



THE MANAHAN GROUP

Do Good Work. Make Money.  
Have Fun. Give Back.



**Department of Commerce**  
**CRFP 0327 COM2300000001**  
**Advertising Services**

April 18, 2023

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WV Purchasing Division

THE MANAHAN GROUP LLC

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4-18-23

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## Executive Summary

The Manahan Group LLC (doing business as The Manahan Group) is pleased to submit this response to the Centralized Request for Proposal for the Department of Commerce, Department of Tourism, and the other agencies listed in **Section 4.1.** of this Request for Proposal (CRFP).

The Manahan Group LLC (TMG)'s response will clearly show that it meets and exceeds the agency's requirements:

- The Manahan Group LLC is one of West Virginia's most experienced full-service advertising, marketing, and public relations firms, with its main office in downtown Charleston.
- Throughout our 20 years, we have worked with a diverse group of clients, many of which are businesses. More recently, TMG has worked with clients like Capitol Market, Hartford Funds – SMART529 Education Savings Solution, WV Lottery, and Cabin Creek Health Systems, to name a few.
- The Manahan Group LLC boasts a staff of 12 communications professionals: 10 full-time and two part-time.

In those areas we want to strengthen, we have sought out quality partners: Associated Systems Professionals LLC (backend programming and security) and Stadelman Consulting (qualitative research). These are not just partnerships developed for this CRFP response; we work with these partners on other current projects: Associated Systems Professionals LLC (WV Lottery) and Stadelman Consulting (Cabin Creek Health Systems and the WV Department of Health and Human Resources).

Over the past twenty (20) years, The Manahan Group LLC has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), American Advertising Federation (AAF-WV) and the national Telly Awards. In addition, PRSA-WV has recognized TMG with its "Best in West Virginia" award five times. We are members of both the Public Relations Society of America (PRSA) and the American Advertising Federation (AAF).

Our CEO, George Manahan, was recognized with the PRSA-WV's Lifetime Achievement Award and was recently inducted into the PRSA-WV Hall of Fame. Manahan has also been named to the 2016 State Journal's *Who's Who in West Virginia* and the 2018 West Virginia Executive's *Sharpshooter* class.

We are pleased to provide you with our credentials.

**4.1. Background and Current Operating Environment:** *The Department contains seven agencies: the West Virginia Division of Forestry, the West Virginia Geological and Economic Survey, the West Virginia Division of Labor, the West Virginia Office of Miners' Health, Safety & Training, the West Virginia Division of Natural Resources, and WorkForce West Virginia. The marketing efforts for these agencies are managed by the Department's Marketing and Communications unit, and that unit will be the exclusive conduit between the agencies and the Vendor. Vendor is also expected to provide Advertising Services to agencies outside of the Department if those agencies have opted to use the Department's Marketing and Communications unit and that unit has instructed the Vendor to perform Advertising Services for the outside agency. However, Advertising Services for the Department of Tourism, to the extent this contract covers such services, will be directed by the Department of Tourism.*

The Manahan Group LLC acknowledges the above information and can provide the requested services. The Department of Commerce appears to be similar to the West Virginia Department of Health and Human Resources, housing many agencies and programs under one roof. We have established a successful protocol with the Department of Health and Human Resources, and we can do the same with the Department of Commerce and the many Agencies under it.

**4.2 Project Goals and Mandatory Requirements:** *Vendor should describe its approach and methodology to providing the service or solving the problem described by meeting the goals/objectives identified below. Vendor's response should include any information about how the proposed approach is superior or inferior to other possible approaches.*

*Vendor's response should also include examples of creative proposals as examples of a bidders' ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under the RFP but will help to evaluate a vendor's proposal. By submitting samples of creative proposals as set forth in section four of this RFP, vendor acknowledges and agrees that any content, layouts, artwork, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of the Department.*

Please note that any material that The Manahan Group LLC (TMG) submits as part of this response which has been created for other clients is the sole property of those clients and not of the Department of Commerce or any of its partners.

#### On Target Strategic Planning Process

While each campaign is different, some jobs may only require one advertising element from your above list, while others may use all. Our answer to developing a strategy that will lead to a successful campaign is On Target.

On Target is superior to other approaches because the strategic planning process involves the client in developing an itemized marketing plan and budget and provides deadlines for each project. On Target is the basis for generating ideas that produce incredible campaigns and tremendous results. It is a six-step journey into a client's unique and specific marketing needs. The client is fully involved in the campaign development and participates in mapping a plan for success.

1. **Research** – TMG believes that every marketing effort needs research to succeed. Secondary research can aid in understanding the issue's current status and in gauging similar campaigns' success or failure. Primary research, including focus groups, surveys, and media analysis, can be the key to unlocking audiences' current attitudes and opinions and to testing various creative approaches.
2. **Strategic Planning** – TMG routinely conducts strategic planning sessions with clients, during which results are reviewed. 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 on the decisions in the strategic planning session. Campaign development may include creating creative materials, a public relations strategy, media planning, and paid advertisements. The work plan is a living document, meaning we can efficiently execute necessary changes during implementation. TMG will provide the Department of Commerce, Department of Tourism, or any other Agencies with a proposed work plan/cost estimate.
4. **Campaign Approval** – Steps 3 and 4 are interchangeable depending on the client and campaign. Some clients require a work plan/cost estimate before any work is performed, and some want to see work performed before approval. TMG will provide the Department of Commerce, Department of Tourism, or any other Agencies with a proposed work plan/cost estimate at its designated stage.
5. **Implementation** – TMG will execute all campaign elements according to the established budget and timeline.
6. **Measurement** – TMG is dedicated to producing measurable results for clients, which we may evaluate in a variety of ways. The method of measurement will be determined during the initial client meeting.

Each of the six steps involves an open discussion and information sharing. Depending on the client's needs, an On Target session can last a few hours or an entire day—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, The Manahan Group LLC 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 plan and develop a strategy for the scope of work outlined in this proposal.

Samples of creative proposals resulting from this strategic process can be found throughout Addendum C.

#### **4.2.1 – Goals and Objectives – General Advertising Services**

*(A). Vendor should describe how it will assist in the providing of Advertising Services (defined above) to the Department, the Department of Tourism, and other agencies utilizing the Department’s Marketing and Communications unit with specific information provided on Media Buying, Research, Website Development, Digital Marketing and Advertising, and Full Marketing Campaigns. More detail about the desired information can be found in Section 4.3.*

The Manahan Group LLC (TMG) meets, and often exceeds, the requirements stated above.

#### **Strategy and Marketing Development**

The Manahan Group LLC employs a six-step strategic planning process, On Target, and will utilize the technique during any new strategy development. (See **Section 4.2.** for additional information)

#### **Media Buying**

The Manahan Group LLC has the only in-house media buying department among West Virginia advertising agencies, with two full-time media buyers, Bethany West and Cathy Carnemolla. TMG places over \$4 million in media annually and utilizes the Strata Freewheel software suite for media buying, TapClicks, and Nielsen ratings. These subscriptions allow us to easily place targeted media and run detailed reports for all campaigns. (See **Section 4.3.1.2.** for additional information)

#### **Research**

The Manahan Group LLC conducts in-house quantitative research using tools such as SurveyMonkey, Mailchimp, etc. If and when a project calls for it, the agency will partner with Stadelman Consulting’s Kelly Stadelman to conduct large-scale surveys, focus groups, and other primary research that may be required. (See **Section 4.3.1.3.** for additional information)

#### **Website Development**

The Manahan Group LLC has at least five years of in-house experience with WordPress and Google Analytics. The agency designs, monitors, and optimizes websites for a

several clients in-house and for larger website projects, TMG will utilize partner Associated Systems Professionals LLC (ASP LLC). Three current ASP LLC staff have previous experience converting websites for the Department of Commerce. (See **Section 4.3.1.4.** for additional information)

#### Digital Marketing and Advertising

The Manahan Group LLC creates and places digital advertisements through our in-house media buying department. Recently our agency designed and placed digital ads for the WV Lottery, Think Kids, WV DHHR State Opioid Response, WV DHHR Women, Infants & Children, WV DHHR Childhood Lead Paint Prevention Program, WV DHHR Chronic Disease & Health Promotion, and many other clients. (See **Section 4.3.1.5.** for additional information)

#### Full Marketing Campaigns

The Manahan Group LLC develops full marketing campaigns regularly for several different clients. Most recently, we have conducted campaigns for the WV Lottery and WV DHHR State Opioid Response, which included research, TV, radio, digital ads, website content, and more. (See **Section 4.3.1.6.** for additional information)

To best serve client needs, the agency utilizes a host of software and programs to streamline processes and create cost efficiencies, including but not limited to:

- Adobe Acrobat
- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Media Encoder
- Adobe Photoshop
- Adobe Premiere Pro
- Choozle
- Constant Contact
- Critical Mention
- Google Meets
- Infusionsoft
- Instant customer
- Mailchimp
- Manychat
- Microsoft Access
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Teams
- Microsoft Word
- Ontraport
- Outlook
- Publisher
- QR Code Generator
- Sage Accounting
- Sniply
- Social Mention
- Social Report
- Spark AR
- Sprout Social
- Strata Freewheel Suite
- SurveyMonkey
- Teamwork
- Workamajig
- Zoom

**4.2.2. Mandatory Project Requirements** – *The following mandatory requirements relate to the goals and objectives and must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it will comply with the mandatory requirements and include any areas where its proposed solution exceeds the mandatory requirement. Failure to comply with mandatory requirements will lead to disqualification, but the approach/methodology that the vendor uses to comply, and areas where the mandatory requirements are exceeded, will be included in technical scores where appropriate. The mandatory project requirements are listed below.*

The Manahan Group LLC is excited to present its credentials to the Department of Commerce and its partner Agencies. We believe that we meet and exceed the requirements in every category. In addition, we have partnered with the best organizations and specialists in West Virginia on more complex campaigns, such as large website projects and research/focus groups/statewide surveys. While we honor client requirements for multiple bids, the process can lead to a decrease in quality. Therefore, we pride ourselves in aligning the Agency with high-quality subcontractors, which yields overall cost efficiencies for our clients.

**4.2.2.1.** *The Vendor must have the professional capability to develop and maintain successful marketing campaigns, including a minimum of at least one full-time employee to serve as an account representative, on call 24 hours a day, seven days a week with a response time to the Department of a maximum of four hours.*

The Manahan Group LLC has the professional capability to develop and maintain successful marketing campaigns, exceeding the minimum requirement of at least one full-time employee to serve as an account representative, on call 24-hours a day, seven days a week, with a response time to Agencies of a maximum of four hours.

**4.2.2.2.** *The Vendor must have a minimum of three years' experience in marketing and strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotion.*

The Manahan Group LLC exceeds the experience minimum required by this CRFP, having served various businesses and government agencies consistently over the past 20 years with projects including, but not limited to, marketing and strategic analysis, media planning, media placement, creative services, production, public relations, research analysis, and sales promotion.



**4.2.2.3. The Vendor must have experience related to business marketing.**

Over the past 20 years, The Manahan Group LLC (TMG) has worked with many clients; the business sector is no exception. TMG has worked and is working with clients such as:

- Capitol Market
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Hartford Funds – SMART529 Education Savings Solution
- WV Lottery
- Cabin Creek Health Systems
- Marshall Health

The Manahan Group LLC also played an integral role in creating Choose WV. The campaign concept started with George Manahan's Leadership WV project in 2018 and is currently being utilized by Marshall University President Brad Smith, WVU President Gordon Gee, Senate President Craig Blair, and other legislative leaders to promote West Virginia nationwide. The campaign includes events, a website, social media, and video.

Client: Choose West Virginia

Contact: Ann Ali, WV Legislature – Deputy Chief of Staff

Phone: 304-340-3323 Email: ann.ali@wvhouse.gov

Location: Statewide

Project Manager: George Manahan

Audio/Video Production Team: Mtn Craft

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

Choose West Virginia is a project of the Leadership West Virginia Class of 2018. The class, sponsored by the West Virginia Chamber of Commerce, brings together 55 of the state's top business executives for a year-long leadership class. The Manahan Group LLC's George Manahan was a member of the class and one of three members who drove the project.

Each year, the class is required to pick a class project; they developed the #ChooseWV video, social media campaign and website to share what is great about the state it loves. The Leadership WV class vision for the project: "a future in which West Virginia is an example of economic success, and where residents have hope and are proud of where they come from." The Manahan Group LLC created the design, coordinated the production of the #ChooseWV video (If you haven't seen the video, please do, it won three Silver Telly Awards), built the website, and coordinated the social media launch.

The website is being used by West Virginia legislative leaders, West Virginia University President E. Gordon Gee and Marshall University President Brad Smith, to promote the Mountain State nationwide.

Campaign creative can be found in Addendum C Pages 2-4.

**4.2.2.4.** *The Vendor must have provided marketing and/or promotional services substantially similar to the Advertising Services as described in this RFP with an annual budget of \$1 million or more for at least one client. Vendor should provide a list of clients for whom the Vendor has provided Advertising Services with a budget exceeding \$1 million.*

Over the past two years, The Manahan Group LLC has provided Advertising Services to three clients exceeding budgets of \$1 million:

- WV Lottery
- WV Department of Health and Human Resources – State Opioid Response
- WV Department of Health and Human Resources – Women, Infants & Children

**4.2.2.5.** *The Vendor must have the ability to maintain existing websites and create new websites, as needed. The website's security and performance standards must equal or exceed those of the current sites and must meet performance and security standards established by the state's Office of Technology. Website development, design, upgrades, hosting, and maintenance may be subcontracted to a qualified firm upon approval from Agencies, if said requested services are not available in-house.*

While The Manahan Group LLC (TMG) handles several website projects in-house, the agency also has an ongoing partnership with Associated Systems Professionals LLC (ASP LLC) for larger projects. ASP LLC partners with TMG to manage backend programming and security of the WV Lottery website; we are excited to include them as our partner for the Department of Commerce RFP response as we have a seamless working process with them. The Manahan Group LLC has the capabilities to develop, design, and maintain websites internally. This partnership exceeds standards set by state's Office of Technology.

**4.2.2.6.** *The Vendor must comply with a time schedule satisfactory to Agencies in which the Advertising Services occur. Total expenditures for Advertising Services performed under the terms of this Contract shall not exceed the amount set by Agencies unless such change is mutually agreed upon by the Vendor and Agencies.*

The Manahan Group LLC (TMG) can comply with a time schedule satisfactory to Agencies. TMG's process can change to meet the client's needs; however, here is a process we have successfully used with the WV Department of Health and Human Resources:

- The Account Manager (AM) acts as the client's advocate within the agency. When a project is identified, the AM meets with the client to ascertain the scope of the campaign. In more extensive campaigns, the AM and the client may decide to hold an On Target Strategy Session. (See **Section 4.2.** for more detail of On Target)
- If the job is a stand-alone task and does not require an On Target information gathering (such as a brochure, PowerPoint, or banner), the AM will gather the information necessary to develop a work plan/cost estimate.
- The AM will utilize the agency's team to develop a work plan/cost estimate.
- TMG will submit a work plan/cost estimate to the client. No work will be performed, and the Agency will only be charged for services once the client approves the work plan/cost estimate.
- Once the work plan/cost estimate is approved, The Manahan Group LLC will move to campaign development.
- Campaign development can include a designer, the Account Manager, or the entire agency team, including a full-blown media buy, digital ads, and more.
- Once a draft of the work has been completed, the AM and other team members will present it to the Agency.
- Once the draft is approved, the agency's team will implement the plan as directed in the work plan/cost estimate.

The Manahan Group LLC regularly works with other state agencies and understands the importance of putting together a work plan/cost estimate and gaining approval before any work is undertaken.

**4.2.2.7.** *The Vendor must have the capability to perform advertising services outside of the United States either in-house or through subcontractors. If Agencies desire Advertising Services outside of the United States, the Vendor shall act in good faith with Agencies to establish an acceptable rate schedule. Any rates established for advertising outside the United States must be processed as a change order to this Contract prior to beginning performance.*

The Manahan Group LLC (TMG) has the capability to perform Advertising Services outside of the United States either in-house or through subcontractors. If Agencies desire Advertising Services outside of the United States, TMG will act in good faith with Agencies to establish an acceptable rate schedule. Any rates established for advertising outside of the United States will be processed as a change order to this Contract prior to beginning performance.

**4.2.2.8.** *All content, including but not limited to, layouts, sketches, artwork, photos, videos, branding materials, and any other creative or marketable deliverable used in the advertisements or other materials developed or placed by the Vendor under the term of this CRFP shall become the exclusive property of Department or the respective Agencies.*

The Manahan Group LLC (TMG) agrees that all content, layouts, sketches, artwork, and copies, including but not limited to advertising copy, film, typesetting, photocopies, storyboards, and computer data storage devices used in advertisements or other materials developed or placed by TMG for Agencies during the term of this CRFP, shall become the exclusive property of the Department or the respective Agencies.

West Virginia: Make it [here](#)

**The Facts:** According to the West Virginia Office of Economic Development, the state's location, only a day's drive to 50 percent of the nation's population, makes West Virginia a perfect location for business and manufacturing facilities. This state has one of the country's lowest costs for doing business. West Virginia has some of the best outdoor recreational places in the United States.

Great Location. Growing Business Confidence. Low Business Cost. Top Outdoor Recreation.

**The Campaign:** To highlight these attributes and others, The Manahan Group LLC proposes a new Department of Commerce campaign. Which takes into consideration West Virginia Forward and its mission to bring together the state's two largest

universities and the Department of Commerce to identify short-term, larger-scale projects that will boost West Virginia's economic development efforts.

From the 2018 opening of Proctor & Gamble's facility in West Virginia's eastern panhandle to the recent announcements from Nucor, Form Energy, and UNDBIO, the state is riding a wave of success in the business sector.

That is exactly the decision made by Mateo Jaramillo, the co-founder of Form Energy. His decision to build a battery manufacturing facility in Weirton will transform that community as well as the surrounding area. No doubt he will "Make it here."

**The Endorsement:** We see a CEO-to-CEO component where CEOs of businesses already "making it here" reach out to other business' CEOs looking to expand or grow their company and share their experience managing businesses in the Mountain State.

Imagine if Leon Topalian, CEO of Nucor, picked up the phone to call another business considering West Virginia. He tells them about his West Virginia experiences over the past two-to-three years constructing a sheet mill that will employ 2,000 construction workers and 800 people full-time. We envision a CEO roundtable where top CEOs of businesses, like David Rosier of Toyota WV, meet periodically to discuss ways to attract other businesses to the West Virginia "team."

Given the state's significant changes in its tax structure and other business-friendly moves by the legislature and Governor, there is significant reason to recommend West Virginia.

**Campaign Rationale:** And, with slight changes, the "Make it here" campaign can be customized for use by other Commerce Department divisions:

"Grow it here"  
"Create it here"  
"Enjoy it here"

"Build it here"  
"Learn it here"  
"Experience it here"

When West Virginians travel to other states for business or vacation, a sentiment that is often expressed after returning home is, "I loved my time away, but I sure missed the mountains and the people of West Virginia."

While creating a design for the "Make it here" campaign, we wanted to showcase those strengths of the Mountain State: the majestic photography of landscapes and farms plus the creative talent of those who live here. Make it. Grow it. Create it.

To truly connect the photography with the messaging, we utilized a design trend called "type sandwiching," which creates duplicate layers of a photo in Photoshop. It quickly

removes the background from one layer allowing type to be placed between the layers in InDesign. Ultimately, this creates a design concept allowing the type to sit amongst the objects in the photo – observing the characteristics of both images simultaneously in one single product.

We believe this design concept brings together the typography and geography – or in the case of the “create” message, the observer becomes immersed in the large canvas of artwork, but also feels connected to the artist and the message.

Finally, our color inspiration of orange and bright blue derives from a trend taking shape as more designers are experimenting with intense colors that can blur the lines of reality to spark imagination. Cool colors like blue are associated with stability and reliability, making it a popular choice for designers and entrepreneurs.

Imagine the possibilities of manufacturing or food industry in West Virginia, or imagine West Virginia being the heart of small businesses.

While the “Make it here” campaign would target large CEOs and site planners, making a clear statement that businesses can make and distribute their products successfully in West Virginia, the campaign offshoots would focus on smaller businesses and individuals with customized branding for other Commerce divisions.

For example, “Grow it here” could refer to farming and West Virginia’s sustainable food industry. West Virginia’s arts community, the heart of small businesses statewide, could be under the moniker “Create it here” These are straightforward statements that have a built in call-to-action. There are unlimited possibilities.

The West Virginia Legislature, West Virginia University, and Marshall University are utilizing a campaign developed by Leadership West Virginia and The Manahan Group to promote the state as a great place to live and work. The Manahan Group coordinated several aspects of the Choose West Virginia campaign:

- Campaign brand
- Website
- Promotional video
- Facebook page

A case study for Choose West Virginia can be found in 4.2.2.3. and creative samples can be found in Addendum C Pages 2-4. Spec creative for the “Make it here” campaign can be viewed on the following pages.



# WEST VIRGINIA



## Make it here




- GREAT LOCATION
- GROWING BUSINESS CONFIDENCE
- LOW BUSINESS COST
- TOP OUTDOOR RECREATION

● TOYOTA PLANT IN BUFFALO




Print





# WEST VIRGINIA


## Grow it here



- GREAT LOCATION FOR FARMING
- SUSTAINABLE FOOD INDUSTRY
- RURAL FOCUS ON GROWING HEALTHY FOODS


● GREENHOUSE IN LOGAN COUNTY

Print



# WEST VIRGINIA

## Create **it here**



- HEART OF SMALL BUSINESSES
- BRINGING TOGETHER COMMUNITIES
- ENCOURAGING IMAGINATION GROWTH

● ART DISTRICT IN TUCKER COUNTY

Print





Social



Social



Social





Digital



Digital



**Spec Creative**  
**Make it here.**



**4.2.2.9.** *The Vendor may incorporate intellectual property currently owned and/or maintained by the Department or Agencies, including but not limited to, any previous marketing or promotional campaign, audio, video, still images, or any other materials developed by Agencies to promote and market the state of West Virginia ("Agencies IP"). However, the Vendor shall obtain written permission from Agencies prior to using Agencies IP. At the termination of this contract, the Vendor shall return such Agencies IP to Agencies without demand.*

The Manahan Group LLC (TMG) will obtain written permission from Agencies prior to using "Agencies IP." Agencies IP may include but is not limited to, any previous marketing or promotional campaign, audio, video, still images, or any other materials developed by Agencies to promote and market the state of West Virginia ("Agencies IP"). At the termination of this contract, TMG will return such Agencies IP to Agencies without demand.

**4.2.2.10.** *The Vendor shall process all payments to perform the Advertising Services described in this CRFP. The Vendor shall maintain appropriate accounting and record keeping activities to document and substantiate all media placed under this CRFP. The Vendor shall submit to Agencies invoices accompanied by proof of payment, screenshot and/or tear sheets. Tear sheets shall be signed certifying the run dates, publication, and site of the ad.*

The Manahan Group LLC (TMG) will process all payments necessary to perform the Advertising Services described in this CRFP. TMG will maintain appropriate accounting and record keeping activities to document and substantiate all media placed under this CRFP. TMG regularly audits paid media campaigns to ensure the ads ran as promised. TMG will submit to Agencies invoices accompanied by proof of payment, screenshot and/or tear sheets. Tear sheets can be signed, certifying the run dates, publication, and site of the ad at any time upon request.

**4.2.2.11.** *During the term of this Contract, the Department, the Department of Tourism, and other agencies may enter into additional contracts for Advertising Services or perform Advertising Services in-house with state employees or through the Department's Marketing and Communications unit, independent of the Advertising Services described in this Contract.*

During the term of this contract, The Manahan Group LLC will allow the Department of Commerce, Tourism, and other agencies to perform Advertising Services in-house with state employees or through the Department of Commerce's Marketing and Communications unit independent of the Advertising Services described in this

Contract. TMG understands that the Department of Tourism may also continue using its existing Advertising Services Contract.

**4.2.2.12.** *At the request of the Department or other agency, the Vendor will travel to and from the Agency offices, and travel-related expenses incurred, are the responsibility of the Vendor and not reimbursable.*

At the request of the Agencies, The Manahan Group LLC (TMG) will travel to and from the Agencies' offices and understands that all travel-related expenses incurred are the responsibility of TMG and are not reimbursable.

**4.2.2.13.** *Prior to commencement of work on any project, the Vendor will provide the Department or Agency with a cost estimate to include personnel hours and costs, outsourced services, materials, and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in the cost proposal.*

Prior to the commencement of work on any project, The Manahan Group LLC will always provide the Agencies with a work plan/cost estimate to include personnel hours and costs, outsourced services, materials, and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in the cost proposal.

Please see **Section 4.2.2.6.** for more details.

**4.2.2.14.** *Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to affect an orderly and efficient transition of all Department or Agency assets, to include but is not limited to: equipment, materials, data, video, photos, etc. owned by the Agency to a successor, successor being either the Agency or another Vendor.*

Upon the contract expiration, The Manahan Group LLC will exercise its best efforts and cooperation to affect an orderly and efficient transition of all Agency assets, including but not limited to equipment, materials, data, video, photos, etc., owned by the Agencies to a successor, successor being either Agencies or another Vendor.

**4.2.2.15.** *The Vendor will be permitted, upon request of Agencies to make subcontract(s) with other entities for furnishing any of the Advertising Services (as hereinbefore defined) for the Agencies. Agencies may request that Vendor subcontract for Advertising Services if Vendor is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion (and even if Vendor can provide the Advertising Services in question) that subcontracting is in the best interest of the State. Vendor's fee for providing such assistance shall not exceed 3% of the subcontracted price. All subcontracting must be approved by Agencies in advance.*

The Manahan Group LLC (TMG) understands that it will be permitted, upon request of Agencies, to make subcontract(s) with other entities for furnishing any of the Advertising Services (as hereinbefore defined) for the Agencies. Agencies may request that TMG subcontract for Advertising Services in the event that TMG is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion (and even if Vendor can provide the Advertising Services in question), that subcontracting is in the best interest of the State. TMG's fee for providing such assistance shall not exceed 3% of the subcontracted price. TMG also acknowledges that all subcontracting must be approved by the requesting agency in advance.

**4.2.2.16.** *Vendor's media buy markup fee must not exceed 3% of the price paid for the media buy.*

The Manahan Group LLC's media buy markup fee will not exceed 3% of the price paid for the media buy.

**4.3. Qualifications and Experience:** *Vendor should provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP. Information and documentation should include, but is not limited to, copies of any staff certifications or degrees applicable to this project, proposed staffing plans, descriptions of past projects completed (descriptions should include the location of the project, project manager name and contact information, type of project, and what the project goals and objectives where and how they were met.), references for prior projects, and any other information that vendor deems relevant to the items identified as desirable or mandatory below.*

In addition to the Qualifications and Experience detailed in Sections 4.3.1. through 4.3.1.6., The Manahan Group LLC can and will provide information and documentation regarding its qualifications and experience in providing services or solving problems similar to those requested in this RFP.

**4.3.1. Qualification and Experience Information:** *Vendor should describe in its proposal how it meets the desirable qualification and experience requirements listed below.*

**4.3.1.1. Professional Experience and Financial Stability:**

**(A). Financial Stability**

- (i) Vendor should have the ability to pledge and place commitments of advertising media under this Contract, up to as much as \$1.5 million at any one time prior to reimbursement. Vendor should describe its current financial status and ability to comply with this desirable item in its response. Agencies reserve the right to review Vendor's audited financial statements for the past three (3) years and to cancel this Contract should Agencies deem, in its sole discretion, that the Vendor's financial stability is in question.*

The Manahan Group LLC (TMG) is one of West Virginia's most experienced full-service advertising, marketing, public relations, and digital firms whose main office is based in downtown Charleston. The company is a Limited Liability Corporation (LLC) and has been in business for 20 years under the ownership of George Manahan.

The Manahan Group LLC's accounting firm is Woomer, Nistendirk & Associates, PLLC, in Charleston, WV. Steve Woomer is the company's accountant.

Our agency handles multiple accounts that exceed \$1.5 million annually. We do this by accessing our lines of credit through Huntington Banks, American Express, and cash on hand. We have the capacity to increase our line of credit to meet the needs of our clients. Mr. Manahan owns 222 Capitol Street, a five-story building valued at \$2 million. This asset allows him to leverage TMG accounts payable.

TMG's current accounts in-excess of \$1.5 million annually are:

- WV Lottery
- WV Department of Health and Human Resources
  - State Opioid Response
  - Women, Infants & Children

Financial statements are available upon request.

- (ii) *Vendor should provide a list of annual gross billings for the last two years, a list of accounts gained and lost in the last 12 months with a description of why accounts were lost.*

The Manahan Group LLC's Annual Gross Billings for the calendar years indicated below:

2021 - \$7,718,168.18

2022 - \$6,832,463.49

The Manahan Group LLC has gained and lost the following accounts in the past 12 months:

Accounts Gained

- Cabin Creek Health Systems
- Think Kids
- Marshall Health

Accounts Lost

- Hartford Funds – SMART529 Education Savings Solution – Change in State Treasurer at the West Virginia Treasurer's Office.
- Kanawha County Public Library – Library opened to rave reviews.



**(iii) Vendor Database Experience**

The Manahan Group LLC has considerable experience with different databases. Although not limited to, we have provided a list of some of those databases:

- Adobe Media Encoder
- Choozle
- Constant Contact
- Critical Mention
- Mailchimp
- Microsoft Access
- Microsoft Excel
- Sage Accounting
- Sprout Social
- Strata Freewheel Suite
- Workamajig

**(B). Professional Experience**

- (i) Vendor should provide a company description, history and experience related to Advertising Services for the past five years, an organizational chart, listing names, titles and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this Contract.*

As one of West Virginia's most experienced full-service advertising, marketing, public relations, and digital firms, The Manahan Group LLC far exceeds the five-year minimum requirement for experience handling similar accounts outlined in this CRFP. The agency is a Limited Liability Corporation (LLC) and has been in business for 20 years.

The agency got its start in a garage apartment in Charleston in 1993. At the time, it was called Manahan & Company. After five years of growth, George Manahan merged his company with The MBC Group with offices in Wheeling, WV and St. Louis, MO. In 2003, George purchased the Charleston office of The MBC Group to create The Manahan Group LLC (TMG).

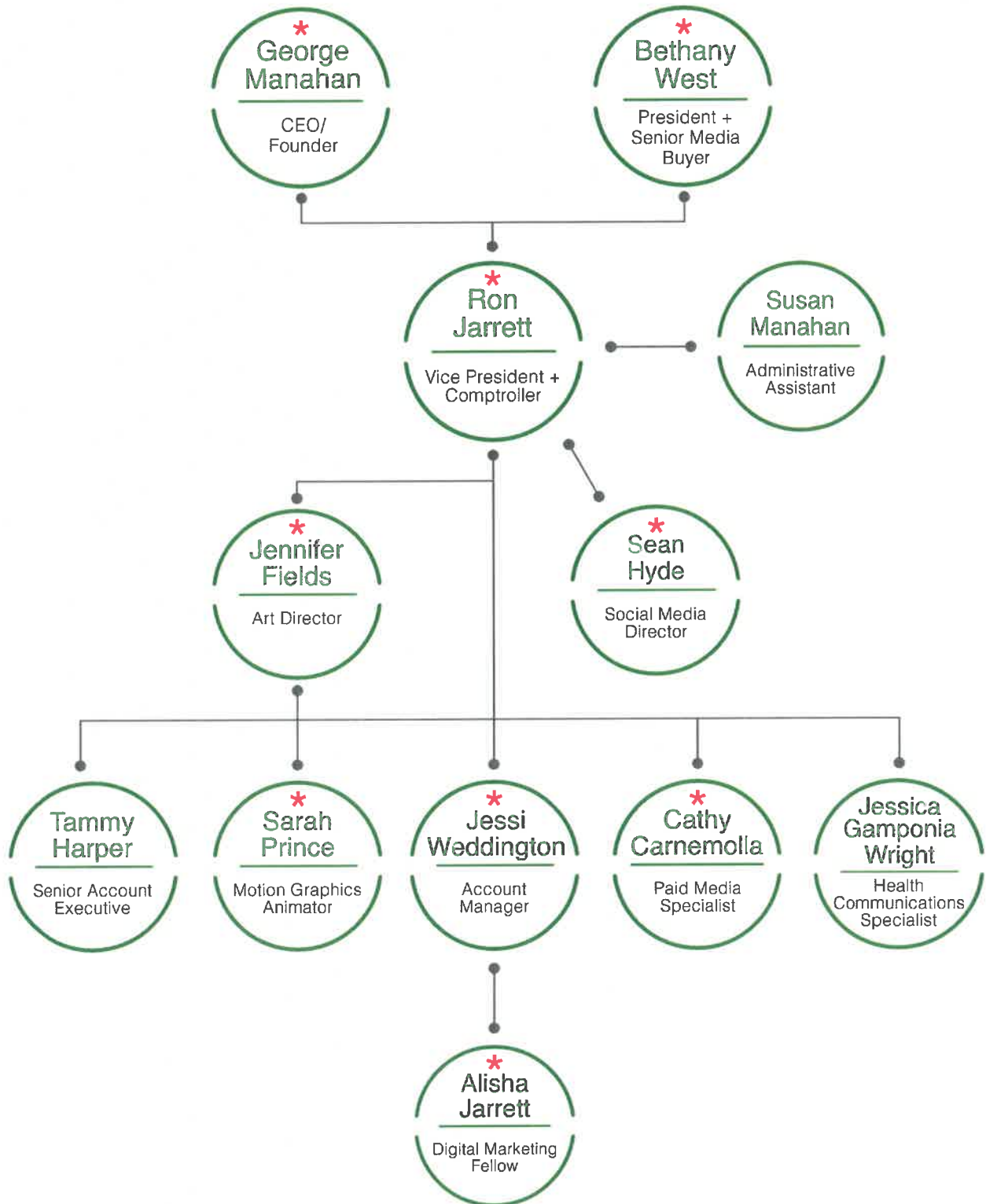
The agency has been honored as an industry leader by the West Virginia Chapter of the Public Relations Society of America (PRSA-WV), the American Advertising Federation – West Virginia (AAF-WV), and the national ADDY Awards.

