**4.3.8 – Describe your company’s approach when there is turnover on a project team, including your ability to continue client services at the established level of quality and without interruption.**

The Manahan Group (TMG) very rarely experiences turnover. A look at our key personnel shows:

- Tammy Harper – 7 years with the agency
- Abbey Fiorelli – 11 years with the agency
- Bethany West – 15 years with the agency
- George Manahan – 18 years with the agency

However, if TMG were to experience turnover during the course of a client engagement, the agency's CEO, George Manahan, would step into the role temporarily until a permanent replacement can be agreed upon. George has served as the West Virginia State Treasurer's Office's account executive previously and is very familiar with the Agency.

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**4.4 – Project and Goals: The project is to educate the public about the programs and services available through the West Virginia State Treasurer’s Office with the use of effective, efficient and comprehensive marketing, advertising and public relations campaigns. Goals and objectives are outlined below.**

**4.4.1 - Project Management and Methodology: Vendors are to provide in Attachment A: Vendor Response Sheet information regarding their firm as follows (a breakdown of scoring is provided in Section Six):**

**4.4.1.1 – GOAL: Efficient and cost-effective marketing, advertising and/or public relations campaigns**

**Discuss your firm’s approach to planning and budgeting as it pertains to developing marketing, advertising and/or public relations campaigns. Explain how you will use available program funds in an efficient and cost-effective manner to achieve the desired results. Include a narrative of how your firm involves clients in finalizing plans and budgets.**

The Manahan Group (TMG) 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.

**1. Research** -- TMG believes that every marketing effort needs some level of research in order to be successful. Secondary research can aid the understanding of the issue’s current status and in gauging the success or failure 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. TMG works closely with Stadelman Consulting’s Kelly Stadelman to conduct primary research when it’s needed.

**2. Strategic Planning** – TMG routinely conducts strategic planning sessions with clients during which results are reviewed, and the assessment 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, TMG 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.

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

**5. Measurement** – TMG 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 initial meetings with clients.

Each of the five steps involve an open discussion and information sharing. An On Target session can last a few hours or an entire day, depending on the client's 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 the client and the agency.

After the On Target session, TMG 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 development
- Measurement guidelines

TMG will utilize the On Target process to clearly plan and strategize for the scope of work outlined in this proposal.

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#### 4.4.1.2 – GOAL: Multidimensional advertising

**In accordance with the itemized advertising plans and budgets, the Vendor is responsible for the design, production, procurement distribution and placement of program advertising materials.**

***a. Discuss your firm's approach to design and production, including your effort to ensure the material is relevant to the campaign/project goals.***

Abstract creativity may be subjective, but advertising is not. The creativity applied to advertising is based on research, experience and expertise. The Manahan Group (TMG) chooses words and images that work within a well-planned strategy and that are designed to have maximum impact on the target audience. That's part of why the advertising we create gets results.

When developing a campaign, TMG'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 the communication of 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, TMG will move on to the production of all materials.

***b. 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, internet), social media, direct mail, printed materials (flyers, signs, posters, displays, pamphlets, brochures, booklets, manuals and reports) and other collateral materials.***

TMG's On Target strategic planning 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 Senior Account Executive Tainmy Harper, as well as the TMG Strategy Team, identified in Section 4.3.2 of this proposal.

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On Target brings together TMG and the client to answer the following key 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 Audience)
- 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, TMG will develop an implementation plan that will include goals, tactics, budget recommendations and a timeline. TMG would employ agency departments in the planning and implementation depending on these factors.

***c. Discuss your firm's media buying capabilities, including your methods to place and track media.***

In today's market, multi-media campaigns have become the norm. TMG is one of only two West Virginia-based agencies that employ 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. Our methodology and approach to multi-media advertising placement includes utilization of the industry's premiere software program, to help plan, place and track media throughout the United States. Contracts with Nielsen Media Research allow accessibility to market information anywhere in the country, including county summary reports, ratings information, station and program shares, trend analysis and station profiles.

TMG boasts a full library of media reference materials to identify various specific media vehicles as needed. TMG's capabilities include placement and management of television, radio, outdoor, newspaper, magazines, digital 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 advertisements placed through our posting process, which includes reviewing the quality of advertisement reproduction, reviewing airtimes for television and radio commercials, reach and engagement and of digital advertising 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.

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There are many online media distribution outlets available to advertisers as well as new ideas emerging on a daily basis. TMG's media department 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 better results.

Due to a dramatic increase in popularity, social media campaigns are another highly effective way to generate interest in various campaigns, issues and events. TMG's knowledge of social media tools and integration techniques has provided many opportunities to help clients further their marketing message and expand their reach. As an example, we have included the social media planning guide that we created for The Hartford in Addendum C of this response.

TMG places millions of dollars with local and regional media outlets on an annual basis giving us tremendous buying power. Our Senior Media Buyer, Bethany West, has more than thirteen (13) 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.

This process may be time consuming, but it is imperative to ensure that the client is reaching their intended goals.



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#### **4.4.1.3 – GOAL: Research and evaluation of projects**

**Discuss your firm's ability to provide research, such as surveys and focus groups. Explain your firm's strategy for evaluating the effectiveness of marketing, advertising and/or public relations projects.**

The Manahan Group (TMG) believes that every marketing effort needs some level of research in order to be successful. Secondary research can aid in the understanding of the issue's current status and in gauging the success or failure 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.

When handling surveys and focus groups, TMG develops the research strategy. Depending on the scope of the research project, TMG may subcontract Stadelman Consulting's Kelly Stadelman to conduct primary research when it's needed.

TMG is able to provide research and evaluation for all projects and campaigns. Those results may be measured in a variety of ways. This includes earned media reports for PR events or stories and social media management. We review the quality of print ad production for paid media and check invoices against insertion orders to ensure the message is reaching its intended audience. TMG is dedicated to producing measurable results for clients. The method of measurement will be agreed upon by both the Vendor and the Agency during initial meetings.

*Supporting documents can be found in Addendum E.*

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#### **4.4.1.4 – GOAL: Organized and effective educational and/or promotional events**

**Discuss your approach in organizing informational public meetings, conferences, workshops, training sessions, seminars, press conferences, promotional tours, fundraisers and/or other events. Explain your strategy in managing various events.**

The Manahan Group (TMG) has extensive experience in organizing and managing a variety of events. Our strategy stays the same no matter the size of the event. Our planning always starts with the client. We meet with our client to determine:

- What is the budget?
- What is the goal of the event? (e.g. to bring awareness to the public, etc.)
- Who is the target audience? (e.g. families, legislatures, etc.)
- What is the projected date to hold their event?

Planning an event takes time and effort. TMG develops a strategy, including a timeline so the event stays on track and stays within the client's budget.

As part of the strategy, we bring our team together to brainstorm on an overall theme for the event. In our experience, we have found that having a distinct theme helps the target audience to better understand and remember the event. Once the theme is approved we begin moving forward with the planning of the event. We view our client as our partner, as they are involved every step of the way. We do require client approval before moving forward on any of the deliverables.

TMG will handle all aspects of the event, from venue coordination to developing materials that will be needed for the event. We will be at the event to ensure everything runs smoothly and the client's needs are met. TMG has coordinated events for our clients such as:

- Money Smart Week – AARP-West Virginia (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 Showers – UniCare Health Plan of West Virginia (Community events around the state)
- SMART529 “When I Grow Up” – The Hartford (Contest and press conference)

*Supporting documents can be found in Addendum B-5.*

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#### **4.4.1.5 – GOAL: Coordinate online messaging with overall campaign**

**The scope of work that may be requested of the Vendor includes digital advertising creative such as banner ads and similar work that may be determined in the future. Discuss your firm's ability to provide an innovative use of a digital format. Include examples of your ability to coordinate a digital format with an overall marketing campaign.**

The Manahan Group (TMG) works hard to ensure that our clients have a consistent message across all mediums. Often this requires digital versions of their more traditional marketing pieces. For example, our work with The Hartford has transitioned over the years from a traditional television and newspaper campaign in the early years, to now a more balanced multi-media campaign including digital banner ads and videos, social media and e-blasts in addition to their more traditional television and newspaper ad placements. The expansion of digital and social messaging in the past few years has allowed us to supplement traditional advertising in areas of the West Virginia that are difficult to reach via other mediums, especially in the Eastern Panhandle region.

In the past two (2) years, TMG has expanded the promotion of the "When I Grow Up" essay contest to include a social media component in addition to the outreach that we do through the school system with the Smart Family and Teacher Newsletters each year. We also relied heavily on digital and social media content to promote the Bright Babies Program when it launched in 2015. In addition, we held a press event, created both brochures and direct mail pieces and continue to utilize digital media with the addition of pre-roll video placements targeting new parents and grandparents with the Bright Babies message. Even general branding for the SMART529 program has expanded in the digital realm. What was once a marketing campaign centered around the 4th quarter selling season, has now become a year round marketing push. In 2016, we have seen 157 SMART529 account openings from our digital ads alone.

TMG also plans and creates all social media content for all of The Hartford SMART529 College Savings Plan messages. This process begins with creating a calendar of posts and then pairing those posts with images. This content must then be approved by the client. Once we have client approval, TMG utilizes the Hearsay Social platform, which is the leading social media application for financial and insurance firms. The application allows for The Hartford's legal team to analyze and approve, or provide recommendations for adjustments and also provides client access to an archive of all social media posts and engagements with the public. Once those posts are approved and scheduled, TMG manages the budgeting and targeting of selected promoted posts to grow the social media audience.

Upon launching the SMART529 Facebook page in November 2014, we worked with The Hartford to create a Social Media Planning Guide. It provides a standard operating procedure for all Facebook posts and engagements. This handbook provides guidance on everything from research of similar 529 social media pages, content requirements to the frequency at which posts are

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scheduled, customer service response and legal disclaimer requirements. While some posts have a direct sales message, many simply provide parenting resources and family-friendly activities, and others promote events and contests. In 2016, we have seen a 185 percent growth in SMART529's Facebook audience. This is 60 times higher than the growth rate of comparable pages in other states.

While we do not manage The Hartford's SMART529 website ([www.smart529.com](http://www.smart529.com)) internally, we do work closely with the IT team at The Hartford to provide assets to their program specific landing pages. This ensures that when we utilize a specific landing page in our marketing materials, digital ads, social media posts or e-blasts the content on that page matches the creative on advertising that lead them there. This is particularly true with the Bright Babies (<http://bit.ly/1In3Emv>) and "When I Grow Up" (<http://bit.ly/2duPzVA>) pages on the website.

*Supporting documents can be found in Addendum B-2, Addendum C and Addendum D.*

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#### **4.4.1.6 – GOAL: Affordable and quality subcontracted services**

**Provide a list of the Services contemplated under this RFP that you expect to be provided by subcontractors; detail how they may benefit the Agency; and explain your process for selecting subcontracted services.**

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

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

TMG utilizes a three-quote system when seeking the best rate for its client. That means for all outside expenses more than \$1,000, TMG will seek three bids from subcontractors. This would exclude purchases made to media outlets. However, our utilization of the industry's premiere software program, to help plan, place and track media and its contract with Nielsen Media Research, provides the agency with the information it needs to negotiate the best rates.

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**4.4.2 – Creativity and Approach: Vendors are to provide in Attachment A: Vendor Response Sheet information regarding their firm as follows (a breakdown of scoring is provided in Section Six)**

**4.4.2.1 – GOAL: A creative and comprehensive advertising campaign**

**To demonstrate its ability to meet the needs of the Agency, provide an advertising campaign the Vendor has completed for a client in the last (24) months (qualifying campaigns completed for the Agency during this timeframe should not be used as examples).**

***a. Provide the advertising plan and budget, discussion of its strategy, types of subcontractors used and copies of materials used.***

SMART529 is West Virginia's 529 College Saving Plan and is managed by The Hartford. The company hired The Manahan Group (TMG) to coordinate SMART529's advertising and public relations. In 2015, The Hartford announced that it would begin a new program aimed at encouraging new parents to open 529 accounts for their child within the child's first year. New parents – through birth or adoption – would receive \$100 if they opened a new SMART529 account before the child turned one year old or prior to the first anniversary of their adoption.

When the client came to us with their Bright Babies Program targeting new parents, our first step was to identify the habits of new parents. This included a lot of social media and internet time, as sleeping patterns and normal routines are atypical during this life stage. This makes it difficult to reach the audience via traditional methods. For this reason the campaign took on a very digital focus. As such, we created digital banner ads and videos to reach new parents on their new schedule.

At the meeting all parties agreed that new moms should be the primary audience for this message, because while men tend to make financial decisions in the household, women are the information gatherers. As such, we planned to launch the program in the nurseries of two hospitals located in targeted areas of the state – Charleston and Morgantown. Program brochures were created to easily distribute information through identified distribution channels. In addition, we created a direct mail piece to be sent to all new parents six to nine months after their child's birth or adoption. Digital ads were created with similar imagery and targeted to new parents.

When the program launched in August of 2015 we anticipated opening 17 Bright Babies accounts per month based on those accounts which were opened in the previous 6 months and would have qualified for the program. The new program saw over 327 accounts opened, which is an average of 81 accounts per month, between August and December 31 exceeding our goal.

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After the launch, the next phase of the marketing plan included creating videos that would communicate to new parents the importance of starting their savings early. The strategy for these spots was to keep costs down by creating an animated message that could easily be edited should program requirements change in the future. Thinking of those issues important to new parents, finances are a primary concern. The concept for the spot, a storyboard for which can be found in Addendum B-2, was to create a piggy fairy bank that would grant parents' wishes for their newborn or newly adopted child's college savings. The fairy godmother character was introduced with the idea that she could calm the fears of new parents and educate them on this brand new program. While these ads are currently awaiting final approval by the legal team at The Hartford as of the submission of this response, we do intend to have the campaign running in early November.

The budget set for this campaign was \$70,000.

Subcontractors were used for this project to print the direct mail piece, banner up and promotional items, as well as for paid media placement and video production. All other tasks were coordinated internally by TMG.

***b. Discuss the purpose of the campaign, how the materials were coordinated, how the message was conveyed, how the campaign progressed, whether the campaign remained within budget and the success of the campaign.***

In the spring of 2015, The Hartford approached TMG with an idea for replacing their matching grant program in the state. The program would ease the application process and be open to far more West Virginians than the Matching Grant program ever had before. The new program would allow for a \$100 contribution to any new account opened within the beneficiary's first year of either their first birthdate or the anniversary of their adoption.

Campaign materials for this program included an informational brochure, direct mail piece, banner up, social media posts, branded promotional items and both display and video digital advertising. In addition, the existing materials designed for The Hartford promoting their products would need to be updated to include information on the Bright Babies program.

It was clear to us that we would need a kick-off event to launch the program. It only made sense that this should take place in the newborn nursery of an area hospital. As such we worked to secure space at two hospitals, one in Charleston and one in Morgantown on August 31, 2015. This press event was picked up by multiple media outlets in each market and broadcast statewide on West Virginia Media Holdings stations.

Beyond the launch itself, a few key partners were identified with whom we could work to disseminate information about the program long-term. TMG designed a postcard which was printed in bulk to save on costs. Those postcards are then sent out to new parents quarterly based on data provided by the West Virginia Department of Health and Human Resources, Vital Statistics.

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In addition, we worked with the Bureau for Children and Families to ensure that all adoptive families also learn about the program within the first year of their finalized adoption. This guarantees that every new parent learns about the program when their child is 3-6 months of age.

In addition to these outreach efforts, we knew that we needed facetime with new parents. As a result, an events calendar was created, and a number of branded promotional items were ordered for distribution at family events. These items include branded diaper bags, onesies, hand sanitizers, stain pens, baby wipe containers and pencils. These items, as well as the information brochure, are available for distribution at any event scheduled for the program and are also available as prizes at these events should people register for more information or "like" the Facebook page.

Social media posts were crafted and scheduled to appear on the SMART529 Facebook page. These posts were tailored towards new parents and grandparents, our primary and secondary target audiences, and were then boosted to those demographics on Facebook. This allowed us to reach a new audience with the existing Facebook page and changed the demographic of our audience almost immediately.

In February of 2015 display digital ads began running across the state promoting the program and its requirements.

**Results:** The goal presented to us at the onset of this campaign was to have 17 account openings per month, or 70 Bright Babies accounts opened September 1 - December 31, 2015. This goal was based on the number of accounts opened between January 1, 2015 and September 1, 2015 which would have qualified for the Bright Babies program had it existed. The campaign was a huge success as we saw 327 Bright Babies accounts opened by December 31, 2015.

For 2016 the goals were set even higher. The budget is \$70,000 and while not yet complete, TMG should end the year slightly under budget. In 2016 The Hartford set a goal of 750 Bright Babies accounts, and as of October 1, 2016 we are set to meet that goal. In addition to the digital ads that have been running since February, two (2) new video spots will be added to this mix of digital advertising beginning in November 2016. To save on costs, these spots are animated and very similar. Their only difference is in the voiceover with one promoting saving for your child and the other for your grandchild. This small difference allows us to tailor the campaign to target both parents and grandparents without anyone feeling excluded.

*Supporting documents can be found in Addendum B-2 and Addendum D.*



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#### 4.4.2.2 – GOAL: A well-designed and memorable brand awareness campaign

**To demonstrate its ability to meet the needs of the Agency, provide an example of a brand development, rebranding or increased brand awareness project the Vendor has completed for a client within the last twenty-four (24) months (qualifying campaigns completed for the Agency during this timeframe should not be used as examples).**

***a. Provide the plan, budget, research and any marketing or advertising materials that accompanied the project.***

The Library Levy Committee hired TMG in August of 2014 to manage the group's efforts to increase taxes to support the county's library system after an overwhelming defeat the previous year. A year earlier, the library joined the Kanawha County Board of Education in a joint countywide levy, seeking \$24.4 million for schools and \$3 million for libraries. The levy was soundly defeated by a 76-24 percent margin. While the loss may not have been surprising, the margin of the defeat was certainly not expected. The library now needed to provide a strong case for a tax increase. The loss of this levy campaign would mean the closure of several satellite facilities and the reduction of more than 50 jobs.

With no money to conduct a poll, TMG reviewed a national research study of 6,200 Americans about their attitudes and opinion regarding libraries. The Pew Research indicated that 91 percent of those polled said they or someone in their household use the library. Overall, the younger and older the demographic, the less likely they were to say the library was "very important" to them. The survey also indicated that mothers with children and minorities were most likely to say libraries were "very important."

With this information, TMG brought together key library and campaign officials to develop a strategy. During the three-hour meeting, the group agreed on target audiences, brand development, budget and outreach efforts. The goal of the campaign was simple: receive one vote over 50 percent of those voting. Although TMG suggested a budget of \$100,000, the campaign committee was only able to come up with \$80,000.

With the new budget a reality, TMG pushed library officials away from a TV campaign and toward a comprehensive grassroots effort that would be complimented with less expensive paid media options such as targeted newspaper and digital, social media, radio and billboards. The grassroots effort would include: 2,000 yard signs placed in every community in the county, more than 75 presentations to local organizations, door-to-door canvassing and a social media campaign that gave library lovers the opportunity to say or show why they loved their library.

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TMG designed a brand for the campaign that would appeal through name, design and color to mothers and minorities. The “Loving My Library” teal and red design with a heart in the middle stood out in a very crowded election field. The campaign design was carried through to the website, Facebook page, information card, yard signs, social media efforts, paid media and more. We encouraged the library to distribute yard signs early to create a buzz within each community, and the tactic worked as the library received numerous requests for yard signs.

Since nearly 91 percent of households use the library, TMG wanted to engage residents in a discussion of why they loved their library before asking them to approve a tax increase. We targeted mothers and minority populations while still reaching out to seniors, a strong voting bloc. At the campaign's kick-off, TMG asked supporters to tell their story through video and still pictures, finishing the sentence, “I Love My Library because ...” and posting them to the Loving My Library's Facebook page and website. Some of the reasons were touching and funny: “It's where I met my spouse” or “It's where I learned to dream” or “We love story time.”

The social media effort was a huge success with hundreds of postings. Even local celebrities like Rocket Boy author/producer Homer Hickam, Charleston Mayor Danny Jones and others joined in to support the library through Facebook posts.

In addition to the website and social media, TMG also felt it was important to include a more traditional medium. We worked with Charleston Newspapers to create a combination of small print ads and digital ads that would increase our reach in the county. The digital ads generated 400,000 impressions over the course of the month preceding the election. We also incorporated small print ads to appear within the masthead of the front page of the paper. Finally, in an effort to provide additional detail on the specifics of this levy, we also printed and inserted a double-sided, one-sheet insert. These insertions coincided with the start of early voting and Election Day.

The Library Levy Committee and TMG established several subcommittees: communications, speaker's bureau, events and fundraising. The communications team worked with TMG to identify earned media opportunities. Members of the speaker's bureau spoke to more than 75 groups. They were provided 5-minute and 15-minute presentations, with PowerPoint, that they could use for their talks. Event team members organized sign-waving appearances at all of the county's libraries and busiest intersections.

***b. Discuss the strategy of the brand development, rebranding or increased brand awareness and the success of the efforts.***

Branding is one of the most important aspects of any company, campaign, good or service. A good brand connects with people on an emotional level, building a true representation of who the company/campaign is and how they want to be perceived. Our approach to branding starts with careful consideration of an organization's goals, target audience and competition. When considering branding

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for this campaign, we knew a positive message was essential. We wanted to reflect why a Library is vital to a community while clearly communicating our effort with a message that the target audience could relate to. With this in mind, we came up with the campaign Loving My Library.

A logo is the center of a brand, becoming the cornerstone for all branding efforts. While most campaign logos look the same, we knew the grassroots effort for this campaign would need to stand out in a crowd of campaigns during election season. Bold, sans-serif type paired with bright colors took shape creating the logo for this campaign. A simple heart representing the "o" in "Loving" becomes the focal point of the logo and communicates the campaign message both verbally and graphically.

After the logo was approved, we quickly moved into building out the campaign materials for the brand. Bright imagery of happy children supporting their love for the library were used on the website, Facebook page, billboards and banner stands. These children became the "face" of the brand as it was their future that would be most impacted by the loss of library funds. T-shirts, yard signs, banners, digital and print advertising all featured the campaign logo large with the message to "Vote Yes on November 4th."

**Results:** In a true grassroots effort, the Kanawha Valley was blanketed in yard signs in support of the library levy. Numerous honk and wave events featuring branded T-shirts, signs and banners ensured that everyone in the valley knew the importance of this campaign. In a complete turn-around from its defeat a year ago, the library levy passed by a 65-35 percent margin.

TMG received a lot of positive feedback from members of the Kanawha County Public Library, as well as from the committee itself for our blend of creativity, careful calculations and hard work throughout the campaign.

***c. Explain how you ensured the branding was representative of the client.***

The client always plays a key role in the development of all strategy, especially when it concerns the development of a new brand. TMG brought together key library and campaign officials in an On Target session to develop the strategy and the brand for the campaign. (TMG's On Target Strategy Development process is detailed in Section 4.4.1.1 of this proposal.) During the three-hour meeting, the group agreed on target audiences, budget and outreach efforts, laying the groundwork for the brand development.

TMG took the information gleaned from this strategy session along with careful consideration of the current status of the organization to create the Loving My Library campaign name. The committee overwhelmingly supported the proposed name, feeling that it was perfect for communicating its message.

*Supporting documents can be found in Addendum B-4 and Addendum D.*

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## ATTACHMENT B - MANDATORY SPECIFICATION CHECKLIST

**4.5 – Mandatory Requirements: The following mandatory requirements must be met by the Vendor as part of the submitted proposal. Failure on the part of the Vendor to meet any of the mandatory specifications shall result in the disqualification of the proposal. The terms “must”, “will”, “shall”, “minimum”, “maximum”, or “is/are required” identify a mandatory item or factor. Decisions regarding compliance with any mandatory requirements shall be at the sole discretion of the Purchasing Division. Vendors are to provide in Attachment B: Mandatory Specification Checklist written confirmations of the following mandatory requirements:**

**4.5.1 – The Vendor must be capable of providing or securing a full range of advertising services for multiple Agency programs simultaneously. These services shall include, but are not limited to, project planning and budgeting; project management; development of advertising and promotional themes and related materials; development of campaigns and associated materials for each project; production and/or procurement of collateral materials (including direct mail, flyers, pamphlets, brochures, booklets, manuals, signs, posters and displays); production and/or procurement of audio/visual materials; media procurement; event management; market research (including surveys and focus groups); social media strategies and implementations.**

The Manahan Group (TMG) is capable of providing or securing a full range of advertising services for multiple Agency programs simultaneously. These services shall include, but are not limited to, project planning and budgeting; project management; development of advertising and promotional themes and related materials; development of campaigns and associated materials for each project; production and/or procurement of collateral materials (including direct mail, flyers, pamphlets, brochures, booklets, manuals, signs, posters and displays); production and/or procurement of audio/visual materials; media procurement; event management; market research (including surveys and focus groups); social media strategies and implementations.

---

**4.5.2 – The vendor must have been in the business of providing the Services requested for a minimum of five (5) years.**

The Manahan Group has been in business of providing the Services requested for a minimum of five (5) years.

**4.5.3 – The Vendor will be responsible for assisting the Agency in developing a series of public information and promotional strategies that are designed to utilize the available program funds in an efficient and cost-effective manner to achieve the desired 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. Progress reports shall be provided for all ongoing projects with schedules mutually agreed upon by the Agency and Vendor.**

The Manahan Group (TMG) will be responsible for assisting the West Virginia State Treasurer's Office in developing a series of public information and promotional strategies that are designed to utilize the available program funds in an efficient and cost-effective manner to achieve the desired results. For each strategy or project, TMG will develop and propose an itemized advertising plan and budget.

TMG and the West Virginia State Treasurer's Office shall mutually determine timeframes and deadlines for each project. Progress reports will be provided for all ongoing projects with schedules mutually agreed upon by TMG and West Virginia State Treasurer's Office.

**4.5.4 – The Vendor will be responsible for finding low cost providers and negotiating favorable rates for advertising and other third-party purchases. The vendor shall submit the proposed plan and budget, with the proposed providers and costs, to the Agency for approval before implementation. Once a plan and budget is approved, and if the Vendor subcontracts for any goods and/or services, the Vendor shall remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether the Vendor has yet to be reimbursed by the Agency.**

The Manahan Group (TMG) will be responsible for finding low-cost providers and negotiating favorable rates for advertising and other third-party purchases. TMG will submit the proposed plan and budget, with the proposed providers and costs, to the West Virginia State Treasurer's Office for approval before implementation. Once a plan and budget are approved, and if TMG subcontracts for any goods and/or services, we will remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether TMG has yet to be reimbursed by the West Virginia State Treasurer's Office.

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

All materials and campaigns produced by The Manahan Group will be approved in advance by the West Virginia State Treasurer's Office before TMG commences work.

**4.5.6 – All materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time during the engagement of contract, as well as after the contract expires or is terminated.**

All materials and campaigns produced by The Manahan Group (TMG) will become the property of the West Virginia State Treasurer's Office (once TMG is paid for the services) and may be used at any time during the engagement of the contract, as well as after the contract expires or is terminated.

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## **ATTACHMENT C - COST SHEET**

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

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**Addendum A:**

Resume of Tammy Harper



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## **Tammy Harper**

### **Profile:**

Tammy has sixteen 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 has served the community in a variety of charitable efforts and continues to do so. She has served on the Marketing Committee for Kanawha/Putnam Habitat for Humanity, past board member of Rea of Hope, past board member of the Kanawha Charleston Humane Association, past host for the Kanawha Charleston Humane Association's monthly library channel show, PAWS-TV and past Family Resource Committee Member for Kanawha/Putnam Habitat for Humanity.

### **Education:**

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

**August 1999 – February 2008**  
**The Arnold Agency, Charleston, WV**

**Client Services Manager** - Hired as Administrative Assistant and moved up in the company through enthusiasm for the business, strong work ethic and leadership abilities. Responsible for daily client interaction, managing projects from start to finish, event planning, public relations, government relations and media relations.

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January 2006 – February 2008

West Virginia Cable Telecommunications Association, Charleston, WV

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

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**Addendum B:**

Creative and Event Samples

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**Addendum B-1:**

Supporting Creative Samples — The Hartford SMART529 College Savings Plan

**MEET**  
**ARCHANA**  
CHARLESTON, WV

**FUTURE  
TEACHER**

**SEE HOW ARCHANA'S PARENTS  
ARE PLANNING TO MAKE  
HER DREAM COME TRUE**

**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN  
[SMART529.COM](http://SMART529.COM) | 

SMART529 College Savings Plan — Brochure



SMART529 College Savings Plan — Banner Stand

**GET READY TO DREAM BIG** | Help your students enter the SMART529 When I Grow Up Essay Contest and tell us about it — You could win too!

Students K-5 could win up to \$5,000 in a SMART529 account and teachers could win \$2,500 cash for entering the SMART529 When I Grow Up Essay Contest

When I Grow Up Essay Contest entry forms, contest rules and eligibility requirements can be found in the SMART Family Newsletter as well as online at [www.SMART529.com](http://www.SMART529.com). Eligibility requirements and contest rules for the Teacher Contest can be found at [www.SMART529.com/teachers](http://www.SMART529.com/teachers).

**SMART529 WHEN I GROW UP**

SMART529 College Savings Plan — “When I Grow Up” Flyer

— SAVE MORE —

WITH THE SMART529



Architect, Lego Designer, Neurologist, President... Encourage your child to dream big and tell us about their goals for a chance to win up to \$5,000 toward college.

The answer to a simple question: "What do you want to be when you grow up?" could earn your child \$5,000 toward college, creating a head start on that bright future.

The "When I Grow Up Contest", offered by SMART529 and sponsored by West Virginia Treasurer John Perdue, is in its eighth year and has awarded over \$75,000 in college savings accounts to West Virginia children.

West Virginia children in grades K-5 can enter to win \$5,000 in a SMART529 College Savings account by writing about their future.

It's fun, it's easy - here's how it works:

Your child writes a short essay that begins with "When I grow up, I want to be a ...". They then tell why they chose that career. Parents and teachers can help children with their essay.

The entries are broken down into three grade categories and five regions.\* The essays of 15 children are selected by a panel of judges and those children are awarded \$3,000 in a SMART529 savings account. The winners' schools also receive \$400. The names of the 15 winners are then placed into a random drawing for the Grand Prize of an additional \$4,500 in their SMART529 account.

**JD - ASPIRING NEUROLOGIST**  
**JD Love - 6th grader and aspiring neurologist - was a regional winner in the 2014 When I Grow Up contest earning \$3,000 in a SMART529 account. His winning essay described his desire to help people by becoming a doctor. With \$500 in a SMART529 account, JD has a great start on a bright future of helping others.**

**ENCOURAGE YOUR CHILD TO DREAM BIG AND ENTER TO WIN \$5,000!**

Official entry form and rules for the 2015 When I Grow Up contest are included.

The deadline to submit entries is February 27, 2015. Winners will be honored at a press conference later in the year and the Grand Prize winner will be randomly selected from the 15 regional winners. Winners will be invited to participate in a photo shoot to represent the 2016 SMART529 campaign.

\*The official rules for a listing of grade categories and regional breakdowns.



**GROWTH JOBS REQUIRING TRAINING OR EDUCATION AFTER HIGH SCHOOL**

|                                    |                    |                            |                   |
|------------------------------------|--------------------|----------------------------|-------------------|
| Voluntary Instructor               | Associate's Degree | Market Research Analyst    | Master's Degree   |
| Physical Therapist Assistant       | Associate's Degree | Neurophysiology Technician | Bachelor's Degree |
| Biomedical Engineer                | Bachelor's Degree  | Physical Therapist         | Master's Degree   |
| Marketing Planner                  | Bachelor's Degree  | Mental Health Counselor    | Master's Degree   |
| Diagnostic Radiologic Technologist | Associate's Degree |                            |                   |



**A Note from State Treasurer John Perdue**

Dear Parents,

In the spring of 2014, we held the 7th annual When I Grow Up Contest. In West Virginia, students were awarded over \$75,000 in college savings accounts for essays about their dreams. Help encourage your child to dream big and tell us about their dreams to be an architect, dog doctor, or astronaut in the 2015 contest.

As State Treasurer, I believe it's important to help our students through the SMART529 College Savings Program that allows a winning condition in its eligible families of up to \$500 a year for five years, and it would be fun to see, making and saving our state's dream. It's a great way to help guarantee families long-term college savings plans.



College may be scary, but it's never too early to start planning and saving to ensure your child's bright future.

*John Perdue*





SMART529 College Savings Plan -- Holiday Direct Mail



SMART529 College Savings Plan — Holiday Digital Ad



SMART529 College Savings Plan — Holiday Television Spot

*A flash drive with the television spot is enclosed in the back of this proposal.*



SMART529 College Savings Plan — General Television Spot

*A flash drive with the television spot is enclosed in the back of this proposal.*

---

**Addendum B-2:**

Supporting Creative Samples — Bright Babies Campaign

**Bright Babies**

Open an account before their first birthday to receive **\$100 toward college savings.**

**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN

Learn more at  
[SMART529.com/brightbabies](http://SMART529.com/brightbabies)

**New Parents: Smart savings starts now.**

SMART529, West Virginia's College Savings Plan, is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a **\$100** contribution to your child's college savings.

**Who is eligible:**

- Any child born after January 1, 2015 who has not celebrated his or her first birthday.
- Any adopted child who has not yet celebrated the one-year anniversary of his or her adoption.

**Open an account today:**

Complete the SMART529 account paperwork and check the Bright Babies enrollment box. Visit [SMART529.com/brightbabies](http://SMART529.com/brightbabies) to download the forms or call **866-574-3542**.

**Hurry! They grow up fast and this program is only available for their first year.**

\*Children must be residents of West Virginia at the time the Bright Babies enrollment form is submitted.



Bright Babies Campaign — Direct Mail

## Bright Babies Program

SMART529 is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a \$100 contribution to your child's college savings.

### Who is Eligible

Any child born after January 1, 2010 who has not celebrated his or her first birthday.

Any adopted child who has not yet celebrated the 10-year anniversary of his or her adoption.

### Open an Account Today:

File the SMART529 account paperwork and check off Bright Babies investment box. Visit [SMART529.com](http://SMART529.com) to read the form or call 800-574-3662.

They grow up fast and this program is only available the first year.

### Invest for the Future with Savings

Subject to the availability of budgeted funds, Bright Babies Program funds will be awarded in the first year of the child's life. Funds are received, processed, and approved within 60 days. The contributed funds will be invested in the investment option(s) as the parent selects.

## SERVE Your Way

SMART529 is West Virginia's College Savings program. The program features different plans and investment options, so you can choose the one that's right for you. Get started today with as little or as much as you are comfortable with.

### Features

- > No minimum investment for West Virginia residents.
- > Account owners maintain control of the account even after the beneficiary reaches the age of majority.
- > Save for qualified higher education expenses including tuition, fees, room, board, books, equipment and supplies required for attendance.
- > Tax-free transfers between investment options are allowed twice per calendar year.

### Flexibility

- > Choose from a selection of investment portfolios designed to provide for a range of risk tolerances and time horizons. Investment returns are not guaranteed, and you could lose money by investing in the Past.
- > Savings can be used at thousands of eligible higher education institutions nationwide and internationally, including accredited colleges, universities and trade schools.
- > Even if students receive a tuition scholarship, SMART529 savings can be used to cover other qualified expenses.



**Open an account before their first birthday to receive \$100 toward college savings.**

**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN  
[SMART529.COM](http://SMART529.COM) |

Bright Babies Campaign — Brochure

**Bright Babies**

Open an account today that by their first birthday to receive **\$100 toward college savings.**



**SMART529**  
WEST VIRGINIA COLLEGE SAVINGS PLAN

Visit [SMART529.com](http://SMART529.com) to learn more



**SMART SAVINGS STARTS HERE!**

SMART529, West Virginia's College Savings Plan is pleased to introduce the Bright Babies program to help new parents begin saving in their child's first year. Open a new account and we will make a \$100 contribution to your child's college savings.

**Who is eligible:**

- Any child born after January 1, 2015 who has not celebrated their first birthday.
- Any adopted child who has not yet celebrated the one-year anniversary of their adoption.

**Open an account today:** Complete the SMART529 account paperwork and check the Bright Babies enrollment box. Visit [SMART529.com](http://SMART529.com) to download the forms or call 888-674-3542.

Hurry! They grow up fast and this program is only available for their first year.

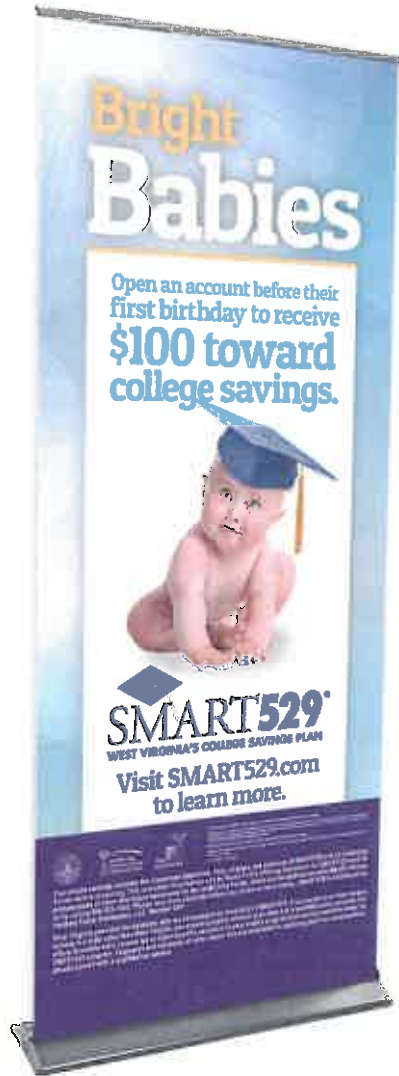
[Enroll Now](#)

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© 2015 SMART529. All rights reserved. SMART529 is a registered trademark of the West Virginia College Savings Plan. SMART529 is a registered trademark of SMART529, West Virginia's College Savings Plan. SMART529 is a registered trademark of SMART529, West Virginia's College Savings Plan. SMART529 is a registered trademark of SMART529, West Virginia's College Savings Plan. SMART529 is a registered trademark of SMART529, West Virginia's College Savings Plan. SMART529 is a registered trademark of SMART529, West Virginia's College Savings Plan.

Bright Babies Campaign — E-blast





Bright Babies Campaign — Banner Stand



Bright Babies Campaign — Promotional Items



Bright Babies Campaign — Digital Ad

**SMART 529**  
October 27, 2016 · 🌐

Calling all new parents: SMART529 is giving you \$100 when you open a college savings account today! Read about the eligibility requirements here: <http://bit.ly/1LAz2Xp>



**SMART529**  
WEST VIRGINIA'S COLLEGE SAVINGS PLAN

Like Comment Share

Alaina Moore, Abbey Railsnyder Fiorelli and 120 others · Top Comments

35 shares

Bright Babies Campaign — Facebook Post

**SMART 529**  
July 11 · 🌐

Grandparents, give your newest little family member a head start to college with a 529 savings plan. Open an account today to receive \$100 toward college savings. But hurry, they grow up fast! Visit here to review requirements for our Bright Babies program: <http://bit.ly/1LAKZxp>



**SMART 529**

Like Comment Share

👍 293

35 shares

Top Comments

Bright Babies Campaign — Facebook Post



V.O:  
Babies are EXPENSIVE.

(Text overlays build on-screen in conjunction with V.O. "Expensive" is highlighted in purple and grows quickly to fill the banner.)



V.O:  
Formula,

(A baby bottle and formula can drop down and land in center of screen.)



V.O:  
diapers

(Baby formula moves to the left as diapers quickly drops from the top to form a stack.)



V.O:  
...daycare?

(First two columns squish over to reveal on more which is quickly filled with a daycare center.)



V.O:  
That's just the first year.

(The three columns split apart to reveal a banner behind them with more text reinforcing the V.O.)



V.O:  
Wish you could start saving for college now?

(A new banner unrolls from top of screen as a piggy bank appears.)



V.O:  
The Piggy Bank Fairy is granting wishes...

(In a burst of magic, the bank turns into a small fairy with magic sparkles emitting from her wand.)



V.O:  
...of college savings to new parents...

(The fairy floats upwards as new text appears.)



V.O:  
...by contributing one hundred dollars...

(The fairy flies around the screen and uses her wand to turn the text into a \$100 bubble that produces a burst of confetti.)



V.O:  
...when you open a SMART529 account.

(The camera pans down to reveal the SMART529 logo with confetti falling around it.)

## Bright Babies – Video Storyboard



V.O:  
Enroll in West Virginia's SMART529 Bright Babies program...

(As the voice changes, the background color changes back to purple.)

**Disclaimer (on-screen):**  
SMART529 is offered by the West Virginia College Prepaid Tuition and Savings Program Board of Trustees and is administered by Hartford Life Insurance Company.



V.O:  
before your child's first birthday or gotcha day...

(a circle appears with a banner reflecting the V.O. with text.)



V.O:  
...and we'll contribute one hundred dollars...

(The circle spins around to show \$100 on the other side. Bursts of "magic" come out of it.)



V.O:  
...into your SMART529 College Savings Account.

(\$100 explodes or spins around and is replaced by disclaimer text which needs to be on-screen long-enough to be read)



V.O:  
Wishes do come true!

(The circle drops off the bottom of the screen revealing the fairy floating around the center.)



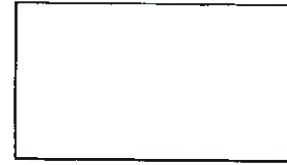
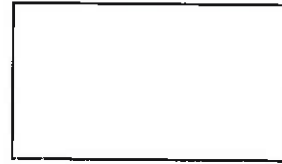
V.O:  
Register in the first year,  
(The fairy waves her magic wand and taps her own head...)



V.O:  
so when they sit-up it's time to sign-up!

To learn about SMART529, its investment objectives, risks and costs, read the official statement available from SMART529.com. Check with your home state to learn if it offers tax or other benefits for investing in its own 529 plan.

(...turning her back into the piggy bank which lands next to the SMART529 logo, Phone, and URL appear.)



Bright Babies – Video Storyboard

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**Addendum B-3:**

Supporting Creative Samples — "Just Drive" Campaign





"Just Drive" Campaign — Logo



"Just Drive" Campaign — Billboard



“Just Drive” Campaign — Website



**Just Drive WV**

December 27, 2013 · 🌐

Take the pledge today at [justdrivewv.com](http://justdrivewv.com). #JustDriveWV



Will you stop texting  
and driving for *her*?

[justdrivewv.com](http://justdrivewv.com)

👍 Like    💬 Comment    ➦ Share

👤 Michele Craig, Patti Waldron and 205 others

23 shares

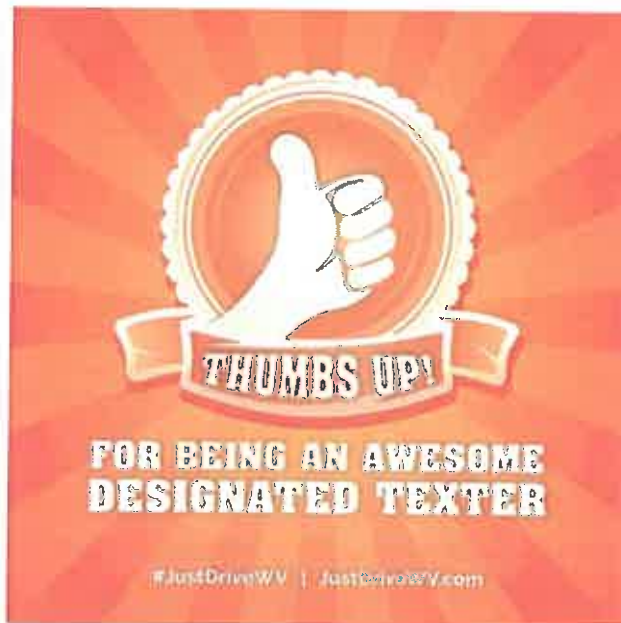
“Just Drive” Campaign — Facebook Post



**Just Drive WV**

January 9, 2014 · 🌐

Who is your designated texter? Give them a thumbs up by sharing this image. #JustDriveWV



👍 Like    💬 Comment    ➦ Share

👤 Pat Gowaty, Chad William Broadwater and 78 others

34 shares

“Just Drive” Campaign — Facebook Post

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**Addendum B-4:**

Supporting Creative Samples — Vote Yes For Libraries



Loving My Library Campaign — Logo



Loving My Library Campaign — Billboard



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**LOVING MY LIBRARY**  
KANAWHA COUNTY PUBLIC LIBRARIES  
PAID FOR BY THE VOTE YES FOR LIBRARIES COMMITTEE

The levy will restore operating funds that the county library system lost after a Supreme Court ruling and provide funds to libraries in Sc. Charleston and Nitro.

Levy funds will not be used to build a new library, and will not go to the Kanawha County Board of Education.

Flip your ballot over  
and **Vote Yes!**

Loving My Library Campaign — Newspaper Ad

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Flip over your ballot  
and **Vote Yes!**

[LovingMyLibrary.com](http://LovingMyLibrary.com)

**LOVING**  **LIBRARY**  
VOTE YES NOVEMBER 4

Loving My Library Campaign — Digital Ad



Loving My Library Campaign — Materials



Loving My Library Campaign — Website



Loving My Library Campaign — Facebook Page



Loving My Library Campaign — Facebook Post

**Loving My Library**  
September 26, 2014 · 🌐

**Libraria = Democracy! Do your part to save Democracy on November 4 –  
Vote for the Kanawha County library levy!**



542 people reached

Boost Post

👍 Like    💬 Comment    🔄 Share

👤 Missy Blaylock Adkins, Shirley Yoke and 33 others

1 share

Loving My Library Campaign — Facebook Post

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**Addendum B-5:**

Supporting Materials for Campaign Summary Outlined in Section 4.4.1.4





**FINANCIAL LITERACY & EDUCATION SUMMIT**  
OCT 19, 2010 | 8:00 AM - 3:00 PM | CHARLESTON CIVIC CENTER

**LEARN HOW TO:**

- > Understand the New Credit Laws
- > Deal with Banks and Creditors
- > Outsmart Investment Fraud
- > Avoid Mismanagement of Money

**SPECIAL GUESTS:**

State Auditor Glen Gainer III  
Attorney General Darrell McGraw  
State Treasurer John D. Perdue  
Secretary of State Natalie E. Tennant


**CALL 877-926-8300  
TO REGISTER TODAY!**

FREE & Open to the Public  
Lunch & Refreshments Provided

Registration is limited to the first 450.

This is an educational program. No sales presentations will be provided during the program or on the premises.

Money Smart Week — Flyer



# MONEY SMART WEEK

**WEST VIRGINIA  
FINANCIAL LITERACY &  
EDUCATION SUMMIT**

**OCT 19, 2010 | 8:00 AM - 3:00 PM  
CHARLESTON CIVIC CENTER**

**LEARN MORE  
ABOUT MONEY  
AND HOW TO  
MANAGE IT!**

**LEARN HOW TO:**

- > Understand the New Credit Laws
- > Deal with Banks and Creditors
- > Outsmart Investment Fraud
- > Avoid Mismanagement of Money

**SPECIAL GUESTS:**

State Auditor **Glen Gainer III**  
Attorney General **Darrell McGraw**  
State Treasurer **John D. Perdue**  
Secretary of State **Natalie E. Tennant**

**CALL 877-926-8300 TO REGISTER TODAY!**  
FREE & OPEN TO THE PUBLIC | LUNCH & REFRESHMENTS PROVIDED

Registration is limited to 500 seats.

Money Smart Week — Newspaper Insert



Money Smart Week — Kick-off Event



Money Smart Week — Kick-off Event

**ROUGH ROAD  
AHEAD**

**TIRED OF DEFICIENT  
ROADS AND BRIDGES?**

West Virginia's transportation infrastructure is facing a major funding crisis and, if left unresolved, will continue to deteriorate at an accelerated and alarming rate.

Inflation, more fuel efficient cars and greater demands on the system have eroded the ability of the state's Division of Highways to maintain the state's roads, bridges and highways.

There is very little funding to help pay for major new construction or upgrade projects.

The paving cycle of state roads and highways is worsening – to nearly a 30-year cycle.

Driving on rough roads costs the average West Virginia motorist \$533 annually in extra vehicle operating costs – a total of \$400 million statewide.

Thousands of construction and construction-related jobs have been lost.

A modern transportation system provides safe roads for the traveling public and for tourism. In addition, businesses rely on a good transportation network in order to attract customers and efficiently transport goods and products. Nearly 40 groups are gathered at the State Capitol to show their united support for the development of a long-term transportation solution.

**TO ADD YOUR SUPPORT AND SIGN-UP,  
PLEASE GO TO [WWW.KEEPWVMOVING.ORG](http://WWW.KEEPWVMOVING.ORG)**

**FUND OUR  
ROADS**

**WVBT**  
WEST VIRGINIA  
BETTER TRANSPORTATION

[keepwvmoving.org](http://keepwvmoving.org)

West Virginians for Better Transportation — Transportation Day at the Legislature Signage



West Virginians for Better Transportation — Transportation Day at the Legislature Press Conference



West Virginians for Better Transportation — Transportation Day at the Legislature Press Conference



## HEALTHY MOM HEALTHY BABY SHOWER

RAMADA INN  
CHARLESTON  
(OLD CHARLESTON  
HOUSE HOLIDAY INN)  
800 RAINBOW BLVD, EAST

AUGUST 24  
11 AM - 1 PM

FREE ADMISSION



Are you an expectant mother or new mom? Join us for our 5th annual community baby shower by calling 888-511-9958 to register. Pre-registration is required.

> **Featuring:**

A celebrity host emcee.

More than 10 community organizations providing valuable information and education.

Special gifts and prizes provided by participating exhibitors.

On-site babysitting.  
(You must pre-register your child)

Lunch will be provided.

> **Sponsored by:**



UniCare Healthy Mom, Healthy Baby Shower — Flyer



 **UNICARE.** | **HEALTHYMOM  
HEALTHYBABY  
SHOWER**

**MCLURE HOTEL • 1200 MARKET STREET  
SEPTEMBER 27 • 11 AM - 1 PM • FREE ADMISSION**

Are you a new mom or a mom-to-be?

Join us at our baby shower  
by calling 888-611-9958.

You must call to reserve your spot.

**Here's what you can  
expect at the shower:**

- More than 10 area organizations  
with important information for you  
and your baby.
- Special gifts and prizes given out  
by the organizations.
- A healthy lunch.

Sponsored by:  **UNICARE.**

For information call 888-611-9958  
TTY: 888-611-9958 (hearing or speech) 1-800-368-5234  
Translation services can be provided free.



UniCare Healthy Mom, Healthy Baby Shower — Newspaper Ad

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**UNICARE.**  
**HEALTHY MOM**  
**HEALTHY BABY**  
**SHOWER**

**FRIDAY, OCTOBER 5**  
**FREE ADMISSION**  
**CALL 1-888-611-9958**



UniCare Healthy Mom, Healthy Baby Shower — Billboard



SMART529 "When I Grow Up" Event



SMART529 "When I Grow Up" Event



SMART529 "When I Grow Up" Event

---

**Addendum C:**

**Social Media Planning Guide**

**THE HARTFORD**  
**SOCIAL MEDIA PLANNING GUIDE**

Beginning in 2014, SMART529 hopes to start Facebook and Twitter accounts to supplement current marketing/PR initiatives. This handbook is designed to highlight how other 529 plans are using Facebook pages to promote their product and to open a dialogue on the development of a SMART529 social media presence.

## **Research**

### ***529 Facebook Accounts***

The Manahan Group reviewed other 529 plan Facebook accounts from New York, Virginia, Ohio, Connecticut, Alabama and California.

- All pages sell the product. Pages do not make guarantees and are somewhat vague, but do position the product for sales. They all encourage people to contribute to an account and encourage their families/friends to contribute as well; they also encourage people to start a plan.
- Engagement with pages seems to vary, but does not seem to be very high overall. Most posts got less than 10 likes and few comments. The exception to this was California, which has over 21,000 page likes — their posts routinely received more likes and comments.
- Customer service issues frequently come up in posts. Most were general questions that were answered by directing the user to the website or customer service line. More general questions were answered directly. There seems to be a lot of posts about technical difficulties — with phones, websites and fax machines.
- Almost all of the posts have an image with it. Some images are generic pictures or clip art, while others are branded.

### ***Types of Posts (Examples)***

#### ***Sales***

- “Start Preparing for your children’s #future now, a CHET 529 savings plan can help! Visit [www.aboutchet.com/planning](http://www.aboutchet.com/planning) for more information.” (CT)
- “It’s time to start looking forward to a new year! Why not start 2014 by opening a #CollegeCounts fund for your child’s future?” (AL)



- "Start a new holiday tradition: Contribute to a 529 account! www.nysaves.org" (NY)
- "Today they're going to school. Next they'll be off to college. Do you have a NY 529 College Savings Direct Plan?" (NY)
- "There are already so many decisions to make about higher education as high school graduation nears. Public or private? In-state, out-of-state? University, community, technical? Make the decision of how to pay for it easy by planning ahead with a Virginia529 account!" (VA)
- "Whew ... January just flew by. You know, one quick and easy way to invest into a 529 Fund is with your tax refund." (AL)

Virginia 529 College Savings Plan  
May 29, 2013

5/29 DAY is finally here! Only three days left to enter for a chance at one of two \$5,000 contributions to a VA529 college savings account. We're bursting with excitement to see who the winners of this sweet deal will be! Don't miss out! <http://on.fb.me/OkvYE7>



**ENTER NOW FOR YOUR CHANCE TO WIN A "SWEET" GIVEAWAY!**

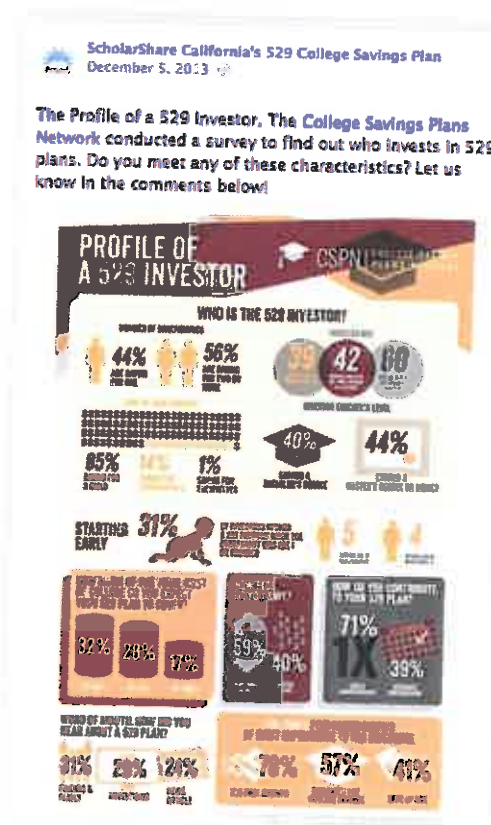
The 5/29 Day Giveaway is a contest where you can win a \$5,000 contribution to your VA529 college savings account. To enter, visit <http://on.fb.me/OkvYE7> and complete the entry form. The contest ends on 5/29/13 at 11:59 PM EST. Winner will be selected by random drawing. Odds of winning are 1 in 10,000. Sweepstakes ends 5/29/13 at 11:59 PM EST. Winner will be selected by random drawing. Odds of winning are 1 in 10,000.

Like Comment · Share      24 3 14

Virginia's 529 College Savings Plan  
Sales example

**Statistics**

- "It's Black Friday! In 2012 the average consumer spent an average of \$423 over the Black Friday weekend. Think of how beautiful that would look in your child's 529 fund." (AL)
- "One hundred and ten years ago the Wright brothers successfully completed their first flight and accomplished their dreams. What are some of the dreams your children want to accomplish?" (AL)
- "There was a 538% rise in tuition from 1983 to 2013, according to Bloomberg. Be prepared with a New York 529 Direct Plan. nysaves.com" (NY)



California's 529 College Savings Plan  
Statistics example

### Resources

- "What the US government says about prepping for college: <http://studentaid.ed.gov/prepare-for-college>" (AL)
- "With so many plan options available to save for college it can get confusing to know which is the right one for your family. Compare options by using our tool." (CT)
- "Children may perform better in class after a good night's sleep, but now a recent study reinforces the importance of sleep in actually helping a children retain what they learn. During sleep, children's brains subconsciously transform learned material into active knowledge. <http://ow.ly/rmx9Y>" (CT)
- "Use this FAFSA calculator to help you understand your options for paying for college: <http://ny529.us/17Noj5T>" (NY)
- "Need some ways to help your kids stay organized and on top of their studies? There's an app for that! Check out these top-rated apps for high school students" (AL)

CollegeAdvantage Ohio's 529 Plan shared a link  
August 26, 2013

According to the Sallie Mae "How America Saves for College 2013" report, major milestones like the start of school or learning about college costs from friends and family drive people to start saving. If you haven't already, now's a great time to start. <http://ow.ly/o8v6L>

Saving for college starts with making a plan and setting goals. Have a non-fambler today and planning to pay for college.

70% of parents are confident they will meet their children's college needs. This suggests college will be paid for by the most common source of college funding.

Parents expect to cover the cost of college with the following combination:

- 30% from 529 plans
- 30% from other savings
- 40% from other sources

Total expected cost: \$30,000

How America Saves for College 2013: A national study by Sallie Mae and...  
[www.salliemae.com](http://www.salliemae.com)

Sallie Mae's "How America Saves for College 2013" (PDF) study, conducted by Ipsos, finds that despite rising college costs, fewer American families...

Ohio's 529 College Savings Plan  
Resources example

### *Tips*

- “As paying for college becomes a growing concern for families how about starting a match incentive with your child to encourage their college savings? If they contribute a portion of money whether from chores or a part time job, you’ll match! #startyoursavings <http://bit.ly/13Hd9NT>” (VA)
- “When we say it’s never too early and never too late to save for college, we mean it! Two of the most common and costly mistakes parents make are not saving early enough and stopping 529 plan contributions once their child enrolls in college. It’s important to make a plan and fully understand any limits on the tools you use to save in order to avoid these and other costly mistakes. <http://bit.ly/HVuWfD>” (VA)
- “Savings tip: Go green. It’s good for the Earth and your wallet. Cut down on travel expenses by carpooling, using public transportation, biking or walking when possible.” (CT)
- #College #Savings #Mistake 1: not making saving a priority! (CT)

### *Plan Facts*


- “You can enroll in a 529 college savings plan, set up automatic deductions, change beneficiaries, and do much more on our site: <http://ny529.us/1irx5va>” (NY)
- “Did you know contributions to Virginia529 accounts may reduce the amount of Virginia state income tax you owe? Make a contribution to your Virginia529 account by December 31 to claim the amount as a deduction on your 2013 tax filing. Learn more about the Virginia income tax deduction. <http://bit.ly/1kP6ZmS>” (VA)
- “New Program Guide materials are now available! The Program Guide is a great resource in getting to know the Virginia529 programs and how to enroll. <http://t.co/PdbAy8D6BK>” (VA)
- “Anyone can open up a 529 plan, not just parents! Grandparents, aunts, uncles and even family friends can establish an account for a child. #CollegeCounts” (AL)

## Customer Service on Social Media


When addressing customer service on social media, the most successful businesses respond quickly. In order to keep customers satisfied, it is important to be responsive to comments.


It is also important for the brand to develop a personality. Offering specific feedback and further assistance via email, private messages, or phone calls is encouraged. Though not every answer can be specific and personal, taking the time to address the person and make a personal touch such as a thank you, or empathy toward their situation often puts customers at ease and reinforces that the business cares about them.

Finally, research suggests responding to complaints and questions on social media can be an opportunity for the brand to shine. Turning complaints into compliments is an easy way to show a business's customer service values.

 **Gary Smieszny**  
 Note to anybody thinking of using Ohio 529...**DO NOT DO IT!** They changed the system that did work and made it much more difficult. We set up an account for a grandchild and other family members used to be able to make electronic funds transfers into the account for gifts etc. That feature is no longer available. Now they want others to contribute with PAPER CHECKS. Who the heck writes paper checks anymore? Or they suggest that another person can give you their complete bank account information and the owner of the 529 can do the EFT for them. I don't think so! Who the hell thought this up? Did the designers of this program and website not get hired by the federal government?

Like · Comment · November 25, 2013 at 5:11pm

 **CollegeAdvantage Ohio's 529 Plan Gary,**  
 Thanks for your candor. We're sorry to hear you're displeased with our recent updates.  
 While the goal of our recent enhancements is to improve the features and services available to the account owner to manage their CollegeAdvantage Direct accounts, we recognize that there have also been changes to the ways other family members contribute to accounts.  
 It sounds like you've reviewed most of the options currently available now for either family members to contribute to a CollegeAdvantage account.  
 However, if you would like to discuss further, please feel free to direct message us your contact info and a member of our Digital Communications team will follow up with you.  
 Thanks again for your feedback. There's always room for improvement and future enhancements, especially those suggestions driven by our customers' experiences.  
 December 12, 2013 at 5:59pm · Edited · Like

 **Ryan Cutshall** It's the worst!  
 December 20, 2013 at 9:43pm · Like

Ohio's 529 College Savings Plan  
 Customer Service example

 **Jennifer Finno Larkin**  
 So, I have some checks that people wrote out to my children that I'd like to put in their 529 account. But your website says they have to be written out to you guys and mailed in with one of those coupons. Is there any way around that if the checks have already been written? Can I send them in as they are (made out to the kids) and somehow sign them over to you all?

Like · Comment · August 17, 2013 at 2:45pm from Burke, VA

Top Comments ▾

 Write a comment...

 **Virginia 529 College Savings Plan** Glad you followed up here because we have an answer for you. If you endorse the checks and write for benefit of your child's name and account number and send them in, we're happy to get those posted to your account. Thanks for your patience!  
 Like · Reply · August 17, 2013 at 11:20am via mobile

 **Jennifer Finno Larkin** Fantastic! Thanks so much!  
 Like · Reply · August 12, 2013 at 12:04pm

 Write a reply...

 **Virginia 529 College Savings Plan** We're here! Your question was submitted to our customer service department (thank you) and we're working on the best way to resolve this situation. We'll have an answer for you shortly.  
 Like · Reply · August 12, 2013 at 10:33am via mobile

 **Jennifer Finno Larkin** Great, thanks. I actually emailed customer service about this over a week ago and never heard back. That's why I'm trying here instead. Thanks!  
 Like · August 12, 2013 at 10:37am

 Write a reply...

 **Jennifer Finno Larkin** Hello??  
 Like · Reply · August 12, 2013 at 10:28am

Virginia's 529 College Savings Plan  
 Customer Service example

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### ***Sample Policies & Disclaimers***

The 529 plans that were reviewed included social media policies and disclaimers on their pages. Some were located in the "About" section, while others were included as a "Note." These policies included general disclaimers as well as expected behavior while posting on the page.

*Sample Policy, from New York's 529 Facebook Page:*

"Commenting guidelines

No personal info. Other than your name, please don't share any personal information or details about your NY 529 account or portfolio. This is a public website, after all.

No testimonials. Industry regulations prevent us from posting stories about how well (or poorly) people have done by investing with the NY 529 Plan, any other 529 plan, Vanguard®, or any other investment company.

No advice. Industry regulations prevent us from posting specific investment guidance. Suggestions on how to save money are OK, but stock tips or specific mutual fund recommendations are not.

Be nice. We welcome disagreement and constructive criticism, but please refrain from general attacks (particularly when unrelated to the posting) on the NY 529 Plan, any other 529 plan, fellow viewers, and so on.

Posting pics. Only upload photos to which you own all intellectual property rights or third party materials with the owner's permission. Don't upload any photos of third parties without their consent.

Finally, please don't use Facebook to request transactions, ask questions about your investments, or raise customer-service issues. Instead, contact the NY 529 Plan directly at <https://www.nysaves.com/content/contactus.html>."

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## **Recommendations**

For the social media component of the SMART529 campaign in 2014, The Manahan Group recommends using Facebook and Twitter as the leading platforms, first building followers on Facebook and then launching Twitter. TMG recommends posts in the following categories: resources/tips, selling, statistics, plan facts, When I Grow Up, events, important dates and a miscellaneous section. We also recommend putting the SMART529 disclaimers in the "About" section of the page.

Upon launching the page, TMG suggests using paid post promotions to help gain a large follower-base. Once a follower-base has been established, post promotions will continue to ensure that fans are seeing our content and will help us reach even more people. TMG believes the social media component of the SMART529 campaign will be highly successful by following this pattern.

## **Disclaimers**

The 529 plans that were reviewed included social media policies and disclaimers on their pages. With guidance from Ad Review, we would consider including SMART529 disclaimers and policies in the "About" section of the page. The social media policy will include the expected behavior of users accessing the page.

## **Types of Posts**

### ***Resources and Tips***

We suggest showcasing resources and tips on the SMART529 page to get parents thinking about saving for college. Types of resources are: articles on saving and education; guide to filling out the FAFSA form; the SMART529 college cost calculator; and education and savings apps. Tips would include ideas on how to save more money for college; and how to teach kids the importance of saving.

### ***Plan Facts***

A good way to educate the audience about the product without actually recommending anything is to highlight different facts about SMART529 in posts. This may include information on the WV state tax benefits; how to make contributions (payroll deductions, online, etc); what the plan can be used for; how family and friends can make a gift contribution; and the Matching Grant program. This information shows the flexibility and benefits of the plan without a "call to action."

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### ***Statistics***

Statistics are a great way to show people that college savings is important and to prompt the audience to start thinking about the future. Such posts might include statistics such as the rise in tuition costs, top growing job areas, and the average amount of debt that students have when leaving college.

### ***Events***

Posting about events happening in West Virginia will keep the page current and engaging and will tie SMART529 to local WV communities. These could include posts connected with the State Treasurer's Office such as Moneyville, The State Fair, etc. or about different local events that may attract families such as FestivALL, Symphony Sunday and Clay Center events.

### ***Important Dates***

Another strategy to keep the SMART529 page current is to post about important dates that are of interest to our audience. These posts will include important days for SMART529 such as May 29, tax day, college savings month (Sept.), holiday gift posts, Black Friday posts, etc.

### ***Call to Action***

Call-to-action posts will encourage people to set up a SMART529 plan or to contribute to their plan or a family member or friend's plan. These posts will not push the product or promise anything. Each of these posts will be very generic and will encourage the audience to look into the plan without recommending anything more specific.

### ***WIGU***

Posting about the WIGU contest will not only help promote the contest, but will also show that SMART529 is helping kids' dreams come true. These posts will include details about the contest and the upcoming deadlines, events involving the contest, testimonials from winners /families/entrants/ people involved and facts/information about the contest. Basically, anything involving the When I Grow Up contest would fall under this section.

### ***Miscellaneous***

These posts will include various other topics that may be of interest to our audience. This could be an inspirational quote about education or perhaps a goal SMART529 has reached (number of followers, the \$2 billion in assets, etc.)



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### ***Customer Service***

TMG believes that customer service is going to play an important role in managing the SMART529 pages. People tend to look to social media pages to resolve issues that they used to resolve by phone. Thus, we anticipate the audience will reach out to SMART529 Facebook and Twitter pages to resolve any issues they may have.

With permission, TMG could answer simple questions via social media by directing the audience to:

- The FAQ's listed on the SMART529 website.
- When TMG cannot easily answer a question, we recommend linking to the website or a customer service contact phone number or email to better assist the customer.

TMG believes these approaches to customer service on social media will best benefit SMART529 and its customers.

### ***Next Steps***

This review of 529 social media accounts only identifies the landscape into which SMART529 will enter and provides broad recommendations of how to proceed. The Manahan Group looks forward to working further with The Hartford to establish specific goals, objectives and processes for launching a SMART529 social media presence.