The Manahan Group LLC is a member of the Public Relations Society of America and its local West Virginia chapter (George Manahan), the American Marketing Association (Bethany West), and the American Advertising Federation (Bethany West). Over the past five years, TMG has celebrated successes across multiple clients, including reaching and maintaining an over 90% seatbelt-wearing rate for the WV Division of Motor Vehicles, a 23% year-over-year sales increase for the WV Lottery, a 116%



**growth in assets in 2020 for the WVABLE Program, and reaching an average of 4,000 West Virginia families each year for the successful “When I Grow Up” campaign for West Virginia’s SMART529 Education Savings Solution.**

# Organizational Chart



The Manahan Group LLC boasts a staff of 10 full-time and two part-time communications professionals.  
Potential TMG hires: Account Assistant, Digital Marketing Coordinator and Designer.

\* Denotes the staff who will work on the Department of Commerce account.



- (ii) Vendor should discuss staffing levels it can devote to this Contract and whether Vendor intends to hire additional staff to meet its contractual obligations.*

If The Manahan Group LLC is awarded the Department of Commerce's account, Jessi Weddington, a current full-time employee, would serve as the lead account manager. However, depending on the work requested, a second full-time account manager may be added to assist with this contract.

**Jessi Weddington, Account Manager**

Jessi joined The Manahan Group LLC in early 2021 as an Account Coordinator from a project management position at OWS Acquisition Co. She has over twelve (12) years of professional marketing experience across various industries: health, entertainment, travel, and education. Jessi brings her strong organizational and project management skills to the advertising world. She has a well-rounded background, ranging from student public relations campaigns to international work experience in Australia, and exposure to a wide range of marketing activities. Jessi has a bachelor's degree in business administration with a minor in economics and a master's degree in journalism with a public relations concentration from Marshall University.

Depending on the client's needs, we anticipate these employees will also be working on the Department of Commerce account:

**George Manahan, Founder + CEO**

As founder and CEO, George brings tremendous advertising, public relations, and grassroots experience to the team. George's work in advertising and PR agency management, combined with former jobs in journalism and as press secretary to Governor Caperton, led him to establish The Manahan Group LLC.

George has been in advertising, public relations, and media for over 40 years. He was the fourth person in the 30 year history of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) to receive the group's Lifetime Achievement Award. In addition, George was recently inducted into the PRSA-WV Hall of Fame. He was named PR Practitioner of the Year in 2010 and received the Silver Medal Award from the American Advertising Federation 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.

**Bethany West, President + Senior Media Buyer**

Bethany's work planning and purchasing media has touched millions in international and regional markets. 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 the WV Department of Health & Human Resources, WV Department of Highways, WV Division of Motor Vehicles, Hartford Funds – SMART529 Education Savings Solution, and the West Virginia State Treasurer's Office.

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 over 20 years. In addition to her work for TMG, she served as Executive Director of the American Advertising Federation – West Virginia (AAF-WV) until June 2020.

**Ron Jarrett, Vice President + Comptroller**

Ron has over a decade of experience working on the business side of advertising. His experience in accounting and business management helps him to ensure that all the agency's work is completed within budget. Ron has a Bachelor of Science degree in business administration from West Virginia University.

**Jennifer Fields, Art Director**

A writer and graphic designer, Jennifer has nearly 18 years of experience in the communications field. She brings her skills as a former newspaper copy editor and healthcare marketer to assist with print and digital design work. She is skilled in conceptualizing and preparing work while meeting tight deadlines. A print journalism major, she has scripted and designed campaigns for the WV Lottery and WV Department of Health and Human Resources, including Women, Infants & Children and State Opioid Response. Jennifer has a bachelor's degree in communications from Morehead State University.

**Sarah Prince, Motion Graphics Animator**

Sarah is a talented graphic designer and animator. She has a passion for animation and likes creating 2-D animation and video content. Sarah enjoys the process of producing animations and possesses the patience and ability to develop and bring movement to a static design. Sarah has a bachelor's degree in digital arts from Bowling Green State University and a master's degree in motion media and design from Savannah College of Art & Design.

**Cathy Carnemolla, Paid Media Specialist**

Cathy brings a wealth of media experience to the agency with a background that includes previous roles in both media buying and media sales. Her vast experience as both a buyer and a salesperson have allowed her to develop seasoned negotiating skills. In addition, Cathy ensures that all media buys run as intended by reconciling invoices to match line by line with every order.

She holds a Bachelor of Science in communications from West Virginia State University. Cathy currently plans, places, and reconciles media placements for the WV DHHR Women, Infants & Children (WIC) Program, WV DHHR State Opioid Response (SOR) Program, and the WV Lottery.

**Alisha Jarrett, Digital Marketing Fellow**

Alisha joined The Manahan Group LLC earlier this year as she works to complete her MA in media studies at West Virginia State University. In addition, she holds a bachelor's degree in communications with an emphasis in public relations from West Virginia State University. In previous roles, Alisha has developed public relations campaigns for the Sissonville Volunteer Fire Department, created newsletter and social media content for various local non-profits, and worked as a writer and editor for the West Virginia State University Extension Service.

She is currently assisting in creating social media content for the Connecting Kids to Coverage WV campaign as well as assisting in the development and execution of focus group projects for Cabin Creek Health Systems and the WV Department of Health and Human Resources (DHHR).

**Sean Hyde, Social Media Director**

Regarded as one of the state's premiere digital marketing experts, Sean Hyde is an expert in his field. He helps clients work through innovative digital marketing solutions such as digital media buying and ad campaign management, social media strategy and management, branding, website development, search engine optimization, and more. In addition to in depth experience running campaigns for local, national and international organizations, he has presented at professional marketing events, industry events, universities, and online summits. Sean also holds the following certifications and designations: certified digital marketing professional, certified commerce marketing specialist, certified search marketing specialist, certified data & analytics specialist, certified email marketing specialist, certified social & community manager, certified optimization & testing specialist, certified customer acquisition specialist, certified customer value optimization specialist, and certified content marketing specialist.



**Susan Manahan, Administrative Assistant**

Susan has been with The Manahan Group LLC for 12 years. She provides assistance in many areas, including billing, media buying, and direct mail. Previously, Susan worked with the West Virginia Legislature, serving in the House Finance Committee and Legislative Services for over a decade. She has also worked in the Secretary of State's Office.

If The Manahan Group LLC is awarded the Department of Commerce contract, we anticipate potentially hiring three new positions: an account assistant (to support Account Manager Jessi Weddington), a digital marketing coordinator, and a designer. However, the decisions to hire new employees will be based on the volume of work and services required.

Other members of The Manahan Group LLC staff that we do not anticipate working on the contract if awarded to TMG:

**Tammy Harper, Senior Account Executive**

Tammy is a senior account manager at The Manahan Group LLC with over 20 years of experience in advertising and public relations, 13 of which have been with our agency. She has an enthusiastic approach, possesses strong organizational and project management skills, and is adept in marketing strategy and media relations. She is a past president of the West Virginia Chapter of the Public Relations Society of America (PRSA-WV) and served as the Events Volunteer for The Humane Society of the United States.

**Jessica Gamponia Wright RN, MPH, Health Communications Specialist**

Jessica recently joined The Manahan Group LLC to assist on all public health projects for the agency. Jessica has been working in the public health field for over 28 years. Formerly serving as the interim co-director for the Office of Community Health Systems and Health Promotion since the beginning of 2021, Jessica was the director for the Division of Health Promotion and Chronic Disease for 12 years at the WV Bureau for Public Health. She previously led the Health Equity Action Team, which drives efforts to change how WV addresses the social determinants of health. In addition, she has facilitated the implementation of several synergistic projects that utilize different perspectives and categorical funding sources to better meet the needs of state residents.

The Manahan Group LLC provides clients with a comprehensive array of services that include:

- Account management
- Advertising
- Art direction and graphic design
- Brand development and execution
- Coalition development
- Copywriting and copyediting
- Corporate identity
- Crisis communications
- Digital campaign management
- Digital content strategy
- Event planning
- Illustration Interactive, app and web design
- Issues management
- Market research
- Media analysis, measurement, and evaluation
- Media planning, buying, and management
- Media relations
- Out-of-home advertising
- Production management
- Public relations
- Radio, television, and print coordination
- Research
- Social media content development and execution
- Speech writing
- Spokesperson training
- Strategic counsel, planning, and concept development
- Video editing
- Website design
- Website development
- Website monitoring
- Website optimization

The Manahan Group LLC team will perform most of the services provided under this proposal; however, depending on the scope of each project, we routinely use subcontractors for the following services:

- Large website backend programming

- Photography
- Printing services
- Qualitative research
- Specialty items
- Television and radio production
- Video animation

*(iii) Vendor should provide a list of memberships in any local, national, or international advertising, marketing, or public relations associations.*

The Manahan Group LLC is a member of the Public Relations Society of America and its local West Virginia Chapter, the American Advertising Federation (no local chapter anymore), and the American Marketing Association.

Jessi Weddington has the following certifications:

- Advanced Google Analytics Certification
- Certified Digital Marketing Associate – in process, expected completion September 2023
- Certified Digital Marketing Professional – in process, expected completion September 2023

Cathy Carnemolla has the following media certifications:

- Strata Freewheel Media Fundamentals
- Strata Freewheel Spot Planner and Buyer
- Strata Freewheel Spot Finance Manager
- Strata Freewheel Digital Buyer
- Strata Freewheel Digital Finance Manager
- Strata Freewheel Outdoor Planner and Buyer
- Strata Freewheel Outdoor Finance Manager
- Strata Freewheel Print Planner and Buyer
- Strata Freewheel Print Finance Manager

Sean Hyde has the following (social) media certifications:

- Certified digital marketing professional
- Certified commerce marketing specialist
- Certified search marketing specialist
- Certified data & analytics specialist

- Certified email marketing specialist
- Certified social & community manager
- Certified optimization & testing specialist
- Certified customer acquisition specialist
- Certified customer value optimization specialist
- Certified content marketing specialist

Bethany West has the following media certifications:

- HubSpot Digital Marketing
- HubSpot SEO
- Strata Freewheel Media Fundamentals
- Strata Freewheel Spot Planner and Buyer
- Strata Freewheel Spot Finance Manager
- Strata Freewheel Digital Buyer
- Strata Freewheel Digital Finance Manager
- Strata Freewheel Outdoor Finance Manager
- Strata Freewheel Print Planner and Buyer
- Strata Freewheel Print Finance Manager
- American Marketing Association Membership

George Manahan

- Public Relations Society of America Membership

*(iv) Vendor should provide contact names, telephone, and e-mail addresses of two additional clients, who may be contacted by the Department as references, for which similar Services have been provided as referenced in this CRFP.*

The Manahan Group LLC is pleased to provide you with the names of two clients who the Department may contact as references:

Client: Hartford Funds – SMART529 Education Savings Solution

Contact: Justine Bartholomew, Strategic Marketing Consultant, SMART529 Marketing

Phone: 610-387-2041, Email: Justine.Bartholomew@hartfordfunds.com

Timeframe: 2007-2021

Location: West Virginia – Statewide

Project Manager: Bethany West

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

The Manahan Group LLC (TMG) was the Agency of Record for West Virginia's SMART529 Education Savings Solution for 15 years, ending in July of 2022. During that period, TMG established the highly successful "When I Grow Up" (WIGU) campaign, reaching an average of 4,000 families yearly. In addition, we coordinated print, TV, radio, digital ads, PR events, and more. The WIGU event allowed Treasurer John Perdue to honor all the winners, gaining news coverage in every region. The contest proved to be a success from all standpoints and continues today even under a new state treasurer.

Campaign creative can be found in Addendum C Pages 5-11.

Client: Kanawha County Public Library Foundation  
Contact: Tom Heywood, Chairman  
Phone: 304-347-1702, Email: theywood@bowlesrice.com  
Timeline: 2017-present  
Location: Kanawha County, West Virginia

Project Manager: George Manahan  
Account Assistant: Tammy Harper  
Designer + Content Coordinator: Jenifer Fields  
Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

The Kanawha County Public Library's Board of Directors had been considering building a new downtown library for more than 20 years. After failing to raise the necessary funds or generate enough excitement about the project to build a new \$40 million facility, the library decided to scale back its plan and renovate its current building. The editorial pages for the Charleston Gazette and Charleston Daily Mail enthusiastically endorsed the project. The Manahan Group LLC (TMG) assisted the Kanawha County Public Library, its Board of Directors and the Library's Foundation in coordinating the four-year public relations effort behind the fundraising, grand opening, and donor gala.

The effort was a huge success. The constant news coverage of the library allowed TMG to keep fresh content on social media channels, and the grand opening received national coverage from CBS Sunday Morning. In addition, the ribbon-cutting, opening and presentation garnered media attention and was well attended by local and state representatives.

Campaign creative can be found in Addendum C Page 12.



- (v) *Vendor should list subcontractor company information and references. Provide a potential list of all related sub-contracted services that may be needed for work associated with this Contract.*

The Manahan Group LLC anticipates that the following subcontractors may be used to fulfill certain services associated with this Contract.

Associated Systems Professional LLC (ASP LLC)  
South Charleston, WV 25303  
304-343-6337  
Dan Tate, CEO

Services: Large Website Programming and Mobile Applications

Company Description: ASP LLC is a full stack mobile app development company that provides user-friendly application development. Whether you want to develop a desktop application, web-based application, or mobile app, ASP LLC will work with you to find the best custom solution to fit your needs.

Stadelman Consulting  
Thomas, WV  
304-543-0925  
Kelly Stadelman, CEO

Services: Qualitative Research

Company Description: Kelly has more than 23 years of experience in market research and has coordinated numerous polls, telephone surveys, online surveys, one-on-one interviews, and focus groups for clients. Kelly is a nationally certified focus group moderator and has worked locally, statewide, and internationally on research projects.

Mtn Craft Productions  
Fairmont, West Virginia  
304-549-6556  
Ben Berry, Founder & Director of Business Development  
Justin Litton, Creative Director & Cinematographer

Services: Audio/Video Production

**Company Description:** Placing a unique emphasis on development and pre-production services, Mtn Craft, a world-class creative studio in West Virginia, guarantees on-point deliverables and unmatched production quality. Mtn Craft exclusively uses professional digital cinema cameras, high-end storage, and world-class post-production workflows to provide integrity and peace of mind. The team has won numerous awards for work in all sectors, including education, healthcare, government, documentary, commercial, and nonprofit.

#### **Development & Creative**

- **Conceptualizing**
- **Scriptwriting**
- **Casting**
- **Scheduling**
- **Crewing**
- **Directing**

#### **Production & Editorial**

- **Full-Service 4K+ Film Production**
- **Easy Online Edit Review/Revisions**
- **Color Correction**
- **Captioning/Subtitling**
- **Animated Graphics/Titles**

**4.3.1.2. Media Buying** – *The Vendor should have a record of success with media planning and buying to be able to assist Agencies with media buying. The Vendor should:*

*(A). Describe its in-house media purchasing capabilities, and designate (by name, title, and credentials) the employees who will be responsible for media planning and buying for Agencies.*

The Manahan Group LLC (TMG) boasts the only in-house media buying department in West Virginia with the team of Bethany West and Cathy Carnemolla. TMG placed \$4.69 million in paid media in calendar year 2021 and \$3.01 million in paid media in calendar year 2022. We also had sponsorship agreements in place both years for college sports and various festivals and events for \$1 million. Bethany is the most experienced media buyer in West Virginia. Bethany has over 20 years of experience in negotiating price and placement packages for all types of media. In addition, she is a seasoned media professional with solid vendor relationships 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. Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

In today's market, multimedia campaigns have become the norm. The Manahan Group LLC 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 takes the guesswork out of wondering if your target audience is watching or listening to a program, we know. Our methodology and approach to multi-media advertising placement includes utilizing the industry's premiere software program suite to help plan, place, and track media throughout the United States. In addition, contracts with Nielsen Media Research allow accessibility to multi-media market information anywhere in the world, including but not limited to county summary reports, ratings information, station and program shares, trend analysis, and station profiles.

The Manahan Group LLC's approach to monitoring and measuring media effectiveness is superior to others because we thoroughly monitor and optimize each media placement throughout the campaign based on sound, third party data. TMG carefully negotiates makegood programming in the event that station programming changes to ensure that the target audience is still reached. In addition, the agency monitors activity for digital campaigns and optimizes campaign targets to ensure effectiveness. Media evaluation does not end when the orders are placed; it is an ongoing process that requires weekly monitoring to ensure efficacy at the local, regional or global level.

Over the past five years, media placements managed by this team have been credited with achieving the following:

- Stemming a sharp increase of over 68% in all opioid fatalities from 2019-2020 to an increase of less than 10% in 2021 (State Opioid Response)
- Seatbelt-wearing rate reached and maintained an over 90% seatbelt wearing rate (Division of Motor Vehicles)
- Year-over-year sales increase by 23% (WV Lottery)

*(B). Describe its local and regional media buying experience and capabilities and the software used to perform media buying.*

The Manahan Group LLC (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, and digital and out-of-home advertisements. The agency uses various software and programs to effectively manage these placements. These programs include but are not limited to Strata Freewheel Suite and Choozle in concert with subscriptions to ratings data from Nielsen Media Research and TapClicks.

Once a client has reviewed and approved a media plan, TMG's media department will 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 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.

Many online media distribution outlets are available to advertisers, with new ideas emerging daily. TMG's media department works with online media companies to develop media schedules that complement a client's campaign and may also work to develop a new approach or idea for more effective targeting that leads to better results.

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.

The Manahan Group LLC places millions of dollars with local and regional media outlets annually, giving us tremendous buying power. However, it is our media buying experts and their experience that makes us superior to other media services.

*(C). Provide details of a successful media buy done in the past three years. Provide details on the buy and the effectiveness of the campaign.*

The Manahan Group LLC (TMG) ensures media effectiveness for every media campaign by monitoring and verifying advertisements placed through our posting process. This includes reviewing the quality of advertisement reproduction, reviewing airtimes for television and radio commercials, reach and engagement of digital advertising, and reviewing all necessary materials to determine that the ad placement was implemented as planned. Below are a few recent case studies. Detailed media buys can be found in Addendum B: Media Buys. Ratings data can be made available upon request, but Nielsen data is proprietary.

Client: WV Department of Health and Human Resources / Department of Behavioral Health

Contact: Margaret Underwood, SOR Grant Engagement Specialist

Phone: 304-558-0684, Email: margaret.r.underwood@wv.gov

Timeframe: 2020-2021

Location: West Virginia – Statewide

Account Manager + Media Buyer: Bethany West

Account Assistant: Jessi Weddington

Designer + Content Creator: Jennifer Fields

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

In the summer of 2020, the Bureau for Public Health engaged The Manahan Group LLC (TMG) in planning for their upcoming State Opioid Response (SOR) grant cycle. The task was to create a campaign which could decrease the barriers to care of those affected by Substance Use Disorder (SUD).

The bureau's goal was to change the preconceptions on the part of first responders and those within the medical community who were creating barriers to care for those with SUD. In working with WVU, we surveyed individuals within these communities and built a baseline for their feelings towards those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that, in seeking help, they would be treated as "lesser" than other patients. We utilized a combination of the Social Norms Theory, the Theory of Planned Behavior, and the Health Belief Model to build a campaign that would generate long-term results amongst the target audience.



Prior to conceiving this campaign, TMG surveyed those who fit the demographic, including but not limited to first responders, medical professionals, EMTs, law enforcement, and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding of this in-house research was that while most respondents felt that the community should support those seeking help with their SUD, a more significant percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau of Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU, we identified volunteers willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for longer format interviews. The interviews went well and kept our costs down as it allowed each volunteer to get comfortable in front of a camera and confidently share their story. This allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum, with only a small cast and crew for B-roll shots on day two.

In anticipation of this campaign, the website needed updates in order to best serve the intended audiences visiting upon its launch. TMG utilized the CDC Clear Communication Index to refine copy on the site and reworked the navigation to make the website more user-friendly. Additionally, using WordPress, pages were added that included a directory of family resources and pages for Naloxone and drug safety information. Once the new campaign assets were ready, we updated all homepage and story content to add these new narratives.

A campaign of this magnitude required a multi-pronged approach in terms of media placement. The media mix relied heavily on video and display advertisements to drive traffic to the website and reach the primary audience of those within the medical community. In addition, we targeted a secondary audience of West Virginians 18 and older. The only difference between the two sets of ad copy was the identification of our volunteer. Lisa Marshall, the face of 2021's paid media campaign, was a nurse who, through her addiction, lost this career path among many other things. Currently, she works within the recovery community to help those who are now in her past position. Highlighting the fact that the opioid crisis can and does affect people from every socioeconomic background, Lisa is identified as a former nurse in the ads targeting the medical community. The ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG also researched creative ways to reach those with SUD. For example, in working with pharmacies, posters and videoboard ads were secured in addition to sponsored pharmacy bags, as

well as a partnership that allowed HIPAA compliant BacktoLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state.

Our campaign generated over 4.3 million impressions within the medical community alone. Additionally, it reached the entire adult population, including those within the medical community and the general public, and generated over 568 million impressions. Survey can be found in Addendum D: Research.

The Manahan Group LLC's approach to monitoring and measuring media effectiveness for this effort was superior to others because we have thoroughly monitored and optimized these media placements throughout the campaign based on sound, third party data. In addition, TMG has carefully negotiated makegood programming in the event that stations changed their programming lineup over the summer months to ensure that the target audience was still reached. Media evaluation does not end when the orders are placed; it is an ongoing process that requires weekly monitoring to ensure effectiveness at the local level.

After a sharp 68% increase in year-over-year opioid fatalities in 2020, that increase was stemmed to less than 10% in 2021 based on data collected by the West Virginia Office of Drug Control Policy (ODCP). Full media buy can be found in Addendum B: Media Buys Pages 6-49.

**4.3.1.3. Research:** *The Vendor should have the ability to identify a need for market research, how to apply such research, and how to use it to the client's benefit. Vendor should:*

*(A). Describe its research capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services available if those services are proposed.*

Research is critical to The Manahan Group LLC (TMG)'s strategy for any campaign. As previously stated, it is the first step in our On Target Strategic planning process detailed in this proposal. Research is a powerful decision making component of any project or program and provides insight and knowledge needed for TMG and the client to take action.

There are two main research elements: primary (qualitative and quantitative) and secondary research. The Manahan Group LLC conducts secondary and smaller-scale primary research internally using tools such as SurveyMonkey, while qualitative primary research is conducted with the guidance of former TMG employee, Kelly Stadelman. Kelly is the CEO of Stadelman Consulting, has more than 23 years of experience in market research, and has coordinated numerous polls, telephone surveys, online surveys, one-on-one interviews, and focus groups for clients. Kelly is a nationally certified focus group moderator and has worked locally, statewide, and internationally on research projects. She listens carefully to the client's needs and objectives before developing the research plan and instrument. She then effectively communicates the results to both the client and the account executive working on the project. This continuity within TMG represents an outstanding, unique capability among West Virginia agencies.

*(B). Provide one example of research used to develop or evaluate a recent comprehensive marketing and paid media campaign.*

Stadelman Consulting was retained by Range Resources to obtain an understanding of market perceptions and evaluate past and current marketing and advertising efforts. This research effort had three main goals:

- To better understand the awareness and perceptions of Range Resources in the market against industry competitors and other regionally headquartered companies in Western PA.
- Listen and interpret what people were saying about drilling and natural gas in PA to glean meaningful insights that would direct marketing efforts.

- To evaluate messages and determine if they reached the target audiences (women and young adults), were understood, and resonated with them in order to determine if any learnings could be applied to future marketing strategies.

A three-phase research and planning effort was undertaken to complete this project. Phase 1 used specialized software, Radian6, to listen to what people said in social media posts, tweets, message boards, and on blogs about drilling and natural gas over the past 30-60 days. Stadelman Consulting reviewed keywords used in previous studies and determined whether new keywords needed to be added based on the current advertising campaign and current issues in the marketplace. The software has the ability to scour social media and compile data about how, when, and who uses those keywords positively or negatively. The results were analyzed in comparison with past studies.

Phase 2 consisted of a Tracking Community Perception telephone survey. This survey was similar to previous years' studies. It monitored community awareness, perceptions, and opinions and tracked questions related to recent drilling and political issues and current campaign messages and advertisements. A total of 600 interviews were completed among adult heads of households in specific counties. At the completion of the survey, the data was tabulated and analyzed with appropriate cross-tabulations, including demographic and geographic variables. The data was also compared to previous studies and the results were presented to the client.

Phase 3 consisted of message testing focus group sessions among adult heads of households in the target area. Message focus groups, sometimes called discussion and panel sessions, have become vital in the opinion research process, especially regarding message testing. These groups are larger than typical focus groups with 15 to 18 participants each. A total of four focus groups were conducted in the targeted area. Message and advertising concepts were tested and evaluated by the participants. At the conclusion, a summary report detailing messages that resonated with the target audience was prepared and presented.

The results from this research effort were used to direct the implementation of Range Resources' marketing and communications efforts. The research allowed Range Resources to develop a more focused and effective marketing plan in several ways.

First, from the research studies, Range Resources obtained a better understanding of people's attitudes and opinions about the natural gas company. They knew exactly why people liked or disliked them. They also learned people's thoughts about their current programs, projects, and events. This allowed them to step back and take a look at their program and project offerings. They eliminated specific programs and added new ones that had more of an impact on the community and its residents.

Second, the research helped Range Resources identify and develop effective messaging for its paid media and advertising efforts. For example, Range Resources tested several messages to gauge people's opinions of them after they heard the information. Both old and new messages were tested among research participants. They also learned the characteristics of a good and bad corporate citizen. From the results, Range Resources discovered how to better position themselves amongst their competitors in the community. Using this information, they were able to develop new messages that resonated with their target audience.

By using primary research to drive their marketing message and strategy, Range Resources developed a marketing plan that impacted people's attitude and opinions. After developing and implementing the marketing plan, a tracking telephone survey was conducted finding people's opinions had changed, and more people had a favorable opinion of the natural gas company. Also, Range Resources' programs and projects were better received. As a result, they became an excellent corporate citizen in the eyes of those in the community achieved the goals outlined in the marketing plan.



**4.3.1.4. Website Development:** *The Vendor should have experience in the design and development of large-scale commercial websites. Vendor should:*

**(A).** *Describe its web development capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted services if available if those services are proposed.*

Depending on the scope of work for a website project, The Manahan Group LLC (TMG) handles design and content development in-house for a variety of websites and landing pages, while for more complex back-end programming and security issues we have a great partner in Associated Systems Professionals LLC (ASP LLC). In our experience, these more complex aspects of web design are not necessary often enough to warrant a full-time staff person, although we would consider expanding our digital team if the need were to arise. Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

We currently partner with ASP LLC on the WV Lottery website. TMG is always involved in the strategy and design of new website projects and has developed a seamless process of subcontracting this service so that all expenses are approved in advance, as if it were an in-house service. The experience that ASP LLC adds to our in-house capabilities is incomparable:

**Carlos Ramirez, Application Architect - Development Manager**

Carlos has been with the firm since 2010. He is a customer-focused, results-driven senior software engineer, strong in the LAMP programming stack (Linux, Apache, MySQL, and PHP); the .NET programming stack (C#, Microsoft .NET, ASP.NET, SQL, and Xamarin); HTML, CSS, JavaScript, AJAX, Python, Web Services (SOAP/REST/GRPC), and Relational Database Design. Carlos leads ASP LLC's development team and architects each application based on your application process to allow scalability and future expansion. He attended the University of Minnesota and has been developing desktop, web applications, mobile apps, and websites since 1998.

**Ted Sigman, Application Developer**

Ted has been with ASP LLC since 2019. He currently works on several highly secure medical applications and is strong in the LAMP programming stack (Linux, Apache, MySQL, and PHP); the .NET programming stack (C#, Microsoft .NET, ASP.NET, SQL, and Xamarin); HTML, CSS, JavaScript, AJAX, Angular, Python, Web Services, and Relational Database Design. He obtained his computer engineering degree from West Virginia University Institute of Technology and has been developing applications since 2015.

**Derek Bailey, Application Developer**

Derek has been with ASP LLC since 2014. He works on several highly secure medical applications and is strong in C#, Microsoft .NET, ASP.NET, HTML, CSS, SQL,

JavaScript, AJAX, Angular, Python, Web Services, and Relational Database Design. He obtained his software development associate degree from Kanawha Valley Community and Technical College and has been developing applications since 2011.

**Robyn Delk, Application Developer – Front-End Web Developer**

Robyn has been with ASP LLC since 2020 with over 12 years of Web Application experience in C#, .NET, HTML, CSS, JavaScript, jQuery, SQL, and Relational Database Design. She served six years in the military as a communications specialist with a secret clearance and obtained her software engineering degree from Colorado Technical University.

**Tina Cobb, Sales Director**

Tina has been with ASP LLC since 2013 and has over 20 years of marketing and sales, advertising, project management, design, and training experience. While in the military, she gained certifications in Project Management, MS SQL DBA Administration, and is a Microsoft Certified Trainer.

**Dan Tate, Owner + Manager - Systems Engineer**

Dan has been active in business technology in Charleston since the early 1990s. In 2004, he was a founding member of Associated Systems Professionals LLC. Dan remains very technically proficient as the Lead Systems Engineer at ASP LLC. Dan has focused on business practice and continuity as the corporation has evolved with software and web development interests. Under Dan's vision and leadership, ASP LLC has grown steadily since 2004. Dan received his undergraduate degree from Fairmont State College and his MBA from West Virginia University.

### EQUIPMENT, SPECIALIZED SOFTWARE, and SUBCONTRACTED SERVICES

ASP LLC utilizes a sandbox server for developing our code, laptops, and desktops. Visual Studio, Gitlab, and Jira are the standard tools for development, storing code, and managing development projects. We maintain a variety of software licenses to assist with development such as SQL Server Management Studio, DevExpress, Advanced Boilerplate, DYNO Mapper, and more. Our hosting is subcontracted at various locations such as AWS, Azure, Ceranet, Rackspace, and Inmotion.

***(B). Provide one example of a recently developed commercial website. Describe functionality, platform, and hosting specifications. Emphasize e-commerce experience and capabilities.***

ASP LLC developed a custom member .NET (.NET core) web application for The Nautilus Fitness Center for their multiple club locations. There is a check-in process where members scan their ID cards to gain access to the Fitness Centers. The application flags users that need contact information or payment information updated. Payments are processed with a custom-built API connector to Chase Bank Orbital Gateway and checks are processed through the Truist Payment Gateway. The payment is submitted and notifies the user whether the transaction was successful. A receipt is automatically generated and emailed to the member, and they can choose to set up reoccurring payments. In addition, the gateway checks for reissued bank cards with extended expiration dates if the card is declined because it is expired.

ASP LLC integrated the application with the existing bar code scanners. The application tracks and generates reports for member visits, and individual, recurring, group payments.

An admin area with users, groups, and permissions to allow various levels of access to the application. Admin users add new users and family members, view payment history, and have several reporting options for individual, club locations, or the entire organization.

The web application is hosted on the client's internal server with the proper security measures while data is at rest and in transit using security and performance standards that exceed industry best practices. Such efforts include encrypted file systems, PGP encryption and Secure Transfer Protocols using TLS. ASP LLC system engineers maintain the server operating system updates, security aspects, and hardware maintenance of the server.

**4.3.1.5. Digital Marketing and Advertising:** *The Vendor should have experience in digital marketing and advertising. Vendor should:*

**(A).** *Describe its digital marketing capabilities including staff specialists and credentials; equipment, such as specialized software programs; and subcontracted service available if those services are proposed.*

In addition to the Account Manager, The Manahan Group LLC (TMG) currently has three staff members who provide digital services to our clients daily. We utilize a mix of content and design to produce the most effective digital ad. As Account Manager for the Department of Commerce, Jessi Weddington will manage TMG's team of digital marketers, which will include:

- Jennifer Field, Art Director + Content Coordinator- Jennifer writes content and ensures that the look of the digital ads match the client's brand.
- Sarah Prince, In-House Video Producer - She creates high-quality, effective, and on-target video content.
- West Virginia State University master's Fellow - Alisha Jarrett, is the newest addition to our digital content team.

Full staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

In addition, should the need arise The Manahan Group plans to hire additional staff should the work requested under the Contract warrant expanding our team. The following is a list of clients that we have provided digital services to during the past year:

1. WV Lottery
2. WV DHHR – Women, Infants & Children
3. WV DHHR – State Opioid Response
4. WV DHHR – Health Promotion and Chronic Disease
5. WV DHHR – Childhood Lead Paint Prevention Program
6. Think Kids – Connecting Kids to Coverage WV
7. PhRMA
8. Charleston Parkinson's Support Group

Our creative team uses the following Adobe Creative Cloud software:

- Adobe Acrobat
- Adobe After Effects
- Adobe Illustrator

- Adobe InDesign
- Adobe Media Encoder
- Adobe Photoshop
- Adobe Premiere Pro

**(B).** Provide one example of a recently executed digital marketing campaign and its results.

**“Ca\$h Pop” Digital Campaign: WV Lottery**

Client: WV Lottery

Contact: Sara Harpold

Phone: 304-558-0500 ext. 267 Email: [sharpold@wvlottery.com](mailto:sharpold@wvlottery.com)

Timeframe: 2021-2022

Location: West Virginia – Statewide

Account Manager: Tammy Harper

Account Coordinator: Jessi Weddington

Media Buyers: Bethany West & Cathy Carnemolla

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

The Manahan Group LLC (TMG) is the Agency of Record for the WV Lottery. The agency coordinates all advertising services for the client.

When TMG took over this account in January 2021, WV Lottery's existing media placements were evaluated, tweaked and optimized to improve performance. In addition, we added streaming television and radio to the mix to increase website traffic and introduce their products to the public in a new way; this was achieved through television, radio, billboards, digital advertising, point-of-sale signage, GameTouch™ screens, How To videos, gas station TV, streaming radio and connected TV. TMG generated over 20 million impressions via 350,000 ads placed during this period. While WV Lottery has a general media schedule that includes television, billboards, streaming TV, video ads, and digital ads, they also have schedules that are placed daily when their draw game jackpots exceed \$200 million. In addition to traditional billboards, TMG manages a feed that allows billboards promoting draw games to update as each game's jackpot amount changes automatically.

In this timeframe, TMG successfully helped WV Lottery to introduce a new local draw game, Ca\$h Pop. Sales for the game reached close to \$2 million in its first year, a digital campaign heavily supported the Ca\$h Pop launch.



The faster pace of the new draw game appealed to a new audience, changing the overall makeup of WV Lottery players; this significantly impacted the media mix and targeting compared to their typical audience. Early on, it was clear that digital advertising would play a massive role in reaching this new audience. We used several data sets from Data Alliance to serve digital ads to this new audience. After the launch, monitoring and optimizing these digital efforts allowed us to identify those audiences who were the most engaged and adjust the campaign throughout.