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**Addendum D:**

Media Reports

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Supporting Media Documentation — The Hartford

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THE MANAHAN GROUP

SMART529 Holiday 2015  
Television Summary

P 25-54

| <i>Market</i> | <i>Station</i> | <i>Client</i>        | <i>Reach</i>  | <i>Frequency</i> |
|---------------|----------------|----------------------|---------------|------------------|
| Beckley       | WOAY           | \$ 4,079.03          | 97.2          | 8.9              |
|               | EVNS           | \$ 1,350.30          |               |                  |
|               | EVVA           | \$ 470.48            |               |                  |
|               | WVNS           | \$ 7,273.62          |               |                  |
|               | GVVA           | \$ 263.47            |               |                  |
|               | WVVA           | \$ 5,655.20          |               |                  |
| Charleston    | WCHS           | \$ 11,884.33         | 92.3          | 9.5              |
|               | WOWK           | \$ 11,291.75         |               |                  |
|               | WQCW           | \$ 1,298.58          |               |                  |
|               | WSAZ           | \$ 22,375.95         |               |                  |
|               | WVAH           | \$ 724.61            |               |                  |
| Clarksburg    | EBOY           | \$ 1,693.80          | 93.7          | 9                |
|               | WBOY           | \$ 13,752.08         |               |                  |
|               | WVFX           | \$ 1,646.93          |               |                  |
|               | WDTV           | \$ 5,692.83          |               |                  |
| Hagerstown    | COM EP         | \$ 10,562.99         |               |                  |
|               | Com KS         | \$ 3,566.31          |               |                  |
| Parkersburg   | WTAP           | \$ 16,560.77         |               |                  |
| Wheeling      | WTOV           | \$ 14,867.02         | 93.3          | 10.3             |
|               | WTRF           | \$ 6,163.33          |               |                  |
|               |                | <b>\$ 141,173.36</b> | <b>94.125</b> | <b>9.425</b>     |

Market: BECKLEY-BLUEFIELD  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 2:53:10 PM

| Station         | Day(s)     | Time                | Len | Program        | Weekly Distribution |        |        |        |        |        |        |   | Spots | P 25-54<br>DMA (R)<br>RTG | Rate     | Cost     |
|-----------------|------------|---------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|---|-------|---------------------------|----------|----------|
|                 |            |                     |     |                | Nov 16              | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 |   |       |                           |          |          |
| EVNS            | ----S      | 05:00 pm - 06:00 pm | 30  | 2 Broke Girls  | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1 | 7     | 4.1                       | 25.00    | 175.00   |
| PA              | MTWTF--    | 07:00 pm - 07:30 pm | 30  | 2 Broke Girls  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 4.4                       | 40.00    | 560.00   |
| PA              | MTWTF--    | 07:30 pm - 08:00 pm | 30  | Big Bang Theor | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 5.0                       | 50.00    | 700.00   |
| EVNS Spot Total |            |                     |     |                | 5                   | 5      | 5      | 5      | 5      | 5      | 5      | 5 | 35    | 160.3                     | 115.00   | 1,435.00 |
| WVVA            |            |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| DA              | MTWTF--    | 09:00 am - 10:00 am | 30  | Today Show II  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 5.7                       | 60.00    | 840.00   |
| DA              | MTWTF--    | 08:00 am - 09:00 am | 30  | Today Show     | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 7.4                       | 100.00   | 1,400.00 |
| EN              | MTWTF--    | 05:00 pm - 05:30 pm | 30  | WVVA @ 5       | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 4.5                       | 125.00   | 1,750.00 |
| PT              | -T---      | 08:00 pm - 09:00 pm | 30  | THE VOICE      | 0                   | 1      | 0      | 1      | 0      | 0      | 0      | 0 | 2     | 5.1                       | 325.00   | 650.00   |
| LN              | ----S      | 11:30 pm - 12:00 am | 30  | WVVA News @ 11 | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1 | 7     | 2.3                       | 160.00   | 1,120.00 |
| SP              | -T---      | 02:00 pm - 05:00 pm | 30  | MACY'S THANKSG | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0 | 1     | 3.4                       | 250.00   | 250.00   |
| WVVA Spot Total |            |                     |     |                | 7                   | 9      | 7      | 8      | 7      | 7      | 7      | 7 | 52    | 276.1                     | 1,020.00 | 6,010.00 |
| GVVA            |            |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| EF              | MTWTF--    | 06:00 pm - 07:00 pm | 30  | MASH / MASH    | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 1.8                       | 10.00    | 140.00   |
| PT              | MTWT---    | 08:00 pm - 09:00 pm | 30  | GILLIGAN'S ISL | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 1.3                       | 10.00    | 140.00   |
| GVVA Spot Total |            |                     |     |                | 4                   | 4      | 4      | 4      | 4      | 4      | 4      | 4 | 28    | 43.4                      | 20.00    | 280.00   |
| EVVA            |            |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| PT              | --W---     | 09:00 pm - 10:00 pm | 30  | SUPERNATURAL   | 1                   | 0      | 0      | 1      | 0      | 0      | 0      | 0 | 2     | 2.9                       | 100.00   | 200.00   |
| PT              | -T---      | 08:00 pm - 09:00 pm | 30  | THE FLASH      | 1                   | 0      | 1      | 0      | 1      | 0      | 0      | 0 | 3     | 2.6                       | 100.00   | 300.00   |
| EVVA Spot Total |            |                     |     |                | 2                   | 0      | 1      | 1      | 1      | 0      | 0      | 0 | 5     | 13.6                      | 200.00   | 500.00   |
| WOAY            |            |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| EN              | ----S      | 06:00 pm - 06:30 pm | 30  | NEWSWATCH AT 6 | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1 | 7     | 5.0                       | 60.00    | 420.00   |
| EN              | No Comment |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| EN              | ----S-     | 06:00 pm - 06:30 pm | 30  | THE NEWSWATCH  | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1 | 7     | 3.0                       | 60.00    | 420.00   |
| EN              | No Comment |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| EN              | MTWTF--    | 06:00 pm - 06:30 pm | 30  | THE NEWSWATCH  | 2                   | 2      | 2      | 2      | 2      | 2      | 2      | 2 | 14    | 2.2                       | 130.00   | 1,820.00 |
| SP              | No Comment |                     |     |                |                     |        |        |        |        |        |        |   |       |                           |          |          |
| SP              | M-----     | 08:00 pm - 09:00 pm | 30  | 50th Xmas Char | 0                   | 1      | 0      | 0      | 0      | 0      | 0      | 0 | 1     | 2.8                       | 225.00   | 225.00   |

Market: BECKLEY-BLUEFIELD  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 2:53:10 PM

| Weekly Distribution  |                      |                        |     |                  |        |        |        |        |        |        |        |       | P 25-54 DMA (R) |          |          |  |           |
|----------------------|----------------------|------------------------|-----|------------------|--------|--------|--------|--------|--------|--------|--------|-------|-----------------|----------|----------|--|-----------|
| Station              | Day(s)               | Time                   | Len | Program          | Nov 16 | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | RTG             | Rate     | Cost     |  |           |
| SP                   | No Comment<br>--W--- | 08:00 pm - 09:00 pm 30 |     | CHARLIE BROWN    | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 1     | 2.4             | 225.00   | 225.00   |  |           |
| SP                   | No Comment<br>---S-  | 08:00 pm - 09:00 pm 30 |     | CHARLIE BROWN    | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 1     | 2.2             | 225.00   | 225.00   |  |           |
| PT                   | No Comment<br>M----  | 08:00 pm - 10:00 pm 30 |     | DANCING WITH T   | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 2.3             | 500.00   | 1,000.00 |  |           |
| WOAY Spot Total      |                      |                        |     |                  | 6      | 6      | 4      | 4      | 5      | 4      | 4      | 33    | 98.8            | 1,425.00 | 4,335.00 |  |           |
| WVNS                 |                      |                        |     |                  |        |        |        |        |        |        |        |       |                 |          |          |  |           |
| EM                   | MTWTF--              | 05:00 am - 06:00 am 30 |     | 59 News @ 5a     | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 2.6             | 20.00    | 280.00   |  |           |
| EM                   | MTWTF--              | 06:00 am - 07:00 am 30 |     | 59 News @ 6a     | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 4.9             | 50.00    | 700.00   |  |           |
| DA                   | MTWTF--              | 12:00 pm - 12:30 pm 30 |     | 59 News @ Noon   | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 4.1             | 45.00    | 630.00   |  |           |
| EN                   | MTWTF--              | 05:30 pm - 06:00 pm 30 |     | W V Live Tonight | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 6.3             | 80.00    | 1,120.00 |  |           |
| PT                   | ---S-                | 10:00 pm - 11:00 pm 30 |     | CSI: Cyber       | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 2.4             | 250.00   | 500.00   |  |           |
| PT                   | MTWTFSS              | 05:00 am - 05:00 am 30 |     | HOLIDAY PACKAG   | 1      | 2      | 2      | 2      | 1      | 1      | 1      | 10    | 1.4             | 450.00   | 4,500.00 |  |           |
| WVNS Spot Total      |                      |                        |     |                  | 10     | 11     | 10     | 10     | 9      | 9      | 9      | 68    | 269.4           | 895.00   | 7,730.00 |  |           |
| Weekly Schedule Cost |                      |                        |     |                  | 34     | 35     | 31     | 32     | 31     | 29     | 29     | 221   |                 | 3675     | 20290    |  |           |
|                      |                      |                        |     |                  |        |        |        |        |        |        |        |       |                 |          |          |  | 20,290.00 |

Market: CHARLESTON-HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:00:38 PM

| Station         | Day(s) | Time    | Len                 | Program | Weekly Distribution |        |        |        |        |        |        |     | Spots | P 25-54 DMA (R) |          | Rate      | Cost |
|-----------------|--------|---------|---------------------|---------|---------------------|--------|--------|--------|--------|--------|--------|-----|-------|-----------------|----------|-----------|------|
|                 |        |         |                     |         | Nov 16              | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | RTG |       | Rate            |          |           |      |
| WOWK            | SP     | MTWTFSS | 06:00 am - 05:59 am | 30      |                     | 7      | 7      | 6      | 6      | 7      | 7      | 0   | 40    | 1.0             | 25.00    | 1,000.00  |      |
| EN              | EN     | MTWTF-- | 05:00 pm - 05:30 pm | 30      | 13 NEWS AT 5        | 1      | 1      | 1      | 1      | 1      | 1      | 1   | 7     | 1.0             | 50.00    | 350.00    |      |
| EN              | EN     | MTWTF-- | 05:30 pm - 06:00 pm | 30      | Tonight Live        | 1      | 1      | 1      | 1      | 1      | 1      | 1   | 7     | 1.0             | 50.00    | 350.00    |      |
| LN              | LN     | MTWTF-- | 06:00 pm - 06:30 pm | 30      | 13 NEWS AT 6        | 2      | 2      | 2      | 2      | 2      | 2      | 2   | 14    | 1.4             | 75.00    | 1,050.00  |      |
| PT              | PT     | ---F--  | 11:00 pm - 11:35 pm | 30      | 13 NEWS AT 11       | 1      | 2      | 1      | 2      | 1      | 2      | 1   | 10    | 1.2             | 75.00    | 750.00    |      |
| PT              | PT     | ---F--  | 10:00 pm - 11:00 pm | 30      | Blue Bloods         | 1      | 0      | 0      | 1      | 0      | 0      | 0   | 2     | 5.9             | 375.00   | 750.00    |      |
| PT              | PT     | M----   | 09:00 pm - 10:00 pm | 30      | Hawaii Five-0       | 1      | 0      | 0      | 1      | 0      | 0      | 0   | 2     | 4.7             | 350.00   | 700.00    |      |
| PT              | PT     | ---F--  | 08:00 pm - 09:00 pm | 30      | Supergirl           | 1      | 1      | 1      | 1      | 1      | 0      | 0   | 5     | 3.9             | 300.00   | 1,500.00  |      |
| PT              | PT     | 12/18   | 09:00 pm - 10:00 pm | 30      | HOME 4 HOLIDAY      | 0      | 0      | 0      | 0      | 1      | 0      | 0   | 1     | 4.7             | 500.00   | 500.00    |      |
| PT              | PT     | -T----  | 08:00 pm - 09:00 pm | 30      | RUDOLPH             | 0      | 0      | 1      | 0      | 0      | 0      | 0   | 1     | 5.2             | 600.00   | 600.00    |      |
| PT              | PT     | 12/1    | 09:00 pm - 11:00 pm | 30      | KENNEDY CNTR        | 0      | 0      | 0      | 0      | 0      | 0      | 1   | 1     | 3.3             | 500.00   | 500.00    |      |
| DT              | DT     | 12/29   | 09:00 am - 12:00 pm | 30      | MACYS PARADE        | 0      | 1      | 0      | 0      | 0      | 0      | 0   | 1     | 1.4             | 250.00   | 250.00    |      |
| PT              | PT     | ---F--  | 08:30 pm - 09:00 pm | 30      | FROSTY RETURNS      | 0      | 0      | 0      | 0      | 1      | 0      | 0   | 1     | 2.6             | 500.00   | 500.00    |      |
| PT              | PT     | 12/18   | 08:00 pm - 08:30 pm | 30      | FROSTY              | 0      | 0      | 0      | 0      | 1      | 0      | 0   | 1     | 2.6             | 600.00   | 600.00    |      |
| PT              | PT     | ---S-   | 09:00 pm - 10:00 pm | 30      | FLIGHT B4 CHRI      | 0      | 0      | 0      | 1      | 0      | 0      | 0   | 1     | 1.5             | 400.00   | 400.00    |      |
| PT              | PT     | 12/12   | 09:00 pm - 10:00 pm | 30      | STORY OF SANTA      | 0      | 1      | 0      | 0      | 0      | 0      | 0   | 1     | 1.5             | 600.00   | 600.00    |      |
| PT              | PT     | 11/28   | 08:00 pm - 09:00 pm | 30      | RUDOLPH             | 0      | 0      | 0      | 1      | 0      | 0      | 0   | 1     | 0.8             | 500.00   | 500.00    |      |
| PT              | PT     | ---S-   | 08:30 pm - 09:00 pm | 30      | FROSTY RETURNS      | 0      | 1      | 0      | 0      | 0      | 0      | 0   | 1     | 0.8             | 500.00   | 500.00    |      |
| PT              | PT     | 11/28   | 08:00 pm - 08:30 pm | 30      | FROSTY              | 0      | 1      | 0      | 0      | 0      | 0      | 0   | 1     | 0.8             | 600.00   | 600.00    |      |
| PT              | PT     | 11/28   | 08:00 pm - 08:30 pm | 30      | FROSTY              | 0      | 1      | 0      | 0      | 0      | 0      | 0   | 1     | 0.8             | 600.00   | 600.00    |      |
| WOWK Spot Total |        |         |                     |         |                     | 15     | 18     | 13     | 17     | 16     | 13     | 6   | 98    | 151.5           | 6,850.00 | 12,000.00 |      |

Market: CHARLESTON-HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:00:38 PM

| Weekly Distribution |         |                     |     |                |        |        |        |        |        |        |        |       | P 25-54     |          |           |
|---------------------|---------|---------------------|-----|----------------|--------|--------|--------|--------|--------|--------|--------|-------|-------------|----------|-----------|
| Station             | Day(s)  | Time                | Len | Program        | Nov 16 | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | DMA (R) RTG | Rate     | Cost      |
| WVAH                |         |                     |     |                |        |        |        |        |        |        |        |       |             |          |           |
| DA                  | MTWTF-- | 03:00 pm - 06:00 pm | 30  | Fringe Rotator |        |        |        |        |        |        |        |       |             |          |           |
| EM                  | MTWTF-- | 07:00 am - 08:00 am | 30  | Eyewitness New | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 1.0         | 25.00    | 350.00    |
| WVAH Spot Total     |         |                     |     |                | 4      | 4      | 4      | 4      | 4      | 4      | 4      | 28    | 23.8        | 55.00    | 770.00    |
| WCHS                |         |                     |     |                |        |        |        |        |        |        |        |       |             |          |           |
| EM                  | ---S    | 08:00 am - 09:00 am | 30  | Good Morning A | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 1.7         | 30.00    | 420.00    |
| EN                  | ---SS   | 06:00 pm - 06:30 pm | 30  | Eyewitness New | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 3.9         | 85.00    | 1,190.00  |
| EM                  | ---S    | 08:00 am - 09:00 am | 30  | Good Morning A | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 1.1         | 30.00    | 210.00    |
| EM                  | MTWTF-- | 06:00 am - 07:00 am | 30  | Eyewitness New | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 2.0         | 60.00    | 840.00    |
| EF                  | MTWTF-- | 04:00 pm - 05:00 pm | 30  | Judge Judy     | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 10    | 1.8         | 55.00    | 550.00    |
| EM                  | MTWTF-- | 07:00 am - 09:00 am | 30  | Good Morning A | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 2.6         | 80.00    | 1,120.00  |
| SP                  | -W---   | 08:00 pm - 09:00 pm | 30  | *CHARLIE BROWN | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 1     | 5.1         | 300.00   | 300.00    |
| SP                  | -T---   | 08:00 pm - 09:00 pm | 30  | *Toy Story     | 0      | 0      | 1      | 1      | 0      | 0      | 0      | 2     | 4.9         | 300.00   | 600.00    |
| SP                  | -T---   | 08:00 pm - 09:00 pm | 30  | *SHREK THE HAL | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 1     | 4.9         | 300.00   | 300.00    |
| LN                  | MTWTF-- | 11:00 pm - 11:35 pm | 30  | Eyewitness New | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 10    | 1.6         | 100.00   | 1,000.00  |
| SP                  | ---F-   | 08:00 pm - 09:00 pm | 30  | *Santa Claus I | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 1     | 4.4         | 300.00   | 300.00    |
| EN                  | MTWTF-- | 06:00 pm - 06:30 pm | 30  | Eyewitness New | 2      | 2      | 2      | 2      | 2      | 2      | 2      | 14    | 3.1         | 250.00   | 3,500.00  |
| SP                  | -T---   | 08:00 pm - 10:00 pm | 30  | *CMA COUNTRY   | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 1     | 3.0         | 300.00   | 300.00    |
| PT                  | M---    | 08:00 pm - 10:00 pm | 30  | Dancing with t | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 3.8         | 550.00   | 1,100.00  |
| SP                  | ---S-   | 08:00 pm - 09:00 pm | 30  | *CHARLIE BROWN | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 1     | 1.5         | 300.00   | 300.00    |
| SP                  | ---F-   | 08:30 pm - 01:00 pm | 30  | *Dr Seuss' How | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 1     | 1.2         | 300.00   | 300.00    |
| WCHS Spot Total     |         |                     |     |                | 14     | 18     | 16     | 16     | 15     | 16     | 13     | 108   | 270.3       | 3,640.00 | 12,630.00 |
| WQCW                |         |                     |     |                |        |        |        |        |        |        |        |       |             |          |           |
| LN                  | ---S    | 10:00 pm - 11:00 pm | 30  | WSAZ NEWS @ 10 | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 6     | 1.8         | 105.00   | 630.00    |
| LN                  | ---S-   | 10:00 pm - 11:00 pm | 30  | WSAZ NEWS @ 10 | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 6     | 1.5         | 125.00   | 750.00    |
| WQCW Spot Total     |         |                     |     |                | 2      | 2      | 2      | 2      | 2      | 2      | 0      | 12    | 19.8        | 230.00   | 1,380.00  |
| WSAZ+               |         |                     |     |                |        |        |        |        |        |        |        |       |             |          |           |



Market: CHARLESTON-HUNTINGTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:00:38 PM

| Weekly Distribution  |            |                        |     |                |        |        |        |        |        |        |        |       | P 25-54 DMA (R) |          |           |
|----------------------|------------|------------------------|-----|----------------|--------|--------|--------|--------|--------|--------|--------|-------|-----------------|----------|-----------|
| Station              | Day(s)     | Time                   | Len | Program        | Nov 16 | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | RTG             | Rate     | Cost      |
| EM                   | ---S-      | 05:30 am - 06:00 am 30 |     | WSAZ SATURDAY  | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 0.8             | 15.00    | 105.00    |
| PA                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| EM                   | ---S-      | 07:00 pm - 07:30 pm 30 |     | WHEEL OF FORTU | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 3.4             | 125.00   | 875.00    |
| PA                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| EM                   | MTWTF--    | 06:00 am - 07:00 am 30 |     | NEWS CHANNEL 3 | 2      | 3      | 2      | 3      | 2      | 3      | 2      | 17    | 7.7             | 400.00   | 6,800.00  |
| DA                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| EN                   | MTWTF--    | 07:00 am - 09:00 am 30 |     | TODAY SHOW     | 3      | 2      | 3      | 2      | 3      | 2      | 3      | 18    | 6.6             | 350.00   | 6,300.00  |
| EN                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| EM                   | ---S-      | 06:00 pm - 06:30 pm 30 |     | NEWSCHANNEL 3  | 1      | 2      | 1      | 2      | 1      | 2      | 0      | 9     | 6.6             | 400.00   | 3,600.00  |
| EM                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| EN                   | ---S       | 08:00 am - 09:00 am 30 |     | SUNDAY TODAY   | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 6     | 3.2             | 225.00   | 1,350.00  |
| EN                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| PT                   | MTWTF--    | 05:00 pm - 05:30 pm 30 |     | FIRST AT FIVE  | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 10    | 5.5             | 475.00   | 4,750.00  |
| PT                   | Nov-2014LP |                        |     |                |        |        |        |        |        |        |        |       |                 |          |           |
| WSAZ+ Spot Total     | ---T--     | 08:00 pm - 11:00 pm 30 |     |                | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 1     | 4.3             | 250.00   | 250.00    |
| Weekly Schedule Cost |            |                        |     |                | 10     | 12     | 10     | 12     | 10     | 13     | 8      | 75    | 417.0           | 2,240.00 | 24,030.00 |
|                      |            |                        |     |                | 45     | 54     | 45     | 51     | 47     | 48     | 31     | 321   |                 | 13015    | 50810     |
|                      |            |                        |     |                |        |        |        |        |        |        |        |       |                 |          | 50,810.00 |

Market: CLARKSBURG-WESTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVFX, EBOY, WBOY, WDTV

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:02:15 PM

| Weekly Distribution |                 |  |     |                                       |        |        |        |        |        |        |        |       | P 25-54     |          |           |
|---------------------|-----------------|--|-----|---------------------------------------|--------|--------|--------|--------|--------|--------|--------|-------|-------------|----------|-----------|
| Station             | Day(s)          | Time   | Len | Program                               | Nov 16 | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | DMA (R) RTG | Rate     | Cost      |
| WVFX SP             | ---S            | 12:58 pm - 07:30 pm 30                           |     | NFL ON FOX IF STEELER GAME THEN \$400 | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 2.4         | 250.00   | 1,750.00  |
| WVFX Spot Total     |                 |  |     |                                       | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 16.8        | 250.00   | 1,750.00  |
| EBOY PA PT          | MTWTF--<br>M--- | 07:00 pm - 08:00 pm 30<br>08:00 pm - 10:00 pm 30 |     | Big Bang Theor<br>Dancing With T      | 2<br>1 | 2<br>1 | 2<br>0 | 2<br>0 | 2<br>0 | 2<br>2 | 2<br>0 | 14    | 4.5         | 75.00    | 1,050.00  |
| EBOY Spot Total     |                 |  |     |                                       | 3      | 3      | 2      | 2      | 2      | 2      | 2      | 16    | 2.5         | 375.00   | 750.00    |
| WBOY DA             | ---S            | 09:00 am - 10:00 am 30                           |     | Sunday Today S                        | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 5.0         | 35.00    | 245.00    |
| WBOY EM             | MTWTF--         | 05:00 am - 06:00 am 30                           |     | 12 NEWS TODAY                         | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 10    | 3.9         | 40.00    | 680.00    |
| WBOY EN             | MTWTF--         | 06:00 am - 07:00 am 30                           |     | 12 News Today                         | 2      | 1      | 2      | 1      | 2      | 3      | 2      | 17    | 8.8         | 130.00   | 2,210.00  |
| WBOY PA             | MTWTF--         | 07:00 pm - 07:30 pm 30                           |     | Jeopardy                              | 2      | 1      | 2      | 1      | 2      | 1      | 2      | 11    | 7.3         | 130.00   | 1,430.00  |
| WBOY LN             | MTWTF--         | 11:00 pm - 11:35 pm 30                           |     | 12 News at 11                         | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 9.5         | 450.00   | 900.00    |
| WBOY SP             | --T--           | 08:30 pm - 12:00 am 30                           |     | NFL Thanksgivi                        | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 1     | 2.7         | 900.00   | 900.00    |
| WBOY Spot Total     |                 |  |     |                                       | 14     | 16     | 13     | 14     | 13     | 14     | 13     | 97    | 591.1       | 2,460.00 | 14,615.00 |
| WDTV LF             | ---S-           | 11:35 pm - 12:05 am 30                           |     | HOW I MET YOUR                        | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 2.2         | 25.00    | 175.00    |
| WDTV EN             | MTWTF--         | 05:00 pm - 05:30 pm 30                           |     | FIRST ON FIVE                         | 1      | 2      | 1      | 2      | 1      | 2      | 1      | 10    | 2.5         | 50.00    | 500.00    |
| WDTV LN             | ---S            | 11:00 pm - 11:35 pm 30                           |     | NEWS AT 11PM S                        | 1      | 1      | 1      | 1      | 1      | 1      | 0      | 6     | 2.6         | 85.00    | 510.00    |
| WDTV PT             | ---S            | 07:00 pm - 08:00 pm 30                           |     | 60 MINUTES                            | 1      | 0      | 1      | 0      | 1      | 0      | 0      | 3     | 9.8         | 525.00   | 1,575.00  |
| WDTV SP             | ---T--          | 07:30 pm - 12:00 pm 30                           |     | THURSDAY NIGHT ONLY ON 12/3           | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 1     | 2.2         | 300.00   | 300.00    |

Market: CLARKSBURG-WESTON  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share May 15 -> HUT/PUT Nov 14

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WVFX, EBOY, WBOY, WDTV

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:02:15 PM

| Station              | Day(s) | Time | Len | Program | Weekly Distribution |        |        |        |        |        |        | Spots | P 25-54<br>DMA (R)<br>RTG | Rate     | Cost               |
|----------------------|--------|------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|-------|---------------------------|----------|--------------------|
|                      |        |      |     |         | Nov 16              | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 |       |                           |          |                    |
| WDTV Spot Total      |        |      |     |         | 8                   | 7      | 9      | 7      | 8      | 7      | 5      | 51    | 171.3                     | 1,445.00 | 6,050.00           |
| Weekly Schedule Cost |        |      |     |         | 26                  | 27     | 25     | 24     | 24     | 24     | 21     | 171   |                           | 4605     | 24215<br>24,215.00 |

Market: PARKERSBURG  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share Nov 09 -> HUT/PUT Feb 08

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:03:00 PM

| Weekly Distribution  |        |                       |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|----------------------|--------|-----------------------|---------------------|---------|----------------|--------|--------|--------|--------|--------|--------|-------|---------------------|----------|-----------|-----------|
| Station              | Day(s) | Time                  | Len                 | Program | Nov 16         | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | P 25-54 DMA (R) RTG | Rate     | Cost      |           |
| WTAP                 | EM     | MTWTF--               | 06:00 am - 07:00 am | 30      | DAYBREAK       | 2      | 1      | 2      | 1      | 2      | 1      | 2     | 11                  | 11.1     | 140.00    | 1,540.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | EM     | MTWTF--               | 07:00 am - 09:00 am | 30      | TODAY SHOW     | 1      | 2      | 1      | 2      | 1      | 2      | 2     | 11                  | 7.4      | 160.00    | 1,760.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | PA     | MTWTF--               | 07:00 pm - 07:30 pm | 30      | WHEEL OF FORTU | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 3.8      | 170.00    | 2,380.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | DA     | MTWTF--               | 10:00 am - 11:00 am | 30      | TODAY SHOW - 3 | 1      | 2      | 1      | 2      | 1      | 2      | 1     | 10                  | 1.4      | 65.00     | 650.00    |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | LF     | MTWTF--               | 11:35 pm - 12:35 am | 30      | TONIGHT SHOW   | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 2.4      | 120.00    | 1,680.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | SP     | --T--                 | 12:00 pm - 02:00 pm | 30      | NATIONAL DOG S | 0      | 1      | 0      | 0      | 0      | 0      | 0     | 1                   | 4.8      | 250.00    | 250.00    |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | EN     | MTWTF--               | 06:00 pm - 06:30 pm | 30      | WTAP NEWS @ SI | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 10.8     | 570.00    | 7,980.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | SP     | --T--                 | 09:00 am - 12:00 pm | 30      | MACY'S THANKSG | 0      | 1      | 0      | 0      | 0      | 0      | 0     | 1                   | 1.9      | 350.00    | 350.00    |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
|                      | SP     | --T--                 | 08:30 pm - 11:30 pm | 30      | THURSDAY NIGHT | 0      | 0      | 1      | 0      | 0      | 0      | 0     | 1                   | 3.6      | 1,010.00  | 1,010.00  |
|                      |        | Jul-2015LP-Nov-2014LP |                     |         |                |        |        |        |        |        |        |       |                     |          |           |           |
| WTAP Spot Total      |        |                       |                     |         | 10             | 13     | 11     | 11     | 10     | 11     | 11     | 77    | 465.8               | 2,835.00 | 17,600.00 |           |
| Weekly Schedule Cost |        |                       |                     |         | 10             | 13     | 11     | 11     | 10     | 11     | 11     | 77    |                     | 2835     | 17600     | 17,600.00 |

Market: WASHINGTON, DC (HAGRSTWN)  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Manual Ratings

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): COMC8150PA, COMC8149PA

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:03:34 PM

| Station                                | Day(s)         | Time                   | Len | Program | Weekly Distribution |        |        |        |        |        |        |      | Spots | P 25-54<br>DMA (R)<br>RTG | Rate      | Cost      |
|--|----------------|------------------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|------|-------|---------------------------|-----------|-----------|
|  |                |                        |     |         | Nov 16              | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 |      |       |                           |           |           |
| <b>COMC8150PA/All Zones</b>            |                |                        |     |         |                     |        |        |        |        |        |        |      |       |                           |           |           |
| RT/AEN                                 | MTWTFSS<br>TP  | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 15   | 105   | 0.0                       | 13.13     | 1,378.65  |
| RT/CNN                                 | MTWTFSS-<br>TP | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 10.63                     | 1,116.15  |           |
| RT/ESPN                                | MTWTFSS-<br>TP | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 31.88                     | 3,347.40  |           |
| RT/FAM                                 | MTWTFSS<br>TP  | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 11.25                     | 1,181.25  |           |
| RT/GOLF                                | MTWTFSS<br>TP  | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 0.63                      | 66.15     |           |
| RT/HALL                                | MTWTFSS<br>TP  | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 11.88                     | 1,247.40  |           |
| RT/TBSC                                | MTWTFSS-<br>TP | 03:00 pm - 12:00 am 30 |     | VARIOUS | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 26.25                     | 2,756.25  |           |
| RT/TWC                                 | MTWTFSS<br>TP  | 03:00 pm - 12:00 am 30 |     | VARIOUS | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 70   | 0.0   | 1.88                      | 131.60    |           |
| <b>COMC8150PA/All Zones Spot Total</b> |                |                        |     |         | 115                 | 115    | 115    | 115    | 115    | 115    | 115    | 805  | 0.0   | 107.53                    | 11,224.85 |           |
| <b>COMC8149PA/All Zones</b>            |                |                        |     |         |                     |        |        |        |        |        |        |      |       |                           |           |           |
| /AEN                                   | MTWTF--        | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 1.50                      | 157.50    |           |
| ROS/TWC                                | MTWTF--        | 03:00 pm - 12:00 am 30 |     |         | 10                  | 10     | 10     | 10     | 10     | 10     | 10     | 70   | 0.0   | 1.25                      | 87.50     |           |
| ROS/USA                                | MTWTFSS-       | 03:00 pm - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 17.50                     | 1,837.50  |           |
| ROS/CNN                                | MTWTFSS-       | 03:00 pm - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 3.13                      | 328.65    |           |
| ROS/ESPN                               | MTWTFSS-       | 03:00 pm - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 11.88                     | 1,247.40  |           |
| ROS/FAM                                | MTWTFSS-       | 03:00 pm - 12:00 am 30 |     |         | 15                  | 15     | 15     | 15     | 15     | 15     | 15     | 105  | 0.0   | 1.25                      | 131.25    |           |
| <b>COMC8149PA/All Zones Spot Total</b> |                |                        |     |         | 85                  | 85     | 85     | 85     | 85     | 85     | 85     | 595  | 0.0   | 36.51                     | 3,789.80  |           |
| <b>Weekly Schedule</b>                 |                |                        |     |         | 200                 | 200    | 200    | 200    | 200    | 200    | 200    | 1400 |       |                           |           |           |
| <b>Cost</b>                            |                |                        |     |         |                     |        |        |        |        |        |        |      |       | 144.04                    | 15014.65  | 15,014.65 |

Market: WHEELING-STEUBENVILLE  
 Client: Hartford  
 Brand: none  
 Product: none  
 Campaign: SMART529 Holiday 2015  
 Flight Dates: Nov 16, 2015 - Jan 03, 2016  
 Survey: Share Feb 15 -> HUT/PUT Nov 14

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/28/2016 3:04:11 PM

| Weekly Distribution |            |         |                     |         |                |        |        |        |        |        |        |       |                     |        |          |           |
|---------------------|------------|---------|---------------------|---------|----------------|--------|--------|--------|--------|--------|--------|-------|---------------------|--------|----------|-----------|
| Station             | Day(s)     | Time    | Len                 | Program | Nov 16         | Nov 23 | Nov 30 | Dec 07 | Dec 14 | Dec 21 | Dec 28 | Spots | P 25-54 DMA (R) RTG | Rate   | Cost     |           |
| WTRF                | PT         | -T---   | 08:00 pm - 09:00 pm | 30      | NCIS           | 1      | 1      | 0      | 0      | 1      | 0      | 0     | 3                   | 14.3   | 325.00   | 975.00    |
| LN                  | LN         | ---S    | 11:00 pm - 11:30 pm | 30      | 7 News at 11P  | 1      | 1      | 1      | 1      | 1      | 1      | 1     | 7                   | 2.0    | 50.00    | 350.00    |
| PT                  | PT         | M---    | 09:00 pm - 10:00 pm | 30      | Scorpion       | 1      | 1      | 1      | 1      | 1      | 1      | 7     | 7.4                 | 225.00 | 1,575.00 |           |
| EN                  | EN         | MTWTF-- | 06:00 pm - 06:30 pm | 30      | 7 News at 6p   | 2      | 1      | 2      | 1      | 2      | 1      | 2     | 11                  | 4.0    | 125.00   | 1,375.00  |
| SP                  | SP         | MTWTFSS | 05:00 am - 05:00 am | 30      | HOLIDAY PACKAG | 0      | 0      | 0      | 0      | 0      | 2      | 0     | 2                   | 0.7    | 125.00   | 250.00    |
| SP                  | SP         | MTWTFSS | 05:00 am - 05:00 am | 30      | HOLIDAY PACKAG | 2      | 2      | 2      | 2      | 0      | 0      | 0     | 10                  | 0.7    | 200.00   | 2,000.00  |
| WTRF                | Spot Total |         |                     |         |                | 7      | 6      | 6      | 5      | 7      | 5      | 4     | 40                  | 161.1  | 1,050.00 | 6,525.00  |
| WTOV                | PA         | ---S    | 07:00 pm - 08:20 pm | 30      | FOOTBALL NIGHT | 1      | 1      | 1      | 1      | 1      | 1      | 1     | 7                   | 14.1   | 100.00   | 700.00    |
| EN                  | EN         | MTWTF-- | 05:30 am - 06:00 am | 30      | NEWS9 SUNRISE- | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 6.5    | 50.00    | 700.00    |
| PA                  | PA         | MTWTF-- | 07:00 pm - 07:30 pm | 30      | JEOPARDY       | 1      | 2      | 1      | 2      | 1      | 2      | 1     | 10                  | 9.1    | 140.00   | 1,400.00  |
| EN                  | EN         | ---S    | 06:00 pm - 06:30 pm | 30      | NEWS 9 AT SIX  | 1      | 1      | 1      | 1      | 1      | 1      | 1     | 7                   | 13.3   | 230.00   | 1,610.00  |
| LF                  | LF         | ---S    | 11:00 pm - 11:30 pm | 30      | NEWS 9 TONIGHT | 1      | 1      | 1      | 1      | 1      | 1      | 1     | 7                   | 10.3   | 220.00   | 1,540.00  |
| SP                  | SP         | ---S    | 03:00 pm - 06:00 pm | 30      | GOLF: PNC FAT  | 0      | 0      | 0      | 1      | 0      | 0      | 0     | 1                   | 3.4    | 75.00    | 75.00     |
| SP                  | SP         | ---S    | 02:00 pm - 05:00 pm | 30      | GOLF: HERO WO  | 0      | 0      | 1      | 0      | 0      | 0      | 0     | 1                   | 2.9    | 75.00    | 75.00     |
| EN                  | EN         | MTWTF-- | 06:00 pm - 06:30 pm | 30      | NEWS 9 AT SIX  | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 11.5   | 300.00   | 4,200.00  |
| EN                  | EN         | MTWTF-- | 05:00 pm - 06:00 pm | 30      | NEWS 9 LIVE @  | 1      | 2      | 1      | 2      | 1      | 2      | 1     | 10                  | 7.2    | 200.00   | 2,000.00  |
| EN                  | EN         | ---S    | 06:00 pm - 06:30 pm | 30      | NEWS 9 AT SIX  | 2      | 2      | 2      | 2      | 2      | 2      | 2     | 14                  | 7.9    | 250.00   | 3,500.00  |
| WTOV                | Spot Total |         |                     |         |                | 11     | 13     | 12     | 14     | 11     | 13     | 11    | 85                  | 795.8  | 1,640.00 | 15,800.00 |
| Weekly Schedule     | Cost       |         |                     |         |                | 18     | 19     | 18     | 19     | 18     | 18     | 15    | 125                 | 2690   | 22325    | 22,325.00 |

SMART529 Holiday 2015

Newspaper Summary

| <b>Newspaper</b>              | <b>Date</b> | <b>Ad Size</b> | <b>Specs</b> | <b>Inches</b> | <b>Client</b> |
|-------------------------------|-------------|----------------|--------------|---------------|---------------|
| Charleston Newspapers         | 13-Dec      | 4 col x 8.5    | 7.95 x 8.5   | 34            | \$ 2,294.04   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 376.38     |
| Herald Dispatch               | 13-Dec      | 4 col x 8.5    | 7.625 x 8.5  | 34            | \$ 2,298.55   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,529.68   |
| Martinsburg Journal           | 13-Dec      | 4 col x 8.5    | 6.625x 8.5   | 34            | \$ 1,478.20   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,478.20   |
| Morgantown Dominion Post      | 13-Dec      | 4 col x 8.5    | 7.06 x 8.5   | 34            | \$ 1,588.90   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,164.98   |
| Parkersburg News & Sentinel   | 13-Dec      | 4 col x 8.5    | 6.633 x 8.5  | 32            | \$ 1,546.43   |
|                               | 15-Dec      | 4 col x 8.5    |              | 32            | \$ 1,497.90   |
| Beckley Register Herald       | 13-Dec      | 4 col x 8.5    | 6.972 x 8.5  | 34            | \$ 1,660.53   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,384.36   |
| Bluefield Telegraph           | 13-Dec      | 4 col x 8.5    | 7.278 x 8.5  | 34            | \$ 1,959.39   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,498.32   |
| Clarksburg Exponent           | 13-Dec      | 4 col x 8.5    | 7.875 x 8.5  | 34            | \$ 1,153.74   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 1,099.92   |
| Wheeling Intelligencer        | 13-Dec      | 4 col x 8.5    | 6.632 x 8.5  | 34            | \$ 3,168.57   |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 2,912.32   |
| Fairmont Times West Virginian | 13-Dec      | 4 col x 8.5    | 7.708x8.5    | 34            | \$ 889.47     |
|                               | 15-Dec      | 4 col x 8.5    |              | 34            | \$ 221.40     |
| State Journal                 | 18-Dec      | Island         | 7.5" x 10"   |               | \$ 1,819.00   |

**\$ 33,020.30**

Supporting Media Documentation — Bright Babies Campaign



|  | January |    |    |    | February |    |    |    | March |    |    |    | April |    |    |    | May |   |    |    | June |   |    |    | July |   |    |    | August |   |   |    | September |    |   |    | October |    |   |    | November |    |    |   | December |    |    |   |    |    |    |
|--|---------|----|----|----|----------|----|----|----|-------|----|----|----|-------|----|----|----|-----|---|----|----|------|---|----|----|------|---|----|----|--------|---|---|----|-----------|----|---|----|---------|----|---|----|----------|----|----|---|----------|----|----|---|----|----|----|
|  | 4       | 11 | 18 | 25 | 8        | 15 | 22 | 29 | 7     | 14 | 21 | 28 | 4     | 11 | 18 | 25 | 2   | 9 | 16 | 23 | 30   | 6 | 13 | 20 | 27   | 4 | 11 | 18 | 25     | 1 | 8 | 15 | 22        | 29 | 5 | 12 | 19      | 26 | 3 | 10 | 17       | 24 | 31 | 7 | 14       | 21 | 28 | 5 | 12 | 19 | 26 |

**Bright Babes**  
 Geo: WV Residents  
 Behavioral: New & Expecting Mothers, Moms  
 Content: Pregnancy, Birth, Babes/Infants, Pediatrics, Baby Products, Grandchildren, Grandparents, Godparents, Retargeting  
 Video Pre-roll



**Tax Day**  
 Geo: WV Residents  
 Demo: Adults 25-54, HHI \$50k+  
 Behavioral: Early Childhood Education, Financial Investments

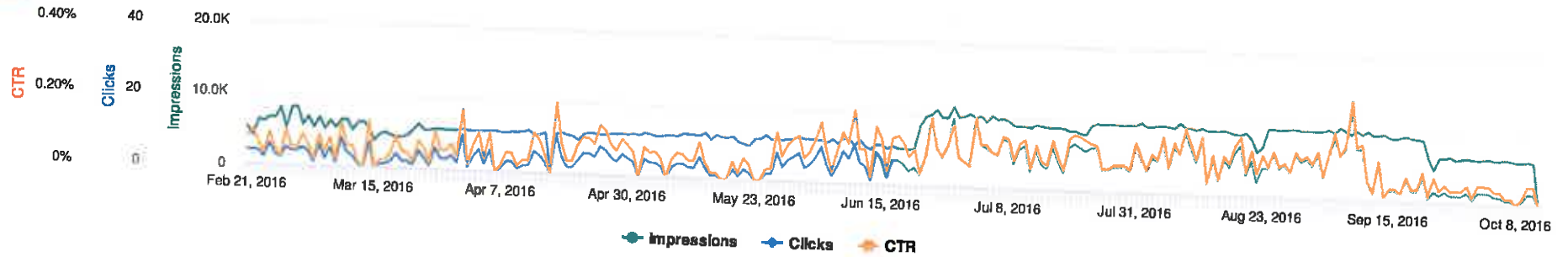


**Gift of Education**  
 Geo: WV Residents  
 Demo: Adults 45+, HHI \$50k+  
 Behavioral: Holiday Shopping, Education, Financial Investments

\$9,500 \* Nov/Dec 2016



### RTB Network1 - Line Items



| Line Item                            | Impressions      | Clicks       | CTR          | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|------------------|--------------|--------------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        | 1,501,086        | 1,311        | 0.09%        |                        |                       |             |                 |
| OH_NH_The-Manahan-Group_RETARG_14098 | 153,127          | 81           | 0.05%        | 132                    | 17                    | 149         | 0.01%           |
| <b>Totals</b>                        | <b>1,654,213</b> | <b>1,392</b> | <b>0.08%</b> | <b>132</b>             | <b>17</b>             | <b>149</b>  | <b>0.01%</b>    |

### RTB Network1 - Campaigns

| Line Item                            | Campaign                     | Impressions | Clicks | CTR   | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|------------------------------|-------------|--------|-------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        | OH_APR/MAY_BT_14098          | 30,096      | 11     | 0.04% |                        |                       |             |                 |
| OH_NH_The-Manahan-Group_14098        | OH_APR/MAY_CAT-DISP_14098    | 30,024      | 18     | 0.06% | 3                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_APR/MAY_CAT-MOBI_14098    | 34,201      | 18     | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_APR/MAY_FEMALE_14098      | 30,185      | 20     | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_APR/MAY_MALE_14098        | 30,082      | 25     | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_APR/MAY_RETARG_14098      | 20,007      | 11     | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_BT_14098          | 30,000      | 8      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_CAT-DISP_14098    | 30,102      | 58     | 0.19% | 3                      | 0                     | 3           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_CAT-MOBI_14098    | 34,091      | 30     | 0.09% | 11                     | 0                     | 11          | 0.04%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_FEMALE_14098      | 30,021      | 53     | 0.18% | 12                     | 1                     | 13          | 0.04%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_GrandP-DISP_14098 | 88,755      | 17     | 0.02% | 5                      | 1                     | 6           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_GrandP-MOBI_14098 | 37,553      | 33     | 0.09% | 12                     | 3                     | 15          | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | OH_AUG/SEP_MALE_14098        | 30,010      | 58     | 0.19% | 24                     | 0                     | 24          | 0.08%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_AUG/SEP_RETARG_14098      | 20,021      | 11     | 0.05% | 1                      | 1                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | OH_FEB/MAR_BT_14098          | 29,989      | 12     | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_FEB/MAR_CAT-DISP_14098    | 29,952      | 11     | 0.04% | 0                      | 1                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_FEB/MAR_CAT-MOBI_14098    | 34,212      | 27     | 0.08% | 0                      | 1                     | 1           | 0.00%           |

|                                      |                              | Impressions      | Clicks       | CTR          | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|------------------------------|------------------|--------------|--------------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        | OH_FEB/MAR_FEMALE_14098      | 30,898           | 20           | 0.07%        | 0                      | 2                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | OH_FEB/MAR_MALE_14098        | 30,631           | 19           | 0.06%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_FEB/MAR_RETARG_14098      | 20,078           | 8            | 0.04%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_BT_14098          | 30,154           | 4            | 0.01%        | 1                      | 0                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_CAT-DISP_14098    | 30,082           | 39           | 0.13%        | 4                      | 1                     | 5           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_CAT-MOBI_14098    | 34,150           | 39           | 0.10%        | 15                     | 0                     | 15          | 0.04%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_FEMALE_14098      | 30,111           | 75           | 0.25%        | 5                      | 0                     | 5           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_GrandP-DISP_14098 | 68,890           | 21           | 0.03%        | 8                      | 3                     | 11          | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_GrandP-MOBI_14098 | 37,524           | 28           | 0.07%        | 12                     | 1                     | 13          | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUL/AUG_MALE_14098        | 30,064           | 76           | 0.26%        | 3                      | 0                     | 3           | 0.01%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_JUL/AUG_RETARG_14098      | 20,097           | 14           | 0.07%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_BT_14098          | 30,001           | 8            | 0.03%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_CAT-DISP_14098    | 30,008           | 5            | 0.02%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_CAT-MOBI_14098    | 34,189           | 22           | 0.06%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_FEMALE_14098      | 30,287           | 108          | 0.36%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_GrandP-DISP_14098 | 68,759           | 31           | 0.05%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_GrandP-MOBI_14098 | 37,565           | 25           | 0.07%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_JUN/JUL_MALE_14098        | 30,240           | 108          | 0.35%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_JUN/JUL_RETARG_14098      | 20,044           | 13           | 0.06%        | 0                      | 1                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAR/APR_BT_14098          | 30,010           | 12           | 0.04%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAR/APR_CAT-DISP_14098    | 29,470           | 21           | 0.07%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAR/APR_CAT-MOBI_14098    | 34,203           | 30           | 0.09%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAR/APR_FEMALE_14098      | 30,075           | 19           | 0.06%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAR/APR_MALE_14098        | 30,083           | 24           | 0.08%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_MAR/APR_RETARG_14098      | 19,894           | 7            | 0.04%        | 0                      | 1                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAY/JUN_BT_14098          | 30,000           | 11           | 0.04%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAY/JUN_CAT-DISP_14098    | 30,172           | 11           | 0.04%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAY/JUN_CAT-MOBI_14098    | 34,036           | 31           | 0.09%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAY/JUN_FEMALE_14098      | 30,419           | 49           | 0.16%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_MAY/JUN_MALE_14098        | 30,422           | 50           | 0.16%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_MAY/JUN_RETARG_14098      | 20,067           | 11           | 0.05%        | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_SEP/OCT_BT_14098          | 19,598           | 3            | 0.02%        | 2                      | 0                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | OH_SEP/OCT_CAT-DISP_14098    | 19,107           | 9            | 0.05%        | 5                      | 0                     | 5           | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | OH_SEP/OCT_CAT-MOBI_14098    | 22,158           | 12           | 0.05%        | 5                      | 0                     | 5           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | OH_SEP/OCT_FEMALE_14098      | 20,064           | 2            | 0.01%        | 1                      | 0                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | OH_SEP/OCT_MALE_14098        | 19,746           | 8            | 0.04%        | 5                      | 0                     | 5           | 0.03%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | OH_SEP/OCT_RETARG_14098      | 12,819           | 6            | 0.05%        | 0                      | 0                     | 0           | 0.00%           |
| <b>Totals</b>                        |                              | <b>1,655,384</b> | <b>1,392</b> | <b>0.08%</b> | <b>132</b>             | <b>17</b>             | <b>149</b>  | <b>0.01%</b>    |

| Line Item                            | Creative             | Campaign                  | Impressions | Clicks | CTR   | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|----------------------|---------------------------|-------------|--------|-------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        |                      | OH_FEB/MAR_CAT-DISP_14098 | 29,952      | 11     | 0.04% | 0                      | 1                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_FEB/MAR_BT_14098       | 29,989      | 12     | 0.04% | 0                      | 1                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_FEB/MAR_MALE_14098     | 30,050      | 19     | 0.06% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_FEB/MAR_CAT-MOBI_14098 | 34,212      | 27     | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_FEB/MAR_FEMALE_14098   | 30,088      | 20     | 0.07% | 0                      | 2                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_MAR/APR_FEMALE_14098   | 24,256      | 13     | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_MAR/APR_CAT-MOBI_14098 | 27,387      | 23     | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_MAR/APR_BT_14098       | 24,196      | 9      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        |                      | OH_MAR/APR_MALE_14098     | 24,391      | 21     | 0.09% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 |                      | OH_MAR/APR_CAT-DISP_14098 | 24,142      | 12     | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 |                      | OH_FEB/MAR_RETARG_14098   | 20,078      | 8      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_021816 | OH_MAR/APR_RETARG_14098   | 16,129      | 5      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_021816 | OH_FEB/MAR_CAT-DISP_14098 | 89          | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_180x600_021816 | OH_FEB/MAR_BT_14098       | 252         | 1      | 0.40% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_021816 | OH_FEB/MAR_MALE_14098     | 281         | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_021816 | OH_FEB/MAR_CAT-MOBI_14098 | 155         | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x600_021816 | OH_FEB/MAR_FEMALE_14098   | 301         | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_RETARG_14098   | 184         | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_CAT-DISP_14098 | 1,177       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_BT_14098       | 1,575       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_MALE_14098     | 2,249       | 1      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_CAT-MOBI_14098 | 741         | 1      | 0.13% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_022316 | OH_FEB/MAR_FEMALE_14098   | 2,005       | 2      | 0.10% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x600_022316 | OH_FEB/MAR_FEMALE_14098   | 3           | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_RETARG_14098   | 1,270       | 1      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_CAT-DISP_14098 | 1,321       | 1      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_BT_14098       | 1,810       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_MALE_14098     | 1,411       | 1      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_CAT-MOBI_14098 | 858         | 1      | 0.12% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_FEB/MAR_FEMALE_14098   | 1,590       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_MAR/APR_FEMALE_14098   | 3,594       | 4      | 0.11% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_MAR/APR_CAT-MOBI_14098 | 1,488       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_MAR/APR_BT_14098       | 2,974       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_MAR/APR_MALE_14098     | 3,620       | 4      | 0.11% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_MAR/APR_CAT-DISP_14098 | 2,328       | 5      | 0.21% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_APR/MAY_CAT-DISP_14098 | 2,727       | 2      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x600_030716 | OH_APR/MAY_MALE_14098     | 3,594       | 4      | 0.11% | 0                      | 0                     | 0           | 0.00%           |

|                                      |                      | Campaign                     | Impressions | Clicks | CTR   | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|----------------------|------------------------------|-------------|--------|-------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_APR/MAY_BT_14098          | 2,788       | 1      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_APR/MAY_CAT-MOBI_14098    | 1,342       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_APR/MAY_FEMALE_14098      | 3,702       | 9      | 0.24% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_MAY/JUN_CAT-DISP_14098    | 1,187       | 2      | 0.17% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_MAY/JUN_FEMALE_14098      | 4,280       | 29     | 0.68% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_MAY/JUN_BT_14098          | 3,157       | 2      | 0.06% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_MAY/JUN_CAT-MOBI_14098    | 1,221       | 1      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_MAY/JUN_MALE_14098        | 4,180       | 23     | 0.55% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_GrandP-MOBI_14098 | 4,480       | 3      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_GrandP-DISP_14098 | 10,968      | 20     | 0.18% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_CAT-MOBI_14098    | 786         | 2      | 0.25% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_FEMALE_14098      | 5,897       | 62     | 1.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_CAT-DISP_14098    | 1,104       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_BT_14098          | 3,566       | 1      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUN/JUL_MALE_14098        | 5,963       | 68     | 1.14% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_FEMALE_14098      | 4,773       | 46     | 0.98% | 2                      | 0                     | 2           | 0.04%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_CAT-DISP_14098    | 2,486       | 26     | 1.05% | 2                      | 0                     | 2           | 0.08%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_BT_14098          | 3,271       | 1      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_MALE_14098        | 4,597       | 43     | 0.94% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_CAT-MOBI_14098    | 832         | 1      | 0.18% | 1                      | 0                     | 1           | 0.16%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_GrandP-DISP_14098 | 9,696       | 6      | 0.06% | 2                      | 1                     | 3           | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_JUL/AUG_GrandP-MOBI_14098 | 4,453       | 6      | 0.13% | 4                      | 0                     | 4           | 0.09%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_GrandP-MOBI_14098 | 3,479       | 6      | 0.17% | 5                      | 0                     | 5           | 0.14%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_GrandP-DISP_14098 | 9,617       | 1      | 0.01% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_FEMALE_14098      | 5,085       | 35     | 0.69% | 3                      | 0                     | 3           | 0.06%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_BT_14098          | 2,818       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_MALE_14098        | 4,958       | 38     | 0.77% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_CAT-DISP_14098    | 3,628       | 32     | 0.88% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_AUG/SEP_CAT-MOBI_14098    | 712         | 0      | 0.00% | 3                      | 0                     | 3           | 0.08%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_SEP/OCT_CAT-DISP_14098    | 1,599       | 3      | 0.19% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_SEP/OCT_CAT-MOBI_14098    | 395         | 0      | 0.00% | 3                      | 0                     | 3           | 0.19%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_SEP/OCT_BT_14098          | 1,904       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_SEP/OCT_FEMALE_14098      | 2,219       | 1      | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_160x800_030716 | OH_SEP/OCT_MALE_14098        | 2,138       | 4      | 0.19% | 1                      | 0                     | 1           | 0.05%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x800_030716 | OH_FEB/MAR_RETARG_14098      | 1,271       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x800_030716 | OH_MAR/APR_RETARG_14098      | 2,385       | 2      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x800_030716 | OH_APR/MAY_RETARG_14098      | 2,854       | 1      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x800_030716 | OH_MAY/JUN_RETARG_14098      | 2,940       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x800_030716 | OH_JUN/JUL_RETARG_14098      | 3,020       | 5      | 0.20% | 0                      | 0                     | 0           | 0.00%           |

|                                      | Campaign             | Impressions                  | Clicks | CTR | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|----------------------|------------------------------|--------|-----|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x600_030716 | OH_JUL/AUG_RETARG_14098      | 2,608  | 4   | 0.15%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x600_030716 | OH_AUG/SEP_RETARG_14098      | 2,259  | 3   | 0.13%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_160x600_030716 | OH_SEP/OCT_RETARG_14098      | 1,291  | 1   | 0.08%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_021816 | OH_FEB/MAR_CAT-DISP_14098    | 1,347  | 0   | 0.00%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_021816 | OH_FEB/MAR_BT_14098          | 1,146  | 0   | 0.00%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_021816 | OH_FEB/MAR_MALE_14098        | 998    | 1   | 0.10%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_021816 | OH_FEB/MAR_CAT-MOBI_14098    | 1,419  | 2   | 0.14%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_021816 | OH_FEB/MAR_FEMALE_14098      | 1,189  | 2   | 0.17%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_021816 | OH_FEB/MAR_RETARG_14098      | 798    | 0   | 0.00%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_CAT-DISP_14098    | 6,372  | 1   | 0.02%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_BT_14098          | 7,401  | 5   | 0.07%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_MALE_14098        | 8,499  | 5   | 0.06%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_CAT-MOBI_14098    | 12,817 | 6   | 0.05%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_FEMALE_14098      | 6      | 0   | 0.00%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_022316 | OH_FEB/MAR_FEMALE_14098      | 8,056  | 11  | 0.14%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_022316 | OH_FEB/MAR_RETARG_14098      | 4,729  | 4   | 0.08%                  | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_FEB/MAR_CAT-DISP_14098    | 8,915  | 3   | 0.04%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_FEB/MAR_BT_14098          | 8,026  | 2   | 0.02%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_FEB/MAR_MALE_14098        | 6,372  | 5   | 0.08%                  | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_FEB/MAR_CAT-MOBI_14098    | 13,226 | 13  | 0.10%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_FEB/MAR_FEMALE_14098      | 6,719  | 3   | 0.04%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAR/APR_FEMALE_14098      | 14,950 | 8   | 0.05%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAR/APR_CAT-MOBI_14098    | 26,620 | 25  | 0.09%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAR/APR_BT_14098          | 16,264 | 8   | 0.05%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAR/APR_MALE_14098        | 14,746 | 11  | 0.07%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAR/APR_CAT-DISP_14098    | 14,061 | 11  | 0.08%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_APR/MAY_CAT-DISP_14098    | 14,825 | 9   | 0.06%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_APR/MAY_MALE_14098        | 15,371 | 13  | 0.08%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_APR/MAY_BT_14098          | 17,187 | 7   | 0.04%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_APR/MAY_CAT-MOBI_14098    | 27,983 | 17  | 0.06%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_APR/MAY_FEMALE_14098      | 15,827 | 6   | 0.04%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAY/JUN_CAT-DISP_14098    | 16,596 | 4   | 0.02%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAY/JUN_FEMALE_14098      | 15,439 | 3   | 0.02%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAY/JUN_BT_14098          | 17,804 | 7   | 0.04%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAY/JUN_CAT-MOBI_14098    | 29,332 | 26  | 0.09%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_MAY/JUN_MALE_14098        | 15,530 | 14  | 0.09%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_GrandP-MOBI_14098 | 19,836 | 13  | 0.07%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_GRANDP-DISP_14098 | 27,435 | 3   | 0.01%                  | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_CAT-MOBI_14098    | 30,280 | 19  | 0.06%                  | 0                     | 0           | 0.00%           |

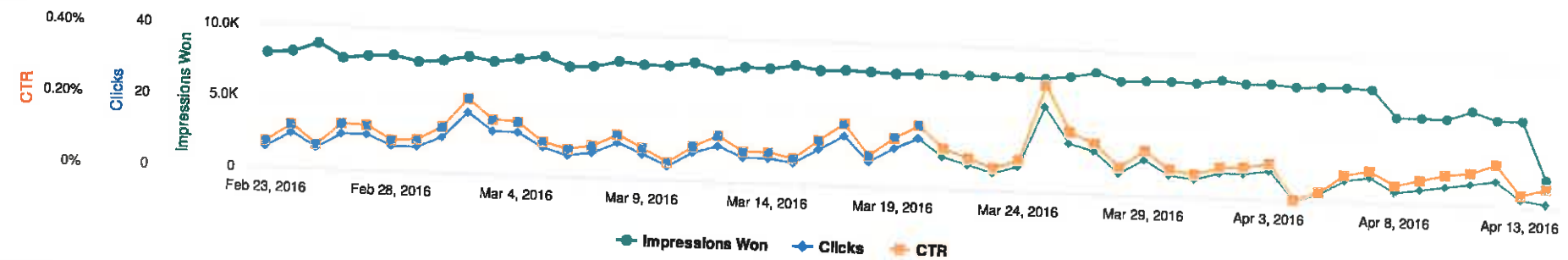
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | Campaign                     | Impressions | Clicks | CTR   | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|--------------------------------------|----------------------|------------------------------|-------------|--------|-------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_FEMALE_14098      | 14,438      | 23     | 0.18% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_CAT-DISP_14098    | 17,015      | 3      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_BT_14098          | 16,482      | 6      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUN/JUL_MALE_14098        | 14,291      | 20     | 0.14% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_FEMALE_14098      | 14,248      | 17     | 0.12% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_CAT-DISP_14098    | 14,182      | 0      | 0.00% | 0                      | 1                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_BT_14098          | 17,070      | 2      | 0.01% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_MALE_14098        | 14,547      | 17     | 0.12% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_CAT-MOBI_14098    | 30,775      | 29     | 0.09% | 12                     | 0                     | 12          | 0.04%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_GrandP-DISP_14098 | 28,959      | 8      | 0.03% | 3                      | 2                     | 5           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_JUL/AUG_GrandP-MOBI_14098 | 19,822      | 15     | 0.08% | 5                      | 1                     | 6           | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_GrandP-MOBI_14098 | 21,748      | 12     | 0.06% | 10                     | 0                     | 10          | 0.05%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_GrandP-DISP_14098 | 33,392      | 6      | 0.02% | 5                      | 3                     | 8           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_FEMALE_14098      | 14,343      | 10     | 0.07% | 1                      | 1                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_BT_14098          | 18,743      | 2      | 0.01% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_MALE_14098        | 14,478      | 4      | 0.03% | 1                      | 1                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_CAT-DISP_14098    | 13,779      | 3      | 0.02% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_AUG/SEP_CAT-MOBI_14098    | 30,392      | 26     | 0.09% | 9                      | 0                     | 9           | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_SEP/OCT_CAT-DISP_14098    | 9,532       | 2      | 0.02% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_SEP/OCT_CAT-MOBI_14098    | 19,844      | 10     | 0.05% | 5                      | 0                     | 5           | 0.03%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_SEP/OCT_BT_14098          | 11,943      | 1      | 0.01% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_SEP/OCT_FEMALE_14098      | 10,895      | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_300x250_030716 | OH_SEP/OCT_MALE_14098        | 10,678      | 2      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_FEB/MAR_RETARG_14098      | 4,680       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_MAR/APR_RETARG_14098      | 9,895       | 3      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_APR/MAY_RETARG_14098      | 10,180      | 7      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_MAY/JUN_RETARG_14098      | 10,221      | 8      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_JUN/JUL_RETARG_14098      | 10,033      | 3      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_JUL/AUG_RETARG_14098      | 10,500      | 5      | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_AUG/SEP_RETARG_14098      | 11,500      | 4      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_300x250_030716 | OH_SEP/OCT_RETARG_14098      | 7,784       | 4      | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_CAT-DISP_14098    | 5,893       | 2      | 0.03% | 0                      | 1                     | 1           | 0.02%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_BT_14098          | 4,741       | 3      | 0.06% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_MALE_14098        | 8,049       | 3      | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_CAT-MOBI_14098    | 2,287       | 2      | 0.09% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_FEMALE_14098      | 5,879       | 2      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_022316  | OH_FEB/MAR_FEMALE_14098      | 1           | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_022316  | OH_FEB/MAR_RETARG_14098      | 3,325       | 1      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030716  | OH_FEB/MAR_CAT-DISP_14098    | 6,858       | 4      | 0.06% | 0                      | 0                     | 0           | 0.00%           |

| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | Campaign                     | Impressions | Clicks | CTR   | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |
|-------------------------------|---------------------|------------------------------|-------------|--------|-------|------------------------|-----------------------|-------------|-----------------|
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_FEB/MAR_BT_14098          | 5,238       | 1      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_FEB/MAR_MALE_14098        | 4,211       | 3      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_FEB/MAR_CAT-MOBI_14098    | 2,709       | 2      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_FEB/MAR_FEMALE_14098      | 4,349       | 0      | 0.00% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAR/APR_FEMALE_14098      | 10,732      | 7      | 0.07% | 0                      | 1                     | 1           | 0.02%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAR/APR_CAT-MOBI_14098    | 5,101       | 4      | 0.08% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAR/APR_BT_14098          | 9,943       | 4      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAR/APR_MALE_14098        | 10,883      | 8      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAR/APR_CAT-DISP_14098    | 12,199      | 5      | 0.04% | 0                      | 1                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_APR/MAY_CAT-DISP_14098    | 12,472      | 7      | 0.06% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_APR/MAY_MALE_14098        | 11,117      | 8      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_APR/MAY_BT_14098          | 10,121      | 3      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_APR/MAY_CAT-MOBI_14098    | 4,876       | 1      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_APR/MAY_FEMALE_14098      | 10,856      | 5      | 0.05% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAY/JUN_CAT-DISP_14098    | 12,389      | 5      | 0.04% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAY/JUN_FEMALE_14098      | 10,700      | 17     | 0.16% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAY/JUN_BT_14098          | 9,039       | 2      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAY/JUN_CAT-MOBI_14098    | 3,483       | 4      | 0.11% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_MAY/JUN_MALE_14098        | 10,712      | 13     | 0.12% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_GrandP-MOBI_14098 | 13,269      | 9      | 0.07% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_GRANDP-DISP_14098 | 30,356      | 6      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_CAT-MOBI_14098    | 3,093       | 1      | 0.03% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_FEMALE_14098      | 9,952       | 20     | 0.20% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_CAT-DISP_14098    | 11,889      | 2      | 0.02% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_BT_14098          | 9,953       | 1      | 0.01% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUN/JUL_MALE_14098        | 9,986       | 18     | 0.18% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_FEMALE_14098      | 11,089      | 12     | 0.11% | 0                      | 1                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_CAT-DISP_14098    | 13,434      | 13     | 0.10% | 2                      | 0                     | 2           | 0.02%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_BT_14098          | 9,813       | 1      | 0.01% | 2                      | 0                     | 2           | 0.01%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_MALE_14098        | 10,920      | 18     | 0.16% | 0                      | 0                     | 0           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_CAT-MOBI_14098    | 2,743       | 3      | 0.11% | 2                      | 0                     | 2           | 0.02%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_GrandP-DISP_14098 | 30,335      | 7      | 0.02% | 2                      | 0                     | 2           | 0.07%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_JUL/AUG_GrandP-MOBI_14098 | 13,249      | 7      | 0.05% | 1                      | 0                     | 1           | 0.00%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_GrandP-MOBI_14098 | 12,326      | 15     | 0.12% | 3                      | 0                     | 3           | 0.02%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_GrandP-DISP_14098 | 25,806      | 10     | 0.04% | 9                      | 0                     | 9           | 0.07%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_FEMALE_14098      | 10,593      | 8      | 0.08% | 7                      | 0                     | 7           | 0.03%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_BT_14098          | 8,439       | 6      | 0.07% | 1                      | 0                     | 1           | 0.01%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_MALE_14098        | 10,574      | 16     | 0.15% | 2                      | 0                     | 2           | 0.02%           |
| OH_NH_The-Manahan-Group_14098 | 14098_728x90_030716 | OH_AUG/SEP_CAT-DISP_14098    | 12,695      | 21     | 0.17% | 7                      | 0                     | 7           | 0.06%           |



| Campaign                             | Impressions         | Clicks           | CTR          | Post-click Conversions | Post-view Conversions | Conversions | Conversion Rate |              |
|--------------------------------------|---------------------|------------------|--------------|------------------------|-----------------------|-------------|-----------------|--------------|
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030718 | 2,987            | 4            | 0.13%                  | 3                     | 1           | 4               | 0.13%        |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030716 | 7,978            | 4            | 0.05%                  | 1                     | 0           | 1               | 0.01%        |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030716 | 1,919            | 2            | 0.10%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030718 | 5,749            | 2            | 0.03%                  | 1                     | 0           | 1               | 0.02%        |
| OH_NH_The-Manahan-Group_14098        | 14098_728x90_030716 | 7,150            | 1            | 0.01%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030718 | 8,930            | 2            | 0.03%                  | 2                     | 0           | 2               | 0.03%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 3,821            | 2            | 0.05%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 7,259            | 2            | 0.03%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 7,223            | 3            | 0.04%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 8,908            | 3            | 0.04%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 8,991            | 4            | 0.08%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030718 | 6,988            | 5            | 0.07%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030718 | 8,282            | 4            | 0.06%                  | 0                     | 0           | 0               | 0.00%        |
| OH_NH_The-Manahan-Group_RETARG_14098 | 14098_728x90_030716 | 3,844            | 1            | 0.03%                  | 0                     | 0           | 0               | 0.00%        |
| <b>Totals</b>                        |                     | <b>1,964,133</b> | <b>1,570</b> | <b>0.08%</b>           | <b>132</b>            | <b>21</b>   | <b>153</b>      | <b>0.01%</b> |

### RTB Network2 - Campaigns



| Campaign                      | Impressions Bid On | Impressions Won | Win/Bid Ratio | Clicks | CTR   | Total Post-click conversions | Total Post-Impression conversions |
|-------------------------------|--------------------|-----------------|---------------|--------|-------|------------------------------|-----------------------------------|
| OH_NH_The-Manahan-Group_14122 | 2,209,289          | 400,172         | 18.11%        | 413    | 0.10% | 0                            | 0                                 |

### RTB Network2 - Adgroups

| Campaign                      | Adgroup          | Impressions Bid On | Impressions Won | Win/Bid Ratio | Clicks     | CTR          | Total Post-click conversions | Total Post-Impression conversions |
|-------------------------------|------------------|--------------------|-----------------|---------------|------------|--------------|------------------------------|-----------------------------------|
| OH_NH_The-Manahan-Group_14122 | OH_DISPLAY_14122 | 1,822,298          | 300,096         | 18.50%        | 301        | 0.10%        | 0                            | 0                                 |
| OH_NH_The-Manahan-Group_14122 | OH_TABLET_14122  | 588,971            | 100,076         | 17.05%        | 112        | 0.11%        | 0                            | 0                                 |
| <b>Totals</b>                 |                  | <b>2,209,289</b>   | <b>400,172</b>  | <b>18.11%</b> | <b>413</b> | <b>0.10%</b> | <b>0</b>                     | <b>0</b>                          |



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Supporting Media Documentation – “Just Drive” Campaign

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THE MANAHAN GROUP

Media Summary  
 Texting Brand Launch - Radio  
 7/1/13-8/4/2013

|                       | Client              | P 12+        |             | P 12-49      |             |
|-----------------------|---------------------|--------------|-------------|--------------|-------------|
|                       |                     | Reach        | Freq        | Reach        | Freq        |
| Beckley               | \$ 7,452.16         | 64.9         | 6           | 72.6         | 5.9         |
| Bluefield             | \$ 2,393.69         | 63.7         | 6.9         | 76.2         | 7.6         |
| Charleston            | \$ 16,455.92        | 71.7         | 6.9         | 81.2         | 6.7         |
| Huntington            | \$ 8,416.28         | 63.5         | 5.5         | 68.7         | 5.5         |
| Morgantown/Clarksburg | \$ 12,048.75        | 63.1         | 5.8         | 71.1         | 5.7         |
| Hagerstown            | \$ 4,400.03         |              |             |              |             |
| Parkersburg           | \$ 4,663.31         | 77.6         | 6.7         | 86.3         | 7.6         |
| Wheeling              | \$ 4,454.47         | 60.6         | 5.4         | 77.2         | 5.6         |
|                       | <b>\$ 60,284.59</b> | <b>66.44</b> | <b>6.17</b> | <b>76.19</b> | <b>6.37</b> |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: BECKLEY-BLUEFIELD  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WJLS-FM, WCIR-FM, WTNJ-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 2:40:28 PM