Our approach to digital ad placements for clients is superior to other methodologies because we use sound third-party data to ensure messages reach their intended audiences. In addition to using this data in planning, The Manahan Group LLC also routinely manages post analysis reports to ensure that media ran as planned and reached all intended audiences. The agency works hard to ensure a consistent strategy across all mediums in multimedia campaigns.

During the past two years that the agency has serviced this contract, WV Lottery sales have increased from \$972 million in 2020 to \$1.2 billion in 2022.

Digital campaign creative can be found in Addendum C Page 14.

**4.3.1.6. Full Marketing Campaigns:** *Vendor should identify one recent and successfully completed, comprehensive marketing project (within the three years preceding the date of the proposal) including, but not limited to, media-related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials, and the individual staff members involved in the three projects. Campaigns or projects that did not use aired or published paid media shall not be considered as eligible for the purpose of responding to this proposal. Each bidder should also include the name and phone number of a contact person at the client's place of business to serve as a reference for any project submitted. Identical information must also be provided for any principal in a joint venture or subcontractor situation.*

The Manahan Group LLC is presenting three full marketing campaigns as samples of our work. We believe that our efforts on behalf of the WV Lottery and the WV Department of Health and Human Resources (DHHR) State Opioid Response best showcase our abilities.

Full Marketing Campaign Example 1: WV Lottery

Client: WV Lottery

Contact: Sara Harpold

Phone: 304-558-0500 Email: sharpold@wvlottery.com

Timeframe: 2021-2022

Location: West Virginia – Statewide

Project Manager: Tammy Harper

Account Coordinator: Jessi Weddington

Media Buyers: Bethany West & Cathy Carnemolla

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

The Manahan Group LLC (TMG) is the Agency of Record for the WV Lottery. The agency coordinates all advertising services for the client.

When TMG took over this account in January 2021, WV Lottery's existing media placements were evaluated, tweaked and optimized to improve performance. We added streaming television and radio to the mix to increase website traffic and introduce their products to the public in a new way through a combination of traditional television, radio, billboards, digital advertising, streaming radio and connected TV and gas station television. TMG generated 20 million impressions via 350,000 ads placed during this period. While WV Lottery has a general media schedule that includes television, billboards, streaming TV, video ads and digital ads, they also have schedules that are placed daily when their draw game jackpots exceed \$200 million. In addition to

traditional billboards, TMG also manages a feed that allows billboards promoting draw games to update as each game's jackpot amount changes automatically.

Our approach to multi-media ad placements for clients is superior to other methodologies because we use sound third-party data to ensure messages reach their intended audiences. In addition to using this data in planning, The Manahan Group LLC also routinely manages post analysis reports to ensure that media ran as intended and the message reached all audiences.

During the two years that we have serviced the contract, Lottery sales have increased from \$972 million in 2020 to \$1.2 billion in 2022.

Full campaign creative can be found in Addendum C Pages 13-69 and Media Buys in Addendum B Pages 51-115.

#### Full Marketing Campaign Example 2: WV Department of Health and Human Resources

Client: WV Department of Health and Human Resources / Department of Behavioral Health

Contact: Margaret Underwood, SOR Grant Engagement Specialist

Phone: 304-558-0684, Email: margaret.r.underwood@wv.gov

Timeframe: 2020-2021

Location: West Virginia – Statewide

Project Manager & Media Buyer: Bethany West

Account Coordinator: Jessi Weddington

Designer + Content Coordinator: Jennifer Fields

Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

In the summer of 2020, the Bureau for Public Health engaged The Manahan Group LLC in planning for their upcoming State Opioid Response (SOR) grant cycle. The task was to create a campaign which could decrease the barriers to care for those affected by Substance Use Disorder (SUD).

The bureau's goal was to change preconceptions on the part of first responders and those within the medical community who were creating barriers to care for those with SUD. In working with WVU, we surveyed individuals within these communities and built a baseline for their feelings toward those patients being seen for SUD related issues. The stigmas surrounding SUD were generating an expectation within the SUD community that in seeking help, they would be treated as "lesser" than other patients. We utilized a combination of the Social Norms Theory, the Theory of Planned Behavior

and the Health Belief Model to build a campaign that would generate long-term results amongst the target audience.

Before the conception of this campaign, TMG surveyed those that fit the demographic, including but not limited to first responders, medical professionals, EMTs, law enforcement and QRT (Quick Response Team) members across the state to gauge their feelings on the opioid crisis in the state. A key finding of this in-house research was that while most respondents felt that the community should support those who seek help with their SUD, a more significant percentage also felt that those with SUD lacked self-discipline.

TMG worked closely with the Bureau for Behavioral Health to create a message that would speak to the heart of one of West Virginia's core values: we take care of each other. With the help of WVU, we identified volunteers who were willing to share their message. We first pre-interviewed each volunteer to learn their stories and prepare for more extended format interviews. These discussions went well and kept our costs down, allowing each volunteer to get comfortable in front of a camera and confident in sharing their stories. In addition, this allowed us to shoot nearly all campaign elements for all four volunteers in a single day, keeping production costs to a minimum with only a small cast and crew for B-roll shots on day two.

The website needed updates to serve the intended audiences in anticipation of this campaign. TMG utilized the CDC Clear Communication Index to refine copy on the site and reworked the site's navigation to make the website more user-friendly. Additionally, using WordPress, pages were added that included a directory of family resources, as well as pages for Naloxone and drug safety information. Once the new campaign assets were ready, we updated all homepage and stories content to add these new narratives.

A campaign of this magnitude required a multi-pronged approach in terms of media placement. The media mix relied heavily on video and display advertisements to drive traffic to the website and reach the primary audience of those within the medical. In addition, we also targeted a secondary audience of West Virginians 18 and older. The only difference between the two ad copy sets was our volunteer identification. Lisa Marshall, the face of 2021's paid media campaign, was a nurse who, through her addiction, lost this career path among many other things. Currently, she works within the recovery community to help those who are now in her past position. Highlighting that the opioid crisis can and does affect people from every socioeconomic background. Lisa is identified as a former nurse in the ads targeting the medical community. The ads targeting those within the general public identified her as a recovery specialist.

In addition to these traditional and digital media components, TMG researched creative ways to reach those with SUD. For example, by working with pharmacies, posters and videoboard ads were secured in addition to sponsored pharmacy bags and a

partnership that allowed HIPAA compliant BackToLifeWV.org information to be printed alongside the drug information for 100,000 opioid prescriptions around the state. The billboard placements for this campaign generated over five million bonus impressions at a value of over \$78,000. Forty-eight billboards remained posted over 4,350 days beyond their contract period which resulted in this additional visibility. The pharmacy program generated over 770,000 bonus impressions through bonus posters printed and placed in pharmacies throughout the state. During the paid media period in 2021 the website saw a 1,900% increase in users visiting the site.

In total, the 2021 paid media effort included over 240,000 advertisements placed throughout West Virginia via television, radio, cinema, out-of-home and digital placements generating over 143 million impressions within the audience of focus. Additionally, we generated over 4.3 million impressions within the medical community during the paid media campaign.

Post survey results showed that 68% of respondents did feel that SUD affects individuals from all walks of life. Over 42% believed that their feelings about people with Opioid Use Disorder had evolved over the past year.

#### WV DHHR Results

- After a sharp increase in year-over-year opioid fatalities, the year-over-year increase in 2021 was slowed to less than 10%.
- There was a 4% decrease overall in overdose deaths (regardless of whether the drug was an opioid or not).
- West Virginia is one of six states with an improvement in decreasing the percentage of overdose deaths from March 2021 through March 2022. CDC reports that West Virginia is down 3.63% in overdose deaths during this period. The only other state showing a better improvement is Virginia at 6.69%.

Full campaign creative can be found in Addendum C Pages 70-83 and Media Buys in Addendum B Pages 5-50.

#### Full Marketing Campaign Example 3: Department of Health and Human Resources

Client: WV Department of Health and Human Resources / Women, Infants & Children - 2022 Re-Opening Campaign

Contact: Heidi Staats

Phone: 304-352-0960 Email: Heidi.E.Staats@wv.gov

Timeframe: 2021

Location: Statewide

Project Manager: Bethany West  
Account Coordinator: Jessi Weddington  
Designer + Content Creator: Jennifer Fields  
Designer + Video Production: Sarah Prince  
Staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

The Manahan Group LLC (TMG) was asked to assist the WV Women, Infants & Children (WIC) program with efforts surrounding the reopening strategy for the program as the Office of Nutrition Services (ONS) and local offices were preparing to reopen to the public post-COVID.

This effort consisted of both internal and external communications so staff and participants understood new processes and protocols enacted during the pandemic.

The program supports the WV economy by distributing benefits to families which can be spent at WV retailers, injecting additional funds as food costs continue to rise.

#### Internal

The internal challenge was to bring together more than 200 WIC staff members for a four-day conference at Snowshoe Mountain Resort in Snowshoe, WV. The Manahan Group LLC managed the conference for WIC staff members from across the state.

TMG managed all aspects of the conference, including an RFP process for site selection, meeting spaces, catering and accommodations for all guests and speakers. IN addition, our staff dealt with a building collapse before the conference, coordinating all new meeting spaces, directional signage, and negotiated shuttle services for the conference only two weeks out.

The Manahan Group LLC developed the theme for the conference: Kaleidoscope Konference. The pandemic has required the WIC program to examine its tools or "colors," taking the conference theme into account, that local offices have to work with and rearrange them in a way that allows WIC to serve the public in new, equally beautiful ways.

Other aspects of the Konference that TMG coordinated:

- Designed all event signage, Konference logo, t-shirts, photobooth backdrop, photobooth props, communications, program, nametags, directional signage, promotional items, and PowerPoint slide templates to align with the theme
- Recorded and edited together all sessions and made available to all staff via ONS shared drive
- Partnered with WV Vendors for all raffle prizes, décor, and gifts



- Managed the guest registration process
- Tabulated attendee surveys and assisted with deploying an ONS survey for attendees

#### External

The Manahan Group LLC also coordinated with WIC offices to arrange the materials and space for a variety of outreach events at:

- WV Power Park
- Charleston Sternwheel Regatta
- World Breastfeeding Week event

Each of these outreach events was very different, however the common theme was to educate the public about the program's services. These events were all tailored to reach families with young children who could qualify for the program. Each supplied education for parents and guardians, while providing fun activities to keep the children busy. The program also distributed fresh produce to over 490 families at the Sternwheel Regatta.

In addition, the agency coordinated paid media efforts promoting the WIC program through targeted counties based on qualified populations and current caseloads, including:

- Dollar General/Family Dollar receipts
- Grocery cart ads
- Billboards
- Sponsorships
- Transit (buses and bus shelters)
- Social media content/strategy
- Digital ads

The campaign generated over 2.5 million impressions. The Digital Click Thru Rate was 23%. The QR Code scans through 3/31/23 – 269.

#### WV DHHR Results

- WIC increased conference exhibitors by 33% over their previous statewide training event, those funds offset training costs.
- WIC staff left their conference energized and prepared to reopen their local offices.
- The economic impact of WIC benefits increased 12% over 2021 in funds spent with WV retailers.

**Full campaign creative can be found in Addendum C Pages 121-154 and Media Buys in Addendum B Pages 116-138.**

**4.3.2. Mandatory Qualification/Experience Requirements** – *The following mandatory qualification/experience requirements must be met by the Vendor as a part of its submitted proposal. Vendor should describe how it meets the mandatory requirements and include any areas where it exceed the mandatory requirements. Failure to comply with mandatory requirements will lead to disqualification, but areas where the mandatory requirements are exceeded will be included in technical scores where appropriate. The mandatory qualifications/experience requirements are listed below.*

**4.3.2.1.** *The Vendor must have mastery level knowledge of LAMP stack programming: LINUX, Apache, MySQL and PHP. Including the ability to maintain, modify, and create existing databases and reporting functionality from said databases while exhibiting security and performance standards that must be equal to or exceed those of industry best practices. LAMP stack programming is preferred, but Vendors are encouraged to describe proficiencies in other similar programming.*

**Associated Systems Professionals LLC (ASP LLC)**

The experienced technical team, ASP LLC, was formed in 2004 when the founders created a company where professionals could work together to build their own dream jobs. Thirteen highly qualified application developers, designers, systems engineers, and quality assurance testers work together to provide customers with innovative website development and full life-cycle support for their online presence. ASP LLC utilizes the latest standard development languages and database software with both the LAMP and .NET programming stacks.

ASP LLC has extensive experience developing website and software applications across a broad range of industries including legal and judicial; engineering and energy; school system data management; medical data collection and analysis; and substance abuse counseling. This team has worked with large content management systems with workflow content approval processes, web services and web API's exchanging data across multiple applications, e-commerce with credit card processing, single sign-on, CRM (Customer Relationship Management) integration, and many other highly technical requirements. Our large-scale project management experience and quality assurance processes are all controlled with structured rollout.

ASP LLC currently subcontracts with The Manahan Group LLC to maintain and modify the WV Lottery Custom PHP WordPress websites and databases hosted in their LAMP environment. Additionally, the lead developer and his team perform daily, weekly, and monthly audits to maintain security and performance standards that exceed industry best practices.

**4.3.2.2.** *The Vendor must have working and functional knowledge of HUBSPOT, Salesforce, and CSS importing and exporting functionality and reporting.*

ASP LLC has integrated several contact management forms for many CRM, including HubSpot and Salesforce. They have extensive experience creating CSS style sheets for branding, responsive design, and various device technologies. In addition, ASP LLC has experience breaking up designs from images such as photoshop into HTML/CSS.

Additionally, TMG's Bethany West currently holds HubSpot Certifications in both Digital Marketing and SEO. Additional staff bios and credentials can be reviewed in **Section 4.3.1.1. (B)**.

**4.3.2.3.** *The Vendor must have at least 5 years of in-house experience with WordPress and Google Analytics and be able to show customization and development abilities for enterprise-level websites.*

The Manahan Group LLC has over five years of in-house experience managing WordPress as well as Google Analytics. We have used Google Analytics to monitor website traffic for clients such as SMART529 – Education Savings Solution, WV Department of Health & Human Resources State Opioid Response, Think Kids WV, and Connecting Kids to Coverage WV.

Additionally, ASP LLC has over 10 years of WordPress and Google Analytics experience. They have found the best combination of e-commerce features and apply intense security and reporting when working with the WordPress Core Engine, custom development, and internally vetted plugins. Companies utilize ASP LLC for their enterprise-level websites and applications. The company custom builds integrations and single sign-on between the websites and applications for a seamless user experience.

**4.4. Oral Presentations (Agency Option):** *The department has the option of requiring oral presentations of all Vendors participating in the RFP process. If this option is exercised, points will be allocated in Section 6.2 below at the time the RFP is issued, or via addendum prior to technical bid opening.*

*During oral presentations, Vendors may not alter or add to their submitted proposal, but only clarify information. A description of the materials and information to be presented is provided below:*

***Materials and Information Requested at Oral Presentation***

**4.4.1.** *The Vendor should present each sample creative projects described in Section 4 of this CRFP, at the discretion of the Vendor. All strategic and creative elements included in the proposal and presented orally to the evaluation committee should be developed and executed by current employees of the Vendor. The Department recommends that vendors not use outside consultants and freelancers in the oral presentation. The account person designated as the primary contact should play a role in presenting to the evaluation committee. This presentation is designed to demonstrate the Vendor's analytical, strategic, and creative capabilities. It is NOT designed to assess finished art and production values. Concepts for television spots, if part of your presentation, should be printed in storyboard format, not finished spots, or any other video form. Print ads and collateral should be presented in comprehensive form. Vendor should provide all written materials with its technical proposal for evaluation prior to the Oral Presentation.*

The Manahan Group LLC (TMG) has read Section 4.4. Oral Presentations (Agency Option) and 4.4.1. and understands the terms and conditions listed.

## **SECTION 5: VENDOR PROPOSAL**

**5.1. Economy of Preparation:** *Proposals should be prepared simply and economically providing a concise description of the items requested in Section four. Emphasis should be placed on completeness and clarity of the content.*

The Manahan Group LLC agrees to abide by the terms of Section 5.1 Economy of Preparation.

**5.2. Incurring Cost:** *Neither the State nor any of its employees or officers shall be held liable for any expenses incurred by any Vendor responding to this RFP, including but not limited to preparation, delivery, or travel.*

The Manahan Group LLC agrees to abide by the terms of Section 5.2 Incurring Cost.

**5.3. Proposal Format:** Vendors should provide responses in the format listed below:

**5.3.1 Two-Part Submission:** *Vendors must submit proposals in two distinct parts: technical and cost. Technical proposals must not contain any cost information relating to the project. Cost proposal must contain all cost information and must be sealed in a separate envelope from the technical proposal to facilitate a secondary cost proposal opening.*

The Manahan Group LLC agrees to abide by the terms of Section 5.3 Proposal Format.

**5.3.2 Title Page:** *State the RFP subject, number, Vendor's name, business address, telephone number, fax number, name of contact person, e-mail address, and Vendor signature and date.*

The Manahan Group LLC agrees to abide by the terms of Section 5.3.2 Title Page.

**5.3.3 Table of Contents:** *Clearly identify' the material by section and page number.*

The Manahan Group LLC agrees to abide by the terms of Section 5.3.3 Table of Contents.



**5.3.4 Response Reference:** *Vendor's response should clearly reference how the information provided applies to the RFP request. For example, listing the RFP number and restating the RFP request as a header in the proposal would be considered a clear reference.*

The Manahan Group LLC agrees to abide by the terms of Section 5.3.3 Response Reference.

**5.3.5 Proposal Submission:** *All proposals (both technical and cost) must be submitted to the Purchasing Division prior to the date and time listed in Section 2, Instructions to Vendors Submitting Bids as the bid opening date and time.*

The Manahan Group LLC agrees to abide by the terms of Section 5.3.5 Proposal Submission.

**SECTION 6: EVALUATION AND AWARD**

**6.1. Evaluation Process:** *Proposals will be evaluated in two parts by a committee of three (3) or more individuals. The first evaluation will be of the technical proposal and the second is an evaluation of the cost proposal. The Vendor who demonstrates that it meets all of the mandatory specifications required, attains the minimum acceptable score and attains the highest overall point score of all Vendors shall be awarded the contract.*

The Manahan Group LLC agrees to the terms of Section 6.1 Evaluation Process.

**6.2. Evaluation Criteria:** Proposals will be evaluated based on criteria set forth in the solicitation and information contained in the proposals submitted in response to the solicitation. The technical evaluation will be based upon the point allocations designated below for a total of 70 of the 100 points. Cost represents 30 of the 100 total points.

**Evaluation Point Allocation:**

**Project Goals and Mandatory Requirements (S 4.2)**

Goals/Objectives (S 4.2.1)	(15) Points Possible
Mandatory Project Requirements (S 4.2.2)	(5) Points Possible

**Qualifications and Experience (S 4.3)**

Qualifications and Experience Information (S 4.3.1)	(20) Points Possible
Mandatory Qualification/Experience Requirements (S 4.3.2)	(20) Points Possible

<b>Oral interview (S 4.4)</b>	<b>(10) Points Possible</b>
-------------------------------	-----------------------------

Total Technical Score:	<b><u>70 Points Possible</u></b>
Total Cost Score:	<b><u>30 Points Possible</u></b>
<b>Total Proposal Score:</b>	<b><u>100 Points Possible</u></b>

The Manahan Group LLC has read and understands Section 6.2 Evaluation Criteria.

**6.3. Technical Bid Opening:** *At the technical bid opening, the Purchasing Division will open and announce the technical proposals received prior to the bid opening deadline. Once opened, the technical proposals will be provided to the Department evaluation committee for technical evaluation.*

The Manahan Group LLC has read and understands Section 6.3 Technical Bid Opening.

**6.4. Technical Evaluation:** *The Department evaluation committee will review the technical proposals, assign points where appropriate, and make a final written recommendation to the Purchasing Division.*

The Manahan Group LLC has read and understands Section 6.4 Technical Evaluation.

**6.5. Proposal Disqualification:**

**6.5.1. Minimum Acceptable Score ("MAS"):** *Vendors must score a minimum of 70% (49 points) of the total technical points possible in order to move past the technical evaluation and have their cost proposal evaluated. All vendor proposals not attaining the MAS will be disqualified.*

The Manahan Group LLC has read and understands Section 6.5.1 Minimum Acceptable Score.

**6.5.2. Failure to Meet Mandatory Requirement:** *Vendors must meet or exceed all mandatory requirements in order to move past the technical evaluation and have their cost proposals evaluated. Proposals failing to meet one or more mandatory requirements of the RFP will be disqualified.*

The Manahan Group LLC has read and understands Section 6.5.2 Failure to Meet Mandatory Requirement.

**6.6. Cost Bid Opening:** *The Purchasing Division will schedule a date and time to publicly open and announce cost proposals after technical evaluation has been completed and the Purchasing Division has approved the technical recommendation of the evaluation committee. All cost bids received will be opened. Cost bids for disqualified proposals will be opened for record keeping purposes only and will not be evaluated or considered. Once opened, the cost proposals will be provided to the Agency evaluation committee for cost evaluation.*

*The Purchasing Division reserves the right to disqualify a proposal based upon deficiencies in the technical proposal even after the cost evaluation.*

The Manahan Group LLC has read and understands Section 6.6 Cost Bid Opening.

**6.7. Cost Evaluation:** The Agency evaluation committee will review the cost proposals, assign points in accordance with the cost evaluation formula contained herein and make a final recommendation to the Purchasing Division.

**Cost Evaluation Formula:** Each cost proposal will have points assigned using the following formula for all Vendors not disqualified during the technical evaluation. The lowest cost of all proposals is divided by the cost of the proposal being evaluated to generate a cost score percentage. That percentage is then multiplied by the points attributable to the cost proposal to determine the number of points allocated to the cost proposal being evaluated.

**Step 1:** Lowest Cost of All Proposals / Cost of Proposal Being Evaluated = Cost Score Percentage

**Step 2:** Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score

Example:

Proposal 1 Cost is \$1,000,000  
 Proposal 2 Cost is \$1,100,000  
 Points Allocated to Cost Proposal is 30

Proposal 1:

Step 1 –  $\$1,000,000 / \$1,000,000 = \text{Cost Score Percentage of } 1 \text{ (100\%)}$   
 Step 2 –  $1 \times 30 = \text{Total Cost Score of } 30$

Proposal 2:

Step 1 –  $\$1,000,000 / \$1,100,000 = \text{Cost Score Percentage of } 0.909091 \text{ (90.9091\%)}$   
 Step 2 –  $2 \times 0.909091 \times 30 = \text{Total Cost Score of } 27.27273$

The Manahan Group LLC has read and understands Section 6.7 Cost Evaluation.

# **Addendum A Required Documentation**



## Table of Contents

Sect.	Page	
1	1-4	Original Solicitation Document CRFP 0327 COM2300000001
2	5-8	Final Solicitation Document CRFP 0327 COM2300000001
3	9-15	Addendum 1 Acknowledgement Form
4	16-33	Addendum 2 Acknowledgement Form
5	34-38	General Liability, Automobile, Professional, Errors & Omissions
6	39-40	Certificate of Workers Compensation Insurance
7	41-43	Disclosure of Interested Parties to Contracts
8	44-45	In-State Vendor Preference Certificate
9	46-47	Designated Contact and Certification and Signature
10	48-49	Purchasing Affidavit
11	50-55	Small Business Certification & Application
12	56-57	Under Sect. 6.8 Availability of Information, Certification to Bind the Contract
13	58-66	WV Business Registration and LLC Designation and Amendments
14	67-68	Proof of Vendor Registration

The Cost Sheet is located in a separate envelope.



# Section 1

## Original Solicitation

CRFP 0327 COM2300000001



**ADDITIONAL INFORMATION**

Request for Proposal:

The West Virginia Department of Administration, Purchasing Division (hereinafter referred to as the "Purchasing Division") is issuing this solicitation as a request for proposal ("RFP"), as authorized by W. VA. Code 5A-3-10b for the West Virginia Department of Commerce (hereinafter referred to as "Commerce") to provide an advertising services contract for multiple agency use that will be administered by the West Virginia Commerce and the West Virginia Tourism Office (Commerce and the Tourism Office will be collectively referred to as "the Agencies".) per the attached documentation.

\*\*\*\* Online responses have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.i.welch@wv.gov

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
DEPARTMENT OF COMMERCE BLDG 3 SUITE 800 1900 KANAWHA BLVD E CHARLESTON WV 25305 US	DEPARTMENT OF COMMERCE BLDG 3 SUITE 600 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Advertising agency services				

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Advertising agency services

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 4:00 p.m.	2023-03-17

	Document Phase	Document Description	Page
COM2300000001	Final	ADVERTISING SERVICES	3

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

## Section 2

### Final Solicitation

CRFP 0327 COM2300000001



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

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

<b>Proc Folder:</b> 1146311	<b>Reason for Modification:</b> Addendum No 2 is issued to publish questions with responses
<b>Doc Description:</b> Addendum No 2 - ADVERTISING SERVICES	
<b>Proc Type:</b> Central Master Agreement	

Date Issued	Solicitation Closes	Solicitation No	Version
2023-04-07	2023-04-18 13:30	CRFP 0327 COM2300000001	3

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

**Vendor Customer Code:**

**Vendor Name :**

**Address :**

**Street :**

**City :**

**State :** **Country :** **Zip :**

**Principal Contact :**

**Vendor Contact Phone:** **Extension:**

**FOR INFORMATION CONTACT THE BUYER**  
 Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov

**Vendor Signature X**  **FEIN#** 20-0201317 **DATE** 4/14/23

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



**ADDITIONAL INFORMATION**

Addendum No 2 is issued for the following reasons:

- 1) To Publish a copy of vendor's questions with the responses.

--no other changes--

\*\*\*\* Online responses have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.l.welch@wv.gov

See attached instructions for requirements for responding.

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Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Advertising agency services

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 4:00 p.m.	2023-03-17

	Document Phase	Document Description	Page
COM2300000001	Final	Addendum No 2 - ADVERTISING SERVICES	3

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

## Section 3

### Addendum 1 Acknowledgement



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

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

Proc Folder: 1146311

Doc Description: Addendum No 1 - ADVERTISING SERVICES

Reason for Modification:

Addendum No 1 is issued to modify the technical bid opening date

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2023-03-30	2023-04-18 13:30	CRFP 0327 COM2300000001	2

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

Vendor Customer Code:

Vendor Name :

Address :

Street :

City :

State :

Country :

Zip :

Principal Contact :

Vendor Contact Phone:

Extension:

**FOR INFORMATION CONTACT THE BUYER**

Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov

Vendor  
 Signature X

FEIN# 20-0201317

DATE 4-14-23

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

**ADDITIONAL INFORMATION**

Addendum No 1 is issued for the following reasons:

1) To modify the Technical bid opening date from April 4, 2023 to April 18, 2023.

--no other changes--

\*\*\*\* Online responses have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.l.welch@wv.gov

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
DEPARTMENT OF COMMERCE BLDG 3 SUITE 800 1900 KANAWHA BLVD E CHARLESTON WV 25305 US	DEPARTMENT OF COMMERCE BLDG 3 SUITE 600 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Advertising agency services				

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Advertising agency services

SCHEDULE OF EVENTS		
Line	Event	Event Date
1	Questions are due by 4:00 p.m.	2023-03-17

	Document Phase	Document Description	Page
COM2300000001	Draft	Addendum No 1 - ADVERTISING SERVICES	3

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions



**SOLICITATION NUMBER: CRFP COM2300000001**  
**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 No 1 is issued for the following reasons:

- 1) To modify the Technical bid opening date from April 4, 2023 to April 18, 2023.

--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.

# ATTACHMENT A

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP COM23\*001**

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

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

**Addendum Numbers Received:**

(Check the box next to each addendum received)

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

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

THE MANAHAN GROUP LLC  
Company  
  
Authorized Signature  
4-14-23  
Date

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

## Section 4

### Addendum 2 Acknowledgement



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

State of West Virginia  
 Centralized Request for Proposals  
 Service - Prof

**Proc Folder:** 1146311  
**Doc Description:** Addendum No 2 - ADVERTISING SERVICES  
**Reason for Modification:** Addendum No 2 is issued to publish questions with responses  
**Proc Type:** Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2023-04-07	2023-04-18 13:30	CRFP 0327 COM2300000001	3

**BID RECEIVING LOCATION**

BID CLERK  
 DEPARTMENT OF ADMINISTRATION  
 PURCHASING DIVISION  
 2019 WASHINGTON ST E  
 CHARLESTON WV 25305  
 US

**VENDOR**

**Vendor Customer Code:**  
**Vendor Name :**  
**Address :**  
**Street :**  
**City :**  
**State :** **Country :** **Zip :**  
**Principal Contact :**  
**Vendor Contact Phone:** **Extension:**

**FOR INFORMATION CONTACT THE BUYER**

Toby L Welch  
 (304) 558-8802  
 toby.l.welch@wv.gov

Vendor Signature X  FEIN# 20-0201317 DATE 4-14-23

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

**ADDITIONAL INFORMATION**

Addendum No 2 is issued for the following reasons:

1) To Publish a copy of vendor's questions with the responses.

--no other changes--

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Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**  
Advertising agency services

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 4:00 p.m.	2023-03-17



**SOLICITATION NUMBER: CRFP COM2300000001**  
**Addendum Number: 2**

---

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 No 2 is issued for the following reasons:

- 1) To Publish a copy of vendor's questions with the responses.
- 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.

# ATTACHMENT A

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP COM23\*001**

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**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)

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

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

THE MANAHAN GROUP LLC  
Company  
  
Authorized Signature  
4-14-23  
Date

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

**ATTACHMENT A**

**CRFP COM2300000001**

**VENDOR TECHNICAL QUESTIONS RESPONSE**

**Vendor #1 Questions:**

1. Is there an in-state vendor preference?

ANSWER: Yes. Form WV-10 relating to vendor preference can be found on the Purchasing Division's website or by sending an email request to the purchasing buyer listed on this solicitation. See 15A of Section 2, "Instructions to Vendor's Submitting Bids" This section more clearly explains reciprocal preference in regard to resident and non-resident vendors. Additionally, point 16 of the same section refers to WV Code that establishes vendors which are certified as "Small, Women-Owned, or Minority-Owned Business" be provided the same preference available to any resident vendor. Instructions on how to submit this form can be found on the WV Division of Purchasing's website. This form must be submitted with the vendor's bid.

2. Section 4, project specifications, 4.2: "Vendor's response should also include examples of creative proposals as examples of a bidders' ability to provide the desired Advertising Services. The requested samples are not necessarily representative of the Advertising Services that will be performed under this RFP but will help to evaluate a vendor's proposal. By submitting samples of creative proposals as set forth in section four of this RFP, vendor acknowledges and agrees that any content, layouts, artwork, and copy, including, but not limited to, advertising copy, photocopies, storyboards, or other tangible materials contained in the sample creative shall become the exclusive property of the Department."

- a. Can you please be more explicit and specific about if you are looking for outlines of proposed tactics; or if you are seeking newly created executions/spec work that is made solely for this RFP response; or if you are looking for examples of previous work?

- b. If you are looking for spec work, can you please clarify what Commerce's agency/initiative this should be for and what the goals, objectives, and target audiences are for the proposed initiative?

**ANSWER:**

A - Forward-looking speculative work related to this RFP is encouraged.

B - Commerce Communications provides services to 40+ governmental agencies. It is at your discretion who you choose to do spec work for.

3. 4.2.2.3 "The vendor must have experience related to business marketing."

- a. Can you share any additional details? Does this mean sharing details about experience with B2B marketing?

ANSWER: Yes, please outline past experiences and successes with B2B marketing, noting any past experience with local, state or federal governmental agencies - or developing sales funnels

ATTACHMENT A

CRFP COM2300000001

VENDOR TECHNICAL QUESTIONS RESPONSE

and intake mechanisms for B2B marketing for private business or organizations (industry, employee size, etc.).

4. 4.2.2.5 "Website development, design, upgrades, hosting and maintenance may be subcontracted to a qualified firm upon approval from Agencies, if said requested services are not available in-house."

a. How will the evaluation team differentiate between bidding agencies that can provide these services in-house vs. those that cannot in terms of the cost proposal? If a bidding agency does not provide these services in-house, can they zero out the related line item in the cost proposal?

ANSWER: No, I would ask that they work with a preferred vendor to estimate a cost and include that in their bid. Web assistance is a key portion of our work and an inability to provide that service, or have a plan on how to facilitate it, poses an issue.

5. 4.3.1.1 (A) Financial Stability:
- a. (ii) "Vendor should provide a list of annual gross billings for the last two years, a list of all accounts gained or lost in the last 12 months with a description of why accounts were lost."
- Most agencies would consider this confidential information; is it acceptable to mark this information as so and ask that this information be redacted from the publicly available copy of this proposal on <http://www.state.wv.us/admin/purchase/Bids/default.html> ?

ANSWER: Vendors can mark confidential information as such. But Vendors should understand that responses to this RFP will become public records, subject to any applicable exemptions, which may include protecting trade secrets or other proprietary information.

- Can you please define "lost" in this context? Agencies often work with partners on a per-project basis for a defined period of time: this partnership would not be considered 'lost' by an agency but simply a situation where the project deliverables had been fulfilled within a predetermined time frame.

ANSWER: "Lost" means any account billed regularly for a period of 6 months or longer.

- a. (II). "Vendor database experience."
- Can you clarify how we should describe our experience with databases as it relates to Financial Stability? Or does this requirement reference an agency's technical experience working on/with databases on the behalf of clients?

ANSWER: This requirement references technical experience with databases on behalf of clients.

**ATTACHMENT A**

**CRFP COM2300000001**

**VENDOR TECHNICAL QUESTIONS RESPONSE**

6. 4.3.1.6 "Vendor should identify one recent and successfully completed, comprehensive marketing project (within the three years preceding the date of the proposal) including, but not limited to, media related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials, and the individual staff members involved in the three projects. Campaigns or projects that did not use aired or published paid media shall not be considered as eligible for the purpose of responding to this proposal. Each bidder should also include the name and phone number of a contact person at the client's place of business to serve as a reference for any project submitted. Identical information must also be provided for any principal in a joint venture or subcontractor situation.
- a. The question specifies identifying one recent project but later states that the vendor should identify individual staff members involved in the three projects. Can you confirm that we only need to identify one project to meet this requirement?