## Weekly Distribution

| Station              | Day(s)  | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | P 12+ MSA (R) CPP | MSA (R) (00) | Rate   | Cost     |
|----------------------|---------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------------------|--------------|--------|----------|
| WJLS-FM              |         |                     |     |                    |        |        |        |        |        |       |       |                   |                   |              |        |          |
| AM                   | MTWTF-- | 06:00 am - 10:00 am | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 50.0  | 2.5               | 13.00             | 17.0         | 32.49  | 649.80   |
| AM                   | -TWTF-- | 06:00 am - 10:00 am | 30  | Country            | 8      | 0      | 0      | 0      | 0      | 8     | 20.0  | 2.5               | 13.00             | 17.0         | 32.49  | 259.92   |
| MD                   | MTWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 56.0  | 2.8               | 10.64             | 19.0         | 29.78  | 595.60   |
| MD                   | -TWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 8      | 0      | 0      | 0      | 0      | 8     | 22.4  | 2.8               | 10.64             | 19.0         | 29.78  | 238.24   |
| PM                   | MTWTF-- | 03:00 pm - 07:00 pm | 30  | Country            | 8      | 5      | 5      | 5      | 5      | 28    | 61.6  | 2.2               | 14.77             | 15.0         | 32.49  | 909.72   |
| SS                   | ---SS   | 06:00 am - 07:00 pm | 30  | Country            | 4      | 4      | 4      | 4      | 4      | 20    | 28.0  | 1.4               | 13.61             | 9.0          | 19.05  | 381.00   |
| WJLS-FM Spot Total   |         |                     |     |                    | 28     | 19     | 19     | 19     | 19     | 104   | 238.0 | 238.0             | 12.75             | 1,608.0      | 176.08 | 3,034.28 |
| WCIR-FM              |         |                     |     |                    |        |        |        |        |        |       |       |                   |                   |              |        |          |
| DA                   | MTWTF-- | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 0      | 10     | 10     | 10     | 10     | 40    | 72.0  | 1.8               | 22.31             | 12.0         | 40.16  | 1,606.40 |
| DA                   | -TWTF-- | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 15     | 0      | 0      | 0      | 0      | 15    | 27.0  | 1.8               | 22.31             | 12.0         | 40.16  | 602.40   |
| WCIR-FM Spot Total   |         |                     |     |                    | 15     | 10     | 10     | 10     | 10     | 55    | 99.0  | 99.0              | 22.31             | 660.0        | 80.32  | 2,208.80 |
| WTNJ-FM              |         |                     |     |                    |        |        |        |        |        |       |       |                   |                   |              |        |          |
| DA                   | MTWTF-- | 06:00 am - 07:00 pm | 30  | Country            | 0      | 10     | 10     | 10     | 10     | 40    | 40.0  | 1.0               | 40.16             | 7.0          | 40.16  | 1,606.40 |
| DA                   | -TWTF-- | 06:00 am - 07:00 pm | 30  | Country            | 15     | 0      | 0      | 0      | 0      | 15    | 15.0  | 1.0               | 40.16             | 7.0          | 40.16  | 602.40   |
| WTNJ-FM Spot Total   |         |                     |     |                    | 15     | 10     | 10     | 10     | 10     | 55    | 55.0  | 55.0              | 40.16             | 385.0        | 80.32  | 2,208.80 |
| Weekly Schedule Cost |         |                     |     |                    | 58     | 39     | 39     | 39     | 39     | 214   | 392   |                   | 19.01             | 2653         | 336.72 | 7,451.88 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: BLUEFIELD, WV  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WHAJ-FM, WHKX-FM, WKOY-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 2:39:22 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | P 12+ MSA (R) CPP | P 12+ MSA (R) (00) | Rate   | Cost     |
|-----------------|------------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------------------|--------------------|--------|----------|
| WHAJ-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |                   |                    |        |          |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 0      | 5      | 5      | 5      | 5      | 20    | 46.0  |                   |                   |                    |        |          |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 5      | 0      | 0      | 0      | 0      | 5     | 11.5  | 2.3               | 5.36              | 21.0               | 12.32  | 246.40   |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 0      | 5      | 5      | 5      | 5      | 20    | 50.0  | 2.3               | 5.36              | 21.0               | 12.32  | 61.60    |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 5      | 0      | 0      | 0      | 0      | 5     | 12.5  | 2.5               | 5.57              | 23.0               | 13.92  | 278.40   |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Adult Contemporary | 8      | 5      | 5      | 5      | 5      | 28    | 56.0  | 2.5               | 5.57              | 23.0               | 13.92  | 69.60    |
| DA              | ---SS      | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 3      | 3      | 3      | 3      | 3      | 15    | 22.5  | 2.0               | 5.36              | 19.0               | 10.71  | 299.88   |
| WHAJ-FM         | Spot Total |                     |     |                    | 21     | 18     | 18     | 18     | 18     | 93    | 198.5 | 1.5               | 5.35              | 14.0               | 8.03   | 120.45   |
|                 |            |                     |     |                    |        |        |        |        |        |       |       | 198.5             | 5.42              | 1,842.0            | 71.22  | 1,076.33 |
| WHKX-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |                   |                    |        |          |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 30.0  |                   |                   |                    |        |          |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 7.5   | 1.5               | 5.35              | 14.0               | 8.03   | 160.60   |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 38.0  | 1.5               | 5.35              | 14.0               | 8.03   | 40.15    |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 9.5   | 1.9               | 5.64              | 18.0               | 10.71  | 214.20   |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Country            | 5      | 5      | 5      | 5      | 5      | 25    | 37.5  | 1.9               | 5.64              | 18.0               | 10.71  | 53.55    |
| DA              | ---SS      | 06:00 am - 07:00 pm | 30  | Country            | 3      | 3      | 3      | 3      | 3      | 15    | 15.0  | 1.5               | 5.00              | 14.0               | 7.50   | 187.50   |
| WHKX-FM         | Spot Total |                     |     |                    | 18     | 18     | 18     | 18     | 18     | 90    | 137.5 | 1.0               | 4.82              | 9.0                | 4.82   | 72.30    |
|                 |            |                     |     |                    |        |        |        |        |        |       |       | 137.5             | 5.30              | 1,285.0            | 49.80  | 728.30   |
| WKOY-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |                   |                    |        |          |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Classic Rock       | 0      | 5      | 5      | 5      | 5      | 20    | 34.0  |                   |                   |                    |        |          |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Classic Rock       | 5      | 0      | 0      | 0      | 0      | 5     | 8.5   | 1.7               | 5.98              | 16.0               | 10.17  | 203.40   |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Classic Rock       | 0      | 5      | 5      | 5      | 5      | 20    | 28.0  | 1.7               | 5.98              | 16.0               | 10.17  | 50.85    |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Classic Rock       | 5      | 0      | 0      | 0      | 0      | 5     | 7.0   | 1.4               | 5.74              | 13.0               | 8.03   | 160.60   |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Classic Rock       | 5      | 5      | 5      | 5      | 5      | 25    | 25.0  | 1.4               | 5.74              | 13.0               | 8.03   | 40.15    |
| WKOY-FM         | Spot Total |                     |     |                    | 15     | 15     | 15     | 15     | 15     | 75    | 102.5 | 1.0               | 5.36              | 9.0                | 5.36   | 134.00   |
|                 |            |                     |     |                    |        |        |        |        |        |       |       | 102.5             | 5.75              | 950.0              | 41.76  | 589.00   |
| Weekly Schedule |            |                     |     |                    | 54     | 51     | 51     | 51     | 51     | 258   | 438.5 |                   |                   |                    |        |          |
| Cost            |            |                     |     |                    |        |        |        |        |        |       |       | 5.46              |                   | 4077               | 162.78 | 2393.63  |
|                 |            |                     |     |                    |        |        |        |        |        |       |       |                   |                   |                    |        | 2,393.63 |

# Radio Spot Calendar By Station

powered by SmartPlus®

Market: CHARLESTON-HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WVAF-FM, WQBE-FM, WWSR-FM, WKLC-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 2:48:47 PM

| Station         | Day(s)     | Time                | Len | Format             | Weekly Distribution |        |        |        |        | Spots | GRP   | P 12+ MSA (R) |       | P 12+ MSA (R) (00) | Rate   | Cost      |
|-----------------|------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|-------|-------|---------------|-------|--------------------|--------|-----------|
|                 |            |                     |     |                    | Jul 01              | Jul 08 | Jul 15 | Jul 22 | Jul 29 |       |       | RTG           | CPP   |                    |        |           |
| WVAF-FM         |            |                     |     |                    |                     |        |        |        |        |       |       |               |       |                    |        |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 0                   | 12     | 12     | 12     | 12     | 48    | 81.6  | 1.7           | 32.55 | 37.0               | 55.34  | 2,656.32  |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 12                  | 0      | 0      | 0      | 0      | 12    | 20.4  | 1.7           | 32.55 | 37.0               | 55.34  | 664.08    |
| WVAF-FM         | Spot Total |                     |     |                    | 12                  | 12     | 12     | 12     | 12     | 60    | 102.0 | 102.0         | 32.55 | 2,220.0            | 110.68 | 3,320.40  |
| WQBE-FM         |            |                     |     |                    |                     |        |        |        |        |       |       |               |       |                    |        |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 0                   | 14     | 12     | 12     | 12     | 50    | 150.0 | 3.0           | 25.29 | 64.0               | 75.86  | 3,793.00  |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 16                  | 0      | 0      | 0      | 0      | 16    | 48.0  | 3.0           | 25.29 | 64.0               | 75.86  | 1,213.76  |
| WQBE-FM         | Spot Total |                     |     |                    | 16                  | 14     | 12     | 12     | 12     | 66    | 198.0 | 198.0         | 25.29 | 4,224.0            | 151.72 | 5,006.76  |
| WWSR-FM         |            |                     |     |                    |                     |        |        |        |        |       |       |               |       |                    |        |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Contemp. Hit radio | 0                   | 14     | 12     | 12     | 12     | 50    | 80.0  | 1.6           | 33.47 | 33.0               | 53.55  | 2,677.50  |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Contemp. Hit radio | 16                  | 0      | 0      | 0      | 0      | 16    | 25.6  | 1.6           | 33.47 | 33.0               | 53.55  | 856.80    |
| WWSR-FM         | Spot Total |                     |     |                    | 16                  | 14     | 12     | 12     | 12     | 66    | 105.6 | 105.6         | 33.47 | 2,178.0            | 107.10 | 3,534.30  |
| WKLC-FM         |            |                     |     |                    |                     |        |        |        |        |       |       |               |       |                    |        |           |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Album Oriented     | 0                   | 14     | 12     | 12     | 12     | 50    | 65.0  | 1.3           | 53.55 | 27.0               | 69.62  | 3,481.00  |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Album Oriented     | 16                  | 0      | 0      | 0      | 0      | 16    | 20.8  | 1.3           | 53.55 | 27.0               | 69.62  | 1,113.92  |
| WKLC-FM         | Spot Total |                     |     |                    | 16                  | 14     | 12     | 12     | 12     | 66    | 85.8  | 85.8          | 53.55 | 1,782.0            | 139.24 | 4,594.92  |
| Weekly Schedule |            |                     |     |                    | 60                  | 54     | 48     | 48     | 48     | 258   | 491.4 |               | 33.49 | 10404              | 508.74 | 16456.38  |
| Cost            |            |                     |     |                    |                     |        |        |        |        |       |       |               |       |                    |        | 16,456.38 |

# Radio Spot Calendar By Station

POWERED BY SmartPlus®

Market: HAGERSTOWN  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WRNR-AF, WLTF-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 2:41:45 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | P 12+ MSA (R) CPP | Rate    | Cost   |          |
|-----------------|------------|---------------------|-----|--------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------------------|---------|--------|----------|
| WRNR-AF         |            |                     |     |        |        |        |        |        |        |       |       |                   |                   |         |        |          |
| AM              | MTWTF--    | 06:00 am - 07:00 pm | 30  |        | 0      | 10     | 10     | 10     | 10     | 40    | 8.0   | 0.2               | 102.65            | 5.1     | 20.53  | 821.20   |
| AM              | -TWTF--    | 06:00 am - 07:00 pm | 30  |        | 10     | 0      | 0      | 0      | 0      | 10    | 2.0   | 0.2               | 102.65            | 5.1     | 20.53  | 205.30   |
| AM              | MTWTF--    | 06:00 am - 07:00 pm | 30  |        | 0      | 10     | 10     | 10     | 10     | 40    | 8.0   | 0.2               | 0.00              | 5.1     | 0.00   | .00      |
| AM              | -TWTF--    | 06:00 am - 07:00 pm | 30  |        | 0      | 10     | 10     | 10     | 10     | 40    | 8.0   | 0.2               | 0.00              | 5.1     | 0.00   | .00      |
| WRNR-AF         | Spot Total |                     |     |        | 10     | 0      | 0      | 0      | 0      | 10    | 2.0   | 0.2               | 0.00              | 5.1     | 0.00   | .00      |
|                 |            |                     |     |        | 20     | 20     | 20     | 20     | 20     | 100   | 20.0  | 20.0              | 51.33             | 510.0   | 41.06  | 1,026.50 |
| WLTF-FM         |            |                     |     |        |        |        |        |        |        |       |       |                   |                   |         |        |          |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  |        | 0      | 12     | 12     | 12     | 12     | 48    | 52.8  | 1.1               | 25.55             | 28.0    | 28.11  | 1,349.28 |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  |        | 12     | 0      | 0      | 0      | 0      | 12    | 13.2  | 1.1               | 25.55             | 28.0    | 28.11  | 337.32   |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  |        | 12     | 12     | 12     | 12     | 12     | 60    | 48.0  | 0.8               | 35.14             | 21.0    | 28.11  | 1,686.60 |
| WLTF-FM         | Spot Total |                     |     |        | 24     | 24     | 24     | 24     | 24     | 120   | 114.0 | 114.0             | 29.59             | 2,940.0 | 84.33  | 3,373.20 |
| Weekly Schedule |            |                     |     |        | 44     | 44     | 44     | 44     | 44     | 220   | 134   |                   | 32.83             | 3450    | 125.39 | 4399.7   |
| Cost            |            |                     |     |        |        |        |        |        |        |       |       |                   |                   |         |        | 4,399.70 |



# Radio Spot Calendar By Station

powered by SmartPlus®

Market: HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WKEE-FM, WTCR-FM, WBVB-FM, WGGG-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 1:25:36 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | CPP   | P 12+ MSA (R) (00) | Rate   | Cost     |
|-----------------|------------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------|--------------------|--------|----------|
| WKEE-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 0      | 10     | 10     | 10     | 10     | 40    | 52.0  | 1.3               | 30.89 | 34.0               | 40.16  | 1,606.40 |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 12     | 0      | 0      | 0      | 0      | 12    | 15.6  | 1.3               | 30.89 | 34.0               | 40.16  | 481.92   |
| WKEE-FM         | Spot Total |                     |     |                    | 12     | 10     | 10     | 10     | 10     | 52    | 67.6  | 67.6              | 30.89 | 1,768.0            | 80.32  | 2,088.32 |
| WTCR-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 0      | 10     | 10     | 10     | 10     | 40    | 84.0  | 2.1               | 19.12 | 57.0               | 40.16  | 1,606.40 |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  | Country            | 12     | 0      | 0      | 0      | 0      | 12    | 25.2  | 2.1               | 19.12 | 57.0               | 40.16  | 481.92   |
| DA              | ---SS      | 06:00 am - 07:00 pm | 30  | Country            | 4      | 4      | 4      | 4      | 4      | 20    | 28.0  | 1.4               | 25.50 | 36.0               | 35.70  | 714.00   |
| WTCR-FM         | Spot Total |                     |     |                    | 16     | 14     | 14     | 14     | 14     | 72    | 137.2 | 137.2             | 20.43 | 3,684.0            | 116.02 | 2,802.32 |
| WBVB-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |          |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  |                    | 0      | 10     | 10     | 10     | 10     | 40    | 52.0  | 1.3               | 17.16 | 36.0               | 22.31  | 892.40   |
| DA              | -TWTF--    | 06:00 am - 07:00 pm | 30  |                    | 12     | 0      | 0      | 0      | 0      | 12    | 15.6  | 1.3               | 17.16 | 36.0               | 22.31  | 267.72   |
| WBVB-FM         | Spot Total |                     |     |                    | 12     | 10     | 10     | 10     | 10     | 52    | 67.6  | 67.6              | 17.16 | 1,872.0            | 44.62  | 1,160.12 |
| WGGG-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |          |
| AM              | MTWTF--    | 06:00 am - 09:00 am | 30  |                    | 0      | 5      | 5      | 5      | 5      | 20    | 24.0  | 1.2               | 34.58 | 33.0               | 41.50  | 830.00   |
| AM              | -TWTF--    | 06:00 am - 09:00 am | 30  |                    | 6      | 0      | 0      | 5      | 0      | 11    | 13.2  | 1.2               | 34.58 | 33.0               | 41.50  | 456.50   |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  |                    | 0      | 5      | 5      | 5      | 5      | 20    | 28.0  | 1.4               | 29.64 | 37.0               | 41.50  | 830.00   |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  |                    | 6      | 0      | 0      | 0      | 0      | 6     | 8.4   | 1.4               | 29.64 | 37.0               | 41.50  | 249.00   |
| WGGG-FM         | Spot Total |                     |     |                    | 12     | 10     | 10     | 15     | 10     | 57    | 73.6  | 73.6              | 32.14 | 1,985.0            | 168.00 | 2,365.50 |
| Weekly Schedule |            |                     |     |                    | 52     | 44     | 44     | 49     | 44     | 233   | 346   |                   | 24.32 | 9309               | 406.96 | 8416.26  |
| Cost            |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        | 8,416.26 |

# Radio Spot Calendar By Station

Powered by SmartPlus®

Market: MORGANTOWN-CLARKS-FAIRMT  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

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

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 2:36:57 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | CPP   | P 12+ MSA (R) (00) | Rate   | Cost      |
|-----------------|------------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------|--------------------|--------|-----------|
| WKKW-FM         | MTWTF--    | 10:00 am - 03:00 pm | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 60.0  | 3.0               | 23.80 | 72.0               | 71.40  | 1,428.00  |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 15.0  | 3.0               | 23.80 | 72.0               | 71.40  | 357.00    |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 48.0  | 2.4               | 29.75 | 59.0               | 71.40  | 1,428.00  |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 12.0  | 2.4               | 29.75 | 59.0               | 71.40  | 357.00    |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Country            | 5      | 5      | 5      | 5      | 5      | 25    | 60.0  | 2.4               | 29.75 | 58.0               | 71.40  | 1,785.00  |
| WKKW-FM         | Spot Total |                     |     |                    | 15     | 15     | 15     | 15     | 15     | 75    | 195.0 | 195.0             | 27.46 | 4,725.0            | 357.00 | 5,355.00  |
| WVAQ-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |           |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Contemp. Hit radio | 5      | 5      | 5      | 5      | 5      | 25    | 52.5  | 2.1               | 34.00 | 50.0               | 71.40  | 1,785.00  |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Contemp. Hit radio | 0      | 5      | 5      | 5      | 5      | 20    | 42.0  | 2.1               | 34.00 | 52.0               | 71.40  | 1,428.00  |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Contemp. Hit radio | 5      | 0      | 0      | 0      | 0      | 5     | 10.5  | 2.1               | 34.00 | 52.0               | 71.40  | 357.00    |
| WVAQ-FM         | Spot Total |                     |     |                    | 10     | 10     | 10     | 10     | 10     | 50    | 105.0 | 105.0             | 34.00 | 2,550.0            | 214.20 | 3,570.00  |
| WWLW-FM         |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        |           |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 0      | 5      | 5      | 5      | 5      | 20    | 20.0  | 1.0               | 44.63 | 23.0               | 44.63  | 892.60    |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 5      | 0      | 0      | 0      | 0      | 5     | 5.0   | 1.0               | 44.63 | 23.0               | 44.63  | 223.15    |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 0      | 5      | 5      | 5      | 5      | 20    | 20.0  | 1.0               | 44.63 | 24.0               | 44.63  | 892.60    |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Adult Contemporary | 5      | 0      | 0      | 0      | 0      | 5     | 5.0   | 1.0               | 44.63 | 24.0               | 44.63  | 223.15    |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Adult Contemporary | 5      | 5      | 5      | 5      | 0      | 20    | 18.0  | 0.9               | 49.59 | 21.0               | 44.63  | 892.60    |
| WWLW-FM         | Spot Total |                     |     |                    | 15     | 15     | 15     | 15     | 10     | 70    | 68.0  | 68.0              | 45.94 | 1,595.0            | 223.15 | 3,124.10  |
| Weekly Schedule |            |                     |     |                    | 40     | 40     | 40     | 40     | 35     | 195   | 368   |                   | 32.74 | 8870               | 794.35 | 12049.1   |
| Cost            |            |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |        | 12,049.10 |

# Radio Spot Calendar By Station

Market: PARKERSBURG  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WGGE-FM, WHBR-FM, WRVB-FM, WNUS-FM, WRZZ-FM,  
 WDMX-FM, WXIL-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 1:28:02 PM

## Weekly Distribution

| Station            | Day(s)  | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP   | P 12+ MSA (R) RTG | CPP   | P 12+ MSA (R) (00) | Rate  | Cost     |
|--------------------|---------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|-------|-------------------|-------|--------------------|-------|----------|
| WGGE-FM            |         |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |       |          |
| PM                 | MTWTF-- | 03:00 pm - 07:00 pm | 30  | Country            | 5      | 5      | 5      | 5      | 5      | 25    | 45.0  | 1.8               | 6.94  | 23.0               | 12.50 | 312.50   |
| MD                 | MTWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 38.0  | 1.9               | 7.05  | 25.0               | 13.39 | 267.80   |
| MD                 | -TWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 9.5   | 1.9               | 7.05  | 25.0               | 13.39 | 66.95    |
| AM                 | MTWTF-- | 06:00 am - 10:00 am | 30  | Country            | 0      | 5      | 5      | 0      | 5      | 15    | 24.0  | 1.6               | 8.37  | 21.0               | 13.39 | 200.85   |
| AM                 | -TWTF-- | 06:00 am - 10:00 am | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 8.0   | 1.6               | 8.37  | 21.0               | 13.39 | 66.95    |
| SS                 | ---SS   | 06:00 am - 07:00 pm | 30  | Country            | 3      | 3      | 3      | 3      | 3      | 15    | 15.0  | 1.0               | 10.71 | 13.0               | 10.71 | 160.65   |
| WGGE-FM Spot Total |         |                     |     |                    | 18     | 18     | 18     | 13     | 18     | 85    | 139.5 | 139.5             | 7.71  | 1,815.0            | 76.77 | 1,075.70 |
| WHBR-FM            |         |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |       |          |
| PM                 | MTWTF-- | 03:00 pm - 07:00 pm | 30  | Album Oriented     | 5      | 5      | 5      | 5      | 5      | 25    | 40.0  | 1.6               | 7.81  | 20.0               | 12.50 | 312.50   |
| AM                 | MTWTF-- | 06:00 am - 10:00 am | 30  | Album Oriented     | 0      | 5      | 5      | 5      | 5      | 20    | 32.0  | 1.6               | 8.37  | 20.0               | 13.39 | 267.80   |
| AM                 | -TWTF-- | 06:00 am - 10:00 am | 30  | Album Oriented     | 5      | 0      | 0      | 0      | 0      | 5     | 8.0   | 1.6               | 8.37  | 20.0               | 13.39 | 66.95    |
| MD                 | MTWTF-- | 10:00 am - 03:00 pm | 30  | Album Oriented     | 0      | 5      | 5      | 0      | 5      | 15    | 24.0  | 1.6               | 8.37  | 21.0               | 13.39 | 200.85   |
| MD                 | -TWTF-- | 10:00 am - 03:00 pm | 30  | Album Oriented     | 5      | 0      | 0      | 0      | 0      | 5     | 8.0   | 1.6               | 8.37  | 21.0               | 13.39 | 66.95    |
| WHBR-FM Spot Total |         |                     |     |                    | 15     | 15     | 15     | 10     | 15     | 70    | 112.0 | 112.0             | 8.17  | 1,420.0            | 66.06 | 915.05   |
| WRVB-FM            |         |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |       |          |
| SS                 | ---SS   | 06:00 am - 07:00 pm |     | Contemp. Hit radio | 3      | 3      | 3      | 3      | 3      | 15    | 15.0  | 1.0               | 8.93  | 13.0               | 8.93  | 133.95   |
| PM                 | MTWTF-- | 03:00 pm - 07:00 pm | 30  | Contemp. Hit radio | 5      | 5      | 5      | 5      | 5      | 25    | 35.0  | 1.4               | 11.48 | 18.0               | 16.07 | 401.75   |
| WRVB-FM Spot Total |         |                     |     |                    | 8      | 8      | 8      | 8      | 8      | 40    | 50.0  | 50.0              | 10.71 | 645.0              | 25.00 | 535.70   |
| WNUS-FM            |         |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |       |          |
| MD                 | MTWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 0      | 5      | 5      | 5      | 5      | 20    | 38.0  | 1.9               | 9.39  | 24.0               | 17.85 | 357.00   |
| MD                 | -TWTF-- | 10:00 am - 03:00 pm | 30  | Country            | 5      | 0      | 0      | 0      | 0      | 5     | 9.5   | 1.9               | 9.39  | 24.0               | 17.85 | 89.25    |
| WNUS-FM Spot Total |         |                     |     |                    | 5      | 5      | 5      | 5      | 5      | 25    | 47.5  | 47.5              | 9.39  | 600.0              | 35.70 | 446.25   |
| WRZZ-FM            |         |                     |     |                    |        |        |        |        |        |       |       |                   |       |                    |       |          |
| PM                 | MTWTF-- | 03:00 pm - 07:00 pm | 30  | Classic Rock       | 5      | 5      | 5      | 5      | 5      | 25    | 30.0  | 1.2               | 9.67  | 16.0               | 11.60 | 290.00   |
| MD                 | MTWTF-- | 10:00 am - 03:00 pm | 30  | Classic Rock       | 0      | 5      | 5      | 5      | 5      | 20    | 24.0  | 1.2               | 10.42 | 16.0               | 12.50 | 250.00   |
| MD                 | -TWTF-- | 10:00 am - 03:00 pm | 30  | Classic Rock       | 5      | 0      | 0      | 5      | 0      | 10    | 12.0  | 1.2               | 10.42 | 16.0               | 12.50 | 125.00   |
| WRZZ-FM Spot Total |         |                     |     |                    | 10     | 10     | 10     | 15     | 10     | 55    | 66.0  | 66.0              | 10.08 | 880.0              | 36.60 | 665.00   |

# Radio Spot Calendar By Station

Market: PARKERSBURG  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Radio 2013  
 Flight Dates: Jul 01, 2013 - Aug 04, 2013  
 Survey: Fall 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WGGE-FM, WHBR-FM, WRVB-FM, WNUS-FM, WRZZ-FM, WDMX-FM, WXIL-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 6/25/2013 1:28:03 PM

## Weekly Distribution

| Station         | Day(s)     | Time                | Len | Format             | Jul 01 | Jul 08 | Jul 15 | Jul 22 | Jul 29 | Spots | GRP  | P 12+ MSA (R) RTG | CPP   | P 12+ MSA (R) (00) | Rate   | Cost     |
|-----------------|------------|---------------------|-----|--------------------|--------|--------|--------|--------|--------|-------|------|-------------------|-------|--------------------|--------|----------|
| WDMX-FM         |            |                     |     |                    |        |        |        |        |        |       |      |                   |       |                    |        |          |
| MD              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Golden Oldies      | 0      | 5      | 5      | 5      | 5      | 20    | 24.0 | 1.2               | 9.67  | 16.0               | 11.60  | 232.00   |
| MD              | -TWTF--    | 10:00 am - 03:00 pm | 30  | Golden Oldies      | 5      | 0      | 0      | 0      | 0      | 5     | 6.0  | 1.2               | 9.67  | 16.0               | 11.60  | 58.00    |
| SS              | -----SS    | 06:00 am - 07:00 pm |     | Golden Oldies      | 3      | 3      | 3      | 3      | 3      | 15    | 13.5 | 0.9               | 9.92  | 11.0               | 8.93   | 133.95   |
| PM              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Golden Oldies      | 5      | 5      | 5      | 5      | 5      | 25    | 27.5 | 1.1               | 10.55 | 14.0               | 11.60  | 290.00   |
| WDMX-FM         | Spot Total |                     |     |                    | 13     | 13     | 13     | 13     | 13     | 65    | 71.0 | 71.0              | 10.06 | 915.0              | 43.73  | 713.95   |
| WXIL-FM         |            |                     |     |                    |        |        |        |        |        |       |      |                   |       |                    |        |          |
| AM              | MTWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 0      | 5      | 5      | 5      | 5      | 20    | 24.0 | 1.2               | 10.42 | 15.0               | 12.50  | 250.00   |
| AM              | -TWTF--    | 06:00 am - 10:00 am | 30  | Adult Contemporary | 5      | 0      | 0      | 0      | 0      | 5     | 6.0  | 1.2               | 10.42 | 15.0               | 12.50  | 62.50    |
| WXIL-FM         | Spot Total |                     |     |                    | 5      | 5      | 5      | 5      | 5      | 25    | 30.0 | 30.0              | 10.42 | 375.0              | 25.00  | 312.50   |
| Weekly Schedule |            |                     |     |                    | 74     | 74     | 74     | 69     | 74     | 365   | 516  |                   |       |                    |        |          |
| Cost            |            |                     |     |                    |        |        |        |        |        |       |      |                   | 9.04  | 6650               | 308.86 | 4664.15  |
|                 |            |                     |     |                    |        |        |        |        |        |       |      |                   |       |                    |        | 4,664.15 |

Market: WHEELING-STEUBENVILLE  
Client: WV Department of Transportation  
Brand: none  
Product: none  
Campaign: Just Drive Radio 2013  
Flight Dates: Jul 01, 2013 - Aug 04, 2013  
Survey: Fall 12

Buyer: Bethany West  
Rate Tier: Client Discount  
Station(s): WEGW-FM, WOVK-FM, WVWF-FM

The Manahan Group  
222 Capitol Street  
Suite 400  
Charleston, WV 25301  
304-343-2800

Date: 6/25/2013 2:46:38 PM

| Station | Day(s)          | Time                | Len | Format             | Weekly Distribution |        |        |        |        | Spots | GRP   | P 12+       |       | Rate    | Cost   |              |
|---------|-----------------|---------------------|-----|--------------------|---------------------|--------|--------|--------|--------|-------|-------|-------------|-------|---------|--------|--------------|
|         |                 |                     |     |                    | Jul 01              | Jul 08 | Jul 15 | Jul 22 | Jul 29 |       |       | MSA (R) RTG | CPP   |         |        | MSA (R) (00) |
| WEGW-FM | MTWTF--         | 03:00 pm - 07:00 pm | 30  | Album Oriented     | 6                   | 4      | 4      | 4      | 4      | 22    | 37.4  | 1.7         | 15.75 | 22.0    | 26.78  | 589.16       |
| WEGW-FM | PM              |                     |     |                    | 6                   | 4      | 4      | 4      | 4      | 22    | 37.4  | 37.4        | 15.75 | 484.0   | 26.78  | 589.16       |
| WEGW-FM | Spot Total      |                     |     |                    |                     |        |        |        |        |       |       |             |       |         |        |              |
| WOVK-FM | MTWTF--         | 06:00 am - 10:00 am | 30  | Country            | 0                   | 4      | 4      | 4      | 4      | 16    | 32.0  | 2.0         | 15.62 | 26.0    | 31.24  | 499.84       |
| WOVK-FM | AM              |                     |     |                    | 0                   | 4      | 4      | 4      | 4      | 16    | 32.0  | 2.0         | 15.62 | 26.0    | 31.24  | 499.84       |
| WOVK-FM | MD              | 10:00 am - 03:00 pm | 30  | Country            | 0                   | 5      | 5      | 5      | 5      | 20    | 54.0  | 2.7         | 10.58 | 35.0    | 28.56  | 571.20       |
| WOVK-FM | MD              |                     |     |                    | 0                   | 5      | 5      | 5      | 5      | 20    | 54.0  | 2.7         | 10.58 | 35.0    | 28.56  | 571.20       |
| WOVK-FM | PM              | 03:00 pm - 07:00 pm | 30  | Country            | 5                   | 5      | 5      | 5      | 5      | 25    | 50.0  | 2.0         | 14.28 | 25.0    | 28.56  | 714.00       |
| WOVK-FM | S3              |                     |     |                    | 5                   | 5      | 5      | 5      | 5      | 25    | 50.0  | 2.0         | 14.28 | 25.0    | 28.56  | 714.00       |
| WOVK-FM | Spot Total      |                     |     |                    | 2                   | 2      | 2      | 2      | 2      | 10    | 18.0  | 1.8         | 13.88 | 23.0    | 24.99  | 249.90       |
| WOVK-FM | AM              |                     |     |                    | 18                  | 16     | 16     | 16     | 16     | 82    | 179.5 | 179.5       | 13.18 | 2,302.0 | 173.15 | 2,365.18     |
| WVWF-FM | MTWTF--         | 06:00 am - 10:00 am | 30  | Contemp. Hit radio | 0                   | 5      | 4      | 4      | 4      | 17    | 35.7  | 2.1         | 10.62 | 27.0    | 22.31  | 379.27       |
| WVWF-FM | AM              |                     |     |                    | 0                   | 5      | 4      | 4      | 4      | 17    | 35.7  | 2.1         | 10.62 | 27.0    | 22.31  | 379.27       |
| WVWF-FM | MD              | 10:00 am - 03:00 pm | 30  | Contemp. Hit radio | 5                   | 0      | 0      | 0      | 0      | 5     | 10.5  | 2.1         | 10.62 | 27.0    | 22.31  | 111.55       |
| WVWF-FM | MD              |                     |     |                    | 0                   | 5      | 4      | 4      | 4      | 17    | 22.1  | 1.3         | 15.79 | 17.0    | 20.53  | 349.01       |
| WVWF-FM | PM              | 03:00 pm - 07:00 pm | 30  | Contemp. Hit radio | 5                   | 0      | 0      | 0      | 0      | 5     | 6.5   | 1.3         | 15.79 | 17.0    | 20.53  | 102.65       |
| WVWF-FM | Spot Total      |                     |     |                    | 5                   | 5      | 5      | 5      | 5      | 25    | 35.0  | 1.4         | 15.94 | 18.0    | 22.31  | 557.75       |
| WVWF-FM | AM              |                     |     |                    | 15                  | 15     | 13     | 13     | 13     | 69    | 109.8 | 109.8       | 13.66 | 1,418.0 | 107.99 | 1,500.23     |
| WVWF-FM | Weekly Schedule |                     |     |                    |                     |        |        |        |        |       |       |             |       |         |        |              |
| WVWF-FM | Cost            |                     |     |                    | 39                  | 35     | 33     | 33     | 33     | 173   | 326.7 |             | 13.64 | 4204    | 307.92 | 4454.57      |
|         |                 |                     |     |                    |                     |        |        |        |        |       |       |             |       |         |        | 4,454.57     |

Movie Theater Advertising

October 11, 2013

-January 2, 2014

| Theatre                | Location      | # Screens | On-screen | LEN  | Client Cost     |
|------------------------|---------------|-----------|-----------|------|-----------------|
| Martinsburg 10         | Martinsburg   | 10        | 3120      | 120  | \$ 3,402.00     |
| Morgantown Stadium 12  | Morgantown    | 12        | 3024      | 144  | \$ 3,326.40     |
| Huntington Mall        | Barboursville | 12        | 2664      | 144  | \$ 2,948.40     |
| Nitro Stadium 12       | Nitro         | 12        | 2664      | 144  | \$ 2,948.40     |
| Pullman Square 16      | Huntingotn    | 16        | 4032      | 192  | \$ 4,435.20     |
| Southridge 12          | Charleston    | 12        | 3024      | 144  | \$ 3,326.40     |
| Summersville 4         | Summersville  | 4         | 888       | 48   | \$ 982.80       |
| Galleria 14            | Beckley       | 14        | 4368      | 168  | \$ 4,762.80     |
| Lewisburg 2            | Lewisubrg     | 2         | 384       | 24   | \$ 428.40       |
| Welch 3                | Welch         | 3         | 576       | 36   | \$ 642.60       |
| Highland 14            | Triadelphia   | 14        | 3528      | 168  | \$ 3,880.80     |
| Cinemark 10 Bridgeport | Bridgeport    | 10        | 2520      | 120  | \$ 2,772.00     |
| Grand Central 12       | Parkersburg   | 12        | 2160      | 0    | \$ 2,772.00     |
|                        |               |           | 32952     | 1452 | \$ 36,628.20    |
|                        |               |           |           |      | \$ 467.25       |
|                        |               |           |           |      | (from theaters) |
|                        |               |           |           |      | \$ 37,095.45    |
|                        |               |           |           |      | Total Cost      |

|                             |           |
|-----------------------------|-----------|
| Total # Theaters            | 13        |
| Total # Screens             | 133       |
| Total Projected Impressions | 2,921,079 |
| Total # Spots               | 85,344    |

**Estimate Report**

Manahan Group  
 Capitol Street  
 # 400  
 Charleston WV 25301  
 Phone: 304-343-2800  
 304-343-2788

Advertiser: WV Department of Transportation  
 brand: -No brand-  
 product: -No product-  
 Campaign: Just Drive BB  
 Estimate #  
 Campaign Dates: 6/1/2013 - 12/31/2013

Date: 10/26/2016 6:24:52 PM

WV Department of Transportation

| Order             | Insert Date | Ad Size & Type                        | Ad No.        | Position         | Gross Cost        |
|-------------------|-------------|---------------------------------------|---------------|------------------|-------------------|
| GHENY ADVERTISING | 7/1/2013    | Billboard                             | Panel # A0209 | Romney           |                   |
| GHENY ADVERTISING | 7/1/2013    | Billboard                             | Panel # A0507 | Westover         | \$420.01          |
| GHENY ADVERTISING | 7/1/2013    | Billboard                             | Panel # A5002 | Bridgeport       | \$420.01          |
| GHENY ADVERTISING | 7/29/2013   | Billboard                             | Panel # A0103 | Petersburg       | \$420.01          |
| GHENY ADVERTISING | 7/29/2013   | Billboard                             | Panel # A0316 | Moorefield       | \$420.01          |
| GHENY ADVERTISING | 7/29/2013   | Billboard                             | Panel # A0561 | Morgantown       | \$420.01          |
| GHENY ADVERTISING | 8/26/2013   | Billboard                             | Panel # A0401 | Keyser           | \$840.00          |
| GHENY ADVERTISING | 8/26/2013   | Billboard                             | Panel # A0805 | Masontown        | \$420.01          |
| GHENY ADVERTISING | 9/2/2013    | Billboard                             | Panel # A0603 | Berkeley Springs | \$420.01          |
| GHENY ADVERTISING | 9/9/2013    | Billboard                             | Panel # A0524 | Suncrest         | \$420.01          |
| GHENY ADVERTISING | 9/23/2013   | Billboard                             | Panel # A0530 | Morgantown       | \$420.01          |
| GHENY ADVERTISING | 10/21/2013  | Billboard                             | Panel # A1006 | Davis            | \$420.01          |
| GHENY ADVERTISING | 10/21/2013  | Billboard                             | Panel # A4003 | Grafton          | \$420.01          |
| GHENY ADVERTISING | 10/21/2013  | Billboard                             | Panel # A0700 | Franklin         | \$420.01          |
|                   |             |                                       |               |                  | <b>\$6,300.13</b> |
| City Posters      | 6/27/13     | Billboard<br>Production Full<br>Color |               |                  | \$60.67           |
| City Posters      | 6/27/2013   | Billboard<br>Production Full<br>Color |               |                  | \$370.94          |
| City Posters      | 6/27/2013   | Billboard<br>Production Full<br>Color |               |                  | \$320.54          |
| City Posters      | 6/27/2013   | Billboard<br>Production Full<br>Color |               |                  | \$92.69           |
| City Posters      | 6/27/2013   | Billboard<br>Production Full<br>Color |               |                  | \$170.39          |
| City Posters      | 6/27/2013   | Billboard<br>Production Full<br>Color |               |                  | \$163.04          |
| City Posters      | 6/27/13     | Billboard<br>Production Full<br>Color |               |                  | \$60.67           |
| City Posters      | 6/27/13     | Billboard<br>Production Full<br>Color |               |                  | \$60.67           |
| City Posters      | 6/27/13     | Billboard<br>Production Full<br>Color |               |                  | \$60.67           |













**Estimate Report**

Manahan Group  
 Capitol Street  
 e 400  
 rleston WV 25301  
 ne: 304-343-2800  
 304-343-2788

Advertiser: WV Department of Transportation  
 brand: -No brand-  
 product: -No product-

Date: 10/26/2016 6:24:52 PM

| for             | Insert Date | Ad Size & Type  | Ad No.     | Position   | Gross Cost        |
|-----------------|-------------|-----------------|------------|------------|-------------------|
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/13     | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/13     | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/13     | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/13     | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/13     | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$60.67           |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$370.94          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$370.94          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$320.54          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$320.54          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$320.54          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$336.29          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters | 6/27/2013   | Billboard       |            |            | \$336.29          |
|                 |             | Production Full |            |            |                   |
|                 |             | Color           |            |            |                   |
| el City Posters |             |                 |            |            | <b>\$8,832.64</b> |
|                 | 7/25/2013   | Billboard       | Panel #    | Williamson |                   |
|                 |             |                 | FS101061ST |            | \$787.50          |
|                 | 7/25/2013   | Billboard       | Panel #    | Logan      |                   |
|                 |             |                 | FS100714ST |            | \$525.00          |
|                 | 8/25/2013   | Billboard       | Panel#     | Logan      |                   |
|                 |             |                 | FS111905NR |            | \$367.50          |

**Estimate Report**

Manahan Group  
 Capitol Street  
 e 400  
 leston WV 25301  
 ne: 304-343-2800  
 304-343-2788

Advertiser: WV Department of Transportation  
 brand: -No brand-  
 product: -No product-

Date: 10/26/2016 6:24:52 PM

| Buyer              | Insert Date | Ad Size & Type | Ad No.              | Position         | Gross Cost        |
|--------------------|-------------|----------------|---------------------|------------------|-------------------|
| Way                | 8/25/2013   | Billboard      | Panel # FS1122135ST | Logan            | \$420.00          |
| Way                | 8/25/2013   | Billboard      | Panel # FS101061ST  | Williamson       | \$787.50          |
|                    |             |                |                     |                  | <b>\$2,887.50</b> |
| Outdoor            | 7/1/2013    | Billboard      | Panel # IB3         | Buckhannon       | \$787.50          |
| Outdoor            | 7/1/2013    | Billboard      | Panel # IM1         | Medina           | \$840.00          |
| Outdoor            | 7/1/2013    | Billboard      | Panel # ILC4        | Lost Creek       | \$945.00          |
| Outdoor            | 8/1/2013    | Billboard      | Panel # ILC4        | Lost Creek       | \$945.00          |
| Outdoor            | 8/1/2013    | Billboard      | Panel # IM1         | Medina           | \$840.00          |
| Outdoor            | 8/1/2013    | Billboard      | Panel # IB3         | Buckhannon       | \$787.50          |
|                    |             |                |                     |                  | <b>\$5,145.00</b> |
| Valley Advertising | 7/1/2013    | Billboard      | Panel # K1038       | Charleston       | \$840.00          |
| Valley Advertising | 7/1/2013    | Billboard      | Panel # K1143       | Dunbar           | \$1,050.00        |
| Valley Advertising | 7/1/2013    | Billboard      | Panel # K1016       | Cabin Creek      | \$840.00          |
| Valley Advertising | 7/29/2013   | Billboard      | Panel # K6          | Spencer          | \$420.00          |
| Valley Advertising | 7/29/2013   | Billboard      | Panel # K832        | Poca             | \$420.00          |
| Valley Advertising | 7/29/2013   | Billboard      | Panel # K711        | St. Albans       | \$420.00          |
| Valley Advertising | 8/1/2013    | Billboard      | Panel # K1016       | Cabin Creek      | \$840.00          |
| Valley Advertising | 8/1/2013    | Billboard      | Panel # K1038       | Charleston       | \$840.00          |
| Valley Advertising | 8/1/2013    | Billboard      | Panel # K1143       | Dunbar           | \$1,050.00        |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K322        | Charleston       | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K923        | Rainelle         | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K14         | Glenville        | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K842        | Winfield         | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K816        | Nitro            | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K917        | Gauley Bridge    | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K935        | Alderson         | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K947        | Madison          | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K961        | Pt. Pleasant     | \$420.00          |
| Valley Advertising | 8/26/2013   | Billboard      | Panel # K231        | Belle            | \$420.00          |
| Valley Advertising | 9/2/2013    | Billboard      | Panel # K1151       | Dunbar           | \$1,155.00        |
| Valley Advertising | 9/23/2013   | Billboard      | Panel # K132        | Elkview          | \$420.00          |
| Valley Advertising | 9/23/2013   | Billboard      | Panel # K859        | Buffalo          | \$420.00          |
| Valley Advertising | 9/23/2013   | Billboard      | Panel # K971        | Ripley           | \$420.00          |
| Valley Advertising | 9/23/2013   | Billboard      | Panel # K7          | Clay             | \$420.00          |
| Valley Advertising | 9/23/2013   | Billboard      | Panel # K103        | Charleston       | \$420.00          |
| Valley Advertising | 10/2/2013   | Billboard      | Panel # K1151       | Dunbar           | \$1,155.00        |
| Valley Advertising | 10/21/2013  | Billboard      | Panel # K630        | South Charleston | \$420.00          |
| Valley Advertising | 10/21/2013  | Billboard      | Panel # K760        | Teays Valley     | \$420.00          |
| Valley Advertising | 10/21/2013  | Billboard      | Panel # K980        | Sutton           | \$420.00          |
| Valley Advertising | 10/21/2013  | Billboard      | Panel # K986        | Summersville     | \$420.00          |
| Valley Advertising | 10/21/2013  | Billboard      | Panel # K301        | Charleston       | \$420.00          |

**Estimate Report**

Manahan Group  
 Capitol Street  
 e 400  
 Charleston WV 25301  
 Phone: 304-343-2800  
 304-343-2788

Advertiser: WV Department of Transportation  
 brand: -No brand-  
 product: -No product-

Date: 10/26/2016 6:24:52 PM

| Advertiser                       | Insert Date | Ad Size & Type | Ad No.          | Position      | Gross Cost         |
|----------------------------------|-------------|----------------|-----------------|---------------|--------------------|
| <b>Manaha Valley Advertising</b> |             |                |                 |               | <b>\$17,430.00</b> |
| Manaha Valley Advertising        | 9/15/2013   | Billboard      | Panel #6301224  | Martinsburg   | \$0.00             |
|                                  |             |                |                 |               | \$0.00             |
| Manaha Valley Advertising        | 7/9/2013    | Billboard      | Panel # LA35121 | Charles Town  | \$472.50           |
| Manaha Valley Advertising        | 7/9/2013    | Billboard      | Panel # LA35133 | Charles Town  | \$472.50           |
|                                  |             |                |                 |               | <b>\$945.00</b>    |
| Manaha Valley Advertising        | 7/1/2013    | Billboard      | Panel # LBL6033 | Beckley       | \$1,260.00         |
| Manaha Valley Advertising        | 7/1/2013    | Billboard      | Panel # LBL4573 | White Sulphur | \$472.52           |
| Manaha Valley Advertising        | 7/22/2013   | Billboard      | Panel # LBL4010 | Ronceverte    | \$472.52           |
| Manaha Valley Advertising        | 7/29/2013   | Billboard      | Panel # LBL111  | Bluefield     | \$236.25           |
| Manaha Valley Advertising        | 7/29/2013   | Billboard      | Panel # LBL4112 | Princeton     | \$236.25           |
| Manaha Valley Advertising        | 8/1/2013    | Billboard      | Panel # LBL6033 | Beckley       | \$1,260.00         |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBL524  | Beckley       | \$472.52           |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBL4405 | Jesse         | \$472.52           |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBL6089 | Beckley       | \$472.52           |
|                                  |             |                |                 |               | <b>\$5,355.10</b>  |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBR2000 | Clarksburg    | \$525.02           |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBR1185 | Fairmont      | \$525.02           |
| Manaha Valley Advertising        | 8/26/2013   | Billboard      | Panel # LBR1176 | Fairmont      | \$525.02           |
| Manaha Valley Advertising        | 9/23/2013   | Billboard      | Panel # LBR1457 | Clarksburg    | \$525.02           |
| Manaha Valley Advertising        | 9/23/2013   | Billboard      | Panel # LBR1006 | Phillipi      | \$525.02           |
| Manaha Valley Advertising        | 9/23/2013   | Billboard      | Panel # LBR1242 | Fairmont      | \$525.02           |
| Manaha Valley Advertising        | 10/21/2013  | Billboard      | Panel # LBR2015 | Weston        | \$525.02           |

**Estimate Report**

Manahan Group  
 Capitol Street  
 # 400  
 Shinnston WV 25301  
 Phone: 304-343-2800  
 304-343-2788

Advertiser: WV Department of Transportation  
 brand: -No brand-  
 product: -No product-

Date: 10/26/2016 6:24:52 PM

| Location                 | Insert Date | Ad Size & Type | Ad No.          | Position             | Gross Cost        |
|--------------------------|-------------|----------------|-----------------|----------------------|-------------------|
| Shinnston-Bridgeport, WV | 10/21/2013  | Billboard      | Panel # LBR1080 | Elkins               | \$525.02          |
| Shinnston-Bridgeport, WV | 10/21/2013  | Billboard      | Panel # LBR1513 | Shinnston            | \$525.02          |
|                          |             |                |                 |                      | <b>\$4,725.18</b> |
| Wheeling                 | 7/1/2013    | Billboard      | Panel # LW1533  | Weirton              | \$525.00          |
| Wheeling                 | 7/29/2013   | Billboard      | Panel # LW2275  | Follansbee/Wellsburg | \$525.00          |
| Wheeling                 | 7/29/2013   | Billboard      | Panel # LW4842  | New Martinsville     | \$525.00          |
| Wheeling                 | 8/26/2013   | Billboard      | Panel # LW 1072 | New Martinsville     | \$525.00          |
| Wheeling                 | 8/26/2013   | Billboard      | Panel # LW 6684 | Moundsille/Glen Dale | \$525.00          |
| Wheeling                 | 9/23/2013   | Billboard      | Panel # LW953   | Wheeling             | \$525.00          |
| Wheeling                 | 9/23/2013   | Billboard      | Panel # LW9016  | Sisitersville        | \$525.00          |
| Wheeling                 | 11/25/2013  | Billboard      | Panel # LW1412  | Wheeling             | \$525.00          |
|                          |             |                |                 |                      | <b>\$4,200.00</b> |
|                          | 7/1/2013    | Billboard      | Panel # P311    | Vienna               | \$420.00          |
|                          | 7/1/2013    | Billboard      | Panel # P660    | Mineral Wells        | \$420.00          |
|                          | 7/1/2013    | Billboard      | Panel # P419    | N Parkersburg        | \$420.00          |
|                          | 7/29/2013   | Billboard      | Panel #P612     | S Parkersburg        | \$420.00          |
|                          | 7/29/2013   | Billboard      | Panel #P647     | Parkersburg          | \$420.00          |
|                          | 8/26/2013   | Billboard      | Panel # P405    | N Parkersburg        | \$420.00          |
|                          | 8/26/2013   | Billboard      | Panel # P431    | N Parkersburg        | \$420.00          |
|                          | 9/2/2013    | Billboard      | Panel # P1003   | Williamstown         | \$420.00          |
|                          | 10/2/2013   | Billboard      | Panel # P1003   | Williamstown         | \$1,050.00        |
|                          |             |                |                 |                      | <b>\$5,040.00</b> |
| Outdoor                  | 7/1/2013    | Billboard      | Panel # R5241   | Barboursville        | \$420.00          |
| Outdoor                  | 7/1/2013    | Billboard      | Panel # R5173   | Huntington           | \$420.00          |
| Outdoor                  | 7/1/2013    | Billboard      | Panel # R5619   | Huntington           | \$420.00          |
| Outdoor                  | 7/29/2013   | Billboard      | Panel # R5113   | Culloden             | \$420.00          |
| Outdoor                  | 7/29/2013   | Billboard      | Panel # R5116   | Kenova               | \$1,050.00        |
| Outdoor                  | 7/29/2013   | Billboard      | Panel # R51111  | Fort Gay             | \$420.00          |
| Outdoor                  | 7/29/2013   | Billboard      | Panel # R52100  | Wayne                | \$420.00          |
| Outdoor                  | 7/29/2013   | Billboard      | Panel # R5292   | West Hamlin          | \$420.00          |
| Outdoor                  | 8/29/2013   | Billboard      | Panel # R5113   | Culloden             | \$420.00          |
|                          |             |                |                 |                      | <b>\$1,050.00</b> |
|                          |             |                |                 |                      | <b>\$5,040.00</b> |

3 Insertions

**\$65,900.55**



**Estimate Report**

Manahan Group  
Capitol Street  
# 400  
Martinsburg WV 25301  
Phone: 304-343-2800  
304-343-2788

Advertiser: WV Department of Transportation  
brand: -No brand-  
product: -No product-

Date: 10/26/2016 6:24:52 PM

| Order | Insert<br>Date | Ad<br>Size & Type | Ad<br>No. | Position | Gross Cost |
|-------|----------------|-------------------|-----------|----------|------------|
|-------|----------------|-------------------|-----------|----------|------------|

**Agency Remarks:**

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

Please sign & return fax to 304.343.2788. This certifies that the above order was received & 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/ rate 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.

Media Summary  
 Fall 2013 Just Drive  
 10/28/2013-1/5/2013

|                       | Client               | Teens 12-20 |             |
|-----------------------|----------------------|-------------|-------------|
|                       |                      | Reach       | Frequency   |
| Beckley/Bluefield     | \$ 16,056.08         | 57.5        | 3.5         |
| Charleston/Huntington | \$ 34,205.66         | 66.6        | 3.6         |
| Clarksburg/Weston     | \$ 15,037.20         | 54.1        | 6.8         |
| Hagerstown            | \$ 7,592.25          |             |             |
| Parkersburg           | \$ 18,426.42         | 43          | 3.5         |
| Wheeling              | \$ 10,101.83         | 70.3        | 2.7         |
| Social Media          | \$ 3,500.00          |             |             |
|                       | <b>\$ 104,919.44</b> | <b>58.3</b> | <b>4.02</b> |

| Total Spots |           |
|-------------|-----------|
| Cable       | Broadcast |
| 2835        | 164       |

Market: BECKLEY-BLUEFIELD  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): SUD-5, WVNS, WVVA, WOAY

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:25:18 PM

| Station                    | Day(s)  | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP   | P 12-20 DMA (R) |        |        |       |
|----------------------------|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-----------------|--------|--------|-------|
|                            |         |                        |     |                | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |       | RTG             | CPP    |        |       |
| SUD-5/All Zones            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                 |        |        |       |
| ROS/USA                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 0                   | 15     | 0      | 15     | 0      | 15     | 0      | 15     | 0      | 15     | 0     | 15    | 75              | 60.0   | 0.8    | 84.79 |
| ROS/MTV                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 0                   | 15     | 0      | 15     | 0      | 0      | 0      | 0      | 0      | 0      | 15    | 45    | 13.5            | 0.3    | 95.20  |       |
| ROS/CMT                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 15                  | 0      | 15     | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 15    | 45    | 9.0             | 0.2    | 142.80 |       |
| ROS/CMT                    | MTWTFS- | 06:00 am - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 20     | 0      | 0      | 0      | 0      | 0      | 0     | 40    | 4.0             | 0.1    | 178.50 |       |
| SUD-5/All Zones Spot Total |         |                        |     |                | 15                  | 30     | 15     | 30     | 20     | 15     | 15     | 15     | 20     | 30     | 205   | 86.5  | 86.5            | 96.78  |        |       |
| WVNS                       |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                 |        |        |       |
| PT                         | --T--   | 08:00 pm - 08:30 pm 30 |     | Big Bang Theor | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 10    | 59.0  | 5.9             | 49.16  |        |       |
| PT                         | M----   | 08:00 pm - 08:30 pm 30 |     | How I Met Your | 0                   | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1      | 0      | 2     | 4.0   | 2.0             | 122.72 |        |       |
| WVNS Spot Total            |         |                        |     |                | 1                   | 1      | 1      | 1      | 2      | 1      | 1      | 1      | 2      | 1      | 12    | 63.0  | 63.0            | 53.83  |        |       |
| WVVA                       |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                 |        |        |       |
| PT                         | M----   | 08:00 pm - 10:00 pm 30 |     | THE VOICE      | 1                   | 0      | 1      | 0      | 1      | 0      | 0      | 0      | 1      | 1      | 5     | 35.0  | 7.0             | 44.63  |        |       |
| PT                         | M----   | 09:00 pm - 10:00 pm 30 |     | THE VOICE      | 0                   | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1     | 5.5   | 5.5             | 56.80  |        |       |
| DA                         | MTWTF-- | 01:00 pm - 02:00 pm 30 |     | Days of Our Li | 0                   | 0      | 0      | 0      | 3      | 0      | 0      | 0      | 3      | 0      | 6     | 7.2   | 1.2             | 63.22  |        |       |
| PT                         | -T---   | 09:00 pm - 10:00 pm 30 |     | VOICE-TUE-NBC  | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 0      | 1      | 5     | 4.0   | 0.8             | 334.69 |        |       |
| WVVA Spot Total            |         |                        |     |                | 2                   | 0      | 2      | 0      | 5      | 0      | 2      | 0      | 4      | 2      | 17    | 51.7  | 51.7            | 70.95  |        |       |
| WOAY                       |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                 |        |        |       |
| PT                         | --W--   | 10:00 pm - 11:00 pm 30 |     | NASHVILLE      | 1                   | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 2     | 2.2   | 1.1             | 283.98 |        |       |
| WOAY Spot Total            |         |                        |     |                | 1                   | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 2     | 2.2   | 2.2             | 283.98 |        |       |
| Weekly Schedule            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                 |        |        |       |
| Cost                       |         |                        |     |                | 19                  | 31     | 19     | 31     | 27     | 16     | 18     | 16     | 26     | 33     | 236   | 203.4 |                 |        | 78.94  |       |

Market: BECKLEY-BLUEFIELD  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): SUD-5, WVNS, WVVA, WOAY

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:25:19 PM

Weekly Distribution

| Station                    | Day(s)  | Time                   | Len | Program        | Rate    | Cost      |
|----------------------------|---------|------------------------|-----|----------------|---------|-----------|
| SUD-5/All Zones            |         |                        |     |                |         |           |
| ROS/USA                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                |         |           |
| ROS/MTV                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 67.83   | 5,087.25  |
| ROS/CMT                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 28.56   | 1,285.20  |
| ROS/CMT                    | MTWTFS- | 04:00 pm - 12:00 am 30 |     |                | 28.56   | 1,285.20  |
| SUD-5/All Zones Spot Total |         |                        |     |                | 17.85   | 714.00    |
|                            |         |                        |     |                | 142.80  | 8,371.65  |
| WVNS                       |         |                        |     |                |         |           |
| PT                         | --T--   | 08:00 pm - 08:30 pm 30 |     | Big Bang Theor | 290.06  | 2,900.60  |
| PT                         | M----   | 08:00 pm - 08:30 pm 30 |     | How I Met Your | 245.44  | 490.88    |
| WVNS Spot Total            |         |                        |     |                | 535.50  | 3,391.48  |
| WVVA                       |         |                        |     |                |         |           |
| PT                         | M----   | 08:00 pm - 10:00 pm 30 |     | THE VOICE      | 312.38  | 1,561.90  |
| PT                         | M----   | 09:00 pm - 10:00 pm 30 |     | THE VOICE      | 312.38  | 312.38    |
| DA                         | MTWTF-- | 01:00 pm - 02:00 pm 30 |     | Days of Our Li | 75.86   | 455.16    |
| PT                         | -T---   | 09:00 pm - 10:00 pm 30 |     | VOICE-TUE-NBC  | 267.75  | 1,338.75  |
| WVVA Spot Total            |         |                        |     |                | 668.37  | 3,668.19  |
| WOAY                       |         |                        |     |                |         |           |
| PT                         | --W--   | 10:00 pm - 11:00 pm 30 |     | NASHVILLE      | 312.38  | 624.76    |
| WOAY Spot Total            |         |                        |     |                | 312.38  | 624.76    |
| Weekly Schedule            |         |                        |     |                |         |           |
| Cost                       |         |                        |     |                | 1959.05 | 16056.08  |
|                            |         |                        |     |                |         | 16,056.08 |

Market: CHARLESTON-HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WSAZ+, WVAH, WOWK, WCHS, WQCW, CHI, ESAZ

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:10 PM

| Station          | Day(s)  | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP  | P 12-20 |        |
|------------------|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|------|---------|--------|
|                  |         |                        |     |                | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |      | DMA (R) | RTG    |
| WSAZ+            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | M---    | 08:00 pm - 10:00 pm 30 |     | The Voice      |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | M---    | 09:00 pm - 10:00 pm 30 |     | The Voice      | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 0      | 1      | 5     | 25.0 | 5.0     | 178.50 |
| PT               | ---S-   | 09:00 pm - 10:00 pm 30 |     | The Blacklist  | 0                   | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1     | 4.5  | 4.5     | 198.33 |
| WSAZ+ Spot Total |         |                        |     |                | 1                   | 0      | 1      | 0      | 1      | 0      | 0      | 0      | 0      | 1      | 4     | 11.2 | 2.8     | 79.69  |
|                  |         |                        |     |                | 2                   | 0      | 2      | 0      | 1      | 0      | 2      | 1      | 0      | 2      | 10    | 40.7 | 40.7    | 153.50 |
| WVAH             |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | ---S    | 07:30 pm - 08:00 pm 30 |     | Animation Enco | 0                   | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 5     | 19.5 | 3.9     | 57.21  |
| PT               | ---S    | 07:00 pm - 08:00 pm 30 |     | Animation Enco | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 5      | 19.0  | 3.8  | 58.72   |        |
| PT               | -T--    | 09:00 pm - 10:00 pm 30 |     | Glee           | 0                   | 1      | 0      | 1      | 1      | 0      | 0      | 1      | 0      | 1      | 5     | 9.5  | 1.9     | 211.38 |
| WVAH Spot Total  |         |                        |     |                | 1                   | 2      | 1      | 2      | 2      | 1      | 1      | 2      | 1      | 2      | 15    | 48.0 | 48.0    | 88.32  |
| WOWK             |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | -T--    | 08:00 pm - 09:00 pm 30 |     | NCIS           | 0                   | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 5     | 19.5 | 3.9     | 228.85 |
| PT               | -T--    | 08:00 pm - 08:30 pm 30 |     | Big Bang Theor | 1                   | 0      | 1      | 0      | 0      | 0      | 1      | 0      | 1      | 4      | 12.0  | 3.0  | 252.88  |        |
| PT               | ---S-   | 07:30 pm - 10:00 pm 30 |     | WVU/MU         | 0                   | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 1      | 10.0  | 10.0 | 133.88  |        |
| WOWK Spot Total  |         |                        |     |                | 1                   | 1      | 1      | 1      | 0      | 1      | 2      | 1      | 1      | 10     | 41.5  | 41.5 | 212.91  |        |
| WCHS             |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | ---S-   | 08:00 pm - 11:00 pm 30 |     | ABC College Fo | 1                   | 1      | 0      | 0      | 1      | 1      | 0      | 0      | 0      | 0      | 4     | 12.0 | 3.0     | 104.13 |
| WCHS Spot Total  |         |                        |     |                | 1                   | 1      | 0      | 0      | 1      | 1      | 0      | 0      | 0      | 4      | 12.0  | 12.0 | 104.13  |        |
| WQCW             |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| PT               | -T--    | 08:00 pm - 09:00 pm 30 |     | Vampire Dierie | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 5     | 10.0 | 2.0     | 89.25  |
| PT               | -W---   | 09:00 pm - 10:00 pm 30 |     | The Tomorrow P | 1                   | 0      | 1      | 0      | 0      | 0      | 1      | 0      | 0      | 1      | 4     | 4.4  | 1.1     | 162.27 |
| WQCW Spot Total  |         |                        |     |                | 2                   | 0      | 2      | 0      | 1      | 0      | 2      | 0      | 1      | 9      | 14.4  | 14.4 | 111.56  |        |
| CHI/All Zones    |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |      |         |        |
| ROS/ESPN         | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 10     | 10     | 0      | 0      | 0      | 0      | 0      | 0      | 40    | 24.0 | 0.6     | 154.70 |
| ROS/ESPN         | MTWTFSS | 06:00 am - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 10     | 0      | 0      | 0      | 0      | 30     | 18.0  | 0.6  | 142.80  |        |
| ROS/FX           | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 10     | 10     | 0      | 0      | 0      | 0      | 0      | 40     | 16.0  | 0.4  | 124.95  |        |
| ROS/FX           | MTWTFSS | 06:00 am - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 10     | 0      | 0      | 0      | 0      | 30     | 9.0   | 0.3  | 124.97  |        |
| ROS/MTV          | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 10     | 0      | 0      | 0      | 10     | 30     | 6.0   | 0.2  | 241.00  |        |

Market: CHARLESTON-HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WSAZ+, WVAH, WOWK, WCHS, WQCW, CHI, ESAZ

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:10 PM

| Station         | Day(s)     | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP   | P 12-20 |        |
|-----------------|------------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|---------|--------|
|                 |            |                        |     |                | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |       | DMA (R) | RTG    |
| ROS/CMDY        | MTWTFSS    | 06:00 am - 12:00 am 30 |     |                | 20                  | 20     | 20     | 20     | 45     | 0      | 0      | 0      | 45     | 45     | 215   | 77.5  | 0.1     | 241.00 |
| CHI/All Zones   | Spot Total |                        |     |                | 0                   | 0      | 0      | 0      | 15     | 0      | 0      | 0      | 15     | 15     | 45    | 4.5   | 0.1     | 241.00 |
| ESAZ            | ---S-      | 11:00 pm - 11:30 pm 30 |     | Family Guy     | 0                   | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 5     | 2.0   | 0.4     | 22.33  |
| LF              | ---S-      | 11:30 pm - 12:00 am 30 |     | Access Hollywo | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 5     | 2.0   | 0.4     | 22.33  |
| ESAZ            | Spot Total |                        |     |                | 1                   | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 1      | 10    | 4.0   | 4.0     | 22.33  |
| Weekly Schedule |            |                        |     |                | 28                  | 25     | 27     | 24     | 51     | 4      | 8      | 5      | 49     | 52     | 273   | 238.1 |         | 143.66 |
| Cost            |            |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |         |        |

Market: CHARLESTON-HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WSAZ+, WVAH, WOWK, WCHS, WQCW, CHI, ESAZ

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:10 PM

Weekly Distribution

| Station          | Day(s)  | Time                   | Len | Program        | Rate     | Cost     |
|------------------|---------|------------------------|-----|----------------|----------|----------|
| WSAZ+            |         |                        |     |                |          |          |
| PT               | M---    | 08:00 pm - 10:00 pm 30 |     | The Voice      | 892.50   | 4,462.50 |
| PT               | M---    | 09:00 pm - 10:00 pm 30 |     | The Voice      | 892.50   | 892.50   |
| PT               | ---S-   | 09:00 pm - 10:00 pm 30 |     | The Blacklist  | 223.13   | 892.52   |
| WSAZ+ Spot Total |         |                        |     |                | 2,008.13 | 6,247.52 |
| WVAH             |         |                        |     |                |          |          |
| PT               | ----S   | 07:30 pm - 08:00 pm 30 |     | Animation Enco | 223.13   | 1,115.65 |
| PT               | ----S   | 07:00 pm - 08:00 pm 30 |     | Animation Enco | 223.13   | 1,115.65 |
| PT               | ---T-   | 09:00 pm - 10:00 pm 30 |     | Glee           | 401.63   | 2,008.15 |
| WVAH Spot Total  |         |                        |     |                | 847.89   | 4,239.45 |
| WOWK             |         |                        |     |                |          |          |
| PT               | -T---   | 08:00 pm - 09:00 pm 30 |     | NCIS           | 892.50   | 4,462.50 |
| PT               | -T---   | 08:00 pm - 08:30 pm 30 |     | Big Bang Theor | 758.63   | 3,034.52 |
| PT               | ---S-   | 07:30 pm - 10:00 pm 30 |     | WVU/MU         | 1,338.75 | 1,338.75 |
| WOWK Spot Total  |         |                        |     |                | 2,989.88 | 8,835.77 |
| WCHS             |         |                        |     |                |          |          |
| PT               | ---S-   | 08:00 pm - 11:00 pm 30 |     | ABC College Fo | 312.38   | 1,249.52 |
| WCHS Spot Total  |         |                        |     |                | 312.38   | 1,249.52 |
| WQCW             |         |                        |     |                |          |          |
| PT               | --T--   | 08:00 pm - 09:00 pm 30 |     | Vampire Diarie | 178.50   | 892.50   |
| PT               | --W--   | 09:00 pm - 10:00 pm 30 |     | The Tomorrow P | 178.50   | 714.00   |
| WQCW Spot Total  |         |                        |     |                | 357.00   | 1,606.50 |
| CHI/All Zones    |         |                        |     |                |          |          |
| ROS/ESPN         | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 92.82    | 3,712.80 |
| ROS/ESPN         | MTWTFSS | 06:00 am - 12:00 am 30 |     |                | 65.68    | 2,570.40 |
| ROS/FX           | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 49.98    | 1,999.20 |
| ROS/FX           | MTWTFSS | 06:00 am - 12:00 am 30 |     |                | 37.49    | 1,124.70 |
| ROS/MTV          | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 48.20    | 1,446.00 |

Market: CHARLESTON-HUNTINGTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WSAZ+, WVAH, WOWK, WCHS, WQCW, CHI, ESAZ

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:10 PM

Weekly Distribution

| Station<br>ROS/CMDY | Day(s)<br>MTWTFSS | Time                | Len | Program        | Rate    | Cost      |
|---------------------|-------------------|---------------------|-----|----------------|---------|-----------|
| CHI/All Zones       |                   | 08:00 am - 12:00 am | 30  |                | 24.10   | 1,084.50  |
| Spot Total          |                   |                     |     |                | 338.27  | 11,937.60 |
| ESAZ                |                   |                     |     |                |         |           |
| LF                  | ---S-             | 11:00 pm - 11:30 pm | 30  | Family Guy     | 8.93    | 44.65     |
| LF                  | ---S-             | 11:30 pm - 12:00 am | 30  | Access Hollywo | 8.93    | 44.65     |
| ESAZ Spot Total     |                   |                     |     |                | 17.86   | 89.30     |
| Weekly Schedule     |                   |                     |     |                |         |           |
| Cost                |                   |                     |     |                | 6871.41 | 34205.66  |
|                     |                   |                     |     |                |         | 34,205.66 |



Market: CLARKSBURG-WESTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WDTV, TIME WARNER, COMCAST-MGT, WVFX, WBOY,  
 SUD-BUCK, COMCAST-KNG