**ANSWER: One project should be sufficient but should include multiple elements that were mentioned in the RFP (including, but not limited to, media related advertising and the subsequent buy, promotional items, websites, public relations endeavors and other pertinent materials), therefore, the responses should include employees that worked on three of those elements.**

**Vendor #2 Questions:**

7. "4.2.2.5 The Vendor must have the ability to maintain existing websites and create new websites, as needed. The website's security and performance standards must equal or exceed those of the current sites and must meet performance and security standards established by the state's Office of Technology. Website development, design, upgrades, hosting, and maintenance may be subcontracted to a qualified firm upon approval from Agencies, if said requested services are not available in-house."

**Question:** We are interpreting this statement as stating that we can sub-contract out all web design and development services. Is there a procedure in place to determine what a "qualified firm" is or is that up to the vendor to determine? Do the agencies do any background checks on the subcontractors?

**ANSWER: Subcontractors must meet the same specifications and requirements of Vendors, if those subcontractors are to perform work under the Contract. Vendors are responsible for selecting qualified subcontractors. We do not complete background checks on subcontractors.**

8. "4.2.2.15. The Vendor will be permitted, upon request of Agencies to make subcontract(s) with other entities for furnishing any of the Advertising Services (as hereinbefore defined) for the Agencies. Agencies may request that Vendor subcontract for Advertising Services if Vendor is unable to provide the Advertising Services in question, or if Agencies believe, in their sole discretion (and even if Vendor can provide the Advertising Services in question) that subcontracting is in the best interest of the State. Vendor's fee for providing such assistance shall



ATTACHMENT A

CRFP COM2300000001

VENDOR TECHNICAL QUESTIONS RESPONSE

not exceed 3 % of the subcontracted price. All subcontracting must be approved by Agencies in advance.”

AND

“4.2.2.16 Vendor's media buy markup fee must not exceed 3% of the price paid for the media buy.”

**Question:** If, as stated in 4.2.2.15, vendors can use sub-contractors for any advertising service and the vendor chooses to use a sub-contractor for media buying then can the vendor mark up what is charged by the sub-contractor for the advertising service?

As an example, Company A (vendor) subs out media buying services to Company 8. Company 8 charges a rate that includes their mark-up (whatever it may be) on media. Can Company A (vendor) mark up the invoice received from Company B an additional 3%?

And, is there an issue if both Company A (vendor) and Company B (subcontractor) are owned/operated by the same group/person for any sub-contracted service?

**ANSWER:** The agency will pay a maximum of a 3% mark-up. The 3% markup was what was included in the current contract and what was also included in the RFP. It is a total of a 3% markup to the state, not 3% for a vendor, and 3% for a subcontractor.

9. “4.3.1.1 (B). Professional Experience  
(v.) Vendor should list subcontractor company information and references. Provide a potential list of all related sub contracted services that may be needed for work associated with this Contract.”

**Question:** What level of detail is needed for "subcontractor company information and references?"

**ANSWER:** Name, contact information, and individuals or businesses that have procured services from that subcontractor to the extent available.

10. “4.3.1.4 Website Development Provide one example of a recently developed commercial website. Describe functionality, platform, and hosting specifications. Emphasize e-commerce experience and capabilities.”

**Question:** If we plan on using subcontractors for all these services as we can't provide them in-house should we provide examples of the subcontractor's work?

**ANSWER:** Yes, work examples should be provided for quality, SEO, and multi-functional device websites (formatted for various device sizes) that meet the requirements of the RFP.

11. “4.3.2.1 The Vendor must have mastery level knowledge of LAMP stack programming: LINUX, Apache, MySQL and PHP. Including the ability to maintain, modify, and create existing databases and reporting functionality from said databases while exhibiting security and performance standards that must be equal to or exceed those of industry best practices. LAMP stack programming is preferred, but Vendors are encouraged to describe proficiencies in other similar programming.”

## ATTACHMENT A

### CRFP COM230000001

#### VENDOR TECHNICAL QUESTIONS RESPONSE

**Question:** If we plan on using subcontractors for all these services as we can't provide them in-house should we/can we discuss the subcontractor's experience of the above?

**ANSWER:** Yes.

12. 4.3.2.3 The Vendor must have at least 5 years of in-house experience with WordPress and Google Analytics and be able to show customization and development abilities for enterprise-level websites.

**Question:** In that WordPress is a web design and development platform, why must the vendor have the experience in it if we're allowed to subcontract those services out?

**ANSWER:** The vendor should showcase and document experience in the preferred platform as indicated in the RFP either through in-house staff or subcontractors.

13. Attachment C: Cost Sheet: Specific activities estimated: (your total is correct but your narrative below it is incorrect.

"5,400 hours, the RFP's ... " should be 6,300 hours.

Attachment C: Cost Sheet: Specific activities estimated:

**Question:** If a (potential) vendor were to bid a \$0.00 rate per hour for any of the specific activities, the resulting estimated cost would obviously be lower than anticipated by the agencies. This would result in a favorable standing in the total cost score component of the RFP.

That same (potential) vendor could, by the statements in the RFP, subcontract any or all of the specific activities and add on a percentage of the cost to them, correct?

Could a (potential) vendor subcontract those services to a firm/company/person employed by or owned/operated by the same individuals or organizations - essentially subcontracting those services to themselves?

**ANSWER:** Due to a typing error, please only use the estimate of 6300 in the cost sheet. Please translate your expected workable rate into an hourly rate per the cost sheet for this exercise. The true hourly rate is not \$0.00. Therefore, per your desired business arrangement, if secured, the hourly rate that would appear per the cost sheets included in the RFP for each category.

A vendor and subcontractor that are owned by the same group/person is not explicitly prohibited under this solicitation, subject to all other state laws and regulations.

#### Vendor #3 Questions:

14. Does the bidder need to provide a solution for all of the services needed, or can the bidder bid upon the services they provide?

**ATTACHMENT A**

**CRFP COM2300000001**

**VENDOR TECHNICAL QUESTIONS RESPONSE**

**ANSWER:** This is an inclusive agreement, and all services need to be bid, whether sub-contracted or inclusive to one vendor.

**Vendor #4 Questions:**

Based upon our initial review of CRFP 0327 COM2300000001, we have a few questions that affect the overall scope of our response.

It may be that Section 4.2.1 and Section 4.4.1 were not fully adjusted from the template of the 2019 RFP document which requested that two separate projects be submitted for review by the evaluation committee, and that these be presented at the oral presentation with spec creative and other direct project specifications. This will be referenced in Vendor Questions (1) and (13).

Vendor Question (1) pertains to Section 4.2.1.

Section 4.2.1. Goals and Objectives - General Advertising Services.

(A) Vendor should describe how it will assist in the providing of Advertising Services (defined above) to the Department of Tourism, and other agencies utilizing the Department's Marketing and Communications unit with specific information provided on Media Buying, Research, Website Development, Digital Marketing and Advertising, and Full Marketing Campaigns. More detail about the desired information can be found in Section 4.3.

15. **Vendor Question 1:** It appears that the two sentences in Section 4.2.1 make up the bulk of what is to be submitted as our response. Are we correct to submit answers to all of the Qualifications and Experience questions outlined in Section 4.3, 4.3.1, 4.3.1.1A(i), 4.3.1.1A(ii),4.3.1.1A(II), 4.3.1.1B(i), 4.1.1.1B(ii), 4.1.1.1B(iii), 4.1.1.1B(vi), 4.1.1.1B(v), 4.3.1.2, 4.3.1.2A, 4.3.1.28, 4.3.1.2C, 4.3.1.3, 4.3.1.3A, 4.3.1.3B, 4.3.1.4A, 4.3.1.4B, 4.3.1.5, 4.3.1.SA, 4.3.1.SB, 4.3.1.6, 4.3.2, 4.3.2.1, 4.3.2.2, 4.3.2.3?

**ANSWER:** Please see response for Question 3.

16. **Vendor Question 2:** Section 4.2.2.3 The Vendor must have experience related to business marketing. Could you please elaborate on what experience you are looking at The Vendor having? What exactly do you mean by Business marketing? If the Vendor lists specific subcontractors in their RFP submission, can the experiences of those subcontractors be used in answering this question?

**ANSWER:** Please see response for Questions 3 and 4.

17. **Vendor Question 3:** The final sentence of Section 4.2.2.10 states, "Tear sheets shall be signed certifying the run dates, publication, and site of the ad." In the event that The Vendor uses a media software program, to verify placement in addition to tear sheets, is this acceptable? Is there a specific policy for how make goods are placed?

ATTACHMENT A

CRFP COM2300000001

VENDOR TECHNICAL QUESTIONS RESPONSE

Vendor Questions (9) thru (12) concern Section 4.3.1.2. Media Buying

23. **Vendor Question 9:** Does Media Buying have to be performed as an in-house service?

**ANSWER: No.**

24. **Vendor Question 10:** If Media Buying is subcontracted, how does The Department know that they are not paying more than the maximum 3% mark-up? Does this put advertising agencies who subcontract Media Buying at an advantage over those that provide the service in-house? Specifically, if the subcontractor charges a 10% mark-up, should the agency using them to contract not be required to pay the 10% that the media is being marked up in order to get their 3% maximum mark-up? Will the subcontractor be required to show proof of payment to the media provider as part of the reimbursement? Are all discounts earned on behalf of media placed for the Department to be applied against the Department's bill - meaning is the Department to be billed at the Net Rate less any discount?

**ANSWER: Yes. the Department (or agency) buying the media will pay a maximum 3% markup on the cost the vendor or subcontractor spent to acquire that media.**

25. **Vendor Question 11:** If the Vendor provides in-house Media Buying Services, will they be required to purchase the ratings software that goes along with the subscription?

**ANSWER: No. However, vendors are encouraged to be able to justify media placements with data that supports the decision-making process.**

26. **Vendor Question 12:** For digital media placements that are done in-house, is the Vendor required to show the actual credit card charges for the placement? Specifically, is there an actual charge versus cost billed component that must be provided in order to receive reimbursement?

**ANSWER: Yes.**

27. **Vendor Question 13:** Section 4.3.1.6 references "one recent and successfully completed, comprehensive marketing project" and then goes on to end with "and the individual staff members involved in the three projects". Are we correct that the word three should be omitted and the word projects changed to project?

**ANSWER: Please see response for Question 3.**

Vendor Questions (14) thru (17) pertain to Section 4.4.1 "Material and Information Requested at Oral Presentation".

4.4.1. The Vendor should present each sample creative projects described in Section 4 of this CRFP, at the discretion of the Vendor. All strategic and creative elements included in the proposal and presented orally to the evaluation committee should be developed and executed by

## ATTACHMENT A

### CRFP COM230000001

#### VENDOR TECHNICAL QUESTIONS RESPONSE

33. **Vendor Question 19:** The Media Buying Add-on percentage is capped at 3%, which is stated on the Cost Sheet. Section 4.2.2.15 caps Add-on for Sub-Contracted Purchases at 3%, but the Cost Sheet does not say this. Is Add-on for Sub-Contracted purchases capped at 3%?

**ANSWER:** The agency's total add-on percentage is 3%. It is up to the Vendors and any subcontractors to determine how to equitably divide that percentage.

34. **Vendor Question 20:** The Cost Sheet specifically states that "All Travel Is to Be Included in The Quoted Hourly Rates. In the event that the Department of Commerce requires The Vendor to attend a conference in Los Angeles, and are gone for 48 hours, and The Vendor incurs the costs of the plane ticket, the hotel for three days, and all meals at the event. How does The Vendor bill for said event? Specifically, do they bill at the appropriate service rate for 48 hours, from the time that they left the office for the event to the time they arrive back from the event?"

**ANSWER:** All travel is to be included in the quoted hourly rate. No additional compensation for travel expenses will be made to the successful vendor.

35. **Vendor Question 21:** The Cost Sheet specifically states that "All Travel Is to Be Included in The Quoted Hourly Rates." For in-state travel requiring overnight accommodations The Vendor incurs the cost of the travel and hotel room. How does the Vendor bill in-state travel? Specifically, if The Vendor is required to be somewhere between 2 pm on a Wednesday and noon on Thursday, do they bill the appropriate service rate for 22 hours?

**ANSWER:** All travel is to be included in the quoted hourly rate. No additional compensation for travel expenses will be made to the successful vendor.

36. **Vendor Question 22:** The Cost Sheet specifically states that "All Travel Is to Be Included in The Quoted Hourly Rates." If the Vendor is required to be in Clarksburg at 10 am, and return to Charleston at 6 pm, and incurs the cost of the travel, how many hours should be billed to The Agency? Specifically, is it 8:30 am to 6 pm which is 9.5 hours, or can they only bill from 10 am to 4:30 pm which is 6.5 hours?

**ANSWER:** Tourism - All travel is to be included in the quoted hourly rate. No additional compensation for travel expenses will be made to the successful vendor.

37. **Vendor Question 23:** How are hours billed to The Department by the Vendor? Specifically, on the invoice to The Department, do you require a listing of who worked, the day worked, the amount of time billed, and a description of what was done? If not, does The Vendor simply submit an invoice for Hours billed per month multiplied by the hourly rate for each service category?

**ANSWER:** Invoices will need to include specific details of client activity and expenses, travel and category and itemization of expenses incurred.



**ATTACHMENT A**

**CRFP COM230000001**

**VENDOR TECHNICAL QUESTIONS RESPONSE**

of the evaluation team has a personal interest with any vendor, they will recuse themselves from the committee. In that event, a comparable replacement will be selected by leadership.

43. **Vendor Question 29:** Will the scoring of the proposals be standardized?

**ANSWER: Yes**

44. **Vendor Question 30:** Will the scores issued by the individual evaluators be made a part of the public record?

**ANSWER: After an award is made and the winning bidder has been notified all bids and related information will be public records.**

45. **Vendor Question 31:** In order to be fair to all respondents, in the event that there are not two weeks remaining to finish the proposal, after the addendum answering the questions is issued, will a second addendum be issued to change the final due date of the proposal?

**ANSWER: We have the ability to extend the due date via an addendum posted to the purchasing bulletin. This is at the discretion of leadership and the Purchasing Buyer. In regard to this RFP, we have extended the bid opening date to April 18th.**

46. **Vendor Question 32:** Are Oral Presentations currently being conducted? Will there be an oral presentation?

**ANSWER: No, oral presentations are not currently being conducted. However, an oral presentation may be requested in the future.**



## Section 5

### Insurance Policies

#### General Liability, Automobile, Professional/ Errors and Omissions



**RENEWAL CERTIFICATE**

**COMMON POLICY DECLARATIONS**  
OFFICE PAC  
BUSINESS: ADVERTISING, GR

**POLICY NO.:** 680-0L282488-22-42  
**ISSUE DATE:** 06/17/2022

**INSURING COMPANY:**  
TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA

**1. NAMED INSURED AND MAILING ADDRESS:**

THE MANAHAN GROUP  
222 CAPITOL ST  
CHARLESTON WV 25301

**2. POLICY PERIOD:** From 07/30/2022 to 07/30/2023 12:01 A.M. Standard Time at your mailing address.

**3. LOCATIONS:**

<b>PREM. NO.</b>	<b>BLDG. NO.</b>	<b>OCCUPANCY</b>	<b>ADDRESS</b> (same as Mailing Address unless specified otherwise)
001	001	ADVERTISING, GR	222 CAPITOL ST CHARLESTON WV 25301

**4. COVERAGE PARTS AND SUPPLEMENTS FORMING PART OF THIS POLICY AND INSURING COMPANIES**

<b>COVERAGE PARTS AND SUPPLEMENTS</b>	<b>INSURING COMPANY</b>
Businessowners Coverage Part	ACJ

**5.** The COMPLETE POLICY consists of this declarations and all other declarations, and the forms and endorsements for which symbol numbers are attached on a separate listing.

**6. SUPPLEMENTAL POLICIES:** Each of the following is a separate policy containing its complete provisions.

<b>POLICY</b>	<b>POLICY NUMBER</b>	<b>INSURING COMPANY</b>
---------------	----------------------	-------------------------

**DIRECT BILL**

**7. PREMIUM SUMMARY:**

Provisional Premium	\$	1,596.00
Due at Inception	\$	
Due at Each	\$	

**NAME AND ADDRESS OF AGENT OR BROKER**

CAPITAL INSURANCE GROUP DKN44  
216 WASHINGTON ST W

CHARLESTON WV 25302

**COUNTERSIGNED BY:**

\_\_\_\_\_  
Authorized Representative

**DATE:** 06/17/2022

BUSINESSOWNERS PROPERTY COVERAGE

PREMISES LOCATION NO.: 001      BUILDING NO.: 001

COVERAGE	LIMIT OF INSURANCE	VALUATION	COINSURANCE	INFLATION GUARD
BUSINESS PERSONAL PROPERTY \$ *Replacement Cost	148,341	RC*	N/A	0.0%

COVERAGE EXTENSIONS:

Accounts Receivable	\$	25,000
Valuable Papers	\$	25,000

Other coverage extensions apply and may be changed by an endorsement. Please read the policy.

## Section 6

# Certificate of Workers Compensation



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
04/12/2023

**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 have ADDITIONAL INSURED provisions or 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> Automatic Data Processing Insurance Agency, Inc.  1 Adp Boulevard Roseland NJ 07068		<b>CONTACT NAME:</b> Automatic Data Processing Insurance Agency, Inc. <b>PHONE (A/C, No, Ext):</b> 1-800-524-7024 <b>FAX (A/C, No):</b> <b>E-MAIL ADDRESS:</b>																						
<b>INSURED</b> The Manahan Group LLC  222 Capitol St Ste 400  Charleston WV 25301		<table border="1"> <tr> <th colspan="2">INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A :</td> <td>Twin City Fire Insurance Company</td> <td>29459</td> </tr> <tr> <td>INSURER B :</td> <td></td> <td></td> </tr> <tr> <td>INSURER C :</td> <td></td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> <td></td> </tr> </table>		INSURER(S) AFFORDING COVERAGE		NAIC #	INSURER A :	Twin City Fire Insurance Company	29459	INSURER B :			INSURER C :			INSURER D :			INSURER E :			INSURER F :		
INSURER(S) AFFORDING COVERAGE		NAIC #																						
INSURER A :	Twin City Fire Insurance Company	29459																						
INSURER B :																								
INSURER C :																								
INSURER D :																								
INSURER E :																								
INSURER F :																								

**COVERAGES**                      **CERTIFICATE NUMBER:** 2961709                      **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.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					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 <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED    RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input checked="" type="checkbox"/> Y	N/A N 76WEGGB4885	10/15/2022	10/15/2023	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

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

<b>CERTIFICATE HOLDER</b>  State of West Virginia, Attn: Purchasing Division 2019 Washington Street, East  Charleston WV 25305	<b>CANCELLATION</b>  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  <i>Thany M. Min</i>
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## Section 7

# Disclosure of Interested Parties to Contracts



# West Virginia Ethics Commission



## Disclosure of Interested Parties to Contracts

Pursuant to W. Va. Code § 6D-1-2, a state agency may not allow a vendor to perform work on a contract, or a series of related contracts, that has/have an actual or estimated value of \$1 million or more until the business entity submits to the state agency a Disclosure of Interested Parties to the applicable contract. In addition, the business entity awarded a contract is obligated to submit a supplemental Disclosure of Interested Parties reflecting any new or differing interested parties to the contract within 30 days following the completion or termination of the applicable contract.

For purposes of complying with these requirements, the following definitions apply:

*"Business entity"* means any entity recognized by law through which business is conducted, including a sole proprietorship, partnership or corporation, but does not include publicly traded companies listed on a national or international stock exchange.

*"Interested party"* or *"Interested parties"* means:

- (1) A business entity performing work or service pursuant to, or in furtherance of, the applicable contract, including specifically sub-contractors;
- (2) the person(s) who have an ownership interest equal to or greater than 25% in the business entity performing work or service pursuant to, or in furtherance of, the applicable contract. (This subdivision does not apply to a publicly traded company); and
- (3) the person or business entity, if any, that served as a compensated broker or intermediary to actively facilitate the applicable contract or negotiated the terms of the applicable contract with the state agency. (This subdivision does not apply to persons or business entities performing legal services related to the negotiation or drafting of the applicable contract.)

*"State agency"* means a board, commission, office, department or other agency in the executive, judicial or legislative branch of state government, including publicly funded institutions of higher education: Provided, that for purposes of W. Va. Code § 6D-1-2, the West Virginia Investment Management Board shall not be deemed a state agency nor subject to the requirements of that provision.

The contracting business entity must complete this form and submit it to the state agency prior to beginning work under a contract and to complete another form within 30 days of contract completion or termination.

*This form was created by the State of West Virginia Ethics Commission, 210 Brooks Street, Suite 300, Charleston, WV 25301-1804. Telephone: (304)558-0664; fax: (304)558-2169; e-mail: [ethics@wv.gov](mailto:ethics@wv.gov); website: [ethics.wv.gov](http://ethics.wv.gov).*

West Virginia Ethics Commission  
**Disclosure of Interested Parties to Contracts**

(Required by W. Va. Code § 6D-1-2)

Name of Contracting Business Entity: THE MANAHAN GROUP LLC

Address: 222 CAPITOL ST, STE 500, CHARLESTON, WV 25301

Name of Authorized Agent: GEORGE B. MANAHAN Address: (SAME)

Contract Number: CRFP0327 (OM23\*) Contract Description: ADVERTISING SERVICES

Governmental agency awarding contract: DEPARTMENT OF COMMERCE

Check here if this is a Supplemental Disclosure

List the Names of Interested Parties to the contract which are known or reasonably anticipated by the contracting business entity for each category below (attach additional pages if necessary):

**1. Subcontractors or other entities performing work or service under the Contract**

Check here if none, otherwise list entity/individual names below.

**2. Any person or entity who owns 25% or more of contracting entity (not applicable to publicly traded entities)**

Check here if none, otherwise list entity/individual names below.

**3. Any person or entity that facilitated, or negotiated the terms of, the applicable contract (excluding legal services related to the negotiation or drafting of the applicable contract)**

Check here if none, otherwise list entity/individual names below.

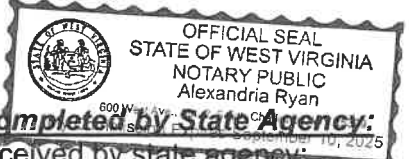
Signature: [Signature] Date Signed: 4-14-23

**Notary Verification**

State of West Virginia, County of Kanawha:

GEORGE B. MANAHAN, the authorized agent of the contracting business entity listed above, being duly sworn, acknowledge that the Disclosure herein is being made under oath and under the penalty of perjury.

Taken, sworn to and subscribed before me this 14th day of April, 2023



Alexandria Ryan  
Notary Public's Signature

To be completed by State Agency:  
Date Received by state agency: \_\_\_\_\_  
Date submitted to Ethics Commission: \_\_\_\_\_  
Governmental agency submitting Disclosure: \_\_\_\_\_

## Section 8

### In-State Vendor Preference

# 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, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; **or**,  
 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.
- 8. Application is made for reciprocal preference.**  
 Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

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 MANAHAN GROUP LLC Signed: [Signature]

Date: 8-14-23 Title: FOUNDER / CEO

## Section 9

# Designated Contact & Certification & Signature



**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.

(Printed Name and Title) GEORGE B. MANAHAN, FOUNDER/CEO  
(Address) 222 CAPITOL ST, STE 500, CHARLESTON, WV 25301  
(Phone Number) / (Fax Number) 304.343.2800 / 304.343.2788  
(Email address) gmanahan@manahangroup.com

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract 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/Contract 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 this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; 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.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

THE MANAHAN GROUP LLC

(Company)

  
(Signature of Authorized Representative)

GEORGE B. MANAHAN, FOUNDER/CEO, 4/13/23

(Printed Name and Title of Authorized Representative) (Date)

304-343-2800 / 304-343-2788

(Phone Number) (Fax Number)

gmanahan@manahangroup.com

(Email Address)

## Section 10

# Purchasing Affidavit



STATE OF WEST VIRGINIA  
Purchasing Division

The Manahan Group LLC  
CRFP 0327 COM230000001

# PURCHASING AFFIDAVIT

**CONSTRUCTION CONTRACTS:** Under W. Va. Code § 5-22-1(i), the contracting public entity shall not award a construction contract to any bidder that is known to be in default on any monetary obligation owed to the state or a political subdivision of the state, including, but not limited to, obligations related to payroll taxes, property taxes, sales and use taxes, fire service fees, or other fines or fees.

**ALL CONTRACTS:** 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: (1) for construction contracts, the vendor is not in default on any monetary obligation owed to the state or a political subdivision of the state, and (2) for all other contracts, 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: 4-14-23

State of West Virginia

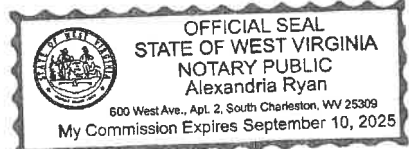
County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 14th day of April, 2023

My Commission expires September 10, 2025

**AFFIX SEAL HERE**

NOTARY PUBLIC [Signature]



**VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION**

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION  
To Be Completed by the Vendor and Returned to the Purchasing Division

1. Legal Name of Company/Individual The Manahan Group LLC

Ordering Address 222 Capitol Street, STE 500, Charleston, WV 25301

(Please provide a physical address, not a post office box.) 222 Capitol Street, STE 500, Charleston, WV 25301

Payment Address 222 Capitol Street, STE 500, Charleston, WV 25301

City, State, Zip Charleston, WV 25301

Telephone Number 304-343-2800 Fax Number 304-343-2788

Principle Contact Person George B. Manahan E-mail gmanahan@manahangroup.com

Contact's Telephone Number 304-343-2800 Contact's Fax Number 304-343-2788

DBA, if any The Manahan Group

Ordering Address 222 Capitol Street, STE 500, Charleston, WV 25301

Payment Address 222 Capitol Street, STE 500, Charleston, WV 25301

City, State, Zip Charleston, WV 25301

Telephone Number 304-343-2800 Fax Number 304-343-2788

Principle Contact Person George B. Manahan E-mail gmanahan@manahangroup.com

Contact's Telephone Number 304-343-200 Contact's Fax Number 304-343-2788

2. Vendor Tax Classification:

- |   |  |
|---|--|
| <input type="checkbox"/> Individual             | <input type="checkbox"/> Government              |
| <input type="checkbox"/> Sole Proprietor        | <input type="checkbox"/> Medical Corporation     |
| <input type="checkbox"/> Partnership            | <input type="checkbox"/> Attorney Corporation    |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Non-Profit Organization |
| <input type="checkbox"/> Board Member           | <input type="checkbox"/> Payroll                 |
| <input type="checkbox"/> Trust                  | <input type="checkbox"/> Employee                |
| <input type="checkbox"/> Estate                 |  |

# VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION  
To Be Completed by the Vendor and Returned to the Purchasing Division

- Small Business** [2] means a business, independently owned or operated by one or more persons who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, which, together with affiliates, has two hundred fifty or fewer employees, or average annual gross receipts of \$10 million or less averaged over the previous three years.
- Women-owned Business** [3] means a business concern that is at least fifty-one percent owned by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, or in the case of a corporation, partnership or limited liability company or other entity, at least fifty-one percent of the equity ownership interest is owned by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law, and both the management and daily business operations are controlled by one or more women who are citizens of the United States or noncitizens who are in full compliance with United States immigration law.

## (B) Other Federal Designations

Additionally, by providing the following information, I represent that this enterprise is a small business as defined by the **Code of Federal Regulations**, Title 13, Part 121, as appended - which contains detailed industry definitions and related procedures - and/or the characteristics of the enterprise's control, operation and/or ownership are accurately reflected in the information provided. *Check all that apply.*

- Disabled Small Business Ownership [4]
- Veteran Small Business Ownership [5]

**5. Commodity Codes:** You may register for commodity codes for the products and services that you offer, which will provide you with bid opportunity alerts and notifications should you become a paid registered vendor. To perform this function, visit the Vendor Self-Service (VSS) portal at [wvOASIS.gov](http://wvOASIS.gov).

**6.** What is the latest Dun & Bradstreet number and rating on the vendor? 785187910

**7.** Is the vendor acting as an agent for some other individual, firm or corporation? If yes, attach statement of the principal authorizing such representation.  No  Yes

By signing below and submitting this form, the vendor certifies and acknowledges that: 1) it has obtained all licenses, certifications, and authorizations necessary to lawfully conduct business in the state of West Virginia; and 2) that the assertions made by completing this form and delivering it to the Purchasing Division are accurate and true in accordance with the applicable law and rules. As authorized agent of the vendor named herein, I do solemnly swear that the above information is true and complete, in accordance with **West Virginia Code §5A-3-12(e)**.

In the event that the vendor is applying for certification as a small, women-, or minority-owned business, the vendor's signature below further certifies that: 1) the state in which the vendor has its headquarters or principal place of business does not deny a like certification to a West Virginia based small, women-owned, or minority-owned business; 2) the state in which the vendor has its headquarters or principal place of business does not provide a preference to small, women-owned, or minority-owned firms that is unavailable to West Virginia based businesses; and, 3) that it has read and understands this form, along with the law and rules governing certification as a small, women-owned, or minority-owned business.

George B. Manahan

Authorized Agent of Vendor (Print Name)



Authorized Agent (Signature)

Founder/CEO

Title

4-14-23

Date

**PURCHASING DIVISION  
USE ONLY**

Vendor ID: \_\_\_\_\_

Check No. : \_\_\_\_\_

Memo No. : \_\_\_\_\_

Date: \_\_\_\_\_

Entered by: \_\_\_\_\_

**VENDOR REGISTRATION AND DISCLOSURE STATEMENT AND SMALL, WOMEN-, AND MINORITY-OWNED BUSINESS CERTIFICATION APPLICATION**

PLEASE TYPE OR CLEARLY PRINT ALL INFORMATION  
To Be Completed by the Vendor and Returned to the Purchasing Division

**Part II: FOR STATE USE ONLY - To Be Completed by State Agency and Returned to Purchasing Division**

1. Please provide a concise description of the goods and/or services the vendor is providing with your specific transaction.

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2. Cite the corresponding exemption code from Section 9 of the Purchasing Division Procedures Handbook, if applicable.

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3. Are the goods and/or services considered sole source?  No  Yes

4. Will the goods and/or services provided by this vendor exceed \$2,500 in aggregate across all state agencies? If not, and an award under this dollar threshold is pending, please refer to WVREGEX in wvOASIS for a processing code to use on your wvOASIS award document.

No  Yes

\_\_\_\_\_  
State Agency Procurement Officer Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Telephone No.

\_\_\_\_\_  
FAX No.

Return to: **WV Purchasing Division**  
**Vendor Registration**  
**2019 Washington Street, East**  
**Charleston, WV 25305-0130**

## Section 12

### Under Section 6.8

### Availability of Information

### Certification to Bind the Contract

**REQUEST FOR PROPOSAL**  
**DEPARTMENT OF COMMERCE**  
**CRFP COM230000001**

**Step 2: Cost Score Percentage X Points Allocated to Cost Proposal = Total Cost Score**

Example:

Proposal 1 Cost is \$1,000,000  
Proposal 2 Cost is \$1,100,000  
Points Allocated to Cost Proposal is 30

Proposal 1:  
Step 1 – \$1,000,000 / \$1,000,000 = Cost Score Percentage of 1 (100%)  
Step 2 – 1 X 30 = Total Cost Score of 30

Proposal 2:  
Step 1 – \$1,000,000 / \$1,100,000 = Cost Score Percentage of 0.909091 (90.9091%)  
Step 2 – 0.909091 X 30 = Total Cost Score of 27.27273

**6.8. Availability of Information:** Proposal submissions become public and are available for review immediately after opening pursuant to West Virginia Code §5A-3-11(h). All other information associated with the RFP, including but not limited to, technical scores and reasons for disqualification, will not be available until after the contract has been awarded pursuant to West Virginia Code of State Rules §148-1-6.3.d.

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 LLC  
(Company)

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



304.343.2800 / 304.343.2788  
(Contact Phone/Fax Number)

4/13/23  
(Date)



## Section 13

# WV Business Registration and LLC Designation & Amendments

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

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

**BUSINESS REGISTRATION ACCOUNT NUMBER: 1008-7832**

**This certificate is issued on: 11/16/2010**

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

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

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

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

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

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

atl006 v.4  
L1514988112

Joe Manchin III  
Secretary of State  
State Capitol Building  
1900 Kanawha Blvd, East  
Charleston, WV 25305-0770

Penney Barker, Team Leader  
Corporations Division  
Tel: (304) 558-8000  
Fax: (304) 558-5758  
Hours: 8:30 a.m. - 5:00 p.m. ET

## WEST VIRGINIA ARTICLES OF ORGANIZATION OF LIMITED LIABILITY COMPANY

Control # 59437

We, acting as organizers according to West Virginia Code §31B-2-202, adopt the following Articles of Organization for a West Virginia Limited Liability Company:

1. The name of the West Virginia limited liability company shall be: [The name must contain one of the required terms such as "limited liability company" or abbreviations such as "LLC" or "PLLC"--see instructions for list of acceptable terms.] Manahan & Pauley LLC

2. The company will be a:  LLC  professional LLC for the profession of \_\_\_\_\_

3. The address of the initial designated office of the company will be: [need not be a place of the company's business]  
Street: Suite 1710, 900 Lee Street, East  
City/State/Zip: Charleston WV 25301

4. The mailing address of the principal office, if different, will be:  
Street/Box: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

5. The name and street address of the person to whom notice of process may be sent, if any, is:  
Name: Brent Pauley  
Street: Suite 1710, 900 Lee Street, East  
City/State/Zip: Charleston, WV 25301

The mailing address of the above agent of process, if different, is:  
Street/Box: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

**FILED**

SEP 4 2003

6. The name and address of each organizer and member with signature authority.

Name	No. & Street	City, State, Zip
<u>Brent Pauley</u>	<u>Suite 1710, 900 Lee Street, East</u>	<u>Charleston, WV 25311</u>
<u>George Manahan</u>	<u>Suite 1710, 900 Lee Street East</u>	<u>Charleston, WV 25311</u>

IN OFFICE OF  
JOE MANCHIN III  
SECRETARY OF STATE

7. The company will be:  an at-will company, for an indefinite period.  
 a term company, for the term of 100 years.

8. The company will be:  member-managed. [Professional LLCs, please list all members on attached sheet to assure compliance with licensing requirements.]  
 manager-managed, and the name and address of each initial manager is listed below. [Attach extra sheet if needed.]  
George Manahan Suite 1710, 900 Lee Street, East, Charleston WV 25311  
Brent Pauley Suite 1710, 900 Lee Street, East, Charleston WV 25311

9. All or specified members of a limited liability company are liable in their capacity as members for all or specified debts, obligations or liabilities of the company.  NO— All debts, obligations and liabilities are those of the company.  
 YES— Those persons who are liable in their capacity as members for all debts, obligations or liability of the company have consented in writing to the adoption of the provision or to be bound by the provision.

10. The purposes for which this limited liability company is formed are as follows:  
 (Describe the type(s) of business activity which will be conducted, for example, "real estate," "construction of residential and commercial buildings," "commercial printing," "professional practice of architecture.")  
 marketing, advertising, public relations and any other lawful business

11. Other provisions which may be set forth in the operating agreement or matters not inconsistent with law:  
 [See Instructions for further information; use extra pages if necessary.]  
 NONE

12. The number of pages attached and included in these Articles is 0.

13. The requested effective date is:  the date & time of filing  
 [Requested date may not be earlier than filing nor later than 90 days after filing.]  
 the following date \_\_\_\_\_ and time \_\_\_\_\_

14. Contact and Signature Information:

a. Contact person to reach in case there is a problem with filing: Brent Pauley

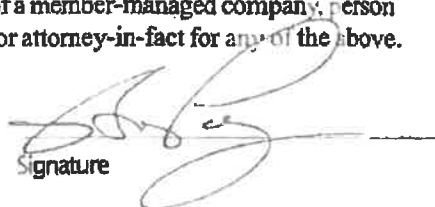
Phone # (304) 343-2800

b. Print Name of person who is signing articles of organization: Brent Pauley

c. Signature of: (manager of a manager-managed company, member of a member-managed company, person organizing the company, if the company has not been formed or attorney-in-fact for any of the above.)

Brent Pauley  
 Name [print or type]

Organizer  
 Title/Capacity

  
 Signature

State of West Virginia  
  
Certificate

*I, Betty Ireland, Secretary of State of the  
State of West Virginia, hereby certify that*

originals of the Articles of Amendment to the Articles of Organization of  
**MANAHAN & PAULEY LLC**

are filed in my office, signed and verified, as required by the provisions of West Virginia Code  
§31B-2-204 and conform to law. Therefore, I issue this

**CERTIFICATE OF AMENDMENT TO THE  
ARTICLES OF ORGANIZATION**

changing the name of the limited liability company to

**THE MANAHAN GROUP LLC**

and I attach to this certificate a duplicate original of the Articles of Amendment.



*Given under my hand and the  
Great Seal of the State of  
West Virginia on this day of  
June 14, 2005*

*Betty Ireland*

*Secretary of State*

Secretary of State  
State Capitol Bldg.  
1900 Kanawha Blvd. East  
Charleston, WV 25305



Corporations Division  
Tel: (304) 558-8000  
Fax: (304) 558-5758  
Hrs - 8:30am-5:00pm

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

WEST VIRGINIA  
ARTICLES OF AMENDMENT TO  
ARTICLES OF ORGANIZATION

[business@wvsos.com](mailto:business@wvsos.com)

FEE: \$25

In accordance with §31B-2-204 of the Code of West Virginia, the undersigned organization adopts the following Articles of Amendment to its Articles of Organization:

The name of the organization is Manahan & Pauley LLC

Date of filing Articles of Organization with the West Virginia Secretary of State: 9/4/03

Change of Name information or Text of Amendment

Change of name from Manahan & Pauley LLC

To: The Manahan Group LLC

Other amendment (use additional pages if necessary)

Contact name and number of person to reach in case of problem with filing: (optional, however, listing one may help to avoid a return or rejection of filing if there appears to be a problem with the document)

Name: Charles O. Lorenson Phone: 243-5555

Signature of person executing document:

Signature

Member  
Capacity in which he/she is signing  
(Example: member, manager, etc.)

**FILED**

JUN 14 2005

PRINT THIS COPY, THEN CLICK HERE TO RESET.

IN THE OFFICE OF  
SECRETARY OF STATE

Form LLD-2

Issued by the WV Secretary of State

Revised 1/05

# State of West Virginia



## Certificate

*I, Natalie E. Tennant, Secretary of State of the State of West Virginia, hereby certify that*

**THE MANAHAN GROUP LLC**

has filed a "Certificate of Registration of Trade Name" in my office according to the provisions of Chapter 47 of the West Virginia Code and was found to conform to law.

Therefore, I hereby issue this

### **CERTIFICATE OF REGISTRATION OF TRADE NAME**

authorizing it to transact business in West Virginia under the assumed name of

**THE MANAHAN GROUP**



*Given under my hand and the Great Seal of the State of West Virginia on this day of November 18, 2010*

*Natalie E. Tennant*

*Secretary of State*



From:

11/15/2010 11:30

#388 P.002/002

**FILED**

NOV 18 2010

Natalie E. Tennant  
Secretary of State  
1900 Kanawha Blvd E.  
Bldg 1, Suite 157-K  
Charleston, WV 25305



IN THE OFFICE OF  
SECRETARY OF STATE

Penney Barker, Manager  
Corporations Division  
Tel: (304)558-8000  
Fax: (304)558-8381  
[www.wvscs.com](http://www.wvscs.com)

**APPLICATION FOR  
TRADE NAME**

**FILE ONE ORIGINAL**  
(Two if you want a filed  
stamped copy returned to you)  
**FEE: \$25.00**

Hrs: 8:30 a.m. - 5:00 p.m. ET

1. The name of the company applying to register a trade name is:
2. The above company is applying to do business within West Virginia under the following trade name:
3. The address of the principal office:

THE MANAHAN GROUP LLC

THE MANAHAN GROUP

222 CAPITOL ST STE 400  
CHARLESTON, WV 25301

4. The name, title, address and signature of the person having authority to make application:

Name: GEORGE B. MANAHAN  
 Street: 222 CAPITOL ST STE 400  
 City/State/Zip: CHARLESTON, WV 25301

5. Signature:  Title: OWNER/CEO

**BEFORE you fill out the application:** The name you select will be approved only if it is available—that is, if the name is not the same as and is distinguishable from any other name which has been reserved or filed. Before you prepare this application, call the Corporations Division at (304)558-8000 to find out if the name you have chosen is available. A telephone check on availability of a name is not a guarantee, but it will help find a name you can use.

As required by §47-8-4 of the West Virginia Code, corporations, associations, limited partnerships, limited liability partnerships, business trusts, and limited liability companies may not conduct business under a trade name or assumed name without first filing an application for registration of trade name with the Secretary of State.

**FILE THE APPLICATION AT THE ADDRESS ON THE TOP OF THE APPLICATION  
FEE — \$25 Make checks payable to the WV Secretary of State.**

## Section 14

# Proof of Vendor Registration

# Account Summary

## My Account

Primary Account Administrator

**Name:**Ronald Jarrett

**Email:**rjarrett@manahangroup.com

**Phone:**304-343-2800

Account Status

**Vendor Code:**000000109305

**Vendor Status:**Active

**1099 Reportable:**true

EFT Information

**Account Level EFT Status:**N/A

**Address Level EFT Available:**true

Prevent New Spending

**Account Level:-** not active

Prevent New Orders

**Prevent New Orders:**No

Registration Fee Details

**Fee Exempt:**false

**Registration Application Date:**04/13/2023

**Registration Effective Date:**09/12/2023

**Registration Expiration Date:**09/11/2024

[Click here to renew vendor registration fees](#)

Vendor Compliance Holds

**Tax Clearance:**false

**Prevent New Orders:**No

**Unemployment Insurance:**false

**Worker's Compensation:**false

**Secretary of State Registration:**false

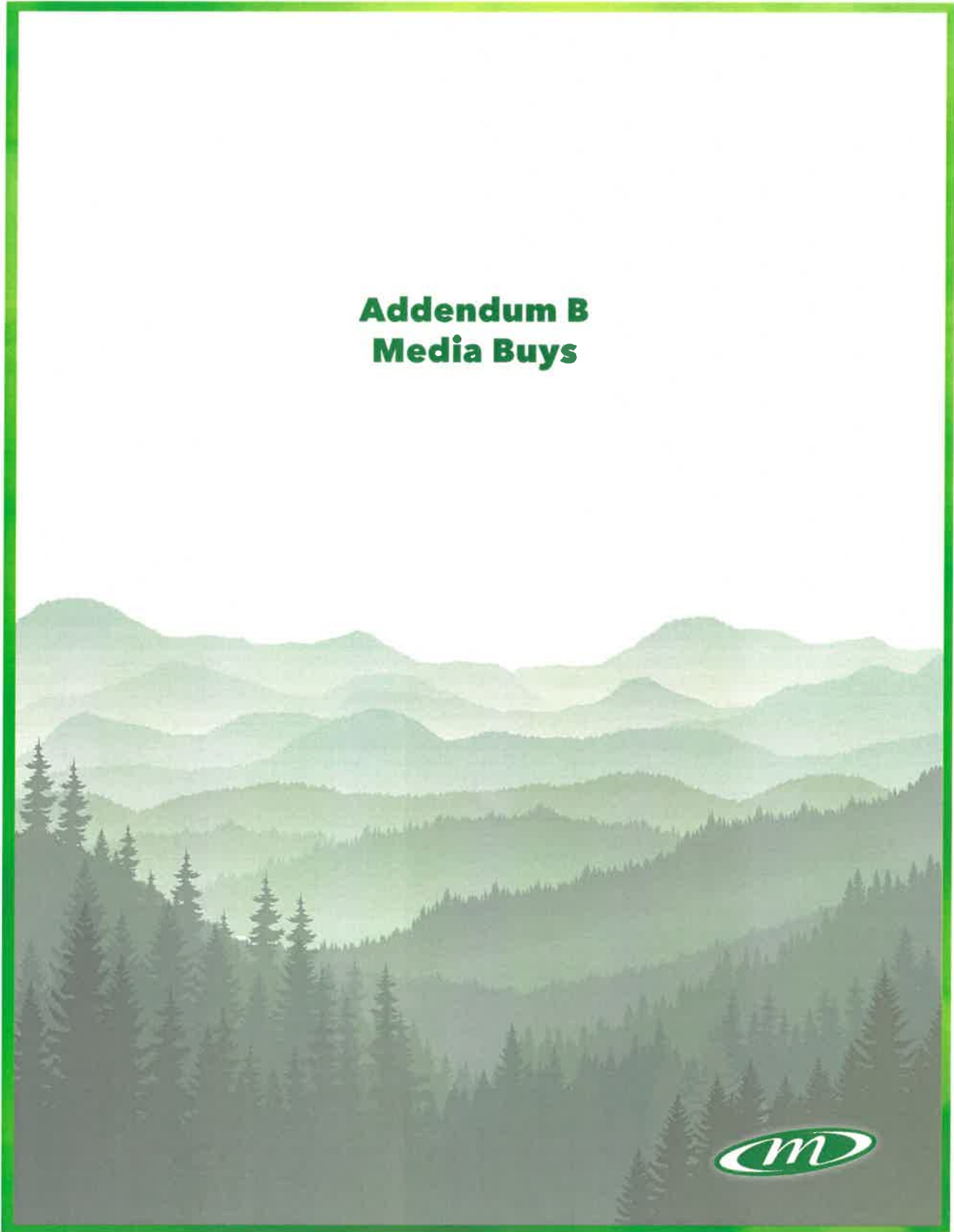
**Federal Debarred:**false

Payment Withholding

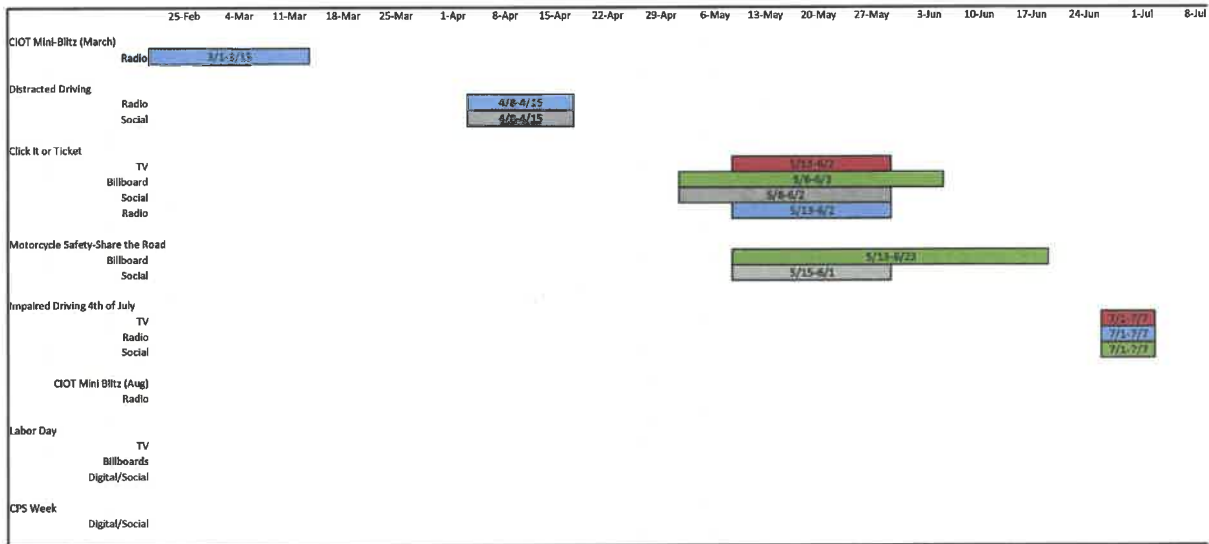
**Existing Payment Hold:**One or more payment holds have been applied to your account.The highest priority hold is listed below.

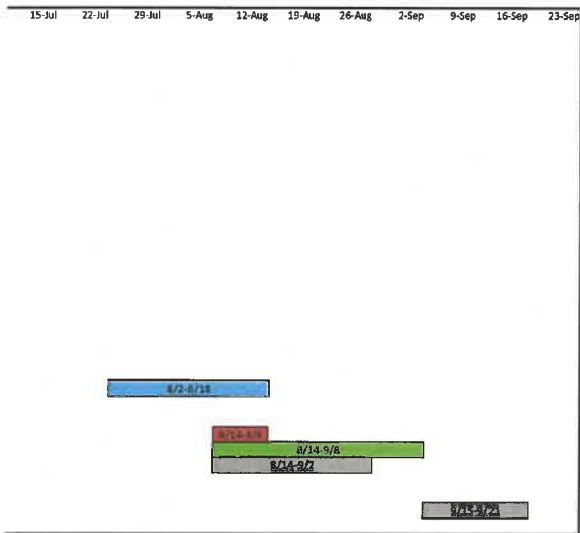
**1099 Backup Withholding:**No

## **Addendum B Media Buys**



2019 GHSP Media Timeline





**WVDOT Billboard Ride Over Reporting 2019**

	Total # Panels	Days Over		Total Spend	Total Added Value (Ride Over Values)	Total Campaign Value	
		Run					
Impaired Driving-Holidays - Nov 18	100	7,851		\$ 72,482.00	\$ 179,689.16	\$ 252,171.16	*Overruns to date 11/11/19
Click It or Ticket	115	7,036		\$ 54,485.44	\$ 199,416.45	\$ 253,901.89	
Motorcycle Safety	59	4,142		\$ 38,365.20	\$ 78,216.71	\$ 116,581.91	
Impaired Driving-Labor Day	80	2,841		\$ 48,228.50	\$ 57,038.55	\$ 105,267.05	
				\$ 213,561.14	\$ 514,360.87	\$ 727,922.01	



**SOR 2021 Paid Media Budget Summary**

TV	\$ 694,251.95
Radio	\$ 247,516.85
Sponsorships	\$ 142,216.50
Out-of-Home	\$ 391,755.00
Digital	\$ 474,289.39
Cinema	\$ 49,970.31
	\$ 2,000,000.00

**SOR 2021 Television Breakdown**

Broadcast Television					Adults 18+	
Market	Stations	Network Affiliates	Spots	Net Total	Reach	Frequency
Beckley/ Bluefield	WVVA, WVNS, WOAY, EVVA	ABC, NBC, CBS, Fox	1,373	\$ 72,224.50	87.70%	37.9
Charleston/ Huntington	WCHS, DCHS, WSAZ, WQCW, WOWK, WBOY, WDTV, EBOY,	ABC, NBC, CBS, Fox, CW	2,027	\$ 210,302.75	88.30%	38.5
Clarksburg	WVFX	ABC, NBC, CBS, Fox	1,840	\$ 92,940.70	99.00%	60.8
Parkersburg	WTAP, WIYE, WOVA	NBC, ABC, Fox	570	\$ 70,890.00	99.00%	40
Eastern Panhandle	WDVM	Independent	615	\$ 24,990.00		
Wheeling	WTOV, WTRF, ETOV, ETRF, GTRF	ABC, NBC, CBS, Fox	1,628	\$ 81,345.00	90.20%	50.3
<b>Olympics Packages July 24 - August 9</b>						
Beckley/ Bluefield	WVVA	NBC	55	\$ 6,855.25		
Charleston/ Huntington	WSAZ	NBC	58	\$ 34,000.00		
Clarksburg	WBOY	NBC	105	\$ 13,600.00		
Parkersburg	WTAP	NBC	53	\$ 7,004.00		
Wheeling	WTOV	NBC	121	\$ 12,002.00		
<i>Broadcast Totals</i>			<b>8,053</b>	<b>\$ 626,154.20</b>		

Cable Television				
Market	Cable System(s)	Networks	Spots	Net Total
Beckley/ Bluefield	Beckley, Bluefield, Princeton and Wyoming & McDowell Systems	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, TBS, TLC, TNT, USA	4,500	\$ 7,134.05
Charleston/ Huntington	Charleston, DISH, Huntington, Logan, Teays Valley, Tug Valley	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	7,240	\$ 18,839.40
Clarksburg	Buckhannon, Clarksburg, Elkins, Harrisville, Shinnston, Weston, Morgantown	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	7,020	\$ 16,858.90
Parkersburg	Parkersburg / Point Pleasant	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	2,700	\$ 5,160.35
Wheeling	Wheeling/ Weirton	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, Outdoor, TBS, TLC, TNT, USA	2,565	\$ 6,505.90
Eastern Panhandle	Martinsburg/ Keyser	A&E, AMC, DISC, ESPN, ESPN2, History, Lifetime, TBS, TLC, TNT, USA	3,486	\$ 13,599.15
		<i>Cable Totals</i>	<i>27,511</i>	<i>\$ 68,097.75</i>

**Overall Television Totals 35,564 \$ 694,251.95**

**SOR 2021 Radio Breakdown  
June 14 - September 26**

Market	Station	Spots	Net Total	Adults 18+	
				Reach	Frequency
Beckley/ Bluefield	WTTN-FM	120	\$ 2,754.00	37.80%	16.1
	WCIR-FM	105	\$ 2,409.75		
	WJLS-AM	255	\$ 6,043.50		
	News Network (WJLS-AM & WSWW-FM)	120	\$ 1,907.40		
Charleston	WKWS/WKAZ-FM	120	\$ 3,176.45	47%	10.4
	WVAF-FM	105	\$ 1,728.90		
	WRVZ-FM	105	\$ 1,948.00		
	WKLC-FM	120	\$ 8,670.00		
	WMXE-FM	105	\$ 3,123.75		
	WQBE-FM	195	\$ 9,647.50		
Huntington	WWQB-FM	120	\$ 2,040.00	52.70%	11.2
	WKEE-FM	105	\$ 4,462.50		
	WTCR-FM	120	\$ 5,100.00		
	WDGG-FM	133	\$ 3,034.50		
	WXBW-FM	152	\$ 1,829.20		
Morgantown/ Clarksburg/ Fairmont	WKKW-FM	105	\$ 6,693.75	39.20%	11.6
	WVAQ-FM	80	\$ 4,080.00		
	WWLW-FM	105	\$ 3,570.00		
	WKMZ-FM	120	\$ 2,448.00		
	WBRB-FM	105	\$ 3,748.50		
Parkersburg/ Marietta	WNUS-FM	112	\$ 1,509.60	70.30%	12.6
	WRVB-FM	98	\$ 1,237.60		
	WDMX-FM	112	\$ 1,088.00		
	WRZZ-FM	112	\$ 843.20		
	WGGE-FM	98	\$ 1,023.40		
	WHBR-FM	112	\$ 1,074.40		
	WRZZ-FM	105	\$ 892.50		

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Eastern Panhandle	WLTF-FM	105	\$ 3,213.00	*	*
	WICL-FM	120	\$ 2,550.00		
	WEPM/WCST-AM	105	\$ 1,606.50		
Wheeling	WQVK-FM	168	\$ 4,141.20	50%	11.2
	WKWK-FM	120	\$ 2,244.00		
	WEGW-FM	112	\$ 2,409.75		
	WVKF-FM	80	\$ 1,768.00		
MetroNews	News Network				
	Sportsline		\$ 118,505.00		
	Talkline				
	HS Basketball		\$ 24,995.00		
<b>Radio Totals</b>			<b>\$ 247,516.85</b>	<b>49.45%</b>	<b>12.18</b>

**SOR 2021 Sponsorship Breakdown**

Addicted Appalachia Sponsorship (WCHS & DCHS)			
	Months	Gross Total	Net Total
:30 Spot & :05 Billboard adjacent to "Addicted" Story in 5 Newscasts	3	\$ 8,490.00	\$ 7,216.50
Banner ad on "Addicted Web Page min 50,000 impressions per month			
Sponsorship of 2 Facebook posts per month			
Audio & Video tags on 10 promos per week, 2 weeks per month (Aligns with/promotes stories)			

IMG				Total Investment
Inventory	School	Timing	Qty	
HerdZone.com	Marshall University	Annual	1	
Social Posts (Mutually agreed upon)	Marshall University	Annual	1	
Website Banner Ad	Marshall University	April-September	25,000	
Outdoor LED Signage	Marshall University	April-September	1	
Football Radio In-Game Title Sponsor	Marshall University	August-September	TBD	
Football Radio In-Game Interview	Marshall University	August-September	TBD	
Football Radio In-Game Live Mention	Marshall University	August-September	8	
Football Radio In-Game :30 Spot	Marshall University	August-September	6	
Football Radio Coaches Show Live Mention	Marshall University	August-September	1	
Football Radio Coaches Show :30 Spot	Marshall University	August-September	1	
Football Signage LED Field Level Pro	Marshall University	August-September	1	
Football Signage LED North Endzone Pro	Marshall University	August-September	1	
Football Signage LED Ribbonboard	Marshall University	August-September	1	
Football Videoboard :30 Spot	Marshall University	August-September	2	
				\$ 60,000.00
Baseball Radio In-Game	West Virginia University	April-August	1	

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WVUSports.com	West Virginia University	March-September	25,000	
Football :30 Radio Spring Game	West Virginia University	TBD	2	
Football Signage South End Zone LED Spring Game	West Virginia University	TBD	1	
Football Signage Ribbon LED Spring Game	West Virginia University	TBD	1	
Football Signage South End Zone LED 2021 Season	West Virginia University	August-September	1	
Football Signage Ribbon LED 2021 Season	West Virginia University	August-September	1	
Football Radio Coaches Show :30 Spot	West Virginia University	August-September	1	
Football Radio In-Game :30 Spot	West Virginia University	August-September	1	
Football Radio Pre-Game :30 Spot	West Virginia University	August-September	1	
Football Radio Post-Game Show :30 Spot	West Virginia University	August-September	1	
Football Full Page Ad - Fan Guide	West Virginia University	August-September	1	
Football Full Page Ad - Program	West Virginia University	August-September	1	
Football Full Page Ad - Digital Preview	West Virginia University	August-September	1	
			50,038	\$ 75,000.00

**Total Sponsorships** \$ **142,216.50**

**SOR 2021 Out-of-Home Breakdown**

Public Service Network						
Media	Ad Size	Months	Impressions			Total Investment
Pharma - Drug Info Inserts	14" x 8.5"	3	150,000			\$ 75,000.00
			150,000			\$ 75,000.00

Mesmerize Point of Care Out-of-Home						
Media	Locations	Months	Impressions			Total Investment
Pharmacy Bags	135	3	3,037,500			\$ 54,675.00
Posters	125	3	1,650,000			\$ 31,875.00
Digital Displays	45	3	278,235			\$ 10,125.00
ADDED VALUE						
Pharmacy Bags	15	3	110,000			\$ -
Posters	150	3	780,000			\$ -
			470		5,856,030	\$ 96,675.00

Billboard Locations-Three month Posting 7/5/2021 - 9/26/2021												
#	Panel	Location	City	State	Facing	Size	Lit	EOI	Style	Space/ 12 wks.	Production	Total
1	K115	US 119 Near RR #2	Charleston	WV	N	10.6 x 22.9	No	9,240	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
2	K206	US 60 .2 Mi W/O Turnpike Bridge	Rand	WV	E	10.6 x 22.9	Yes	165,044	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
3	K373	611 Washington St W	Charleston	WV	E	10.6 x 22.9	No	66,759	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00



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4	K459	Cabin Creek WV 79 @ #1 Underpass	Cabin Creek	WV	S	10.6 x 22.9	No	65,473	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
5	K526	3112 7th Avenue (e/o Lock 6 Rd)	Charleston	WV	W	10.6 x 22.9	No	50,559	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
6	K616	US 119 Corridor G N/O Hewitt Creek	Hewitt Creek	WV	S	10.6 x 22.9	No	32,942	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
7	K621	Expressway Near RR Bridge	Charleston	WV	W	10.6 x 22.9	Yes	57,196	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
8	K784	150' NW St. Albans Exit	St Albans	WV	W	10.6 x 22.9	No	48,773	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
9	K852	WV 62 .6 MILE N/O ELEANOR	Eleanor	WV	S	10.6 x 22.9	No	12,230	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
10	K871	Rt. 25 (.3 MILE W/O WV 25/622)	Institute	WV	E	10.6 x 22.9	No	28,257	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
11	K923	US 60 RR East (1/4 mile east of Rainelle)	Rainelle	WV	W	10.6 x 22.9	No	17,436	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
12	K943	WV 85 SOUTH OF CITY LIMITS	Danville	WV	S	10.6 x 22.9	No	21,620	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
13	K968	RT. 21 (2 MI E/O FAIRPLAIN	Ripley	WV	N	10.6 x 22.9	No	23,802	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
14	K983	WV 4 Curve Near Dodge Dealer	Sutton	WV	W	10.6 x 22.9	No	20,475	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
15	K909	US 60 (.2 M E/O MCDONALDS)	Smithers	WV	E	10.6 x 22.9	No	29,232	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
16	K1015	I-64/77 WVTP 500' S/O Charleston Exit	Cabin Creek	WV	S	14 x 48	Yes	139,833	Bulletin	\$ 3,000.00	\$ 650.00	\$ 3,650.00
17	K1088	I-64 South Charleston	So Charl.	WV	W	14 x 48	Yes	254,491	Bulletin	\$ 4,800.00	\$ 650.00	\$ 5,450.00
18	K1122	.8 Mi N. of CR 1 Jct	Summersville	WV	S	14 x 48	Yes	45,845	Bulletin	\$ 2,100.00	\$ 650.00	\$ 2,750.00
19	K1129	I-77 2 Miles S of CR 2 Silverton Exit	Ravenswood	WV	N	12 x 50.6	Yes	64,481	Bulletin	\$ 2,100.00	\$ 600.00	\$ 2,700.00
20	K1151	I-64 (.1 mile e/o Exit 53)	Dunbar	WV	W	14 x 48 D (858 x 242)	Yes	236,766	Digital	\$ 4,800.00	\$ -	\$ 4,800.00
21	K1166	US 119 Corridor G - Southridge	South Charleston	WV	N	14 x 48 D (936 x 264)	Yes	117,930	Digital	\$ 4,800.00	\$ -	\$ 4,800.00
22	K1172	Rt 622 - 300 Goff Mtn Rd	Cross Lanes	WV	N	11 x 22 D (396 x 198)	Yes	62,007	Digital	\$ 2,100.00	\$ -	\$ 2,100.00

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23	K1756	3980 WV 34 Teays Valley Road @ Car Wash	Teays Valley	WV	W	11 x 22 D (400 x 200)	Yes	44,069	Digital	\$ 2,100.00	\$ -	\$ 2,100.00
24	R5116	US 60 West Kenova	Kenova	WV	E	10.6 x 22.9	No	36,335	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
25	R5134	Rt 60 Milton C/L	Milton	WV	E	10.6 x 22.9	No	30,028	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
26	R5519	8th St & 7th Avenue	Huntington	WV	N	10.6 x 22.9	Yes	45,788	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
27	R52709	Rt 3 Box 3020-A Wayne WV	Wayne	WV	N	10.6 x 22.9	No	31,831	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
28	R55726	Rt 35 1m S of Cornstalk Road	Pt. Pleasant	WV	N	10.6 x 22.9	Yes	33,358	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
29	R5556	1759 Adams Avenue ,	Huntington	WV	E	10.6 x 22.9	Yes	55,147	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
30	R7006	2126 5th Aveune (by MU Stadium, Wendy's)	Huntington	WV	W	11 x 22 D (396 x 198)	Yes	88,572	Digital	\$ 1,800.00	\$ -	\$ 1,800.00
31	R7013	RT. 60 @ 6TH AVENUE	Huntington	WV	E	11 x 22 D (396 x 198)	Yes	61,735	Digital	\$ 1,800.00	\$ -	\$ 1,800.00
32	R7042	825 Hal Greer Blvd	Huntington	WV	N	10.6x36 D (638 x 176)	Yes	127,129	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
33	R7054	2735 5th Avenue	Huntington	WV	W	10.6x36 D (638 x 176)	No	106,921	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
34	P483	WV Rt 2 & Rt 31 Intersection	Parkersburg	WV	S	10.6 x 22.9	Yes	49,962	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
35	P625	Rt 95 NL @ 8th Avenue	Parkersburg	WV	E	10.6 x 22.9	No	39,677	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
36	P640	Rt 68 Approx .5 MI W/O Marrtown Rd	Parkersburg	WV	E	10.6 x 22.9	Yes	29,917	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
37	P647	Blizzard Drive S/O 18th St	Parkersburg	WV	N	10.6 x 22.9	No	39,707	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
38	P4031	Garfield Ave (s/o 12th Street)	Parkersburg	WV	N	11 x 22 D (384x192 )	Yes	57,108	Digital	\$ 2,100.00	\$ -	\$ 2,100.00

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39	P4056	Grand Central @ 29th St.	Parkersburg	WV	N	10.6x36 D (638 x 176)	Yes	103,813	Digital	\$ 2,400.00	\$ -	\$ 2,400.00
40	A0310	RT. 220 NORTH ADJ MARKWOOD CHEVY (LOC 1)	Moorefield	WV	N	10.6 x 22.9	Yes	28,559	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
41	A0105	RT. 220 SOUTH (LOC 4)	Petersburg	WV	S	10.6 x 22.9	No	14,537	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
42	A0903	RT. 33 & RT. 32 & RT. 52 JUNCTION	Harman	WV	W	10.6 x 22.9	No	6,995	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
43	A0416	RT. 46 EAST LOC 2 IN TURN	Keyser	WV	E	10.6 x 22.9	No	20,649	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
44	A0216	RT. 50 EAST NEAR VA LINE	Capon Bridge	WV	E	10.6 x 22.9	No	34,243	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
45	A0602	RT. 522 @ GREEN GATE RD.	Berkley Springs	WV	N	10.6 x 22.9	No	49,086	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
46	A0534	RT. 7 DELLSLOW @ PIONEER ROCK	Morgantown	WV	E	10.6 x 22.9	No	36,279	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
47	A5002	US 50 e/o Bridgeport @ Maple Valley Meat Market	Bridgeport	WV	W	10.6 x 22.9	Yes	19,075	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
48	A0820	RT. 7 (18140 VETERANS HIGHWAY NEAR WAL-MART)	Kingwood	WV	E	10.6 x 22.9	Yes	37,841	Poster	\$ 1,350.00	\$ 72.00	\$ 1,422.00
49	A0575	RT. 19-N Star City Bridge @ Car Wash	Morgantown	WV	N	10.6x36 D (638 x 176)	Yes	174,576	Digital	\$ 3,600.00	\$ -	\$ 3,600.00
50	A9021	US 219 & 250 (.8 MILE N/O Glenmore Loop)	Elkins	WV	N	11 x 22 D (396 x 198)	Yes	38,629	Digital	\$ 2,700.00	\$ -	\$ 2,700.00
51	A5043	Rt. 20 Nutter Fort @ Pinti PT	Nutter_Fort	WV	N	11 x 22 D (400 x 200)	Yes	73,719	Digital	\$ 2,100.00	\$ -	\$ 2,100.00
52	LBL49	Eisenhower Drive .1m ile N/O Stanaford Road (Bottom)	Beckley	WV	NW	10.6 x 22.9	Yes	50,588	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
53	LBL1512	Robert C Byrd Drive North of Central/3rd Avenue	Beckley	WV	S	11 x 23	Yes	112,944	Digital	\$ 4,500.00	\$ -	\$ 4,500.00
54	LBL170	USS2 South of Rt 16 (Bottom)	Welch	WV	E	10.6 x 22.9	No	29,390	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
55	LBL108	Rogers Street, Wet of Roseland Ave	Princeton	WV	W	10.6 x 22.9	Yes	41,805	Poster	\$ 1,530.00	\$ 75.00	\$ 1,605.00
56	LWL2900	Cabela Drive @ Highlands	Wheeling	WV	W	10 x 21	Yes	8,335	Digital	\$ 6,000.00	\$ -	\$ 6,000.00