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:47 PM

| Station                          |    | Day(s)  | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP   | P 12-20<br>DMA (R)<br>RTG | CPP    |
|----------------------------------|----|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|---------------------------|--------|
| WDTV                             | PT | --T--   | 08:00 pm - 08:30 pm 30 |     | BIG BANG THEOR | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |       |                           |        |
| WDTV Spot Total                  |    |         |                        |     |                | 1                   | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 1      | 7     | 60.9  | 8.7                       | 51.29  |
| TIME WARNER/All Zones            |    |         |                        |     |                | 1                   | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 1      | 7     | 60.9  | 60.9                      | 51.29  |
| ROS/TOON                         |    | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 10     | 10     | 0      | 10     | 10     | 10     | 10     | 80    | 24.0  | 0.3                       | 14.87  |
| ROS/CMT                          |    | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 10     | 0      | 0      | 0      | 0      | 0      | 0      | 30    | 3.0   | 0.1                       | 44.60  |
| ROS/MTV                          |    | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 10     | 0      | 0      | 0      | 0      | 0      | 0      | 30    | 3.0   | 0.1                       | 44.60  |
| TIME WARNER/All Zones Spot Total |    |         |                        |     |                | 30                  | 30     | 0      | 30     | 10     | 0      | 10     | 10     | 10     | 10     | 140   | 30.0  | 30.0                      | 20.81  |
| COMCAST-MGT/All Zones            |    |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                           |        |
| RT/TOON                          |    | ----SS  | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 10                  | 10     | 0      | 10     | 10     | 10     | 10     | 10     | 10     | 10     | 90    | 54.0  | 0.6                       | 2.60   |
| RT/CMDY                          |    | ----SS  | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70    | 7.0   | 0.1                       | 40.20  |
| RT/MTV                           |    | ----SS  | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 8                   | 8      | 0      | 8      | 8      | 8      | 0      | 0      | 0      | 0      | 40    | 12.0  | 0.3                       | 9.67   |
| COMCAST-MGT/All Zones Spot Total |    |         |                        |     |                | 28                  | 28     | 0      | 28     | 28     | 28     | 10     | 10     | 20     | 20     | 200   | 73.0  | 73.0                      | 7.37   |
| WVFX                             |    |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                           |        |
| PT                               |    | ---S    | 09:00 pm - 09:30 pm 30 |     | FAMILY GUY     | 0                   | 1      | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 2     | 5.2   | 2.6                       | 34.33  |
| PT                               |    | ---S    | 09:30 pm - 10:00 pm 30 |     | AMERICAN DAD   | 1                   | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 4.8   | 2.4                       | 37.19  |
| WVFX Spot Total                  |    |         |                        |     |                | 1                   | 1      | 0      | 1      | 1      | 0      | 0      | 0      | 0      | 4      | 10.0  | 10.0  | 35.70                     |        |
| WBOY                             |    |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                           |        |
| LF                               |    | ---S-   | 11:30 pm - 01:00 am 30 |     | Saturday Night | 1                   | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 0      | 2     | 4.4   | 2.2                       | 18.25  |
| PT                               |    | ---F-   | 09:00 pm - 10:00 pm 30 |     | Grimm          | 0                   | 1      | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 0      | 6     | 12.6  | 2.1                       | 63.75  |
| PT                               |    | -T---   | 09:00 pm - 10:00 pm 30 |     | The Voice      | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 0      | 1      | 1      | 5     | 8.5   | 1.7                       | 196.88 |
| WBOY Spot Total                  |    |         |                        |     |                | 2                   | 1      | 2      | 0      | 3      | 1      | 1      | 1      | 1      | 13     | 25.5  | 25.5  | 100.28                    |        |
| SUD-BUCK/All Zones               |    |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |                           |        |
| ROS/USA                          |    | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 10     | 10     | 0      | 0      | 10     | 10     | 10     | 70    | 77.0  | 1.1                       | 28.40  |
| ROS/ESPN                         |    | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 0      | 10     | 10     | 0      | 0      | 10     | 10     | 60    | 30.0  | 0.5                       | 71.40  |
| ROS/FX                           |    | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 0      | 10     | 10     | 0      | 0      | 10     | 10     | 60    | 18.0  | 0.3                       | 77.37  |
| ROS/TBS                          |    | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10                  | 10     | 0      | 0      | 10     | 10     | 0      | 0      | 10     | 10     | 60    | 18.0  | 0.3                       | 101.17 |
| SUD-BUCK/All Zones Spot Total    |    |         |                        |     |                | 40                  | 40     | 0      | 10     | 40     | 30     | 0      | 10     | 40     | 40     | 250   | 143.0 | 143.0                     | 52.74  |

Market: CLARKSBURG-WESTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WDTV, TIME WARNER, COMCAST-MGT, WVFX, WBOY,  
 SUD-BUCK, COMCAST-KNG

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:48 PM

| Station               | Day(s)     | Time                   | Len | Program       | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP   | P 12-20<br>DMA (R)<br>RTG | CPP   |
|-----------------------|------------|------------------------|-----|---------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|---------------------------|-------|
|                       |            |                        |     |               | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |       |                           |       |
| COMCAST-KNG/All Zones |            |                        |     |               |                     |        |        |        |        |        |        |        |        |        |       |       |                           |       |
| RT/TNT                | ---SS      | 05:00 am - 12:00 am 30 |     | VARIOUS       | 8                   | 8      | 0      | 8      | 10     | 0      | 8      | 8      | 10     | 10     | 70    | 0.0   | 0.0                       | 0.00  |
| RT/MTV                | ---SS      | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS< | 10                  | 10     | 0      | 10     | 10     | 0      | 10     | 10     | 10     | 10     | 80    | 24.0  | 0.3                       | 4.47  |
| COMCAST-KNG/All Zones | Spot Total |                        |     |               | 18                  | 18     | 0      | 18     | 20     | 0      | 18     | 18     | 20     | 20     | 150   | 24.0  | 24.0                      | 12.28 |
| Weekly Schedule       |            |                        |     |               | 120                 | 119    | 2      | 88     | 103    | 59     | 40     | 49     | 92     | 92     | 764   | 366.4 |                           | 41.04 |
| Cost                  |            |                        |     |               |                     |        |        |        |        |        |        |        |        |        |       |       |                           |       |

Market: CLARKSBURG-WESTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WDTV, TIME WARNER, COMCAST-MGT, WVFX, WBOY,  
 SUD-BUCK, COMCAST-KNG

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:26:48 PM

Weekly Distribution

| Station                          | Day(s)  | Time                   | Len | Program        | Rate   | Cost     |
|----------------------------------|---------|------------------------|-----|----------------|--------|----------|
| WDTV                             |         |                        |     |                |        |          |
| PT                               | --T--   | 08:00 pm - 08:30 pm 30 |     | BIG BANG THEOR | 446.25 | 3,123.75 |
| WDTV Spot Total                  |         |                        |     |                | 446.25 | 3,123.75 |
| TIME WARNER/All Zones            |         |                        |     |                |        |          |
| ROS/TOON                         | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 4.46   | 356.80   |
| ROS/CMT                          | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 4.46   | 133.80   |
| ROS/MTV                          | MTWTF-- | 05:00 pm - 12:00 am 30 |     |                | 4.46   | 133.80   |
| TIME WARNER/All Zones Spot Total |         |                        |     |                | 13.38  | 624.40   |
| COMCAST-MGT/All Zones            |         |                        |     |                |        |          |
| RT/TOON                          | ---SS   | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 1.56   | 140.40   |
| RT/CMDY                          | ---SS   | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 4.02   | 281.40   |
| RT/MTV                           | ---SS   | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS<  | 2.90   | 116.00   |
| COMCAST-MGT/All Zones Spot Total |         |                        |     |                | 8.48   | 537.80   |
| WVFX                             |         |                        |     |                |        |          |
| PT                               | ---S    | 09:00 pm - 09:30 pm 30 |     | FAMILY GUY     | 89.25  | 178.50   |
| PT                               | ---S    | 09:30 pm - 10:00 pm 30 |     | AMERICAN DAD   | 89.25  | 178.50   |
| WVFX Spot Total                  |         |                        |     |                | 178.50 | 357.00   |
| WBOY                             |         |                        |     |                |        |          |
| LF                               | ---S    | 11:30 pm - 01:00 am 30 |     | Saturday Night | 40.16  | 80.32    |
| PT                               | ---F--  | 09:00 pm - 10:00 pm 30 |     | Grimm          | 133.88 | 803.28   |
| PT                               | -T----- | 08:00 pm - 10:00 pm 30 |     | The Voice      | 334.69 | 1,673.45 |
| WBOY Spot Total                  |         |                        |     |                | 508.73 | 2,557.05 |
| SUD-BUCK/All Zones               |         |                        |     |                |        |          |
| ROS/USA                          | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 31.24  | 2,186.80 |
| ROS/ESPN                         | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 35.70  | 2,142.00 |
| ROS/FX                           | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 23.21  | 1,392.60 |
| ROS/TBS                          | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 30.35  | 1,821.00 |
| SUD-BUCK/All Zones Spot Total    |         |                        |     |                | 120.50 | 7,542.40 |

Market: CLARKSBURG-WESTON  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WDTV, TIME WARNER, COMCAST-MGT, WVFX, WBOY,  
 SUD-BUCK, COMCAST-KNG

The Manahan Group  
 222 Capitol Street  
 STE 400  
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Date: 10/22/2013 5:26:48 PM

Weekly Distribution

| Station               | Day(s)     | Time                   | Len | Program       | Rate    | Cost      |
|-----------------------|------------|------------------------|-----|---------------|---------|-----------|
| COMCAST-KNG/All Zones |            |                        |     |               |         |           |
| RT/TNT                | —SS        | 05:00 am - 12:00 am 30 |     | VARIOUS       | 2.68    | 187.60    |
| RT/MTV                | —SS        | 05:00 am - 12:00 am 30 |     | AVG. ALL WKS< | 1.34    | 107.20    |
| COMCAST-KNG/All Zones | Spot Total |                        |     |               | 4.02    | 294.80    |
| Weekly Schedule       |            |                        |     |               |         |           |
| Cost                  |            |                        |     |               | 1279.86 | 15037.2   |
|                       |            |                        |     |               |         | 15,037.20 |

Market: HAGERSTOWN  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Manual Ratings

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

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 222 Capitol Street  
 STE 400  
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 304-343-2800

Date: 10/22/2013 5:27:13 PM

| Station                             | Day(s)  | Time                   | Len | Program | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP | P 12-20 DMA (R) |      |       |
|-------------------------------------|---------|------------------------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----|-----------------|------|-------|
|                                     |         |                        |     |         | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |     | RTG             | CPP  | Rate  |
| COM-EP/All Zones                    |         |                        |     |         |                     |        |        |        |        |        |        |        |        |        |       |     |                 |      |       |
| ROS/CMDY                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         |                     |        |        |        |        |        |        |        |        |        |       |     |                 |      |       |
| ROS/ESPN                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 105   | 0.0 | 0.0             | 0.00 | 7.81  |
| ROS/TBS                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 105   | 0.0 | 0.0             | 0.00 | 14.95 |
| ROS/TNT                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 10                  | 10     | 0      | 10     | 15     | 10     | 0      | 0      | 15     | 15     | 85    | 0.0 | 0.0             | 0.00 | 14.95 |
| ROS/USA                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 10     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 100   | 0.0 | 0.0             | 0.00 | 14.95 |
| COM-EP/All Zones Spot Total         |         |                        |     |         | 0                   | 0      | 0      | 0      | 15     | 0      | 0      | 0      | 15     | 15     | 45    | 0.0 | 0.0             | 0.00 | 30.35 |
| COMCAST-KEYSER/All Zones            |         |                        |     |         | 55                  | 50     | 0      | 55     | 75     | 55     | 0      | 0      | 75     | 75     | 440   | 0.0 | 0.0             | 0.00 | 81.00 |
| ROS/COMED                           | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 105   | 0.0 | 0.0             | 0.00 | 0.89  |
| ROS/ESPN                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 15     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 105   | 0.0 | 0.0             | 0.00 | 6.47  |
| ROS/TBS                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 10                  | 15     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 75    | 0.0 | 0.0             | 0.00 | 2.68  |
| ROS/TNT                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 15                  | 10     | 0      | 15     | 15     | 15     | 0      | 0      | 15     | 15     | 100   | 0.0 | 0.0             | 0.00 | 2.68  |
| COMCAST-KEYSER/All Zones Spot Total |         |                        |     |         | 55                  | 55     | 0      | 55     | 55     | 55     | 0      | 0      | 55     | 55     | 385   | 0.0 | 0.0             | 0.00 | 2.68  |
| Weekly Schedule Cost                |         |                        |     |         | 110                 | 105    | 0      | 110    | 130    | 110    | 0      | 0      | 130    | 130    | 825   | 0   | 0.00            | 0.00 | 93.72 |

Market: HAGERSTOWN  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Manual Ratings

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

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:27:14 PM

Weekly Distribution

| Station                             | Day(s)  | Time                   | Len | Program | Cost     |
|-------------------------------------|---------|------------------------|-----|---------|----------|
| <b>COM-EP/All Zones</b>             |         |                        |     |         |          |
| ROS/CMDY                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 820.05   |
| ROS/ESPN                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 1,569.75 |
| ROS/TBS                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 1,099.90 |
| ROS/TNT                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 1,495.00 |
| ROS/USA                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 1,365.75 |
| COM-EP/All Zones Spot Total         |         |                        |     |         | 6,350.45 |
| <b>COMCAST-KEYSER/All Zones</b>     |         |                        |     |         |          |
| ROS/COMED                           | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 93.45    |
| ROS/ESPN                            | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 679.35   |
| ROS/TBS                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 201.00   |
| ROS/TNT                             | MTWTFSS | 05:00 am - 12:00 am 30 |     |         | 268.00   |
| COMCAST-KEYSER/All Zones Spot Total |         |                        |     |         | 1,241.80 |
| Weekly Schedule                     |         |                        |     |         | 7592.25  |
| Cost                                |         |                        |     |         | 7,592.25 |

Market: PARKERSBURG  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share Feb 10 -> HUT/PUT Nov 09

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): SUDD-P/M, WTAP

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:27:51 PM

| Station                       | Day(s)  | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP   | P 12-20 |        |
|-------------------------------|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|---------|--------|
|                               |         |                        |     |                | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |       | DMA (R) | RTG    |
| SUDD-P/M/All Zones            |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |         |        |
| ROS/CMDY                      | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |         |        |
| ROS/MTV                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 15                  | 15     | 0      | 15     | 15     | 0      | 15     | 0      | 15     | 15     | 105   | 0.0   | 0.0     | 0.00   |
| ROS/CMT                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 15     | 0      | 0      | 0      | 15     | 15     | 45    | 0.0   | 0.0     | 0.00   |
| ROS/USA                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 0                   | 0      | 0      | 0      | 15     | 0      | 0      | 0      | 15     | 15     | 45    | 0.0   | 0.0     | 0.00   |
| ROS/ESPN                      | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 15                  | 15     | 0      | 15     | 15     | 0      | 15     | 0      | 15     | 15     | 105   | 21.0  | 0.2     | 102.65 |
| ROS/TNT                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 15                  | 15     | 0      | 15     | 15     | 0      | 15     | 0      | 15     | 15     | 105   | 21.0  | 0.2     | 116.05 |
| SUDD-P/M/All Zones Spot Total |         |                        |     |                | 45                  | 60     | 0      | 60     | 90     | 0      | 60     | 0      | 90     | 90     | 495   | 51.0  | 51.0    | 172.74 |
| WTAP                          |         |                        |     |                |                     |        |        |        |        |        |        |        |        |        |       |       |         |        |
| PT                            | ---S-   | 10:00 pm - 11:00 pm 30 |     | Saturday Night | 1                   | 1      | 0      | 1      | 1      | 1      | 0      | 0      | 1      | 1      | 7     | 35.7  | 5.1     | 75.25  |
| PT                            | -T---   | 09:00 pm - 11:00 pm 30 |     | The Voice 2-hr | 1                   | 1      | 0      | 1      | 1      | 0      | 1      | 0      | 1      | 1      | 6     | 27.0  | 4.5     | 105.12 |
| PT                            | M----   | 09:00 pm - 10:00 pm 30 |     | THE VOICE      | 1                   | 1      | 0      | 1      | 1      | 0      | 1      | 1      | 0      | 1      | 7     | 35.0  | 5.0     | 116.92 |
| WTAP Spot Total               |         |                        |     |                | 3                   | 3      | 0      | 3      | 3      | 1      | 2      | 1      | 1      | 3      | 20    | 97.7  | 97.7    | 98.43  |
| Weekly Schedule Cost          |         |                        |     |                | 48                  | 63     | 0      | 63     | 93     | 1      | 62     | 1      | 91     | 93     | 515   | 148.7 |         | 123.92 |

Market: PARKERSBURG  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share Feb 10 -> HUT/PUT Nov 09

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): SUDD-P/M, WTAP

The Manahan Group  
 222 Capitol Street  
 STE 400  
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 304-343-2800

Date: 10/22/2013 5:27:52 PM

Weekly Distribution

| Station                       | Day(s)  | Time                   | Len | Program        | Rate     | Cost      |
|-------------------------------|---------|------------------------|-----|----------------|----------|-----------|
| SUDD-P/M/All Zones            |         |                        |     |                |          |           |
| ROS/CMDY                      | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                |          |           |
| ROS/MTV                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10.71    | 1,124.55  |
| ROS/CMT                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 10.71    | 481.95    |
| ROS/USA                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 13.39    | 602.55    |
| ROS/ESPN                      | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 20.53    | 2,155.65  |
| ROS/TNT                       | MTWTFSS | 04:00 pm - 12:00 am 30 |     |                | 23.21    | 2,437.05  |
| SUDD-P/M/All Zones Spot Total |         |                        |     |                | 22.31    | 2,007.90  |
|                               |         |                        |     |                | 100.86   | 8,809.65  |
| WTAP                          |         |                        |     |                |          |           |
| PT                            | ---S-   | 10:00 pm - 11:00 pm 30 |     | Saturday Night | 383.78   | 2,686.46  |
| PT                            | -T---   | 09:00 pm - 11:00 pm 30 |     | The Voice 2-hr | 473.03   | 2,838.18  |
| PT                            | M-----  | 09:00 pm - 10:00 pm 30 |     | THE VOICE      | 584.59   | 4,092.13  |
| WTAP Spot Total               |         |                        |     |                | 1,441.40 | 9,616.77  |
| Weekly Schedule Cost          |         |                        |     |                | 1542.26  | 18426.42  |
|                               |         |                        |     |                |          | 18,426.42 |



Market: WHEELING-STEUBENVILLE  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WTOV, WTRF, ETRF, GTRF, COMC0348PA, COMC3271PA

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:28:23 PM

| Station                         | Day(s)  | Time                   | Len | Program        | Weekly Distribution |        |        |        |        |        |        |        |        |        |     | Spots | GRP  | P 12-20<br>DMA (R)<br>RTG | CPP |
|---------------------------------|---------|------------------------|-----|----------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----|-------|------|---------------------------|-----|
|                                 |         |                        |     |                | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |     |       |      |                           |     |
| WTOV                            | M---    | 08:00 pm - 10:00 pm 30 |     | THE VOICE      | 1                   | 0      | 1      | 0      | 1      | 0      | 1      | 1      | 0      | 1      | 6   | 52.2  | 8.7  | 41.03                     |     |
| PT                              | -T---   | 08:00 pm - 09:00 pm 30 |     | THE BIGGEST LO | 1                   | 1      | 1      | 0      | 0      | 0      | 0      | 0      | 0      | 1      | 3   | 21.6  | 7.2  | 80.57                     |     |
| PT                              | --W---  | 09:00 pm - 11:00 pm 30 |     | SNL CHRISTMAS  | 0                   | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 1   | 6.0   | 6.0  | 22.31                     |     |
| PT                              | --W---  | 10:00 pm - 11:00 pm 30 |     | KELLY CLARKSON | 0                   | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 0      | 1   | 4.5   | 4.5  | 29.75                     |     |
| WTOV Spot Total                 |         |                        |     |                | 2                   | 1      | 2      | 0      | 1      | 1      | 2      | 1      | 0      | 1      | 11  | 84.3  | 84.3 | 49.23                     |     |
| WTRF                            | --T--   | 08:00 pm - 09:00 pm 30 |     | Big Bang - The | 1                   | 1      | 0      | 0      | 1      | 1      | 0      | 0      | 1      | 1      | 6   | 39.6  | 6.6  | 50.71                     |     |
| PA                              | ---S-   | 07:30 pm - 10:00 pm 30 |     | WVU/MU         | 0                   | 0      | 0      | 0      | 0      | 0      | 1      | 0      | 0      | 0      | 1   | 5.0   | 5.0  | 53.55                     |     |
| WTRF Spot Total                 |         |                        |     |                | 1                   | 1      | 0      | 0      | 1      | 1      | 1      | 0      | 1      | 1      | 7   | 44.6  | 44.6 | 51.03                     |     |
| ETRF                            | --T--   | 09:00 pm - 10:00 pm 30 |     | Glee           | 0                   | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 0      | 1      | 6   | 30.6  | 5.1  | 21.87                     |     |
| PT                              |         |                        |     |                | 0                   | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 0      | 1      | 6   | 30.6  | 30.6 | 21.87                     |     |
| ETRF Spot Total                 |         |                        |     |                | 0                   | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 0      | 1      | 6   | 30.6  | 30.6 | 21.87                     |     |
| GTRF                            | --W---  | 09:00 pm - 10:00 pm 30 |     | Modern Family  | 1                   | 0      | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 1      | 7   | 18.9  | 2.7  | 44.63                     |     |
| PT                              |         |                        |     |                | 1                   | 0      | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 1      | 7   | 18.9  | 18.9 | 44.63                     |     |
| GTRF Spot Total                 |         |                        |     |                | 1                   | 0      | 1      | 1      | 1      | 1      | 0      | 0      | 1      | 1      | 7   | 18.9  | 18.9 | 44.63                     |     |
| COMC0348PA/All Zones            | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 0                   | 0      | 0      | 0      | 15     | 0      | 0      | 0      | 15     | 5      | 35  | 3.5   | 0.1  | 15.20                     |     |
| RT/MTV                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70  | 7.0   | 0.1  | 93.70                     |     |
| RT/ESPN                         | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 0                   | 0      | 0      | 0      | 15     | 15     | 0      | 0      | 15     | 15     | 60  | 0.0   | 0.0  | 0.00                      |     |
| RT/TNT                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 40     | 25     | 0      | 0      | 40     | 30     | 165 | 10.5  | 10.5 | 101.19                    |     |
| COMC0348PA/All Zones Spot Total |         |                        |     |                | 10                  | 10     | 0      | 10     | 40     | 25     | 0      | 0      | 40     | 30     | 165 | 10.5  | 10.5 | 101.19                    |     |
| COMC3271PA/All Zones            | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70  | 0.0   | 0.0  | 0.00                      |     |
| RT/ESPN                         | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70  | 0.0   | 0.0  | 0.00                      |     |
| RT/TNT                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70  | 0.0   | 0.0  | 0.00                      |     |
| RT/MTV                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 10                  | 10     | 0      | 10     | 10     | 10     | 0      | 0      | 10     | 10     | 70  | 0.0   | 0.0  | 0.00                      |     |
| COMC3271PA/All Zones Spot Total |         |                        |     |                | 30                  | 30     | 0      | 10     | 30     | 30     | 0      | 0      | 30     | 30     | 190 | 0.0   | 0.0  | 0.00                      |     |
| Weekly Schedule                 |         |                        |     |                | 44                  | 43     | 4      | 22     | 74     | 58     | 3      | 2      | 72     | 64     | 386 | 188.9 |      | 53.48                     |     |

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Market: WHEELING-STEUBENVILLE  
Client: WV Department of Transportation  
Brand: none  
Product: none  
Campaign: Just Drive Fall 2013  
Flight Dates: Oct 28, 2013 - Jan 05, 2014  
Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
Rate Tier: Client Discount  
Station(s): WTOV, WTRF, ETRF, GTRF, COMC0348PA, COMC3271PA

The Manahan Group  
222 Capitol Street  
STE 400  
Charleston, WV 25301  
304-343-2800

Date: 10/22/2013 5:28:24 PM

Weekly Distribution

| Cost | Station | Day(s) | Time | Len | Program | Weekly Distribution |        |        |        |        |        |        |        |        |        | Spots | GRP | P 12-20<br>DMA (R)<br>RTG | CPP |
|------|---------|--------|------|-----|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-----|---------------------------|-----|
|      |         |        |      |     |         | Oct 28              | Nov 04 | Nov 11 | Nov 18 | Nov 25 | Dec 02 | Dec 09 | Dec 16 | Dec 23 | Dec 30 |       |     |                           |     |

Market: WHEELING-STEUBENVILLE  
 Client: WV Department of Transportation  
 Brand: none  
 Product: none  
 Campaign: Just Drive Fall 2013  
 Flight Dates: Oct 28, 2013 - Jan 05, 2014  
 Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
 Rate Tier: Client Discount  
 Station(s): WTOV, WTRF, ETRF, GTRF, COMC0348PA, COMC3271PA

The Manahan Group  
 222 Capitol Street  
 STE 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/22/2013 5:28:24 PM

Weekly Distribution

| Station                         | Day(s)  | Time                   | Len | Program        | Rate     | Cost     |
|---------------------------------|---------|------------------------|-----|----------------|----------|----------|
| WTOV                            |         |                        |     |                |          |          |
| PT                              | M----   | 08:00 pm - 10:00 pm 30 |     | THE VOICE      | 357.00   | 2,142.00 |
| PT                              | -T---   | 08:00 pm - 09:00 pm 30 |     | THE BIGGEST LO | 580.13   | 1,740.39 |
| PT                              | --W--   | 09:00 pm - 11:00 pm 30 |     | SNL CHRISTMAS  | 133.88   | 133.88   |
| PT                              | --W--   | 10:00 pm - 11:00 pm 30 |     | KELLY CLARKSON | 133.88   | 133.88   |
| WTOV Spot Total                 |         |                        |     |                | 1,204.89 | 4,150.15 |
| WTRF                            |         |                        |     |                |          |          |
| PT                              | --T--   | 08:00 pm - 09:00 pm 30 |     | Big Bang - The | 334.69   | 2,008.14 |
| PA                              | ---S-   | 07:30 pm - 10:00 pm 30 |     | WVU/MU         | 267.75   | 267.75   |
| WTRF Spot Total                 |         |                        |     |                | 602.44   | 2,275.89 |
| ETRF                            |         |                        |     |                |          |          |
| PT                              | --T--   | 09:00 pm - 10:00 pm 30 |     | Glee           | 111.56   | 669.36   |
| ETRF Spot Total                 |         |                        |     |                | 111.56   | 669.36   |
| GTRF                            |         |                        |     |                |          |          |
| PT                              | --W--   | 09:00 pm - 10:00 pm 30 |     | Modern Family  | 120.49   | 843.43   |
| GTRF Spot Total                 |         |                        |     |                | 120.49   | 843.43   |
| COMC0348PA/All Zones            |         |                        |     |                |          |          |
| RT/MTV                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 1.52     | 53.20    |
| RT/ESPN                         | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 9.37     | 655.90   |
| RT/TNT                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 5.89     | 353.40   |
| COMC0348PA/All Zones Spot Total |         |                        |     |                | 16.78    | 1,062.50 |
| COMC3271PA/All Zones            |         |                        |     |                |          |          |
| RT/ESPN                         | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 9.37     | 655.90   |
| RT/TNT                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 5.89     | 353.40   |
| RT/MTV                          | MTWTFSS | 05:00 am - 12:00 am 30 |     | 19 Hour Rotato | 1.52     | 91.20    |
| COMC3271PA/All Zones Spot Total |         |                        |     |                | 16.78    | 1,100.50 |
| Weekly Schedule                 |         |                        |     |                | 2072.94  | 10101.83 |

Market: WHEELING-STEUBENVILLE  
Client: WV Department of Transportation  
Brand: none  
Product: none  
Campaign: Just Drive Fall 2013  
Flight Dates: Oct 28, 2013 - Jan 05, 2014  
Survey: Share May 13 -> HUT/PUT Nov 12

Buyer: Bethany West  
Rate Tier: Client Discount  
Station(s): WTOV, WTRF, ETRF, GTRF, COMC0348PA, COMC3271PA

The Manahan Group  
222 Capitol Street  
STE 400  
Charleston, WV 25301  
304-343-2800

Date: 10/22/2013 5:28:24 PM

Weekly Distribution

| Cost | Station | Day(s) | Time | Len | Program | Rate | Cost      |
|------|---------|--------|------|-----|---------|------|-----------|
|      |         |        |      |     |         |      | 10,101.83 |

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Supporting Media Documentation — Vote Yes For Libraries

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THE MANAHAN GROUP

**Vote Yes for Libraries  
Billboard Locations  
Post Date: 10/16/14**

| <b>Panel #</b> | <b>Location Description</b>                             | <b>City</b>  |
|----------------|---|--------------|
| K103           | WV 114 @ Meadowbrook                                    | Charleston   |
| K129           | US 119 RR South   | Elkview      |
| K219           | 100' West of Starlite Club                              | Rand         |
| K370           | Piedmont Rd East of RR Crossing                         | Charleston   |
| K379           | 611 Washington Street West                              | Charleston   |
| K430           | 5615 McCorkle Ave                                       | Kanawha City |
| K444           | I-64/77 and Rt 61 (3/4 mile North of Marmet city limit) | Marmet       |
| K719           | US 60 RR#7 (across from America's Best Value Inn)       | St. Albans   |
| K484           | WV 61 @ Cheylan Post Office                             | Cheylan      |
| K510           | Rt 21 North Cuivert                                     | Charleston   |

**Estimate Report**

Manahan Group  
 Capitol Street  
 400  
 Weston WV 25301  
 Phone: 304-343-2800  
 Fax: 304-343-2788

Advertiser: The Vote Yes for Libraries Committee  
 Brand: -No brand-  
 Product: -No product-  
 Campaign: Vote Yes 11-4-2014  
 Estimate #  
 Campaign Dates: 10/13/2014 - 11/4/2014

Date: 10/26/2016 6:28:41 PM

The Vote Yes for Libraries Committee

|                          | Insert Date | Ad Size & Type                           | Gross Cost         |
|--------------------------|-------------|--|--------------------|
| WESTON NEWSPAPERS        | 10/13/14    | Leaderboard-Homepage 100,000 Impressions | \$526.30           |
| WESTON NEWSPAPERS        | 10/13/14    | Big Box-Homepage 100,000 Impressions     | \$526.30           |
| WESTON NEWSPAPERS        | 10/13/14    | Big Box-News 50,000 Impressions          | \$263.15           |
| WESTON NEWSPAPERS        | 10/13/14    | Leaderboard-Sports 50,000 Impressions    | \$263.15           |
| WESTON NEWSPAPERS        | 10/13/14    | Big Box-Sports 50,000 Impressions        | \$263.15           |
| WESTON NEWSPAPERS        | 10/13/14    | Leaderboard-News 50,000 Impressions      | \$263.15           |
| WESTON NEWSPAPERS        | 10/22/14    | Front Page Strip Full Color              | \$2,947.28         |
| WESTON NEWSPAPERS        | 10/24/14    | Insert 8.5 x 11 Dbl Sided-Full Color     | \$1,447.32         |
| WESTON NEWSPAPERS        | 10/28/14    | Front Page Strip Full Color              | \$2,947.28         |
| WESTON NEWSPAPERS        | 11/4/14     | Front Page Strip Full Color              | \$2,947.28         |
| <b>WESTON NEWSPAPERS</b> |             |  | <b>\$12,394.36</b> |
| <b>Insertions</b>        |             |  | <b>\$12,394.36</b> |

Remarks:  
 Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Sign & return fax to 304.343.2788. This certifies that the above order was received & unless Manahan Group is notified on working days of the above date, this insertion is valid and agreed to in its entirety as stated. All billing must list air time/each placement including any production identification. ALL MAKE GOODS MUST BE APPROVED. Unless otherwise stated on the face of this form, the media property agrees to hold the agency solely liable for payment. This

**Estimate Report**

Manahan Group  
Capitol Street  
400  
Martinsburg WV 25301  
Phone: 304-343-2800  
Fax: 304-343-2788

Advertiser: The Vote Yes for Libraries Committee  
brand: -No brand-  
product: -No product-

Date: 10/26/2016 6:28:41 PM

| Insert<br>Date | Ad<br>Size & Type | Gross Cost |
|----------------|-------------------|------------|
|----------------|-------------------|------------|

Agreement supercedes any previous agreements not withstanding any inconsistent language contained in those agreements.