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57	LWL4881	WV2 @ 18th St	Wheeling	WV	S	10.6 x 22.9	Yes	76,958	Poster	\$ 2,100.00	\$ 200.00	\$ 2,300.00
58	LBR1098	S Fayette Opp Barber Ave (Left)	Clarksburg	WV	W	10.6 x 22.9	Yes	146,340	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
59	LBR1138	Rt 195 South of Rosebud Rd	Clarksburg	WV	S	10.6 x 22.9	No	38,501	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
60	LBR2001	Rt 20 Buckhannon Pike	Nutter Fort	WV	E	10.6 x 22.9	Yes	57,672	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
61	LBR108	Rt 58 @ Cost Ave Intersection	Anmoore	WV	S	10.6 x 22.9	Yes	59,386	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
62	LBR3020	Rt 50 East of Locust Drive	Bridgeport	WV	E	10 x 21	Yes	63,931	Digital	\$ 3,600.00		\$ 3,600.00
63	LBR1002	Rt 250 North of Hackers Creek Rd	Phillippi	WV	N	10.6 x 22.9	No	31,798	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
64	LBR1021	US 250 East of College Street	Elkins	WV	S	10.6 x 22.9	Yes	61,670	Digital	\$ 3,600.00	\$ -	\$ 3,600.00
65	LBR1659	RT 119 East of Stewarts Town Rd	Monongah	WV	W	10.6 x 22.9	No	17,298	Poster	\$ 1,950.00	\$ 75.00	\$ 2,025.00
66	LBR3027	University Town Center Dr @ Mon County Park & Ride	Morgantown	WV	N	10 x 21	Yes	9,633	Digital	\$ 7,500.00	\$ -	\$ 7,500.00
67	LBR3004	Mileground East of Rt 705	Morgantown	WV	E	10.6 x 6	Yes	51,315	Digital	\$ 7,500.00	\$ -	\$ 7,500.00
68	LH1624	Rt 152 @ Lavalette	Lavalette	WV	S	10.6 x 22.9	Yes	58,098	Poster	\$ 1,050.00	\$ 75.00	\$ 1,125.00
69	LH1040	1603 Washington Ave	Huntington	WV	E	14 x 48	Yes	195,056	Bulletin	\$ 3,000.00	\$ 500.00	\$ 3,500.00
70	LH1493	1017 Hal Greer Blvd	Huntington	WV	S	10.6 x 22.9	Yes	101,646	Poster	\$ 1,050.00	\$ 75.00	\$ 1,125.00
71	LH1405	US 60 East @ Roby Rd	Barboursville	WV	S	10.6 x 22.9	Yes	145,815	Poster	\$ 1,050.00	\$ 75.00	\$ 1,125.00
72	LH1518	Wayne Ave (Rt 75)	Kenova	WV	N	10.6 x 22.9	Yes	172,351	Poster	\$ 1,080.00	\$ 75.00	\$ 1,155.00
73	LH8209	5830 Davis Creek Rd	Barboursville	WV	E	10.6 x 22.9	No	90,018	Poster	\$ 1,050.00	\$ 75.00	\$ 1,125.00
74	LH4090	Rt 119 North of Elkview	Elkview/Pinch	WV	NE	10.6 x 22.9	No	30,809	Poster	\$ 1,050.00	\$ 75.00	\$ 1,125.00
75	LH4064	Rt 34 .1 South of I-64	Teays Valley	WV	SW	10.6 x 22.9	Yes	127,686	Poster	\$ 1,800.00	\$ 75.00	\$ 1,875.00
76	LA35104	Rt 45, 1.4 miles East of Martinsburg	Shepherdstown	WV	W	10.6 x 22.9	Yes	27,423	Poster	\$ 1,785.00	\$ 75.00	\$ 1,860.00

CRFP 0327 COM2300000001 - Advertising Services

77	LA35113	300 E Burke Street East of Southwater	Martinsburg	WV	E	10.6 x 22.9	No	32,940	Poster	\$ 1,785.00	\$ 75.00	\$ 1,860.00
78	LH35179	Rt 11 Mid-Atlantic	Martinsburg	WV	S	10.6 x 22.9	Yes	49,237	Poster	\$ 75.00	\$ 130.00	\$ 205.00
79-100		Production of 21 additional posters to post at no charge									\$ 1,512.00	
<b>Campaign Totals</b>								<b>29,845,914</b>		<b>\$ 158,865.00</b>	<b>\$ 8,690.00</b>	<b>\$ 220,080.00</b>

\*\*\*Actual billboard locations may change based upon availability at time of approval.\*\*\*

**Out-Of-Home Total            \$ 391,755.00**

**SOR 2021 Digital Ad Breakdown**

Platform		Targeting	Ad Type	Estimated Impressions	Net Total
Streaming Audio	Pandora	WV Adults 18+	:30 Audio, 300 x 250,	742,540	\$ 86,195.00
		WV Adults 18+, Heavy prescription fillers	:30 Video	49,260	\$ 30,000.00
Streaming Video	OTT/CTV	WV Adults 18+	:15 & :30 Video	2,586,207	\$ 100,000.00
		WV Medical Doctors, Physician, Nurse, RN, LPN, Pharmacist, Pharmacy, Medical, Paramedic, Firefighter, Law Enforcement		862,069	\$ 50,000.00
Programmatic	Google Ads	WV Adults 18+	728 x 90, 300 x 250, 300 x 600, :15 & :30 Video	41,618,878	\$ 208,094.39
<b>Digital Totals</b>				<b>45,858,954</b>	<b>\$ 474,289.39</b>

**SOR 2021 Cinema Ad Breakdown**  
**Cinema Advertising**  
**On-Screen, Lobby View & Digital June - September 2021**

Cross Platform Banners Cinema Accelerator 6/14/2021 - 9/24/2021 (15 weeks)							
Location	Ad Units	# of Screens	Estimated Spots	Projected Impressions	CPM	Net Media Cost	
Statewide	300x250, 728 x 90, 160x600 & 300x600	n/a	n/a	2,854,289	\$7.01	\$20,000.00	

Cross Platform Video Cinema Accelerator 6/14/2021 - 9/26/2021 (1.5 weeks)							
Location	Ad Units	# of Screens	Estimated Spots	Projected Impressions	CPM	Net Media Cost	
Statewide	:15 or :30 Video	n/a	n/a	871,027	\$22.96	\$20,000.00	

Regional LEN 0:30 8/1/2021 - 9/29/2021 (8 weeks)							
Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Cost per Spot	Net Media Cost	
Morgantown Stadium 12	MORGANTOWN, West Virginia	12		28,515		\$97.03	
Huntington Mall	BARBOURSVILLE, West Virginia	12		34,270		\$97.03	
Nicholas Showplace	Summersville, West Virginia	4		11,367		\$97.03	
Nitro Stadium 12	NITRO, West Virginia	12		19,593		\$97.03	
Pullman Square 16	HUNTINGTON, West Virginia	16		44,246		\$97.03	
Southridge 12	SOUTH CHARLESTON, West Virginia	12		42,106		\$97.03	
Highland 14	TRIADELPHIA, West Virginia	14		38,226		\$97.03	
Galleria 14	BECKLEY, West Virginia	14		36,963		\$97.03	
Cinemark Meadowbrook Mall	BRIDGEPORT, West Virginia	10		33,280		\$97.03	
Grand Central 12	VIENNA, West Virginia	12		34,685		\$97.03	
		109		323,251		\$970.30	

CRFP 0327 COM2300000001 - Advertising Services

Segment 1 CPS 0:30 8/1/2021 - 9/29/2021 (8 weeks)

Theater Name	Location	# of Screens	Estimated Spots	Projected Impressions	Cost per Spot	Net Media Cost
Morgantown Stadium 12	MORGANTOWN, West Virginia	12	3,024	28,515	\$0.26	\$793.85
Huntington Mall	BARBOURSVILLE, West Virginia	12	3,024	34,270	\$0.32	\$954.32
Nicholas Showplace	Summersville, West Virginia	4	1,008	11,367	\$0.31	\$316.83
Nitro Stadium 12	NITRO, West Virginia	12	3,024	19,593	\$0.18	\$544.83
Pullman Square 16	HUNTINGTON, West Virginia	16	4,032	44,246	\$0.31	\$1,231.92
Southridge 12	SOUTH CHARLESTON, West Virginia	12	3,024	42,106	\$0.39	\$1,173.01
Highland 14	TRIADELPHIA, West Virginia	14	3,528	38,226	\$0.30	\$1,063.36
Galleria 14	BECKLEY, West Virginia	14	3,528	36,963	\$0.29	\$1,029.26
Cinemark Meadowbrook Mall	BRIDGEPORT, West Virginia	10	2,520	33,280	\$0.37	\$927.01
Grand Central 12	VIENNA, West Virginia	12	3,024	34,685	\$0.32	\$965.62
		118	29,736	323,251		\$9,000.01

Program Totals

Total Screens:	227
Total Estimated Onscreen Spots:	29,736
Total Projected Impressions:	4,371,818
Net Total:	\$49,970.31

SEG 1 placement subject to availability; spots may run in SEG 2 in locations where SEG 1 is unavailable.





## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WVDHHR - SOR  
**Media:** TV  
**Product:** State Oploid Response  
**Market:** Bluefield WV-VA

**Description:** SOR\_2021\_TV\_Olympics  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
IWA-TV	2	\$200.00	2%
WVVA-TV	133	\$8,075.00	98%
<b>Market Total</b>	<b>135</b>	<b>\$8,275.00</b>	

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
IWA-TV				
SPOTS	1	0	1	2
STN Gross	\$100.00	\$0.00	\$100.00	\$200.00
WVVA-TV				
SPOTS	34	55	44	133
STN Gross	\$1,080.00	\$3,275.00	\$3,720.00	\$8,075.00
<b>Total</b>				
SPOTS	35	55	45	135
STN Gross	\$1,180.00	\$3,275.00	\$3,820.00	\$8,275.00



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Charleston, WV

**Description:** SOR\_2021\_TV\_Olympics  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	59	\$40,000.00	100%
<b>Market Total</b>	<b>59</b>	<b>\$40,000.00</b>	

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WSAZ-S2				
SPOTS	4	28	27	59
STN Gross	\$8,000.00	\$16,000.00	\$16,000.00	\$40,000.00
<b>Total</b>				
SPOTS	4	28	27	59
STN Gross	\$8,000.00	\$16,000.00	\$16,000.00	\$40,000.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Clarksburg

**Description:** SOR\_2021\_TV\_Olympics  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WBOY-TV	106	\$16,000.00	100%

**Market Total** 106 \$16,000.00

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WBOY-TV				
SPOTS	10	49	47	106
STN Gross	\$3,725.00	\$5,975.00	\$6,300.00	\$16,000.00
<b>Total</b>				
SPOTS	10	49	47	106
STN Gross	\$3,725.00	\$5,975.00	\$6,300.00	\$16,000.00



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Parkersburg-Marietta

**Description:** SOR\_2021\_TV\_Olympics  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WTAP-TV	54	\$8,240.00	100%
<b>Market Total</b>	54	\$8,240.00	

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WTAP-TV				
SPOTS	3	25	26	54
STN Gross	\$335.00	\$3,875.00	\$4,030.00	\$8,240.00
<b>Total</b>				
SPOTS	3	25	26	54
STN Gross	\$335.00	\$3,875.00	\$4,030.00	\$8,240.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WVDHHR - SOR  
**Media:** TV  
**Product:** State Oploid Response  
**Market:** Wheeling

**Description:** SOR\_2021\_TV\_Olympics  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WTOV-TV	65	\$14,069.00	100%

**Market Total** 65 \$14,069.00

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WTOV-TV				
SPOTS	4	31	30	65
STN Gross	\$1,300.00	\$6,035.00	\$6,734.00	\$14,069.00
<b>Total</b>				
SPOTS	4	31	30	65
STN Gross	\$1,300.00	\$6,035.00	\$6,734.00	\$14,069.00



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
Media: Digital Audio  
Product: State Opioid Response  
Market: Charleston, WV

Description: SOR\_2021\_DA  
Flight Start Date: 2/22/2021 05:00 AM  
Flight End Date: 10/3/2021 04:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
PACU-SM	10882	\$136,514.00	100%
<b>Market Total</b>	<b>10882</b>	<b>\$136,514.00</b>	

**Summary By Station/Week**

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20
PACU-SM														
SPOTS	760	722	722	722	722	722	722	722	722	722	722	722	722	722
STN Gross	\$9,720.24	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70
<b>Total</b>														
SPOTS	760	722	722	722	722	722	722	722	722	722	722	722	722	722
STN Gross	\$9,720.24	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70	\$9,056.70

**Summary By Station/Week**

Station	9/27	Total
PACU-SM		
SPOTS	736	10882
<b>Total</b>		
SPOTS	736	10882



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Digital Video  
**Product:** State Opfield Response  
**Market:** Washington, DC

**Description:** SOR\_2021\_DV  
**Flight Start Date:** 2/15/2021 03:00 AM  
**Flight End Date:** 10/3/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFWD-DV	56	\$176,470.56	100%
<b>Market Total</b>	<b>56</b>	<b>\$176,470.56</b>	

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFWD-DV															
SPOTS	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
STN Gross	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$176,470.56
<b>Total</b>															
SPOTS	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
STN Gross	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$12,605.04	\$176,470.56



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
Media: Cable  
Product: State Opioid Response  
Market: Bluefield WV-VA

Description: SOR\_2021\_Cable  
Flight Start Date: 6/14/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable</b>			
1005	\$1,282.50	15%	
<b>1620 ALTICE, Suddenlink/Beckley, WV-Cable</b>			
1125	\$2,647.50	32%	
<b>2239 ALTICE, Suddenlink/Princeton, WV-Cable</b>			
1125	\$2,268.75	27%	
<b>6717 COMCAST, Suddenlink/Bluefield, WV-Cable</b>			
1245	\$2,193.75	26%	

Market Total 4500 \$8,392.50

**Summary By Station/Week**

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
<b>0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable</b>														
SPOTS	60	60	75	60	75	60	75	60	75	60	75	60	75	60
STN Gross	\$75.00	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75	\$93.75	\$78.75
<b>1620 ALTICE, Suddenlink/Beckley, WV-Cable</b>														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50	\$180.00	\$172.50
<b>2239 ALTICE, Suddenlink/Princeton, WV-Cable</b>														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25	\$142.50	\$161.25
<b>6717 COMCAST, Suddenlink/Bluefield, WV-Cable</b>														
SPOTS	90	75	90	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25	\$146.25
<b>Total</b>														
SPOTS	300	285	315	285	315	285	315	285	315	285	315	285	315	285
STN Gross	\$543.75	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75	\$562.50	\$558.75

**Summary By Station/Week**

Station	9/20	Total
<b>0977 SHENTEL, Suddenlink/McDowell-Wyoming Co-Cable</b>		
SPOTS	75	1005
<b>1620 ALTICE, Suddenlink/Beckley, WV-Cable</b>		
SPOTS	75	1125
<b>2239 ALTICE, Suddenlink/Princeton, WV-Cable</b>		
SPOTS	75	1125
<b>6717 COMCAST, Suddenlink/Bluefield, WV-Cable</b>		
SPOTS	90	1245
<b>Total</b>		
SPOTS	315	4500





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
Media: Cable  
Product: State Optoid Response  
Market: Charleston, WV

Description: SOR\_2021\_Cable  
Flight Start Date: 6/14/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>1320 ALTICE, Suddenlink/Logan, WV-Cable</b>			
1230	\$2,058.75	9%	
<b>2210 DISH TV, Altice/DISH- I- Charleston/Hun-Cable</b>			
1125	\$5,438.75	26%	
<b>2309 ALTICE, Suddenlink/Charleston, WV-Cable</b>			
1230	\$5,775.75	26%	
<b>6482 ALTICE, Suddenlink/Teays Valley, WV-Cable</b>			
1230	\$3,427.50	15%	
<b>7894 ALTICE, Suddenlink/Tug Valley, WV-Cable</b>			
1180	\$2,240.00	10%	
<b>8640 COMCAST, Suddenlink/Huntington, WV-Cable</b>			
1245	\$3,217.50	15%	

Market Total 7240 \$22,156.25

**Summary By Station/Week**

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
<b>1320 ALTICE, Suddenlink/Logan, WV-Cable</b>														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25	\$116.25	\$161.25
<b>2210 DISH TV, Altice/DISH- I- Charleston/Hun-Cable</b>														
SPOTS	75	75	75	75	75	75	75	75	75	75	75	75	75	75
STN Gross	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25	\$386.25	\$335.25
<b>2309 ALTICE, Suddenlink/Charleston, WV-Cable</b>														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25	\$462.75	\$296.25
<b>6482 ALTICE, Suddenlink/Teays Valley, WV-Cable</b>														
SPOTS	75	90	75	90	75	90	75	90	75	90	75	90	75	90
STN Gross	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50	\$172.50	\$292.50
<b>7894 ALTICE, Suddenlink/Tug Valley, WV-Cable</b>														
SPOTS	60	100	60	100	60	100	60	100	60	100	60	100	60	100
STN Gross	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00	\$105.00	\$200.00
<b>8640 COMCAST, Suddenlink/Huntington, WV-Cable</b>														
SPOTS	90	75	90	75	90	75	90	75	90	75	90	75	90	75
STN Gross	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50	\$251.25	\$172.50
<b>Total</b>														
SPOTS	450	520	450	520	450	520	450	520	450	520	450	520	450	520
STN Gross	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75	\$1,494.00	\$1,457.75

**Summary By Station/Week**

Station	9/20	Total
<b>1320 ALTICE, Suddenlink/Logan, WV-Cable</b>		
SPOTS	75	1230
<b>2210 DISH TV, Altice/DISH- I- Charleston/Hun-Cable</b>		
SPOTS	75	1125
<b>2309 ALTICE, Suddenlink/Charleston, WV-Cable</b>		
SPOTS	75	1230
<b>6482 ALTICE, Suddenlink/Teays Valley, WV-Cable</b>		
SPOTS	75	1230



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Cable  
**Product:** State Opioid Response  
**Market:** Charleston, WV

**Description:** SOR\_2021\_Cable  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/Week**

Station	SPOTS	Total
7694 ALTICE, Suddenlink/Tug Valley, WV-Cable	60	1180
8640 COMCAST, Suddenlink/Huntington, WV-Cable	90	1245
<b>Total</b>	450	7240



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
 Media: Cable  
 Product: State Opioid Response  
 Market: Clarksburg

Description: SOR\_2021\_Cable  
 Flight Start Date: 6/14/2021 03:00 AM  
 Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
 Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
0584 ALTICE, Suddenlink/Harrisville, WV-Cable	525	\$735.00	6%
2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable	1155	\$5,381.25	44%
3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable	1050	\$1,627.50	13%
3613 ALTICE, Suddenlink/Buckhannon, WV-Cable	1155	\$1,548.75	13%
3614 ALTICE, Suddenlink/Elkins, WV-Cable	1155	\$1,548.75	13%
9254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable	1155	\$1,443.75	12%

Market Total 6195 \$12,285.00

**Summary By Station/Week**

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0584 ALTICE, Suddenlink/Harrisville, WV-Cable	SPOTS 0	0	75	30	45	30	45	30	45	30	45	30	45	30
	STN Gross \$0.00	\$0.00	\$105.00	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50	\$67.50	\$37.50
2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable	SPOTS 0	0	165	75	90	75	90	75	90	75	90	75	90	75
	STN Gross \$0.00	\$0.00	\$768.75	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75	\$345.00	\$423.75
3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable	SPOTS 0	0	150	90	60	90	60	90	60	90	60	90	60	90
	STN Gross \$0.00	\$0.00	\$232.50	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50	\$90.00	\$142.50
3613 ALTICE, Suddenlink/Buckhannon, WV-Cable	SPOTS 0	0	165	75	90	75	90	75	90	75	90	75	90	75
	STN Gross \$0.00	\$0.00	\$221.25	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75	\$112.50	\$108.75
3614 ALTICE, Suddenlink/Elkins, WV-Cable	SPOTS 0	0	165	75	90	75	90	75	90	75	90	75	90	75
	STN Gross \$0.00	\$0.00	\$221.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00	\$116.25	\$105.00
9254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable	SPOTS 0	0	165	60	105	60	105	60	105	60	105	60	105	60
	STN Gross \$0.00	\$0.00	\$206.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00	\$131.25	\$75.00
<b>Total</b>	SPOTS 0	0	885	405	480	405	480	405	480	405	480	405	480	405
	STN Gross \$0.00	\$0.00	\$1,755.00	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50	\$862.50	\$892.50

**Summary By Station/Week**

Station	8/20	Total
0584 ALTICE, Suddenlink/Harrisville, WV-Cable	SPOTS 45	525
2729 SPECTRUM, Suddenlink/Spectrum-Clarksburg-Cable	SPOTS 90	1155
3270 RAPID COMMUNICATIONS, Suddenlink/Weston, WV-Cable	SPOTS 60	1050
3613 ALTICE, Suddenlink/Buckhannon, WV-Cable	SPOTS 90	1155



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Cable  
**Product:** State Opioid Response  
**Market:** Clarksburg

**Description:** SOR\_2021\_Cable  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/28/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/Week**

Station	9/20	Total
3514 ALTICE, Suddenlink/Elkins, WV-Cable		
SPOTS	90	1155
8254 CITY OF SHINNSTON, Suddenlink/Shinnston, WV-Cable		
SPOTS	105	1155
<b>Total</b>		
SPOTS	480	6195



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Cable  
**Product:** State Opioid Response  
**Market:** Parkersburg-Marietta

**Description:** SOR\_2021\_Cable  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable	1350	\$3,690.00	100%

**Market Total** 1350 \$3,690.00

**Summary By Station/Week**

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable														
SPOTS	0	180	90	90	90	90	90	90	90	90	90	90	90	90
STN Gross	\$0.00	\$487.50	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00
<b>Total</b>														
SPOTS	0	180	90	90	90	90	90	90	90	90	90	90	90	90
STN Gross	\$0.00	\$487.50	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00	\$277.50	\$210.00

**Summary By Station/Week**

Station	6/20	Total
0605 ALTICE, Suddenlink/Parkersburg, WV-Cable		
SPOTS	90	1350
<b>Total</b>		
SPOTS	90	1350



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## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Cable  
**Product:** State Opioid Response  
**Market:** Pittsburgh

**Description:** SOR\_2021\_Cable  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>8037 COMCAST, Effectv/Morgantown, WV-Cable</b>	825	\$7,548.75	100%
<b>Market Total</b>	825	\$7,548.75	

**Summary By Station/Week**

Station	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
8037 COMCAST, Effectv/Morgantown, WV-Cable														
SPOTS	0	0	105	60	60	60	60	60	60	60	60	60	60	60
STN Gross	\$0.00	\$0.00	\$866.25	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25
<b>Total</b>														
SPOTS	0	0	105	60	60	60	60	60	60	60	60	60	60	60
STN Gross	\$0.00	\$0.00	\$866.25	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25	\$697.50	\$416.25

**Summary By Station/Week**

Station	8/20	Total
8037 COMCAST, Effectv/Morgantown, WV-Cable		
SPOTS	60	825
<b>Total</b>		
SPOTS	60	825



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Date: 10/05/2021

Client: WV DHHR - SOR  
Media: Cable  
Product: State Opioid Response  
Market: Washington, DC

Description: SOR\_2021\_Cable  
Flight Start Date: 6/14/2021 03:00 AM  
Flight End Date: 9/28/2021 02:59 AM

Separation between Spots: 30  
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>8149 COMCAST, Effectv/Keyser, WV-Cable</b>			
	1764	\$2,835.00	18%
<b>8150 COMCAST, Effectv/Martinsburg, WV-Cable</b>			
	1743	\$13,163.64	82%
<b>Market Total</b>			
	3507	\$15,998.64	

Summary By Station/Week

Station	8/14	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13
<b>8149 COMCAST, Effectv/Keyser, WV-Cable</b>														
SPOTS	0	231	147	105	147	105	126	105	126	105	126	105	126	105
STN Gross	\$0.00	\$378.00	\$231.00	\$168.00	\$231.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00	\$210.00	\$168.00
<b>8150 COMCAST, Effectv/Martinsburg, WV-Cable</b>														
SPOTS	0	231	126	105	126	105	126	105	126	105	126	105	126	105
STN Gross	\$0.00	\$1,769.25	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36	\$778.89	\$990.36
<b>Total</b>														
SPOTS	0	462	273	210	273	210	252	210	252	210	252	210	252	210
STN Gross	\$0.00	\$2,147.25	\$1,009.89	\$1,158.36	\$1,009.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36	\$988.89	\$1,158.36

Summary By Station/Week

Station	9/20	Total
<b>8149 COMCAST, Effectv/Keyser, WV-Cable</b>		
SPOTS	105	1764
<b>8150 COMCAST, Effectv/Martinsburg, WV-Cable</b>		
SPOTS	126	1743
<b>Total</b>		
SPOTS	231	3507



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Cable  
**Product:** State Opioid Response  
**Market:** Wheeling

**Description:** SOR\_2021\_Cable  
**Flight Start Date:** 8/14/2021 03:00 AM  
**Flight End Date:** 9/29/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>0348 COMCAST, Effectv/Wheeling, WV-Cable</b>			
	1340	\$5,738.75	75%
<b>3271 COMCAST, Effectv/Weirton, WV-Cable</b>			
	1220	\$1,915.00	25%

**Market Total**      2560      \$7,653.75

**Summary By Station/Week**

Station	8/14	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	8/6	8/13
<b>0348 COMCAST, Effectv/Wheeling, WV-Cable</b>														
SPOTS	0	170	80	110	80	105	75	105	75	105	75	105	75	105
STN Gross	\$0.00	\$755.00	\$383.75	\$391.25	\$383.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25	\$378.75	\$386.25
<b>3271 COMCAST, Effectv/Weirton, WV-Cable</b>														
SPOTS	0	155	75	105	60	105	60	105	60	105	60	105	60	105
STN Gross	\$0.00	\$261.25	\$56.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00	\$41.25	\$225.00
<b>Total</b>														
SPOTS	0	325	155	215	140	210	135	210	135	210	135	210	135	210
STN Gross	\$0.00	\$1,016.25	\$440.00	\$616.25	\$425.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25	\$420.00	\$611.25

**Summary By Station/Week**

Station	8/20	Total
<b>0348 COMCAST, Effectv/Wheeling, WV-Cable</b>		
SPOTS	75	1340
<b>3271 COMCAST, Effectv/Weirton, WV-Cable</b>		
SPOTS	60	1220
<b>Total</b>		
SPOTS	135	2560





## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Beckley

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/29/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>WCIR-FM</b>			
	105	\$2,835.00	18%
<b>WJLS-AM</b>			
	104	\$2,288.00	15%
<b>WJLS-FM</b>			
	252	\$7,035.00	46%
<b>WTNJ-FM</b>			
	121	\$3,260.00	21%
<b>Market Total</b>	<b>582</b>	<b>\$15,418.00</b>	

### Summary By Station/Week

Station	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WCIR-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$2,835.00
<b>WJLS-AM</b>															
SPOTS	0	14	0	15	0	15	0	15	0	15	0	15	0	15	104
STN Gross	\$0.00	\$308.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$2,288.00
<b>WJLS-FM</b>															
SPOTS	27	12	27	11	25	10	25	10	25	10	25	10	25	10	252
STN Gross	\$780.00	\$300.00	\$780.00	\$275.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$730.00	\$250.00	\$7,035.00
<b>WTNJ-FM</b>															
SPOTS	16	15	0	15	0	15	0	15	0	15	0	15	0	15	121
STN Gross	\$425.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$3,260.00
<b>Total</b>															
SPOTS	58	41	42	41	40	40	40	40	40	40	40	40	40	40	582
STN Gross	\$1,610.00	\$1,013.00	\$1,185.00	\$1,010.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$1,135.00	\$985.00	\$15,418.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
Media: Radio  
Product: State Opioid Response  
Market: Charleston, WV

Description: SOR\_2021\_Radio  
Flight Start Date: 6/14/2021 05:00 AM  
Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30  
Comments:

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>Country Combo-Radio</b>			
WKLC-FM	120	\$3,721.23	11%
WMXE-FM	120	\$10,200.00	31%
WQBE-FM	105	\$3,675.00	11%
WRVZ-FM	231	\$11,675.00	35%
WVAF-FM	105	\$1,947.75	6%
WVAF-FM	105	\$2,033.85	6%

Market Total 786 \$33,252.83

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>Country Combo-Radio</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$467.10	\$451.53	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$0.00	\$467.10	\$3,721.23
<b>WKLC-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$1,275.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$0.00	\$1,275.00	\$10,200.00
<b>WMXE-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$525.00	\$0.00	\$3,675.00
<b>WQBE-FM</b>															
SPOTS	25	20	19	19	16	16	16	16	16	16	13	13	13	13	231
STN Gross	\$1,325.00	\$935.00	\$960.00	\$880.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$770.00	\$745.00	\$11,675.00
<b>WRVZ-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$278.25	\$0.00	\$1,947.75
<b>WVAF-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$290.55	\$0.00	\$2,033.85
<b>Total</b>															
SPOTS	100	50	64	49	61	46	61	46	61	46	58	43	58	43	786
STN Gross	\$4,160.90	\$2,661.53	\$2,053.80	\$2,622.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$1,863.80	\$2,487.10	\$33,252.83



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Clerk:** WV DHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Huntington-Ashland

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/26/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>WDGG-FM</b>	133	\$3,570.00	18%
<b>WKEE-FM</b>	105	\$5,250.00	27%
<b>WKLC-FM</b>	120	\$0.00	0%
<b>WTCR-FM</b>	120	\$6,000.00	31%
<b>WWQB-FM</b>	120	\$2,400.00	12%
<b>WXBW-FM</b>	148	\$2,108.00	11%

**Market Total** 746 \$19,328.00

**Summary By Station/Week**

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WDGG-FM</b>															
SPOTS	19	0	19	0	19	0	19	0	19	0	19	0	19	0	133
STN Gross	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$510.00	\$0.00	\$3,570.00
<b>WKEE-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$5,250.00
<b>WKLC-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>WTCR-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$750.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$6,000.00
<b>WWQB-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$300.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$2,400.00
<b>WXBW-FM</b>															
SPOTS	15	19	0	19	0	19	0	19	0	19	0	19	0	19	148
STN Gross	\$225.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$0.00	\$269.00	\$2,108.00
<b>Total</b>															
SPOTS	94	64	34	64	34	64	34	64	34	64	34	64	34	64	746
STN Gross	\$2,535.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$1,260.00	\$1,319.00	\$19,328.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Mrgntwn/Cirksbrg/Frmt, WV

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/28/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>WBRB-FM</b>	105	\$4,410.00	18%
<b>WKWV-FM</b>	105	\$7,875.00	33%
<b>WKMZ-FM</b>	120	\$2,880.00	12%
<b>WVAQ-FM</b>	80	\$4,800.00	20%
<b>WWLW-FM</b>	105	\$4,200.00	17%

**Market Total** 515 \$24,165.00

**Summary By Station/Week**

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WBRB-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$630.00	\$0.00	\$4,410.00
<b>WKWV-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$1,125.00	\$0.00	\$7,875.00
<b>WKMZ-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$360.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$0.00	\$360.00	\$2,880.00
<b>WVAQ-FM</b>															
SPOTS	10	10	0	10	0	10	0	10	0	10	0	10	0	10	80
STN Gross	\$600.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$4,800.00
<b>WWLW-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$600.00	\$0.00	\$4,200.00
<b>Total</b>															
SPOTS	70	25	45	25	45	25	45	25	45	25	45	25	45	25	515
STN Gross	\$3,315.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$2,355.00	\$960.00	\$24,165.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Parkersburg-Marietta

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/28/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>WDMX-FM</b>	112	\$1,280.00	14%
<b>WGGE-FM</b>	98	\$1,204.00	13%
<b>WHBR-FM</b>	112	\$1,264.00	14%
<b>WNUS-FM</b>	112	\$1,776.00	20%
<b>WRVB-FM</b>	98	\$1,456.00	16%
<b>WRZZ-FM</b>	217	\$2,042.00	23%
<b>Market Total</b>	749	\$9,022.00	

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WDMX-FM</b>															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$160.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$0.00	\$160.00	\$1,280.00
<b>WGGE-FM</b>															
SPOTS	14	0	14	0	14	0	14	0	14	0	14	0	14	0	98
STN Gross	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$172.00	\$0.00	\$1,204.00
<b>WHBR-FM</b>															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$158.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$0.00	\$158.00	\$1,264.00
<b>WNUS-FM</b>															
SPOTS	14	14	0	14	0	14	0	14	0	14	0	14	0	14	112
STN Gross	\$222.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$0.00	\$222.00	\$1,776.00
<b>WRVB-FM</b>															
SPOTS	14	0	14	0	14	0	14	0	14	0	14	0	14	0	98
STN Gross	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$208.00	\$0.00	\$1,456.00
<b>WRZZ-FM</b>															
SPOTS	29	14	15	14	15	14	15	14	15	14	15	14	15	14	217
STN Gross	\$274.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$150.00	\$124.00	\$2,042.00
<b>Total</b>															
SPOTS	99	56	43	56	43	56	43	56	43	56	43	56	43	56	749
STN Gross	\$1,194.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$530.00	\$664.00	\$9,022.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Wheeling

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/26/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>WEGW-FM</b>			
	112	\$2,835.00	23%
<b>WKWK-FM</b>			
	120	\$2,640.00	21%
<b>WQVK-FM</b>			
	168	\$4,858.00	39%
<b>WVKF-FM</b>			
	80	\$2,080.00	17%
<b>Market Total</b>	<b>480</b>	<b>\$12,413.00</b>	

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WEGW-FM</b>															
SPOTS	16	0	16	0	16	0	16	0	16	0	16	0	16	0	112
STN Gross	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$405.00	\$0.00	\$2,835.00
<b>WKWK-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$330.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$0.00	\$330.00	\$2,640.00
<b>WQVK-FM</b>															
SPOTS	21	21	0	21	0	21	0	21	0	21	0	21	0	21	168
STN Gross	\$609.00	\$609.00	\$0.00	\$609.00	\$0.00	\$609.00	\$0.00	\$595.00	\$0.00	\$609.00	\$0.00	\$609.00	\$0.00	\$609.00	\$4,858.00
<b>WVKF-FM</b>															
SPOTS	10	10	0	10	0	10	0	10	0	10	0	10	0	10	80
STN Gross	\$260.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$0.00	\$260.00	\$2,080.00
<b>Total</b>															
SPOTS	62	46	16	46	16	46	16	46	16	46	16	46	16	46	480
STN Gross	\$1,604.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,185.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$405.00	\$1,199.00	\$12,413.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** State Opioid Response  
**Market:** Winchester, VA

**Description:** SOR\_2021\_Radio  
**Flight Start Date:** 6/14/2021 05:00 AM  
**Flight End Date:** 9/28/2021 04:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>WEPMWCST-AM</b>			
	105	\$1,880.00	22%
<b>WICL-FM</b>			
	120	\$3,000.00	35%
<b>WLTF-FM</b>			
	105	\$3,780.00	44%

**Market Total** 330 \$8,670.00

### Summary By Station/Week

Station	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>WEPMWCST-AM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$270.00	\$0.00	\$1,890.00
<b>WICL-FM</b>															
SPOTS	15	15	0	15	0	15	0	15	0	15	0	15	0	15	120
STN Gross	\$375.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$0.00	\$375.00	\$3,000.00
<b>WLTF-FM</b>															
SPOTS	15	0	15	0	15	0	15	0	15	0	15	0	15	0	105
STN Gross	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$540.00	\$0.00	\$3,780.00
<b>Total</b>															
SPOTS	45	15	30	15	30	15	30	15	30	15	30	15	30	15	330
STN Gross	\$1,185.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$810.00	\$375.00	\$8,670.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Bluefield WV-VA

**Description:** SOR\_2021\_TV  
**Flight Start Date:** 8/14/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>EVA-TV</b>	81	\$1,245.00	1%
<b>WOAY-TV</b>	374	\$11,075.00	13%
<b>WVNS-TV</b>	645	\$37,105.00	44%
<b>WVA-TV</b>	264	\$35,545.00	42%
<b>Market Total</b>	1364	\$84,970.00	

### Summary By Station/Week

Station	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>EVA-TV</b>															
SPOTS	2	6	7	6	7	6	7	6	4	6	7	4	7	6	81
STN Gross	\$20.00	\$90.00	\$115.00	\$90.00	\$115.00	\$90.00	\$115.00	\$90.00	\$40.00	\$90.00	\$115.00	\$70.00	\$115.00	\$90.00	\$1,245.00
<b>WOAY-TV</b>															
SPOTS	34	30	26	28	26	27	22	25	26	28	26	25	26	25	374
STN Gross	\$1,040.00	\$770.00	\$850.00	\$725.00	\$850.00	\$875.00	\$575.00	\$665.00	\$850.00	\$725.00	\$985.00	\$590.00	\$985.00	\$590.00	\$11,075.00
<b>WVNS-TV</b>															
SPOTS	75	43	41	45	44	45	41	45	41	47	43	47	42	46	645
STN Gross	\$4,440.00	\$2,265.00	\$2,300.00	\$2,610.00	\$2,355.00	\$2,665.00	\$2,370.00	\$2,695.00	\$2,280.00	\$2,765.00	\$2,450.00	\$2,765.00	\$2,435.00	\$2,710.00	\$37,105.00
<b>WVA-TV</b>															
SPOTS	38	20	17	18	20	14	14	17	19	15	17	17	18	20	264
STN Gross	\$5,530.00	\$2,370.00	\$1,695.00	\$2,300.00	\$3,055.00	\$2,465.00	\$2,465.00	\$2,145.00	\$2,345.00	\$1,785.00	\$2,165.00	\$2,385.00	\$2,295.00	\$2,545.00	\$35,545.00
<b>Total</b>															
SPOTS	149	99	91	97	97	92	84	93	90	96	93	93	93	97	1364
STN Gross	\$11,030.00	\$5,495.00	\$4,960.00	\$5,725.00	\$6,375.00	\$6,095.00	\$5,525.00	\$5,595.00	\$5,515.00	\$5,365.00	\$5,715.00	\$5,810.00	\$5,830.00	\$5,935.00	\$84,970.00





### Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
 Media: TV  
 Product: State Opioid Response  
 Market: Charleston, WV

Description: SOR\_2021\_TV  
 Flight Start Date: 6/14/2021 03:00 AM  
 Flight End Date: 8/26/2021 02:59 AM

Separation between Spots: 30  
 Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
DCHS-TV	197	\$14,465.00	6%
WCHS-TV	365	\$48,760.00	20%
WOWK-TV	831	\$40,680.00	16%
WQOW-TV	191	\$8,755.00	4%
WSAZ-S2	419	\$134,755.00	54%

Market Total 2003 \$247,415.00

**Summary By Station/Week**

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
DCHS-TV															
SPOTS	20	14	14	14	14	13	13	13	15	13	13	14	13	14	197
STN Gross	\$1,300.00	\$1,045.00	\$1,045.00	\$1,045.00	\$1,055.00	\$1,005.00	\$970.00	\$870.00	\$1,220.00	\$1,015.00	\$870.00	\$1,045.00	\$935.00	\$1,045.00	\$14,465.00
WCHS-TV															
SPOTS	42	25	19	29	23	25	26	27	23	27	23	27	23	26	365
STN Gross	\$6,325.00	\$4,055.00	\$2,640.00	\$4,215.00	\$2,910.00	\$3,160.00	\$3,210.00	\$3,210.00	\$2,910.00	\$3,510.00	\$2,910.00	\$3,510.00	\$2,910.00	\$3,285.00	\$48,760.00
WOWK-TV															
SPOTS	82	70	58	57	57	56	54	56	58	57	55	54	58	59	831
STN Gross	\$4,230.00	\$3,565.00	\$2,885.00	\$3,050.00	\$2,485.00	\$2,710.00	\$2,085.00	\$2,985.00	\$2,585.00	\$3,060.00	\$2,405.00	\$2,935.00	\$2,535.00	\$3,165.00	\$40,680.00
WQOW-TV															
SPOTS	22	16	14	14	11	13	10	14	11	14	12	13	12	15	191
STN Gross	\$1,055.00	\$680.00	\$650.00	\$620.00	\$520.00	\$600.00	\$500.00	\$620.00	\$535.00	\$620.00	\$555.00	\$600.00	\$555.00	\$645.00	\$8,755.00
WSAZ-S2															
SPOTS	48	27	30	28	28	18	21	34	37	27	30	30	32	29	419
STN Gross	\$13,835.00	\$8,155.00	\$9,830.00	\$8,855.00	\$9,030.00	\$6,350.00	\$7,950.00	\$9,235.00	\$11,110.00	\$8,155.00	\$9,525.00	\$11,275.00	\$11,275.00	\$10,175.00	\$134,755.00
<b>Total</b>															
SPOTS	214	152	135	142	133	125	124	144	144	138	133	138	138	143	2003
STN Gross	\$26,745.00	\$17,500.00	\$17,050.00	\$17,785.00	\$16,000.00	\$13,825.00	\$14,715.00	\$16,920.00	\$18,360.00	\$16,360.00	\$16,265.00	\$19,365.00	\$18,210.00	\$18,315.00	\$247,415.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV DHHR - SOR  
Media: TV  
Product: State Opioid Response  
Market: Clarksburg

Description: SOR\_2021\_TV  
Flight Start Date: 8/14/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>EBOY-TV</b>	282	\$6,000.00	5%
<b>EVFX-TV</b>	176	\$1,427.00	1%
<b>WBOY-TV</b>	533	\$43,220.00	40%
<b>WDTV-TV</b>	592	\$47,940.00	44%
<b>WVFX-TV</b>	384	\$10,785.00	10%

**Market Total** 1967 \$109,372.00

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>EBOY-TV</b>															
SPOTS	26	19	18	24	20	20	19	20	19	20	15	16	16	30	282
STN Gross	\$565.00	\$415.00	\$305.00	\$565.00	\$425.00	\$425.00	\$325.00	\$425.00	\$410.00	\$430.00	\$245.00	\$345.00	\$345.00	\$775.00	\$6,000.00
<b>EVFX-TV</b>															
SPOTS	15	9	10	9	10	12	14	15	16	14	14	11	15	12	176
STN Gross	\$142.00	\$65.00	\$77.00	\$65.00	\$77.00	\$89.00	\$109.00	\$113.00	\$125.00	\$105.00	\$125.00	\$97.00	\$133.00	\$105.00	\$1,427.00
<b>WBOY-TV</b>															
SPOTS	65	35	38	33	48	23	28	46	42	35	34	35	36	35	533
STN Gross	\$5,505.00	\$2,805.00	\$3,145.00	\$2,720.00	\$3,730.00	\$2,010.00	\$2,585.00	\$3,230.00	\$3,455.00	\$2,645.00	\$2,795.00	\$2,845.00	\$2,895.00	\$2,845.00	\$43,220.00
<b>WDTV-TV</b>															
SPOTS	69	44	41	44	39	43	39	46	37	44	35	37	36	38	592
STN Gross	\$5,780.00	\$3,465.00	\$3,085.00	\$3,495.00	\$2,960.00	\$3,545.00	\$2,955.00	\$4,040.00	\$2,530.00	\$3,615.00	\$2,955.00	\$3,210.00	\$3,025.00	\$3,280.00	\$47,940.00
<b>WVFX-TV</b>															
SPOTS	50	29	25	29	25	30	25	30	27	30	20	23	21	20	384
STN Gross	\$1,807.00	\$733.00	\$639.00	\$733.00	\$654.00	\$676.00	\$652.00	\$776.00	\$712.00	\$776.00	\$657.00	\$692.00	\$672.00	\$606.00	\$10,785.00
<b>Total</b>															
SPOTS	225	136	132	139	142	128	125	157	141	143	118	122	124	135	1967
STN Gross	\$13,799.00	\$7,483.00	\$7,251.00	\$7,578.00	\$7,846.00	\$6,745.00	\$6,636.00	\$8,584.00	\$7,232.00	\$7,571.00	\$6,777.00	\$7,189.00	\$7,070.00	\$7,611.00	\$109,372.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Parkersburg-Marietta

**Description:** SOR\_2021\_TV  
**Flight Start Date:** 8/14/2021 03:00 AM  
**Flight End Date:** 9/28/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>WYIE-TV</b>	91	\$15,740.00	19%
<b>WOVA-TV</b>	100	\$4,330.00	5%
<b>WTAP-TV</b>	390	\$63,330.00	76%
<b>Market Total</b>	581	\$83,400.00	

### Summary By Station/Week

Station	8/21	8/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	8/6	8/13	8/20	Total
<b>WYIE-TV</b>															
SPOTS	8	9	5	7	7	7	5	7	6	6	6	5	7	6	91
STN Gross	\$1,390.00	\$1,410.00	\$1,070.00	\$1,260.00	\$1,320.00	\$1,050.00	\$1,010.00	\$1,050.00	\$1,030.00	\$1,030.00	\$1,030.00	\$1,010.00	\$1,050.00	\$1,030.00	\$15,740.00
<b>WOVA-TV</b>															
SPOTS	9	7	7	7	7	7	7	7	7	7	4	8	8	8	100
STN Gross	\$365.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$305.00	\$145.00	\$405.00	\$335.00	\$335.00	\$4,330.00
<b>WTAP-TV</b>															
SPOTS	44	27	28	25	26	21	22	33	29	27	27	27	28	26	390
STN Gross	\$7,330.00	\$4,300.00	\$4,560.00	\$4,180.00	\$4,280.00	\$3,860.00	\$3,805.00	\$4,855.00	\$4,460.00	\$4,335.00	\$4,255.00	\$4,355.00	\$4,515.00	\$4,240.00	\$63,330.00
<b>Total</b>															
SPOTS	61	43	40	39	40	35	34	47	42	40	37	40	43	40	581
STN Gross	\$9,085.00	\$6,015.00	\$5,935.00	\$5,745.00	\$5,905.00	\$5,215.00	\$5,120.00	\$6,210.00	\$5,795.00	\$5,670.00	\$5,430.00	\$5,770.00	\$5,900.00	\$5,605.00	\$83,400.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Washington, DC

**Description:** SOR\_2021\_TV  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDVM-TV	613	\$29,400.00	100%

**Market Total** 613 \$29,400.00

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WDVM-TV															
SPOTS	44	49	45	46	43	48	43	43	42	42	42	42	42	42	613
STN Gross	\$2,190.00	\$2,225.00	\$2,205.00	\$2,180.00	\$2,090.00	\$2,210.00	\$2,090.00	\$2,135.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$29,400.00
<b>Total</b>															
SPOTS	44	49	45	46	43	48	43	43	42	42	42	42	42	42	613
STN Gross	\$2,190.00	\$2,225.00	\$2,205.00	\$2,180.00	\$2,090.00	\$2,210.00	\$2,090.00	\$2,135.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$1,990.00	\$2,035.00	\$29,400.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV DHHR - SOR  
**Media:** TV  
**Product:** State Opioid Response  
**Market:** Wheeling

**Description:** SOR\_2021\_TV  
**Flight Start Date:** 6/14/2021 03:00 AM  
**Flight End Date:** 9/28/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>ETOV-TV</b>	452	\$9,200.00	10%
<b>GTRF-TV</b>	413	\$9,644.00	10%
<b>WTOV-TV</b>	542	\$59,696.00	62%
<b>WTRF-TV</b>	304	\$17,310.00	18%
<b>Market Total</b>	1711	\$95,850.00	

### Summary By Station/Week

Station	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>ETOV-TV</b>															
SPOTS	36	37	28	27	25	27	32	31	34	35	32	37	38	33	452
STN Gross	\$790.00	\$755.00	\$590.00	\$575.00	\$565.00	\$580.00	\$605.00	\$570.00	\$1,055.00	\$600.00	\$570.00	\$690.00	\$670.00	\$585.00	\$9,200.00
<b>GTRF-TV</b>															
SPOTS	44	32	25	26	29	33	28	28	28	28	27	30	27	28	413
STN Gross	\$1,206.00	\$668.00	\$377.00	\$517.00	\$653.00	\$1,047.00	\$647.00	\$647.00	\$647.00	\$647.00	\$512.00	\$857.00	\$572.00	\$647.00	\$9,644.00
<b>WTOV-TV</b>															
SPOTS	50	42	38	36	28	16	25	55	48	45	40	38	41	40	542
STN Gross	\$5,955.00	\$4,655.00	\$4,430.00	\$4,145.00	\$3,665.00	\$2,075.00	\$2,930.00	\$5,781.00	\$5,205.00	\$4,550.00	\$3,995.00	\$4,320.00	\$3,820.00	\$4,170.00	\$59,696.00
<b>WTRF-TV</b>															
SPOTS	33	21	19	23	22	22	20	21	20	21	20	21	20	21	304
STN Gross	\$1,761.00	\$1,273.00	\$1,093.00	\$1,443.00	\$1,213.00	\$1,303.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$1,033.00	\$1,273.00	\$17,310.00
<b>Total</b>															
SPOTS	163	132	110	112	104	98	105	135	130	129	119	126	126	122	1711
STN Gross	\$9,712.00	\$7,351.00	\$6,490.00	\$6,680.00	\$6,096.00	\$5,005.00	\$5,215.00	\$8,271.00	\$7,940.00	\$7,070.00	\$6,110.00	\$7,140.00	\$6,095.00	\$6,675.00	\$95,850.00

CRFP 0327 COM2300000001 - Advertising Services

WV Lottery Q2 2021 General  
4/12/21 - 6/27/21

Market	Station	# Spots	Gross	Net	1%	Client	Adult 18+	Women 25-54	CTV Budget	Digital Budget		
Beckley/ Bluefield	WPNS	38	\$ 1,310.00	\$ 1,113.50	\$ 11.14	\$ 1,124.64	84.6	12				
	EVNS	28	\$ 915.00	\$ 777.75	\$ 7.78	\$ 785.53						
	EVVA	10	\$ 250.00	\$ 212.50	\$ 2.13	\$ 214.63						
	WVVA	99	\$ 12,595.00	\$ 10,705.75	\$ 107.06	\$ 10,812.81						
	WQAY	160	\$ 7,245.00	\$ 6,158.25	\$ 61.58	\$ 6,219.83						
Charleston/ Huntington	WSAZ	80	\$ 39,325.00	\$ 33,426.25	\$ 334.26	\$ 33,760.51	99	9				
	WCHS	37	\$ 5,450.00	\$ 4,632.50	\$ 46.33	\$ 4,678.83						
	DCHS	12	\$ 1,150.00	\$ 977.50	\$ 9.78	\$ 987.28						
Clarksburg	WDTV	181	\$ 15,965.00	\$ 13,570.25	\$ 135.70	\$ 13,705.95	99	14.8				
	WBOY	47	\$ 11,305.00	\$ 9,609.25	\$ 96.09	\$ 9,705.34						
	WVFX	73	\$ 1,892.00	\$ 1,608.20	\$ 16.08	\$ 1,624.28						
	EBOY	44	\$ 1,650.00	\$ 1,402.50	\$ 14.03	\$ 1,416.53						
Parkersburg	WTAP	68	\$ 9,430.00	\$ 8,015.50	\$ 80.16	\$ 8,095.66	88.2	7.8				
	WIYE	22	\$ 2,140.00	\$ 1,819.00	\$ 18.19	\$ 1,837.19						
Wheeling	ETOV	50	\$ 2,570.00	\$ 2,184.50	\$ 21.85	\$ 2,206.35	79.2	17.1				
	WTRF	235	\$ 6,519.00	\$ 5,541.15	\$ 55.41	\$ 5,596.56						
	WTOV	57	\$ 4,145.00	\$ 3,523.25	\$ 35.23	\$ 3,558.48						
<b>1241</b>							<b>90</b>	<b>12.14</b>	<b>42.2</b>	<b>6.68</b>	<b>\$ 19,722.40</b>	<b>\$ 25,000.00</b>



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WV\_L\_Q4\_General\_2021\_TV  
**Flight Start Date:** 10/4/2021 03:00 AM  
**Flight End Date:** 12/25/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>EVNS-TV</b>	18	\$360.00	2%
<b>EVA-TV</b>	12	\$300.00	2%
<b>GVA-TV</b>	24	\$132.00	1%
<b>WOAY-TV</b>	29	\$910.00	6%
<b>WVNS-TV</b>	53	\$3,080.00	20%
<b>WVA-TV</b>	83	\$10,590.00	69%

**Market Total** 219 \$15,372.00

**Summary By Station/Week**

Station	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
<b>EVNS-TV</b>													
SPOTS	0	3	0	3	0	3	0	3	0	3	0	3	18
STN Gross	\$0.00	\$60.00	\$0.00	\$60.00	\$0.00	\$60.00	\$0.00	\$60.00	\$0.00	\$60.00	\$0.00	\$60.00	\$360.00
<b>EVA-TV</b>													
SPOTS	2	0	2	0	2	0	2	0	2	0	2	0	12
STN Gross	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$300.00
<b>GVA-TV</b>													
SPOTS	2	2	2	2	2	2	2	2	2	2	2	2	24
STN Gross	\$8.00	\$14.00	\$8.00	\$14.00	\$8.00	\$14.00	\$8.00	\$14.00	\$8.00	\$14.00	\$8.00	\$14.00	\$132.00
<b>WOAY-TV</b>													
SPOTS	2	3	2	3	2	3	2	3	2	3	2	2	29
STN Gross	\$60.00	\$100.00	\$60.00	\$100.00	\$60.00	\$100.00	\$60.00	\$100.00	\$60.00	\$100.00	\$60.00	\$50.00	\$910.00
<b>WVNS-TV</b>													
SPOTS	4	5	4	5	4	5	4	5	4	5	4	4	53
STN Gross	\$190.00	\$330.00	\$190.00	\$330.00	\$190.00	\$330.00	\$190.00	\$330.00	\$190.00	\$330.00	\$190.00	\$290.00	\$3,080.00
<b>WVA-TV</b>													
SPOTS	8	5	8	6	8	6	8	6	8	6	8	6	83
STN Gross	\$715.00	\$800.00	\$715.00	\$1,100.00	\$715.00	\$1,100.00	\$715.00	\$1,100.00	\$715.00	\$1,100.00	\$715.00	\$1,100.00	\$10,590.00
<b>Total</b>													
SPOTS	18	18	18	19	18	19	18	19	18	19	18	17	219
STN Gross	\$1,023.00	\$1,304.00	\$1,023.00	\$1,604.00	\$1,023.00	\$1,604.00	\$1,023.00	\$1,604.00	\$1,023.00	\$1,604.00	\$1,023.00	\$1,514.00	\$15,372.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Charleston, WV

Description: WV\_L04\_General\_2021\_TV  
Flight Start Date: 10/4/2021 03:00 AM  
Flight End Date: 12/25/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
DCHS-TV	8	\$3,400.00	11%
WCHS-TV	21	\$3,750.00	12%
WQCW-TV	30	\$3,720.00	12%
WSAZ-S2	84	\$19,800.00	65%

**Market Total** 143 \$30,670.00

**Summary By Station/Week**

Station	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
DCHS-TV													
SPOTS	0	1	1	1	0	1	0	3	1	0	0	0	8
STN Gross	\$0.00	\$250.00	\$200.00	\$250.00	\$0.00	\$200.00	\$0.00	\$1,300.00	\$1,200.00	\$0.00	\$0.00	\$0.00	\$3,400.00
WCHS-TV													
SPOTS	0	3	1	3	0	3	1	4	1	2	1	2	21
STN Gross	\$0.00	\$400.00	\$350.00	\$400.00	\$0.00	\$400.00	\$350.00	\$850.00	\$350.00	\$150.00	\$350.00	\$150.00	\$3,750.00
WQCW-TV													
SPOTS	2	3	2	3	2	3	2	3	2	3	2	3	30
STN Gross	\$300.00	\$320.00	\$300.00	\$320.00	\$300.00	\$320.00	\$300.00	\$320.00	\$300.00	\$320.00	\$300.00	\$320.00	\$3,720.00
WSAZ-S2													
SPOTS	7	6	7	6	7	8	7	8	7	8	7	6	84
STN Gross	\$1,250.00	\$1,700.00	\$1,250.00	\$1,700.00	\$1,250.00	\$2,400.00	\$1,250.00	\$2,400.00	\$1,250.00	\$2,400.00	\$1,250.00	\$1,700.00	\$19,800.00
<b>Total</b>													
SPOTS	9	13	11	13	9	15	10	18	11	13	10	11	143
STN Gross	\$1,550.00	\$2,670.00	\$2,100.00	\$2,670.00	\$1,550.00	\$3,320.00	\$1,900.00	\$4,870.00	\$3,100.00	\$2,870.00	\$1,900.00	\$2,170.00	\$30,670.00





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Clarksburg

Description: WV\_L04\_General\_2021\_TV  
Flight Start Date: 10/4/2021 03:00 AM  
Flight End Date: 12/25/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>EBOY-TV</b>	18	\$570.00	6%
<b>EVFX-TV</b>	48	\$408.00	4%
<b>WBOY-TV</b>	50	\$4,885.00	50%
<b>WDTV-TV</b>	39	\$2,460.00	25%
<b>WVFX-TV</b>	19	\$1,540.00	16%
<b>Market Total</b>	174	\$9,883.00	

**Summary By Station/Week**

Station	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
<b>EBOY-TV</b>													
SPOTS	2	0	2	0	2	2	2	2	2	2	2	0	18
STN Gross	\$80.00	\$0.00	\$80.00	\$0.00	\$80.00	\$30.00	\$80.00	\$30.00	\$80.00	\$30.00	\$80.00	\$0.00	\$570.00
<b>EVFX-TV</b>													
SPOTS	4	4	4	4	4	4	4	4	4	4	4	4	48
STN Gross	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$408.00
<b>WBOY-TV</b>													
SPOTS	5	3	5	3	5	3	5	6	5	3	5	2	50
STN Gross	\$290.00	\$445.00	\$290.00	\$445.00	\$290.00	\$445.00	\$290.00	\$995.00	\$290.00	\$445.00	\$290.00	\$370.00	\$4,885.00
<b>WDTV-TV</b>													
SPOTS	2	4	1	6	2	5	2	6	1	4	2	4	39
STN Gross	\$115.00	\$270.00	\$50.00	\$385.00	\$115.00	\$320.00	\$115.00	\$385.00	\$50.00	\$270.00	\$115.00	\$270.00	\$2,460.00
<b>WVFX-TV</b>													
SPOTS	2	1	2	2	2	1	2	1	2	1	2	1	19
STN Gross	\$140.00	\$75.00	\$140.00	\$325.00	\$140.00	\$75.00	\$140.00	\$75.00	\$140.00	\$75.00	\$140.00	\$75.00	\$1,540.00
<b>Total</b>													
SPOTS	15	12	14	15	15	15	15	19	14	14	15	11	174
STN Gross	\$659.00	\$824.00	\$594.00	\$1,189.00	\$659.00	\$904.00	\$659.00	\$1,519.00	\$594.00	\$854.00	\$659.00	\$749.00	\$9,883.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta

**Description:** WV\_L\_04\_General\_2021\_TV  
**Flight Start Date:** 10/4/2021 03:00 AM  
**Flight End Date:** 12/25/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WIYE-TV	13	\$280.00	4%
WOVA-TV	13	\$280.00	4%
WTAP-TV	66	\$5,910.00	91%
<b>Market Total</b>	<b>92</b>	<b>\$6,470.00</b>	

**Summary By Station/Week**

Station	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
WIYE-TV													
SPOTS	1	1	1	1	1	1	1	1	1	2	1	1	13
STN Gross	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$170.00	\$10.00	\$10.00	\$280.00
WOVA-TV													
SPOTS	0	2	0	2	0	2	0	3	0	2	0	2	13
STN Gross	\$0.00	\$20.00	\$0.00	\$20.00	\$0.00	\$20.00	\$0.00	\$180.00	\$0.00	\$20.00	\$0.00	\$20.00	\$280.00
WTAP-TV													
SPOTS	5	7	3	7	5	5	6	8	3	7	3	7	66
STN Gross	\$440.00	\$650.00	\$180.00	\$650.00	\$440.00	\$390.00	\$600.00	\$900.00	\$180.00	\$650.00	\$180.00	\$650.00	\$5,910.00
<b>Total</b>													
SPOTS	6	10	4	10	6	8	7	12	4	11	4	10	92
STN Gross	\$450.00	\$680.00	\$190.00	\$680.00	\$450.00	\$420.00	\$610.00	\$1,090.00	\$190.00	\$840.00	\$190.00	\$680.00	\$6,470.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Wheeling

Description: WV\_L\_04\_General\_2021\_TV  
Flight Start Date: 10/4/2021 03:00 AM  
Flight End Date: 12/25/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>ETOV-TV</b>			
	17	\$246.00	2%
<b>GTRF-TV</b>			
	86	\$801.00	8%
<b>WTOV-TV</b>			
	38	\$3,760.00	37%
<b>WTRF-TV</b>			
	216	\$5,424.00	53%

**Market Total** 357 \$10,231.00

**Summary By Station/Week**

Station	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
<b>ETOV-TV</b>													
SPOTS	1	2	3	1	1	2	1	2	1	1	1	1	17
STN Gross	\$8.00	\$38.00	\$68.00	\$8.00	\$8.00	\$38.00	\$8.00	\$38.00	\$8.00	\$8.00	\$8.00	\$8.00	\$246.00
<b>GTRF-TV</b>													
SPOTS	7	7	7	7	7	7	7	7	7	8	8	7	86
STN Gross	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$65.00	\$73.00	\$73.00	\$70.00	\$801.00
<b>WTOV-TV</b>													
SPOTS	4	2	4	2	4	2	4	3	4	2	5	2	38
STN Gross	\$390.00	\$70.00	\$390.00	\$70.00	\$390.00	\$70.00	\$390.00	\$670.00	\$390.00	\$70.00	\$790.00	\$70.00	\$3,760.00
<b>WTRF-TV</b>													
SPOTS	17	19	17	19	17	19	17	19	17	19	17	19	216
STN Gross	\$397.00	\$507.00	\$397.00	\$507.00	\$397.00	\$507.00	\$397.00	\$507.00	\$397.00	\$507.00	\$397.00	\$507.00	\$5,424.00
<b>Total</b>													
SPOTS	29	30	31	29	29	30	29	31	29	30	31	29	357
STN Gross	\$860.00	\$680.00	\$920.00	\$650.00	\$860.00	\$680.00	\$860.00	\$1,280.00	\$860.00	\$658.00	\$1,268.00	\$655.00	\$10,231.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Bluefield WV-VA

Description: WV\_LPA\_Sep21  
Flight Start Date: 8/30/2021 03:00 AM  
Flight End Date: 9/28/2021 02:59 AM

Separation between Spots: 30  
Comments:

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	15	\$630.00	51%
WVA-TV	15	\$594.75	49%

Market Total 30 \$1,224.75

### Summary By Station/Week

Station	8/30	8/31	9/13	9/20	Total
WOAY-TV					
SPOTS	5	3	5	2	15
STN Gross	\$210.00	\$124.00	\$210.00	\$86.00	\$630.00
WVA-TV					
SPOTS	5	3	5	2	15
STN Gross	\$198.25	\$120.25	\$198.25	\$78.00	\$594.75
<b>Total</b>					
SPOTS	10	6	10	4	30
STN Gross	\$408.25	\$244.25	\$408.25	\$164.00	\$1,224.75



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Charleston, WV

Description: WVL\_IPA\_Sept21  
Flight Start Date: 8/30/2021 03:00 AM  
Flight End Date: 9/28/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	15	\$3,630.00	100%
<b>Market Total</b>	15	\$3,630.00	

**Summary By Station/Week**

Station	8/30	9/6	9/13	9/20	Total
WSAZ-S2					
SPOTS	5	3	5	2	15
STN Gross	\$1,210.00	\$785.00	\$1,210.00	\$425.00	\$3,630.00
<b>Total</b>					
SPOTS	5	3	5	2	15
STN Gross	\$1,210.00	\$785.00	\$1,210.00	\$425.00	\$3,630.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WVL\_JPA\_Sep21  
Flight Start Date: 8/30/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	15	\$855.00	100%
<b>Market Total</b>	15	\$855.00	

**Summary By Station/Week**

Station	8/30	9/6	9/13	9/20	Total
WDTV-TV					
SPOTS	5	3	5	2	15
STN Gross	\$285.00	\$183.00	\$285.00	\$102.00	\$855.00
<b>Total</b>					
SPOTS	5	3	5	2	15
STN Gross	\$285.00	\$183.00	\$285.00	\$102.00	\$855.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Wheeling

Description: WV\_LPA\_Sept21  
Flight Start Date: 8/30/2021 03:00 AM  
Flight End Date: 9/28/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	16	\$357.00	100%
<b>Market Total</b>	16	\$357.00	

**Summary By Station/Week**

Station	8/30	8/31	9/13	9/20	Total
ETOV-TV					
SPOTS	6	3	5	2	16
STN Gross	\$119.00	\$87.00	\$119.00	\$32.00	\$357.00
<b>Total</b>					
SPOTS	6	3	5	2	16
STN Gross	\$119.00	\$87.00	\$119.00	\$32.00	\$357.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Bluefield WV-VA

Description: WVL\_JPA\_AUG21  
Flight Start Date: 7/28/2021 03:00 AM  
Flight End Date: 8/29/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WOAY-TV	32	\$1,366.00	53%
WVVA-TV	33	\$1,222.00	47%

Market Total 65 \$2,588.00

**Summary By Station/Week**

Station	8/2	8/9	8/16	8/23	Total
WOAY-TV					
SPOTS	6	10	11	5	32
STN Gross	\$248.00	\$450.00	\$458.00	\$210.00	\$1,366.00
WVVA-TV					
SPOTS	8	9	11	5	33
STN Gross	\$204.75	\$360.75	\$438.75	\$217.75	\$1,222.00
<b>Total</b>					
SPOTS	14	19	22	10	65
STN Gross	\$452.75	\$810.75	\$896.75	\$427.75	\$2,588.00





## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Draw  
**Market:** Charleston, WV

**Description:** WV\_LJA\_AUG21  
**Flight Start Date:** 7/28/2021 03:00 AM  
**Flight End Date:** 8/29/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	32	\$8,210.00	100%

**Market Total** 32 \$8,210.00

**Summary By Station/Week**

Station	8/2	8/9	8/16	8/23	Total
WSAZ-S2					
SPOTS	6	10	11	5	32
STN Gross	\$1,570.00	\$2,650.00	\$2,780.00	\$1,210.00	\$8,210.00
<b>Total</b>					
SPOTS	6	10	11	5	32
STN Gross	\$1,570.00	\$2,650.00	\$2,780.00	\$1,210.00	\$8,210.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WV\_LIPA\_AUG21  
Flight Start Date: 7/26/2021 03:00 AM  
Flight End Date: 8/29/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	32	\$1,932.00	100%

**Market Total** 32 \$1,932.00

**Summary By Station/Week**

Station	8/2	8/9	8/16	8/23	Total
WDTV-TV					
SPOTS	6	10	11	5	32
STN Gross	\$366.00	\$630.00	\$651.00	\$285.00	\$1,932.00
<b>Total</b>					
SPOTS	6	10	11	5	32
STN Gross	\$366.00	\$630.00	\$651.00	\$285.00	\$1,932.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Wheeling

Description: WV\_LPA\_AUG21  
Flight Start Date: 7/28/2021 03:00 AM  
Flight End Date: 8/29/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	32	\$859.00	100%
<b>Market Total</b>	<b>32</b>	<b>\$859.00</b>	

**Summary By Station/Week**

Station	8/2	8/8	8/16	8/23	Total
ETOV-TV					
SPOTS	6	11	10	5	32
STN Gross	\$182.00	\$285.00	\$273.00	\$119.00	\$859.00
<b>Total</b>					
SPOTS	6	11	10	5	32
STN Gross	\$182.00	\$285.00	\$273.00	\$119.00	\$859.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Bluefield WV-VA

Description: WV/L 2022 Sports  
Flight Start Date: 8/2/2021 03:00 AM  
Flight End Date: 2/27/2022 02:59 AM

Separation between Spots: 30  
Comments:

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	51	\$13,475.00	53%
WVVA-TV	46	\$11,820.00	47%

Market Total 97 \$25,295.00

### Summary By Station/Week

Station	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8
WOAY-TV														
SPOTS	0	0	0	4	3	3	3	3	3	3	3	3	3	3
STN Gross	\$0.00	\$0.00	\$0.00	\$975.00	\$675.00	\$675.00	\$1,175.00	\$675.00	\$675.00	\$675.00	\$675.00	\$675.00	\$675.00	\$675.00
WVVA-TV														
SPOTS	0	0	1	0	3	2	2	2	2	2	2	2	2	2
STN Gross	\$0.00	\$0.00	\$400.00	\$0.00	\$820.00	\$420.00	\$420.00	\$420.00	\$420.00	\$420.00	\$420.00	\$420.00	\$420.00	\$420.00
<b>Total</b>														
SPOTS	0	0	1	4	6	5	5	5	5	5	5	5	5	5
STN Gross	\$0.00	\$0.00	\$400.00	\$975.00	\$1,495.00	\$1,095.00	\$1,595.00	\$1,095.00	\$1,095.00	\$1,095.00	\$1,095.00	\$1,095.00	\$1,095.00	\$1,095.00