Market: CHARLESTON-HUNTINGTON  
 Client: The Vote Yes for Libraries Committee  
 Brand: none  
 Product: none  
 Campaign: Vote Yes 11-4-2014  
 Flight Dates: Oct 13, 2014 - Nov 04, 2014  
 Survey: Spring 14

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WQBE-FM, WWSR-FM, WVAF-FM, WKWS-FM, WKAZ-FM,  
 WRVZ-FM, WCHS-AM, WKLC-FM, WMXE-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/19/2016 7:36:39 PM

Weekly Distribution

| Station            | Day(s)  | Time                | Len | Format             | Oct 13 | Oct 20 | Oct 27 | Nov 03 | Spots | P 25-64 MSA (R) RTG | W 18-49 MSA (R) RTG | Rate   | Cost     |
|--------------------|---------|---------------------|-----|--------------------|--------|--------|--------|--------|-------|---------------------|---------------------|--------|----------|
| WQBE-FM            | MTWTF-- | 06:00 am - 07:00 pm | 30  | Country            | 20     | 15     | 15     | 0      | 50    | 2.7                 | 2.9                 | 85.00  | 4,250.00 |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Country            | 0      | 0      | 0      | 8      | 8     | 2.7                 | 2.9                 | 85.00  | 680.00   |
| WQBE-FM Spot Total |         |                     |     |                    | 20     | 15     | 15     | 8      | 58    | 156.6               | 168.2               | 170.00 | 4,930.00 |
| WWSR-FM            | MTWTF-- | 06:00 am - 07:00 pm | 30  | Contemp Hit radio  | 20     | 15     | 15     | 0      | 50    | 1.5                 | 2.9                 | 60.00  | 3,000.00 |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Contemp Hit radio  | 0      | 0      | 0      | 8      | 8     | 1.5                 | 2.9                 | 60.00  | 480.00   |
| WWSR-FM Spot Total |         |                     |     |                    | 20     | 15     | 15     | 8      | 58    | 87.0                | 168.2               | 120.00 | 3,480.00 |
| WVAF-FM            | MTWTF-- | 06:00 am - 07:00 pm | 15  | Adult Contemporary | 0      | 24     | 24     | 0      | 48    | 1.4                 | 1.0                 | 57.00  | 2,736.00 |
| DA                 | MTWTF-- | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 20     | 0      | 0      | 0      | 20    | 1.4                 | 1.0                 | 81.00  | 1,620.00 |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Adult Contemporary | 0      | 0      | 0      | 8      | 8     | 1.4                 | 1.0                 | 81.00  | 648.00   |
| WVAF-FM Spot Total |         |                     |     |                    | 20     | 24     | 24     | 8      | 76    | 106.4               | 76.0                | 219.00 | 5,004.00 |
| WKWS-FM            | MTWTF-- | 06:00 am - 07:00 pm | 15  | Country            | 0      | 24     | 24     | 0      | 48    | 1.2                 | 1.5                 | 51.00  | 2,448.00 |
| DA                 | MTWTF-- | 06:00 am - 07:00 pm | 30  | Country            | 20     | 0      | 0      | 0      | 20    | 1.2                 | 1.5                 | 73.00  | 1,460.00 |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Country            | 0      | 0      | 0      | 8      | 8     | 1.2                 | 1.5                 | 73.00  | 584.00   |
| WKWS-FM Spot Total |         |                     |     |                    | 20     | 24     | 24     | 8      | 76    | 91.2                | 114.0               | 197.00 | 4,492.00 |
| WKAZ-FM            | MTWTF-- | 06:00 am - 07:00 pm | 15  | Oldies             | 0      | 24     | 24     | 0      | 48    | 0.5                 | 0.2                 | 31.00  | 1,488.00 |
| DA                 | MTWTF-- | 06:00 am - 07:00 pm | 30  | Oldies             | 20     | 0      | 0      | 0      | 20    | 0.5                 | 0.2                 | 45.00  | 900.00   |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Oldies             | 0      | 0      | 0      | 8      | 8     | 0.5                 | 0.2                 | 45.00  | 360.00   |
| WKAZ-FM Spot Total |         |                     |     |                    | 20     | 24     | 24     | 8      | 76    | 38.0                | 15.2                | 121.00 | 2,748.00 |
| WRVZ-FM            | MTWTF-- | 06:00 am - 07:00 pm | 15  | Urban Contemporary | 0      | 24     | 24     | 0      | 48    | 1.3                 | 1.9                 | 24.00  | 1,152.00 |
| DA                 | MTWTF-- | 06:00 am - 07:00 pm | 30  | Urban Contemporary | 20     | 0      | 0      | 0      | 20    | 1.3                 | 1.9                 | 40.00  | 800.00   |
| DA                 | MT----  | 06:00 am - 07:00 pm | 30  | Urban Contemporary | 0      | 0      | 0      | 8      | 8     | 1.3                 | 1.9                 | 40.00  | 320.00   |
| WRVZ-FM Spot Total |         |                     |     |                    | 20     | 24     | 24     | 8      | 76    | 98.8                | 144.4               | 104.00 | 2,272.00 |

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Market: CHARLESTON-HUNTINGTON  
 Client: The Vote Yes for Libraries Committee  
 Brand: none  
 Product: none  
 Campaign: Vote Yes 11-4-2014  
 Flight Dates: Oct 13, 2014 - Nov 04, 2014  
 Survey: Spring 14

Buyer: Bethany West  
 Rate Tier: Station Gross  
 Station(s): WQBE-FM, WWSR-FM, WVAF-FM, WKWS-FM, WKAZ-FM,  
 WRVZ-FM, WCHS-AM, WKLC-FM, WMXE-FM

The Manahan Group  
 222 Capitol Street  
 Suite 400  
 Charleston, WV 25301  
 304-343-2800

Date: 10/19/2016 7:36:39 PM

| Station         | Day(s)     | Time                | Len | Format         | Weekly Distribution |        |        |        |     | Spots | P 25-64<br>MSA (R)<br>RTG | W 18-49<br>MSA (R)<br>RTG | Rate      | Cost |
|-----------------|------------|---------------------|-----|----------------|---------------------|--------|--------|--------|-----|-------|---------------------------|---------------------------|-----------|------|
|                 |            |                     |     |                | Oct 13              | Oct 20 | Oct 27 | Nov 03 |     |       |                           |                           |           |      |
| WCHS-AM         |            |                     |     |                |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MTWTF--    | 06:00 am - 07:00 pm | 30  | News/Talk      |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MT----     | 06:00 am - 07:00 pm | 30  | News/Talk      | 15                  | 0      | 0      | 0      | 15  | 0.7   | 0.2                       | 58.00                     | 870.00    |      |
| WCHS-AM         | Spot Total |                     |     |                | 0                   | 0      | 0      | 6      | 6   | 0.7   | 0.2                       | 58.00                     | 348.00    |      |
|                 |            |                     |     |                | 15                  | 0      | 0      | 6      | 21  | 14.7  | 4.2                       | 116.00                    | 1,218.00  |      |
| WKLC-FM         |            |                     |     |                |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MTWTF--    | 06:00 am - 10:00 am | 15  | Album Oriented |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MTWTF--    | 06:00 am - 10:00 am | 30  | Album Oriented | 0                   | 8      | 8      | 0      | 16  | 1.6   | 0.8                       | 125.00                    | 2,000.00  |      |
| DA              | MTWTF--    | 10:00 am - 03:00 pm | 15  | Album Oriented | 7                   | 0      | 0      | 0      | 7   | 1.6   | 0.8                       | 125.00                    | 875.00    |      |
| DA              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Album Oriented | 0                   | 8      | 8      | 0      | 16  | 1.4   | 1.2                       | 100.00                    | 1,600.00  |      |
| DA              | MT----     | 10:00 am - 03:00 pm | 30  | Album Oriented | 7                   | 0      | 0      | 0      | 7   | 1.4   | 1.2                       | 100.00                    | 700.00    |      |
| DA              | MTWTF--    | 03:00 pm - 07:00 pm | 15  | Album Oriented | 0                   | 0      | 0      | 4      | 4   | 1.4   | 1.2                       | 100.00                    | 400.00    |      |
| DA              | MTWTF--    | 03:00 pm - 07:00 pm | 30  | Album Oriented | 0                   | 8      | 8      | 0      | 16  | 1.6   | 1.0                       | 110.00                    | 1,760.00  |      |
| DA              | MT----     | 03:00 pm - 07:00 pm | 30  | Album Oriented | 7                   | 0      | 0      | 0      | 7   | 1.6   | 1.0                       | 110.00                    | 770.00    |      |
| WKLC-FM         | Spot Total |                     |     |                | 0                   | 0      | 0      | 4      | 4   | 1.6   | 1.0                       | 110.00                    | 440.00    |      |
|                 |            |                     |     |                | 21                  | 24     | 24     | 8      | 77  | 117.8 | 77.8                      | 880.00                    | 8,545.00  |      |
| WMXE-FM         |            |                     |     |                |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MTWTF--    | 10:00 am - 03:00 pm | 15  | Hot AC         |                     |        |        |        |     |       |                           |                           |           |      |
| DA              | MTWTF--    | 10:00 am - 03:00 pm | 30  | Hot AC         | 0                   | 8      | 8      | 0      | 16  | 1.2   | 0.8                       | 70.00                     | 1,120.00  |      |
| DA              | MT----     | 10:00 am - 03:00 pm | 30  | Hot AC         | 7                   | 0      | 0      | 0      | 7   | 1.2   | 0.8                       | 70.00                     | 490.00    |      |
| WMXE-FM         | Spot Total |                     |     |                | 0                   | 0      | 0      | 4      | 4   | 1.2   | 0.8                       | 70.00                     | 280.00    |      |
|                 |            |                     |     |                | 7                   | 8      | 8      | 4      | 27  | 32.4  | 21.6                      | 210.00                    | 1,890.00  |      |
| Weekly Schedule |            |                     |     |                |                     |        |        |        |     |       |                           |                           |           |      |
| Cost            |            |                     |     |                | 163                 | 158    | 158    | 66     | 545 |       |                           | 2137                      | 34579     |      |
|                 |            |                     |     |                |                     |        |        |        |     |       |                           |                           | 34,579.00 |      |

**Addendum E:**

Project Evaluation

**Post Analysis-Digital  
Impaired Driving: Holidays  
November 23, 2015-January 4, 2016**

| <i>Platform</i>                         | <i>AD/Post</i>                          | <i>Target Audience</i> | <i>Impressions</i> | <i>Actions</i> | <i>Response Rate</i> |
|---|---|------------------------|--------------------|----------------|----------------------|
| YouTube                                 | Checkpoint A (:15)                      | WV Males 18-34         | 170,367            | 34,804         | 20.429%              |
| YouTube                                 | Checkpoint B (:15)                      | WV Males 18-34         | 368,958            | 77,005         | 20.871%              |
| Google Display                          | 728x90                                  | WV Males 18-34         | 2,217,464          | 2,391          | 0.108%               |
| Google Display                          | 250x250                                 | WV Males 18-34         | 5,656,179          | 2,111          | 0.037%               |
| Google Display                          | 160x600                                 | WV Males 18-34         | 1,085,428          | 249            | 0.023%               |
| Google Display                          | 320x50                                  | WV Males 18-34         | 27,398,460         | 13,107         | 0.048%               |
| Google Display                          | 468x60                                  | WV Males 18-34         | 6,743,079          | 6,491          | 0.096%               |
| Facebook                                | Checkpoint A (:30)                      | WV Males 18-34         | 159,670            | 99,121         | 62.079%              |
| Facebook                                | Checkpoint B (:30)                      | WV Persons 18-34       | 254,608            | 195,023        | 76.597%              |
| Facebook                                | Drive Sober App-Android                 | WV Persons 18+         | 13,637             | 116            | 0.851%               |
| Facebook                                | Drive Sober App-iPhone                  | WV Persons 18+         | 21,061             | 237            | 1.125%               |
| Facebook                                | Some DUI Offenders Say<br>Give the Gift | WV Persons 18-34       | 43,097             | 485            | 1.125%               |
| Facebook                                | Law Enforcement Cracking<br>Down        | WV Persons 18-34       | 49,085             | 559            | 1.139%               |
| Facebook                                | Law Enforcement Actively<br>Looks       | WV Persons 18-34       | 63,177             | 1,189          | 1.882%               |
| Facebook                                | Consider the Costs                      | WV Persons 18-34       | 54,864             | 621            | 1.132%               |
|   |   |                        | 38                 | -              | 0.000%               |
| <b>Total Impressions WV Persons 18+</b> |   |                        | <b>44,299,172</b>  | <b>433,509</b> | <b>12%</b>           |

**IGS Energy CNG Services**  
**CNG Fueling Station News Conferences**  
**January 17, 2013**

| <b>News Outlet</b>       | <b>Date</b> | <b>Title/Placement</b>             | <b>*Media Impressions</b> | <b>**Value</b> |
|--------------------------|-------------|------------------------------------|---------------------------|----------------|
| Charleston Gazette       | 1/18/2013   | Page 1A                            | 38,944                    | \$1,452        |
| Charleston Daily Mail    | 1/18/2013   | Page 1A                            | 18,805                    | \$1,875        |
| State Business Journal   | 1/19/2013   | Page 29                            | 10,000                    | \$971          |
| MetroNews Talkline       | 1/17/2013   | 10:30 a.m.                         | 12,900                    | \$544          |
| MetroNews Network        | 1/17/2013   | (Stories air on 60 radio stations) | 127,908                   | \$1,350        |
| WCHS-Radio               | 1/17/2013   | All day                            | 2,200                     | \$98           |
| WQBE-Radio               | 1/17/2013   | All day                            | 6,000                     | \$190          |
| WCHS-TV                  | 1/17/2013   | Noon News                          | 18,000                    | \$250          |
| WOWK-TV                  | 1/17/2013   | 5:00 p.m. News                     | 9,000                     | \$170          |
| WOWK-TV                  | 1/17/2013   | 5:30 p.m. News (statewide)         | 9,000                     | \$170          |
| WOWK-TV                  | 1/17/2013   | 6:00 p.m. News                     | 14,000                    | \$290          |
| WVJR-Radio ( Morgantown) | 1/17/2013   | All day                            | 1,200                     | \$98           |
| BOY-TV                   | 1/17/2013   | 5:30 p.m. News (statewide)         | 14,000                    | \$300          |

|                               |           |   |         |         |
|-------------------------------|-----------|---|---------|---------|
| WVNS-TV                       | 1/17/2013 | 5:30 p.m. News<br>(statewide)           | 9,000   | \$130   |
| WTRF-TV                       | 1/17/2013 | 5:30 p.m. News<br>(statewide)           | 9,000   | \$90    |
| WCHS-TV                       | 1/17/2013 | 6:00 p.m. News                          | 43,000  | \$700   |
| WSAZ-TV                       | 1/17/2013 | 6:00 p.m. News                          | 136,000 | \$1,900 |
| WVAH-TV (Fox<br>11)           | 1/17/2013 | 10:00 p.m. News                         | 39,000  | \$700   |
| WCHS-TV                       | 1/17/2013 | 11:00 p.m. News                         | 19,000  | \$400   |
| Wheeling News<br>Register     | 1/18/2013 | AP Story                                | 16,859  | \$1,319 |
| Clarksburg<br>Exponent        | 1/18/2013 | AP story and<br>photograph / Page<br>A3 | 15,434  | \$791   |
| Huntington<br>Herald-Dispatch | 1/18/2013 | AP Story                                | 24,661  | \$1,373 |
| Morgantown<br>Dominion-Post   | 1/18/2013 | AP Story (front<br>page)                | 20,095  | \$541   |
| Martinsburg<br>Journal        | 1/18/2013 | AP Story                                | 16,747  | \$195   |
| Parkersburg<br>News           | 1/18/2013 | AP Story                                | 22,242  | \$584   |
| Wetzel<br>Herald-Exponent     | 1/18/2013 | AP Story                                | 10,315  | \$482   |
| Clarksburg<br>Exponent        | 1/19/2013 | "Hats Off" Editorial                    | 15,434  | \$27    |

|                          |           |                   |                |                     |
|--------------------------|-----------|-------------------|----------------|---------------------|
| WBOY-TV                  | 1/17/2013 | 6:00 p.m. News    | 26,000         | \$500               |
| WDTV-TV                  | 1/17/2013 | 6:00 p.m. News    | 10,000         | \$260               |
| WBOY-TV                  | 1/17/2013 | 11:00 p.m. News   | 13,000         | \$800               |
| WBOY-TV                  | 1/18/2013 | 5:00 a.m. News    | 10,000         | \$500               |
| WCHS-TV                  | 1/18/2013 | 5:00 a.m. News    | 5,000          | \$170               |
| WCHS-TV                  | 1/18/2013 | 6:00 a.m. News    | 15,000         | \$250               |
| Hampshire Review         | 1/17/2013 | (WV Press Assoc.) | 7,150          | \$147               |
| Coal Valley News         | 1/21/13   | (WV Press Assoc.) | 4,000          | \$125               |
| NGT News                 | 1/17/13   |                   |                |                     |
| Charleston Area Alliance | 1/17/2013 | Alliance blog     |                | n/a                 |
| <b>TOTAL</b>             |           |                   | <b>768,894</b> | <b>\$ 19,741.53</b> |

AP Story appeared on websites in West Virginia and nationwide. The following is just a sampling of the web coverage: Charleston Daily Mail, Charleston Gazette, State Journal, WSAZ-TV, WVVA-TV, WBOY-TV, WVNS-TV, WTRF-TV, Huntington Herald-Dispatch, Morgantown Dominion-Post, Parkersburg News, Clarksburg Exponent, Wheeling News Register, Martinsburg Journal, The Intermountain, Businessweek.com, Seattle Post-Intelligencer, Philadelphia Inquirer, Equities.com, National Association of Convenient Stores (NACSonline.com), Convenience Store News, Energy & Capitol, and Gas Business Briefing.

Media Impressions is the number of individuals who watch, listen or read the publication that published the IGS story. The number of media impressions listed above does not include web views of either the AP story or the media outlet's story posted on its own website. The web views would easily increase the number of media impressions by 2 million or more.

Value is what it would cost IGS if it were to pay for a comparable print ad, TV commercial or radio ad. Note that in most publications, front page ads are not available.

## 2013 Transportation Conference Media Report

| Media Outlet  | Date      | Description  | Estimated Ad Value | Impressions |
|---|-----------|--|--------------------|-------------|
| Huntington Herald-Dispatch  | 3-Nov-13  | "Capito to speak at transportation conference"                     | \$1,982.77         | 23,666      |
| MetroNews Talkline  | 2-Nov-13  | Statewide Talkline with Hoppy Kercheval                            | \$10,500.00        | 12,060      |
| MetroNews Radio Network   | 3-Nov-13  | "The Roads Have Needs"   | \$562.50           | 280,000     |
| WCHS-Radio  | 2-Nov-13  | 58-Live with Rick Johnson  | \$73.50            | 1,700       |
| HuntingtonNews.Net  | 11-Nov-13 | (WVBT press release)   | \$100.00           |             |
| Associated Press (appears in state newspapers, national websites) | 11-Nov-13 | "State transportation conference set for Monday"                   | n/a                |             |
| WOWK-TV   | 13-Nov-13 | 13 News at 6pm   |                    |             |
| WOWK-TV   | 14-Nov-13 | 13 News at 4:30 a.m.   | \$3,987.10         | 8,000       |
| WOWK-TV   | 14-Nov-13 | 13 News at 5:00 a.m.   | \$550.00           | 1,000       |
| WVNS-TV   | 14-Nov-13 | 59 News at 6:00 a.m.   | \$840.35           | 1,000       |
| WVNS-TV   | 14-Nov-13 | 59 News at Noon  | \$1,986.65         | 3,000       |
| WVNS-TV   | 14-Nov-13 | 59 News at 5:00 p.m.   | \$1,156.80         | 5,000       |
| WOWK-TV   | 11-Nov-13 | 13 News at 5:00 p.m.   | \$3,001.85         | 8,000       |
| WDTV-TV   | 14-Nov-13 | NewsChannel 5 at 5:30 p.m.   | \$3,001.85         | 4,000       |
| WVNS-TV   | 14-Nov-13 | West Virginia Live (5:30 p.m.)                                     | \$2,796.40         | 11,000      |
| WOWK-TV   | 14-Nov-13 | West Virginia Live (5:30 p.m.)                                     | \$3,170.05         | 9,000       |
| WBOY-TV   | 14-Nov-13 | West Virginia Live (5:30 p.m.)                                     | \$3,170.05         | 5,000       |
| WTRF-TV   | 14-Nov-13 | West Virginia Live (5:30 p.m.)                                     | \$6,340.50         | 13,000      |
| WVNS-TV   | 14-Nov-13 | West Virginia Live (5:30 p.m.)                                     | \$2,958.90         | 11,000      |
| WVNS-TV   | 14-Nov-13 | 59 News at 5:30 p.m.   | \$3,170.05         | 9,000       |
| WBOY-TV   | 14-Nov-13 | 59 News at 6:00 p.m.   | \$4,378.35         | 9,000       |
| WCHS-TV   | 14-Nov-13 | 12 News at 6:00 p.m.   | \$5,779.95         | 23,000      |
| WVNS-TV   | 14-Nov-13 | Eyewitness News at 6:00 p.m.                                       | \$6,529.50         | 42,000      |
| WVNS-TV   | 14-Nov-13 | 59 News at 6:00 p.m. (Bill Hilborn)                                | \$4,538.55         | 9,000       |
| WVFX-TV   | 14-Nov-13 | 59 News at 6:00 p.m. (Sec. Maddox)                                 | \$4,645.35         | 9,000       |
| WVNS2-TV  | 14-Nov-13 | WVFX News at 10:00 p.m.  | \$550.00           | 2,000       |
| WVNS-TV   | 14-Nov-13 | Fox59 News at 10:00 p.m.   | \$1,383.20         | 6,000       |
| WVNS-TV   | 14-Nov-13 | 59 News at 11:00 p.m. (Bill Hilborn)                               | \$3,180.20         | 3,000       |
| WVAY-TV   | 14-Nov-13 | 59 News at 11:00 p.m. (Sec. Maddox)                                | \$3,471.05         | 3,000       |
| Charleston Gazette  | 14-Nov-13 | NewsWatch 4 at 11:00 p.m.  | \$856.35           | 7,000       |
| State Journal   | 14-Nov-13 | "Push for infrastructure bill"                                     | \$2,141.70         | 38,944      |
| State Journal   | 14-Nov-13 | "W.Va. Roads Group Has Annual Conference in Charleston" (Web Only) | \$750.00           | 8,500       |
| WVNS-TV   | 15-Nov-13 | 59 News at 11:00 p.m.  |                    |             |
| WVNS2-TV  | 15-Nov-13 | Fox59 News at 10:00 p.m. (Maddox)                                  | \$3,335.30         | 3,000       |
| WVNS2-TV  | 15-Nov-13 | Fox59 News at 10:00 p.m. (Hilborn)                                 | \$1,466.50         | 6,000       |
| WVNS-TV   | 15-Nov-13 | Fox59 News at 10:00 p.m. (Hilborn)                                 | \$1,324.85         | 6,000       |
| WVNS-TV   | 15-Nov-13 | 59 News at 5:00 a.m. (Hilborn)                                     | \$2,100.15         | 3,000       |



|                           |           |   |                     |                |
|---------------------------|-----------|---|---------------------|----------------|
| WVNS-TV                   | 15-Nov-13 | 59 News at 5:00 a.m. (Corridor H)                     | \$2,020.70          | 3,000          |
| WOWK-TV                   | 15-Nov-13 | 13 News at 5:00 a.m.                                  | \$743.75            | 1,000          |
| WOAY-TV                   | 15-Nov-13 | NewsWatch 4 Early Edition (6:00 a.m.)                 | \$550.00            | 1,000          |
| WOAY-TV                   | 15-Nov-13 | NewsWatch at Noon                                     | \$1,265.70          | 4,000          |
| WBOY-TV                   | 15-Nov-13 | 12 News Today at 6:00 a.m.                            | \$5,150.95          | 11,000         |
| WBOY-TV                   | 15-Nov-13 | 12 News Today at 6:00 a.m.                            | \$7,884.90          | 11,000         |
| WVNS-TV                   | 15-Nov-13 | 59 News at 6:00 a.m.                                  | \$1,827.70          | 3,000          |
| WBOY-TV                   | 15-Nov-13 | 12 News Today at 12 Noon                              | \$2,956.20          | 10,000         |
| WVNS2-TV                  | 15-Nov-13 | Fox59 News at 6:00 a.m. (Hilborn)                     | \$20.00             | 1,000          |
| The State Journal         | 15-Nov-13 | "Investing in Transportation Could Help Grow Economy" | \$1,900.00          | 8,500          |
| Charleston Daily Mail     | 15-Nov-13 | "Infrastructure frustrates legislators"               | \$2,141.70          | 18,805         |
| Beckley Register          | 15-Nov-13 | "It is a crisis" (Editorial)                          | \$1,091.75          | 24,122         |
| WCHS-Radio                | 15-Nov-13 | "Charleston Hosts Transportation Conference"          | \$73.50             | 1,700          |
| Bluefield Daily Telegraph | 15-Nov-13 | "Lawmakers Push bill for infrastructure improvements" | \$1,232.50          | 15,575         |
| <b>TOTAL</b>              |           |   | <b>\$112,170.22</b> | <b>697,572</b> |

## FESTIVALL 2016 WSAZ Digital Display Added Value Summary

[www.wsaz.com](http://www.wsaz.com)

Report job ID 2318315791  
 Date/Time generated June 1, 2016 3:32:57 AM EDT  
 Date range May 15, 2016 - June 27, 2016

| Month and year | Line item   | Total impressions | Total clicks | Total CTR    | Total Value        |
|----------------|---|-------------------|--------------|--------------|--------------------|
| May-June 2016  | FestivALL 2016 - 728x90 - ROS - 05/16/16 - 06/27/16                                   | 120,412           | 63           | 0.05%        | \$ 1,416.65        |
| May-June 2016  | FestivALL 2016 - 300x250 - ROS - 05/16/16 - 06/27/16                                  | 120,773           | 96           | 0.08%        | \$ 1,420.89        |
| May-June 2016  | FestivALL 2016 - 320x50, 728x90, 480x32, 1024x90 - Mobile, iPad - 05/16/16 - 06/27/16 | 120,645           | 486          | 0.40%        | \$ 1,419.39        |
| May-June 2016  | FestivALL 2016 - Pencil - ROS - 05/16/16 - 06/27/16                                   | 119,846           | 167          | 0.14%        | \$ 1,409.99        |
| <b>Total</b>   |   | <b>481,676</b>    | <b>812</b>   | <b>0.17%</b> | <b>\$ 5,666.92</b> |

## FestivALL 2016 WSAZ Digital Video Pre-Roll Ad Summary

[www.wsaz.com](http://www.wsaz.com)

Report job ID 2074828115  
 Date/Time generated June 27, 2016 3:48:13 AM CDT  
 Date range June 10, 2016-June 26, 2016

| Month and year | Line item  | Total impressions | Total clicks | Total CTR    | Total Value        |
|----------------|--|-------------------|--------------|--------------|--------------------|
| May-June 2016  | FestivALL - Pre/Post-Roll - "2016 FestivALL" - 06/10/16 - 06/26/16 | 9,865             | 208          | 2.11%        | \$ 1,764.75        |
| <b>Total</b>   |  | <b>9,865</b>      | <b>208</b>   | <b>2.11%</b> | <b>\$ 1,764.75</b> |

**FestivALL 2016 WSAZ**  
**Television Added Value Summary**

| <b>Station</b> | <b># Promotional<br/>Ads</b> | <b>Total Added Value</b> |                  |
|----------------|------------------------------|--------------------------|------------------|
| WSAZ           | 63                           | \$                       | 10,922.00        |
| WQCW           | 206                          | \$                       | 5,288.34         |
| MyZ            | 339                          | \$                       | 6,780.00         |
|                | <b>608</b>                   | <b>\$</b>                | <b>22,990.34</b> |

**FESTIVAL 2016 WV Radio Corporation  
Added Value Report**

| <b>Date(s)</b>  | <b>Station(s)</b>   | <b>Description</b>  | <b>Total Value</b>  |
|-----------------|---|---|---------------------|
| June 16-June 27 | V100, 96.1 The Wolf, WCHS-AM, 98.7 The Beat,<br>107.3 Tailgate, WKAZ, ESPN Radio 1490 | :30 FestivALL Updates airing 3x per day on all 7 stations | \$ 29,236.03        |
| 16-Jun          | 96.1 The Wolf, 98.7 The Beat & 107.3 Tailgate   | Radio Remotes @ FestivALL Concert at Power Park           | \$ 2,058.88         |
| 18-Jun          | 96.1 The Wolf, 107.3 Tailgate & V100  | Radio Remotes & 96.1 The Wolf MC'd the Art Parade         | \$ 5,294.25         |
| 18-Jun          | V100  | Woofstock & Wieners Radio Remote                          | \$ 2,058.88         |
| 18-Jun          | 96.1 The Wolf   | Smoke on the Water Chili Cookoff Radio Remote             | \$ 2,058.88         |
| 23-Jun          | WKAZ  | The Mayor's Concert Radio Remote                          | \$ 941.20           |
| 24-Jun          | V100  | Blues, Brews & BBQ Radio Remote                           | \$ 2,058.88         |
| 25-Jun          | V100 & The Beat   | Radio Remotes @ Wine & Jazz                               | \$ 2,941.25         |
|                 |   |   | <b>\$ 46,648.23</b> |

**Festival Added Value  
Multi-Media Summary**

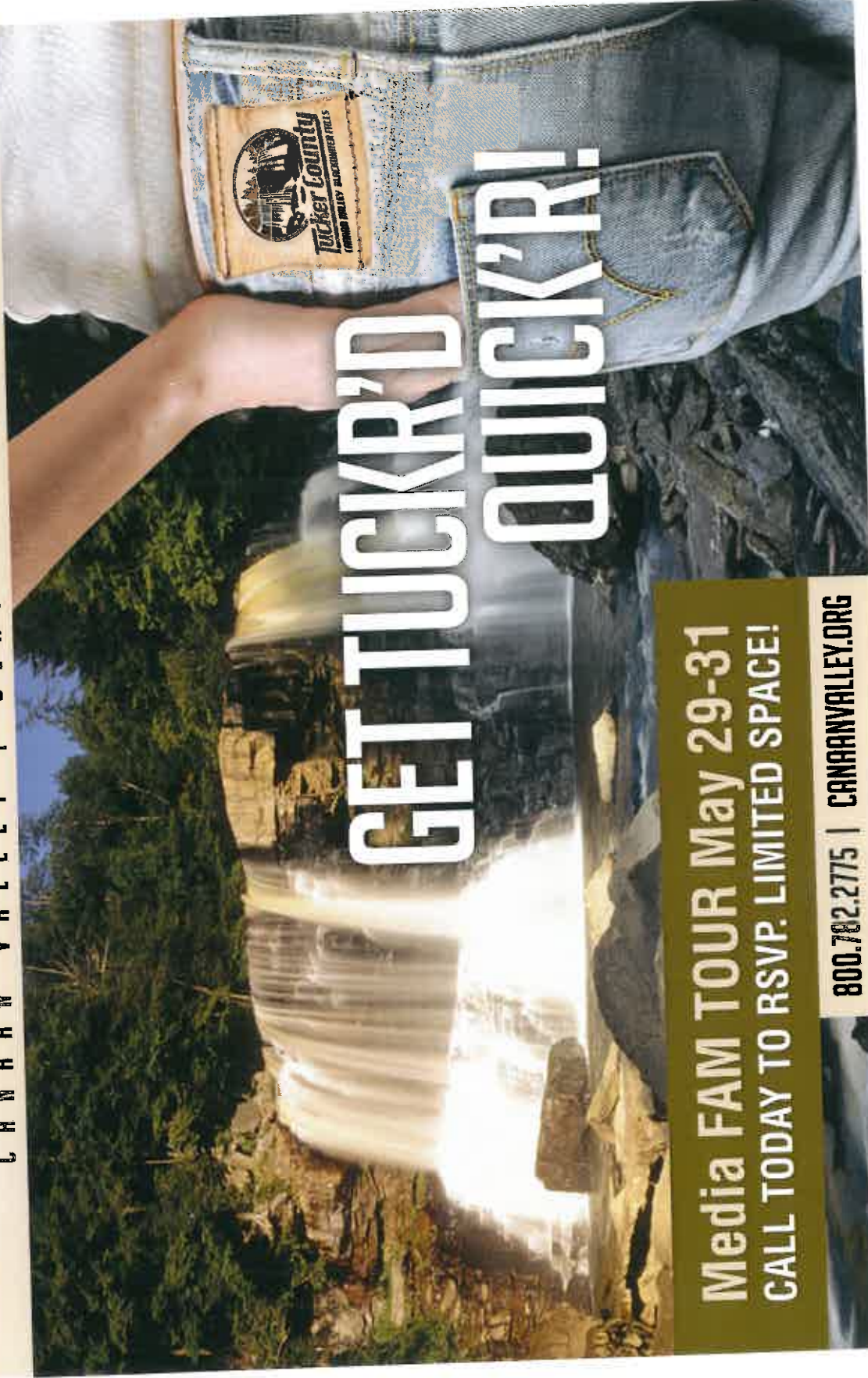
| <b>Vendor</b>         | <b>Total Spend</b>  | <b>Total Added Value</b> |
|-----------------------|---------------------|--------------------------|
| Charleston Newspapers | \$ 13,935.15        | \$ 19,906.82             |
| WSAZ, WQCW            | \$ 16,000.26        | \$ 30,422.01             |
| WV Radio              | \$ 14,001.72        | \$ 46,648.23             |
|                       | <b>\$ 43,937.13</b> | <b>\$ 96,977.05</b>      |

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**FESTIVALL 2016 Charleston Newspapers  
Added Value Report**

| <b>Date</b> | <b>Description</b>                   | <b>Value</b>        |
|-------------|--------------------------------------|---------------------|
| 15-May      | Discounted Rate & Free Color         | \$ 444.98           |
| 22-May      | Discounted Rate & Free Color         | \$ 444.98           |
| 26-May      | Full Page/Full Color-Preview Weekend | \$ 6,216.42         |
| 5-Jun       | Discounted Rate & Free Color         | \$ 444.98           |
| 9-Jun       | Discounted Rate & Free Color         | \$ 145.89           |
| 10-Jun      | Discounted Rate & Free Color         | \$ 145.89           |
| 11-Jun      | Discounted Rate & Free Color         | \$ 353.79           |
| 12-Jun      | Discounted Rate & Free Color         | \$ 444.98           |
| 12-Jun      | FestivALL Tab                        | \$ 9,882.60         |
| 16-Jun      | Discounted Rate & Free Color         | \$ 145.89           |
| 17-Jun      | Discounted Rate & Free Color         | \$ 145.89           |
| 18-Jun      | Discounted Rate & Free Color         | \$ 353.79           |
| 19-Jun      | Discounted Rate & Free Color         | \$ 444.98           |
| 23-Jun      | Discounted Rate & Free Color         | \$ 145.89           |
| 24-Jun      | Discounted Rate & Free Color         | \$ 145.89           |
|             |                                      | <b>\$ 19,906.82</b> |

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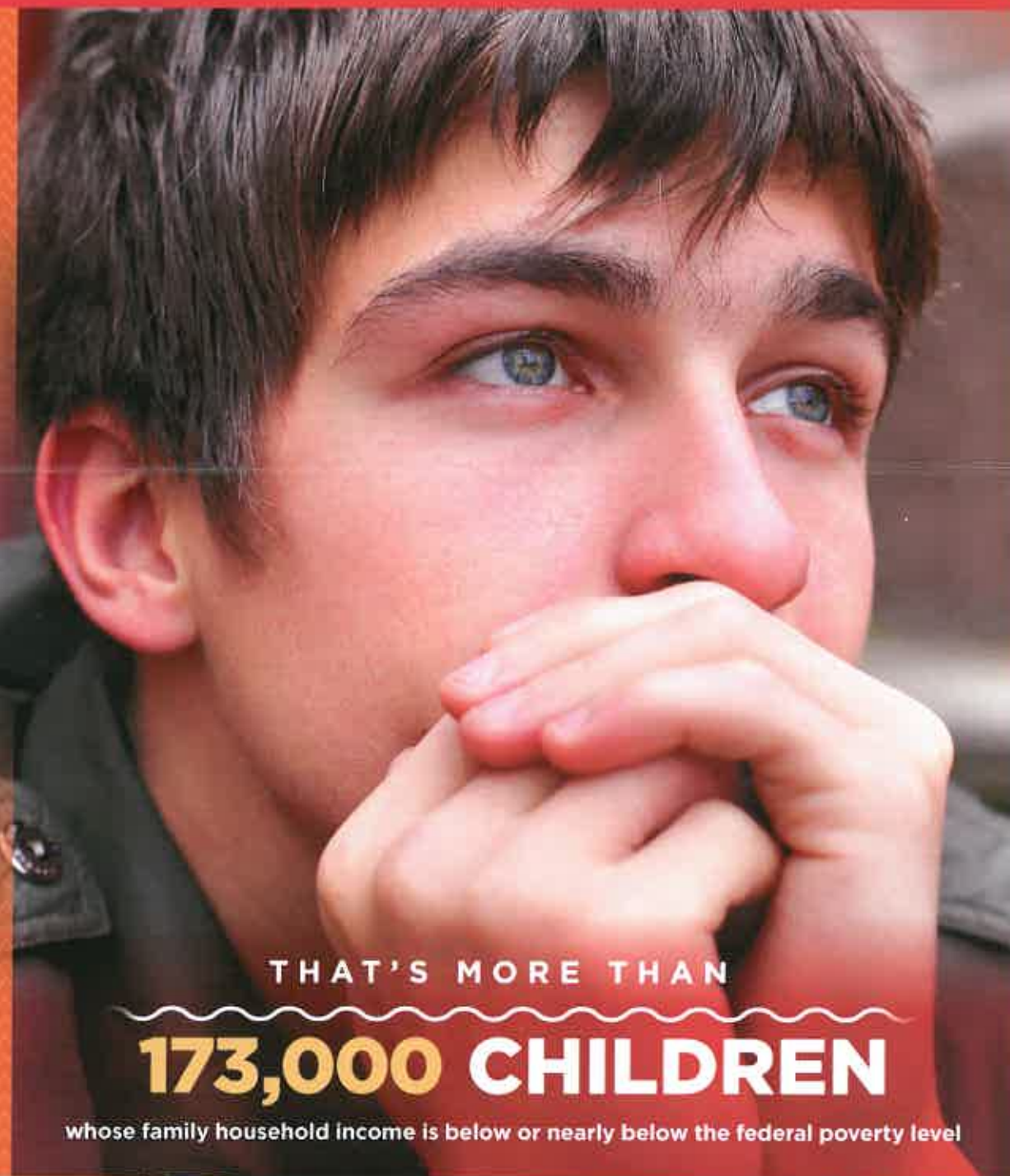
## DID YOU KNOW?

More than 1 in 4 West Virginia children live in a household that does not have sufficient access to food. 60% of West Virginia school-aged children qualify for free or reduced priced school meals. That's more than 173,000 children whose family household income is below or nearly below the federal poverty level. Sadly, the meals provided at school may be the only food many children have access to each day.

**1 in 4**  
WEST VIRGINIA CHILDREN  
live in a household that  
does not have sufficient access to  
**FOOD**



**60%**  
of West Virginia  
school-aged children  
qualify for free or reduced  
**PRICED MEALS**



THAT'S MORE THAN  
**173,000 CHILDREN**

whose family household income is below or nearly below the federal poverty level



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