### Summary By Station/Week

Station	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	Total
WOAY-TV														
SPOTS	3	5	4	0	3	1	1	0	0	0	0	0	0	51
WVVA-TV														
SPOTS	2	3	2	2	2	2	2	1	3	2	1	0	2	46
<b>Total</b>														
SPOTS	5	8	6	2	5	3	3	1	3	2	1	0	2	97



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Charleston, WV

Description: WV 2022 Sports  
Flight Start Date: 8/2/2021 03:00 AM  
Flight End Date: 2/27/2022 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WOWK-TV	76	\$31,500.00	38%
WQCW-TV	6	\$1,140.00	1%
WSAZ-S2	48	\$47,300.00	59%

Market Total 130 \$79,940.00

**Summary By Station/Week**

Station	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8
WOWK-TV														
SPOTS	0	0	2	0	4	4	4	4	4	6	4	3	4	4
STN Gross	\$0.00	\$0.00	\$350.00	\$0.00	\$1,615.00	\$1,615.00	\$1,180.00	\$1,615.00	\$1,365.00	\$2,480.00	\$1,615.00	\$965.00	\$1,180.00	\$1,615.00
WQCW-TV														
SPOTS	2	2	2	0	0	0	0	0	0	0	0	0	0	0
STN Gross	\$380.00	\$380.00	\$380.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
WSAZ-S2														
SPOTS	0	0	1	0	6	2	2	2	2	2	2	2	2	2
STN Gross	\$0.00	\$0.00	\$750.00	\$0.00	\$5,400.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00	\$1,800.00
<b>Total</b>														
SPOTS	2	2	5	0	10	6	6	6	6	8	6	5	6	6
STN Gross	\$380.00	\$380.00	\$1,480.00	\$0.00	\$7,015.00	\$3,415.00	\$2,980.00	\$3,415.00	\$3,165.00	\$4,280.00	\$3,415.00	\$2,765.00	\$2,980.00	\$3,415.00

**Summary By Station/Week**

Station	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	Total
WOWK-TV														
SPOTS	3	6	4	4	2	3	3	3	3	1	1	0	0	76
WQCW-TV														
SPOTS	0	0	0	0	0	0	0	0	0	0	0	0	0	6
WSAZ-S2														
SPOTS	2	3	2	2	2	2	2	2	5	1	0	0	0	48
<b>Total</b>														
SPOTS	5	9	6	6	4	5	5	5	8	2	1	0	0	130



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV 2022 Sports  
**Flight Start Date:** 8/2/2021 03:00 AM  
**Flight End Date:** 2/27/2022 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>EBOY-TV</b>	39	\$2,900.00	6%
<b>WBOY-TV</b>	104	\$17,325.00	36%
<b>WDTV-TV</b>	60	\$28,535.00	59%
<b>Market Total</b>	203	\$48,760.00	

**Summary By Station/Week**

Station	8/9	8/18	8/23	8/30	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8
<b>EBOY-TV</b>														
SPOTS	0	0	0	0	2	3	2	2	2	2	2	2	2	2
STN Gross	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$300.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
<b>WBOY-TV</b>														
SPOTS	0	0	1	0	7	5	5	5	5	5	5	5	5	5
STN Gross	\$0.00	\$0.00	\$200.00	\$0.00	\$925.00	\$550.00	\$550.00	\$550.00	\$550.00	\$650.00	\$550.00	\$550.00	\$550.00	\$550.00
<b>WDTV-TV</b>														
SPOTS	0	0	0	0	4	3	3	3	4	5	3	2	4	3
STN Gross	\$0.00	\$0.00	\$0.00	\$0.00	\$2,750.00	\$1,375.00	\$1,000.00	\$1,350.00	\$2,175.00	\$1,350.00	\$1,000.00	\$875.00	\$2,000.00	\$1,000.00
<b>Total</b>														
SPOTS	0	0	1	0	13	11	10	10	11	12	10	9	11	10
STN Gross	\$0.00	\$0.00	\$200.00	\$0.00	\$3,775.00	\$2,225.00	\$1,650.00	\$2,000.00	\$2,825.00	\$2,100.00	\$1,650.00	\$1,525.00	\$2,650.00	\$1,650.00

**Summary By Station/Week**

Station	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	Total
<b>EBOY-TV</b>														
SPOTS	2	2	2	2	2	2	2	2	1	0	0	1	0	39
<b>WBOY-TV</b>														
SPOTS	5	8	5	5	5	5	5	5	2	1	0	0	5	104
<b>WDTV-TV</b>														
SPOTS	2	5	3	4	1	2	2	3	2	1	1	0	0	60
<b>Total</b>														
SPOTS	9	15	10	11	8	9	9	10	5	2	1	1	5	203



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Wheeling

Description: WV Lottery 2022 Sports  
Flight Start Date: 8/2/2021 03:00 AM  
Flight End Date: 2/27/2022 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	42	\$12,400.00	33%
GTRF-TV	56	\$6,545.00	18%
WTRF-TV	69	\$18,390.00	49%
<b>Market Total</b>	<b>167</b>	<b>\$37,335.00</b>	

**Summary By Station/Week**

Station	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8
ETOV-TV														
SPOTS	0	0	0	0	2	2	2	2	4	3	3	3	3	3
STN Gross	\$0.00	\$0.00	\$0.00	\$0.00	\$275.00	\$125.00	\$275.00	\$275.00	\$2,050.00	\$975.00	\$925.00	\$475.00	\$475.00	\$1,850.00
GTRF-TV														
SPOTS	0	0	2	6	3	4	3	3	3	3	3	3	3	3
STN Gross	\$0.00	\$0.00	\$100.00	\$575.00	\$335.00	\$560.00	\$335.00	\$335.00	\$335.00	\$335.00	\$335.00	\$335.00	\$335.00	\$335.00
WTRF-TV														
SPOTS	0	0	1	0	3	4	3	4	3	4	4	3	3	4
STN Gross	\$0.00	\$0.00	\$150.00	\$0.00	\$730.00	\$1,155.00	\$730.00	\$1,230.00	\$530.00	\$880.00	\$880.00	\$730.00	\$530.00	\$955.00
<b>Total</b>														
SPOTS	0	0	3	6	8	10	8	9	10	10	10	9	9	10
STN Gross	\$0.00	\$0.00	\$250.00	\$575.00	\$1,340.00	\$1,840.00	\$1,340.00	\$1,840.00	\$2,915.00	\$2,190.00	\$2,140.00	\$1,540.00	\$1,340.00	\$3,140.00

**Summary By Station/Week**

Station	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	Total
ETOV-TV														
SPOTS	3	3	0	3	3	3	0	0	0	0	0	0	0	42
GTRF-TV														
SPOTS	3	3	4	0	3	0	1	2	1	0	0	0	0	56
WTRF-TV														
SPOTS	3	4	4	4	3	4	3	4	1	2	1	0	0	69
<b>Total</b>														
SPOTS	9	10	8	7	9	7	4	6	2	2	1	0	0	167

CRFP 0327 COM230000001 - Advertising Services



Date: 10/05/2021

Client: WV Lottery  
 Media: TV  
 Product: Draw  
 Market: Bluefield WV-VA

Description: WV\_PB\_3\_Draw  
 Flight Start Date: 8/23/2021 03:00 AM  
 Flight End Date: 10/3/2021 02:59 AM

Separation between Spots: 30  
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	54	\$1,926.00	29%
WVVA-TV	54	\$4,621.50	71%
<b>Market Total</b>	<b>108</b>	<b>\$6,547.50</b>	

Summary By Station/Week

Station	8/23	8/30	9/6	9/13	9/20	9/27	Total
WOAY-TV							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$321.00	\$321.00	\$321.00	\$321.00	\$321.00	\$321.00	\$1,926.00
WVVA-TV							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$770.25	\$770.25	\$770.25	\$770.25	\$770.25	\$770.25	\$4,621.50
<b>Total</b>							
SPOTS	18	18	18	18	18	18	108
STN Gross	\$1,091.25	\$1,091.25	\$1,091.25	\$1,091.25	\$1,091.25	\$1,091.25	\$6,547.50





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Charleston, WV

Description: WV\_PB\_3\_Draw  
Flight Start Date: 8/23/2021 03:00 AM  
Flight End Date: 10/3/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	54	\$12,780.00	100%
<b>Market Total</b>	54	\$12,780.00	

**Summary By Station/Week**

Station	8/23	8/30	9/6	9/13	9/20	9/27	Total
WSAZ-S2							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$12,780.00
<b>Total</b>							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$2,130.00	\$12,780.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WV\_PB\_3\_Draw  
Flight Start Date: 8/23/2021 03:00 AM  
Flight End Date: 10/3/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	54	\$3,024.00	100%

**Market Total** 54 \$3,024.00

**Summary By Station/Week**

Station	8/23	8/30	8/6	8/13	8/20	8/27	Total
WDTV-TV							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$504.00	\$504.00	\$504.00	\$504.00	\$504.00	\$504.00	\$3,024.00
<b>Total</b>							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$504.00	\$504.00	\$504.00	\$504.00	\$504.00	\$504.00	\$3,024.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Wheeling

Description: WV\_PB\_3\_Draw  
Flight Start Date: 9/23/2021 03:00 AM  
Flight End Date: 10/3/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	54	\$1,566.00	100%
<b>Market Total</b>	54	\$1,566.00	

**Summary By Station/Week**

Station	8/23	8/30	9/6	9/13	9/20	9/27	Total
ETOV-TV							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$261.00	\$261.00	\$261.00	\$261.00	\$261.00	\$261.00	\$1,566.00
<b>Total</b>							
SPOTS	9	9	9	9	9	9	54
STN Gross	\$261.00	\$261.00	\$261.00	\$261.00	\$261.00	\$261.00	\$1,566.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Audio  
Product: Branding  
Market: Charleston, WV

Description: WV\_Q3\_2021\_DA  
Flight Start Date: 7/5/2021 05:00 AM  
Flight End Date: 9/26/2021 04:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
PACU-SM	1143	\$17,656.36	100%
<b>Market Total</b>	1143	\$17,656.36	

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
PACU-SM													
SPOTS	109	94	94	94	94	94	94	94	94	94	94	94	1143
STN Gross	\$1,726.95	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$17,656.36
<b>Total</b>													
SPOTS	109	94	94	94	94	94	94	94	94	94	94	94	1143
STN Gross	\$1,726.95	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$1,448.13	\$17,656.36



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Branding  
Market: Bluefield WV-VA

Description: WV\_L03 General\_CTV  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFBL-DV	12	\$2,400.00	100%
<b>Market Total</b>	<b>12</b>	<b>\$2,400.00</b>	

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFBL-DV													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
<b>Total</b>													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Branding  
Market: Charleston, WV

Description: WVLC\_C3 General\_CTV  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFCU-DV	12	\$4,852.92	100%

Market Total 12 \$4,852.92

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFCU-DV													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$4,852.92
<b>Total</b>													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$404.41	\$4,852.92



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Branding  
Market: Clarksburg

Description: WV\_L\_Q3 General\_CTV  
Flight Start Date: 7/6/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFCL-DV	12	\$3,376.44	100%

**Market Total** 12 \$3,376.44

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFCL-DV													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$3,376.44
<b>Total</b>													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$281.37	\$3,376.44



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Branding  
Market: Parkersburg-Marietta

Description: WV\_L03 General\_CTV  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFPK-DV	12	\$1,147.08	100%

**Market Total** 12 \$1,147.08

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFPK-DV													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$1,147.08
<b>Total</b>													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$95.59	\$1,147.08





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Branding  
Market: Wheeling

Description: WV\_Q3 General\_CTV  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/28/2021 02:59 AM

Separation between Spots: 30  
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFWH-DV	12	\$1,458.84	100%
<b>Market Total</b>	<b>12</b>	<b>\$1,458.84</b>	

Summary By Station/Week

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
SFWH-DV													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$1,458.84
<b>Total</b>													
SPOTS	1	1	1	1	1	1	1	1	1	1	1	1	12
STN Gross	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$121.57	\$1,458.84



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Bluefield WV-VA

Description: WV L Q3 2021 General  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>EVNS-TV</b>	191	\$4,500.00	28%
<b>GVA-TV</b>	60	\$540.00	3%
<b>WOAY-TV</b>	36	\$1,980.00	12%
<b>WVNS-TV</b>	36	\$1,920.00	12%
<b>WVA-TV</b>	81	\$6,940.00	44%

**Market Total** 404 \$15,880.00

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>EVNS-TV</b>													
SPOTS	16	15	16	16	15	16	16	17	16	16	16	16	191
STN Gross	\$375.00	\$335.00	\$375.00	\$375.00	\$335.00	\$375.00	\$375.00	\$455.00	\$375.00	\$375.00	\$375.00	\$375.00	\$4,500.00
<b>GVA-TV</b>													
SPOTS	6	6	6	0	0	6	6	6	6	6	6	6	60
STN Gross	\$54.00	\$54.00	\$54.00	\$0.00	\$0.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$540.00
<b>WOAY-TV</b>													
SPOTS	2	3	4	2	3	4	3	3	3	3	3	3	36
STN Gross	\$20.00	\$300.00	\$175.00	\$155.00	\$165.00	\$175.00	\$165.00	\$165.00	\$165.00	\$165.00	\$165.00	\$165.00	\$1,980.00
<b>WVNS-TV</b>													
SPOTS	3	3	3	3	3	3	3	3	3	3	3	3	36
STN Gross	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$1,920.00
<b>WVA-TV</b>													
SPOTS	9	8	8	0	0	8	8	8	8	8	8	8	81
STN Gross	\$780.00	\$680.00	\$680.00	\$0.00	\$0.00	\$720.00	\$680.00	\$680.00	\$680.00	\$680.00	\$680.00	\$680.00	\$6,940.00
<b>Total</b>													
SPOTS	36	35	37	21	21	37	36	37	36	36	36	36	404
STN Gross	\$1,389.00	\$1,529.00	\$1,444.00	\$690.00	\$680.00	\$1,484.00	\$1,434.00	\$1,514.00	\$1,434.00	\$1,434.00	\$1,434.00	\$1,434.00	\$15,880.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV L Q3 2021 General  
**Flight Start Date:** 7/5/2021 03:00 AM  
**Flight End Date:** 9/26/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>DCHS-TV</b>	40	\$1,600.00	5%
<b>WCHS-TV</b>	96	\$13,440.00	42%
<b>WSAZ-S2</b>	40	\$17,000.00	53%
<b>Market Total</b>	176	\$32,040.00	

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
<b>DCHS-TV</b>													
SPOTS	4	4	4	0	0	4	4	4	4	4	4	4	40
STN Gross	\$160.00	\$160.00	\$160.00	\$0.00	\$0.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$160.00	\$1,600.00
<b>WCHS-TV</b>													
SPOTS	9	9	9	1	5	9	8	10	9	9	9	9	96
STN Gross	\$1,225.00	\$1,225.00	\$1,225.00	\$175.00	\$1,015.00	\$1,225.00	\$1,160.00	\$1,290.00	\$1,225.00	\$1,225.00	\$1,225.00	\$1,225.00	\$13,440.00
<b>WSAZ-S2</b>													
SPOTS	4	4	4	0	0	4	4	4	4	4	4	4	40
STN Gross	\$1,700.00	\$1,700.00	\$1,700.00	\$0.00	\$0.00	\$1,700.00	\$1,700.00	\$1,700.00	\$1,700.00	\$1,700.00	\$1,700.00	\$1,700.00	\$17,000.00
<b>Total</b>													
SPOTS	17	17	17	1	5	17	16	18	17	17	17	17	176
STN Gross	\$3,085.00	\$3,085.00	\$3,085.00	\$175.00	\$1,015.00	\$3,085.00	\$3,020.00	\$3,150.00	\$3,085.00	\$3,085.00	\$3,085.00	\$3,085.00	\$32,040.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Clarksburg

Description: WV L Q3 2021 General  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
EBOY-TV	20	\$300.00	1%
EVFX-TV	30	\$260.00	1%
WBOY-TV	70	\$17,050.00	76%
WDTV-TV	40	\$4,300.00	19%
WVFX-TV	20	\$400.00	2%

**Market Total** 180 \$22,310.00

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
EBOY-TV													
SPOTS	2	2	2	0	0	2	2	2	2	2	2	2	20
STN Gross	\$30.00	\$30.00	\$30.00	\$0.00	\$0.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$300.00
EVFX-TV													
SPOTS	3	3	3	0	0	3	3	3	3	2	4	3	30
STN Gross	\$26.00	\$26.00	\$26.00	\$0.00	\$0.00	\$26.00	\$26.00	\$26.00	\$26.00	\$18.00	\$34.00	\$26.00	\$260.00
WBOY-TV													
SPOTS	7	7	7	0	0	7	7	7	7	7	7	7	70
STN Gross	\$1,705.00	\$1,705.00	\$1,705.00	\$0.00	\$0.00	\$1,705.00	\$1,705.00	\$1,705.00	\$1,705.00	\$1,705.00	\$1,705.00	\$1,705.00	\$17,050.00
WDTV-TV													
SPOTS	4	4	4	0	0	4	4	4	4	4	4	4	40
STN Gross	\$430.00	\$430.00	\$430.00	\$0.00	\$0.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$430.00	\$4,300.00
WVFX-TV													
SPOTS	2	2	2	0	0	2	2	2	2	2	2	2	20
STN Gross	\$40.00	\$40.00	\$40.00	\$0.00	\$0.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$400.00
<b>Total</b>													
SPOTS	18	18	18	0	0	18	18	18	18	17	19	18	180
STN Gross	\$2,231.00	\$2,231.00	\$2,231.00	\$0.00	\$0.00	\$2,231.00	\$2,231.00	\$2,231.00	\$2,231.00	\$2,223.00	\$2,239.00	\$2,231.00	\$22,310.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta

**Description:** WV.L. Q3 2021 General  
**Flight Start Date:** 7/5/2021 03:00 AM  
**Flight End Date:** 9/28/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WVYE-TV	11	\$220.00	3%
WTAP-TV	73	\$7,375.00	97%
<b>Market Total</b>	<b>84</b>	<b>\$7,595.00</b>	

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
WVYE-TV													
SPOTS	1	1	1	1	1	1	1	0	1	1	1	1	11
STN Gross	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$0.00	\$20.00	\$20.00	\$20.00	\$20.00	\$220.00
WTAP-TV													
SPOTS	7	8	8	0	0	7	7	8	7	7	7	7	73
STN Gross	\$670.00	\$800.00	\$800.00	\$0.00	\$0.00	\$755.00	\$750.00	\$800.00	\$750.00	\$755.00	\$670.00	\$625.00	\$7,375.00
<b>Total</b>													
SPOTS	8	9	9	1	1	8	8	8	8	8	8	8	84
STN Gross	\$690.00	\$820.00	\$820.00	\$20.00	\$20.00	\$775.00	\$770.00	\$800.00	\$770.00	\$775.00	\$690.00	\$645.00	\$7,595.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Wheeling

Description: WVQ3 2021 General  
Flight Start Date: 7/5/2021 03:00 AM  
Flight End Date: 9/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
GTRF-TV	30	\$150.00	2%
WTOV-TV	85	\$7,460.00	78%
WTRF-TV	110	\$2,000.00	21%
<b>Market Total</b>	<b>225</b>	<b>\$9,610.00</b>	

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	Total
GTRF-TV													
SPOTS	3	3	3	0	0	3	3	3	2	3	4	3	30
STN Gross	\$15.00	\$15.00	\$15.00	\$0.00	\$0.00	\$15.00	\$15.00	\$15.00	\$10.00	\$15.00	\$20.00	\$15.00	\$150.00
WTOV-TV													
SPOTS	9	8	7	1	0	9	8	8	7	9	11	8	85
STN Gross	\$810.00	\$650.00	\$730.00	\$80.00	\$0.00	\$810.00	\$650.00	\$730.00	\$590.00	\$810.00	\$850.00	\$750.00	\$7,460.00
WTRF-TV													
SPOTS	11	11	11	0	0	11	10	12	11	11	11	11	110
STN Gross	\$200.00	\$200.00	\$200.00	\$0.00	\$0.00	\$200.00	\$185.00	\$215.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,000.00
<b>Total</b>													
SPOTS	23	22	21	1	0	23	21	23	20	23	26	22	225
STN Gross	\$1,025.00	\$865.00	\$945.00	\$80.00	\$0.00	\$1,025.00	\$850.00	\$960.00	\$800.00	\$1,025.00	\$1,070.00	\$965.00	\$9,610.00



## Buy Detail Report Multi-Summary

Date: 10/06/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Bluefield WV-VA

Description: WV\_IPA\_June21  
Flight Start Date: 5/31/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WOAY-TV	3	\$124.00	51%
WVVA-TV	3	\$120.25	49%
<b>Market Total</b>	<b>6</b>	<b>\$244.25</b>	

Summary By Station/Week

Station	SPOTS	STN Gross	Total
WOAY-TV	3	\$124.00	\$124.00
WVVA-TV	3	\$120.25	\$120.25
<b>Total</b>	<b>6</b>	<b>\$244.25</b>	<b>\$244.25</b>



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Draw  
**Market:** Charleston, WV

**Description:** WVL\_JPA\_June21  
**Flight Start Date:** 5/31/2021 03:00 AM  
**Flight End Date:** 6/27/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	5	\$1,440.00	100%
<b>Market Total</b>	<b>5</b>	<b>\$1,440.00</b>	

**Summary By Station/Week**

Station	E/S	Total
WSAZ-S2		
SPOTS	5	5
STN Gross	\$1,440.00	\$1,440.00
<b>Total</b>		
SPOTS	5	5
STN Gross	\$1,440.00	\$1,440.00





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WV\_PA\_June21  
Flight Start Date: 5/31/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	3	\$183.00	100%
<b>Market Total</b>	<b>3</b>	<b>\$183.00</b>	

**Summary By Station/Week**

Station	5/31	Total
WDTV-TV		
SPOTS	3	3
STN Gross	\$183.00	\$183.00
<b>Total</b>		
SPOTS	3	3
STN Gross	\$183.00	\$183.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Wheeling

Description: WV\_LJA\_June21  
Flight Start Date: 5/31/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	3	\$87.00	100%

Market Total 3 \$87.00

**Summary By Station/Week**

Station	5/31	Total
ETOV-TV		
SPOTS	3	3
STN Gross	\$87.00	\$87.00
<b>Total</b>		
SPOTS	3	3
STN Gross	\$87.00	\$87.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Bluefield WV-VA

Description: WV\_L\_JPA\_May21  
Flight Start Date: 4/26/2021 03:00 AM  
Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WOAY-TV	29	\$1,212.00	51%
WVVA-TV	29	\$1,153.75	49%
<b>Market Total</b>	<b>58</b>	<b>\$2,365.75</b>	

**Summary By Station/Week**

Station	4/26	5/3	5/10	5/17	5/24	Total
WOAY-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$210.00	\$210.00	\$210.00	\$334.00	\$248.00	\$1,212.00
WVVA-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$198.25	\$198.25	\$198.25	\$318.50	\$240.50	\$1,153.75
<b>Total</b>						
SPOTS	10	10	10	16	12	58
STN Gross	\$408.25	\$408.25	\$408.25	\$652.50	\$488.50	\$2,365.75



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Charleston, WV

Description: WVL\_JPA\_May21  
Flight Start Date: 4/26/2021 03:00 AM  
Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	29	\$7,195.00	100%

**Market Total** 29 \$7,195.00

**Summary By Station/Week**

Station	4/26	5/3	5/10	5/17	5/24	Total
WSAZ-S2						
SPOTS	5	5	5	8	6	29
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,995.00	\$1,570.00	\$7,195.00
<b>Total</b>						
SPOTS	5	5	5	8	6	29
STN Gross	\$1,210.00	\$1,210.00	\$1,210.00	\$1,995.00	\$1,570.00	\$7,195.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WV\_L\_JPA\_May21  
Flight Start Date: 4/28/2021 03:00 AM  
Flight End Date: 5/30/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	29	\$1,689.00	100%
<b>Market Total</b>	29	\$1,689.00	

**Summary By Station/Week**

Station	4/28	5/3	5/10	5/17	5/24	Total
WDTV-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$285.00	\$285.00	\$285.00	\$468.00	\$366.00	\$1,689.00
<b>Total</b>						
SPOTS	5	5	5	8	6	29
STN Gross	\$285.00	\$285.00	\$285.00	\$468.00	\$366.00	\$1,689.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Draw  
**Market:** Wheeling

**Description:** WV\_LPA\_May21  
**Flight Start Date:** 4/26/2021 03:00 AM  
**Flight End Date:** 5/30/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	29	\$737.00	100%

**Market Total** 29 \$737.00

**Summary By Station/Week**

Station	4/26	5/3	5/10	5/17	5/24	Total
ETOV-TV						
SPOTS	5	5	5	8	6	29
STN Gross	\$119.00	\$119.00	\$119.00	\$206.00	\$174.00	\$737.00
<b>Total</b>						
SPOTS	5	5	5	8	6	29
STN Gross	\$119.00	\$119.00	\$119.00	\$206.00	\$174.00	\$737.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Draw  
Market: Bluefield WV-VA

Description: WV\_L\_02\_2021\_CTV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

### Summary By Station/System

Station	Total Spots	STN Gross	PCT
SFBL-DV	11	\$4,173.51	100%
<b>Market Total</b>	<b>11</b>	<b>\$4,173.51</b>	

### Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFBL-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$4,173.51
<b>Total</b>												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$379.41	\$4,173.51



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Draw  
Market: Charleston, WV

Description: WV\_Q2\_2021\_CTV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFCU-DV	11	\$8,587.81	100%

**Market Total** 11 \$8,587.81

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFCU-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$8,587.81
<b>Total</b>												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$780.71	\$8,587.81





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Draw  
Market: Clarksburg

Description: WV\_L\_Q2\_2021\_CTV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFCL-DV	11	\$5,761.36	100%
<b>Market Total</b>	11	\$5,761.36	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFCL-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$5,761.36
<b>Total</b>												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$523.76	\$5,761.36



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
 Media: Digital Video  
 Product: Draw  
 Market: Parkersburg-Marietta

Description: WV\_Q2\_2021\_CTV  
 Flight Start Date: 4/12/2021 03:00 AM  
 Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
 Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFPK-DV	11	\$2,174.15	100%

**Market Total** 11 \$2,174.15

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFPK-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$2,174.15
<b>Total</b>												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$197.65	\$2,174.15



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: Digital Video  
Product: Draw  
Market: Wheeling

Description: WV\_L\_02\_2021\_CTV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
SFWH-DV	11	\$2,469.17	100%
<b>Market Total</b>	<b>11</b>	<b>\$2,469.17</b>	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
SFWH-DV												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$2,469.17
<b>Total</b>												
SPOTS	1	1	1	1	1	1	1	1	1	1	1	11
STN Gross	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$224.47	\$2,469.17



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Bluefield WV-VA

Description: WVU\_Olympics\_Packages  
Flight Start Date: 7/19/2021 03:00 AM  
Flight End Date: 8/9/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WVVA-TV	1	\$100.00	100%

**Market Total** 1 \$100.00

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WVVA-TV				
SPOTS	1	0	0	1
STN Gross	\$100.00	\$0.00	\$0.00	\$100.00
<b>Total</b>				
SPOTS	1	0	0	1
STN Gross	\$100.00	\$0.00	\$0.00	\$100.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Charleston, WV

Description: WVU\_Olympics\_Packages  
Flight Start Date: 7/19/2021 03:00 AM  
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ISAZ-DV	1	\$13,235.63	18%
WSAZ-S2	2	\$58,825.00	82%
<b>Market Total</b>	<b>3</b>	<b>\$72,060.63</b>	

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
ISAZ-DV				
SPOTS	1	0	0	1
STN Gross	\$13,235.63	\$0.00	\$0.00	\$13,235.63
WSAZ-S2				
SPOTS	2	0	0	2
STN Gross	\$58,825.00	\$0.00	\$0.00	\$58,825.00
<b>Total</b>				
SPOTS	3	0	0	3
STN Gross	\$72,060.63	\$0.00	\$0.00	\$72,060.63



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Clarksburg

Description: WVL\_Olympics\_Packages  
Flight Start Date: 7/19/2021 03:00 AM  
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WBOY-TV	20	\$5,000.00	100%

Market Total 20 \$5,000.00

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WBOY-TV				
SPOTS	3	8	9	20
STN Gross	\$1,050.00	\$1,600.00	\$2,350.00	\$5,000.00
<b>Total</b>				
SPOTS	3	8	9	20
STN Gross	\$1,050.00	\$1,600.00	\$2,350.00	\$5,000.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta

**Description:** WV\_L\_Olympics\_Packages  
**Flight Start Date:** 7/19/2021 03:00 AM  
**Flight End Date:** 8/8/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WTAP-TV	1	\$4,510.00	100%

**Market Total** 1 \$4,510.00

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WTAP-TV				
SPOTS	1	0	0	1
STN Gross	\$4,510.00	\$0.00	\$0.00	\$4,510.00
<b>Total</b>				
SPOTS	1	0	0	1
STN Gross	\$4,510.00	\$0.00	\$0.00	\$4,510.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Wheeling

Description: WV Lottery Packages  
Flight Start Date: 7/19/2021 03:00 AM  
Flight End Date: 8/8/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WTOV-TV	1	\$156.25	100%

Market Total 1 \$156.25

**Summary By Station/Week**

Station	7/19	7/26	8/2	Total
WTOV-TV				
SPOTS	1	0	0	1
STN Gross	\$156.25	\$0.00	\$0.00	\$156.25
<b>Total</b>				
SPOTS	1	0	0	1
STN Gross	\$156.25	\$0.00	\$0.00	\$156.25





## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Draw  
**Market:** Bluefield WV-WA

**Description:** WV\_L\_JPA\_Apr21  
**Flight Start Date:** 3/29/2021 03:00 AM  
**Flight End Date:** 4/25/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WOAY-TV	10	\$420.00	54%
WVVA-TV	9	\$354.25	46%
<b>Market Total</b>	<b>19</b>	<b>\$774.25</b>	

**Summary By Station/Week**

Station	4/12	4/18	Total
WOAY-TV			
SPOTS	5	5	10
STN Gross	\$210.00	\$210.00	\$420.00
WVVA-TV			
SPOTS	4	5	9
STN Gross	\$156.00	\$198.25	\$354.25
<b>Total</b>			
SPOTS	9	10	19
STN Gross	\$366.00	\$408.25	\$774.25



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Draw  
**Market:** Charleston, WV

**Description:** WVL\_JPA\_Apr21  
**Flight Start Date:** 3/29/2021 03:00 AM  
**Flight End Date:** 4/25/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-S2	10	\$2,420.00	100%

**Market Total** 10 \$2,420.00

**Summary By Station/Week**

Station	4/12	4/18	Total
WSAZ-S2			
SPOTS	5	5	10
STN Gross	\$1,210.00	\$1,210.00	\$2,420.00
<b>Total</b>			
SPOTS	5	5	10
STN Gross	\$1,210.00	\$1,210.00	\$2,420.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Clarksburg

Description: WV\_L\_JPA\_Apr21  
Flight Start Date: 3/29/2021 03:00 AM  
Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30  
Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
WDTV-TV	10	\$570.00	100%
<b>Market Total</b>	<b>10</b>	<b>\$570.00</b>	

Summary By Station/Week

Station	4/12	4/19	Total
WDTV-TV			
SPOTS	5	5	10
STN Gross	\$285.00	\$285.00	\$570.00
<b>Total</b>			
SPOTS	5	5	10
STN Gross	\$285.00	\$285.00	\$570.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Wheeling

Description: WV\_LPA\_Apr21  
Flight Start Date: 3/29/2021 03:00 AM  
Flight End Date: 4/25/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
ETOV-TV	10	\$238.00	100%

Market Total 10 \$238.00

**Summary By Station/Week**

Station	4/12	4/19	Total
ETOV-TV			
SPOTS	5	5	10
STN Gross	\$119.00	\$119.00	\$238.00
<b>Total</b>			
SPOTS	5	5	10
STN Gross	\$119.00	\$119.00	\$238.00



Date: 10/05/2021

Client: WV Lottery  
 Media: TV  
 Product: Instant  
 Market: Bluefield WV-VA

Description: WV\_L\_02\_21\_TV  
 Flight Start Date: 4/12/2021 03:00 AM  
 Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
 Comments:

Summary By Station/System

Station	Total Spots	STN Gross	PCT
<b>EVNS-TV</b>	28	\$915.00	4%
<b>EWVA-TV</b>	10	\$250.00	1%
<b>WOAY-TV</b>	160	\$7,245.00	32%
<b>WVNS-TV</b>	38	\$1,310.00	6%
<b>WVVA-TV</b>	99	\$12,595.00	56%
<b>Market Total</b>	<b>335</b>	<b>\$22,315.00</b>	

Summary By Station/Week

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
<b>EVNS-TV</b>												
SPOTS	2	2	2	2	2	3	3	3	3	3	3	28
STN Gross	\$90.00	\$45.00	\$90.00	\$45.00	\$90.00	\$70.00	\$115.00	\$70.00	\$115.00	\$70.00	\$115.00	\$915.00
<b>EWVA-TV</b>												
SPOTS	0	2	0	2	0	2	0	2	0	2	0	10
STN Gross	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$50.00	\$0.00	\$250.00
<b>WOAY-TV</b>												
SPOTS	14	17	12	17	13	16	13	15	14	16	13	160
STN Gross	\$870.00	\$945.00	\$520.00	\$695.00	\$570.00	\$645.00	\$570.00	\$585.00	\$630.00	\$645.00	\$570.00	\$7,245.00
<b>WVNS-TV</b>												
SPOTS	3	3	4	4	3	3	4	4	3	3	4	38
STN Gross	\$110.00	\$80.00	\$160.00	\$130.00	\$110.00	\$80.00	\$160.00	\$130.00	\$110.00	\$80.00	\$160.00	\$1,310.00
<b>WVVA-TV</b>												
SPOTS	8	10	8	10	8	10	9	11	6	9	10	99
STN Gross	\$1,070.00	\$1,220.00	\$1,070.00	\$1,220.00	\$1,070.00	\$1,220.00	\$1,145.00	\$1,270.00	\$910.00	\$1,170.00	\$1,230.00	\$12,595.00
<b>Total</b>												
SPOTS	27	34	26	35	25	34	29	35	26	33	30	335
STN Gross	\$2,140.00	\$2,340.00	\$1,840.00	\$2,140.00	\$1,840.00	\$2,065.00	\$1,990.00	\$2,105.00	\$1,765.00	\$2,015.00	\$2,075.00	\$22,315.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Charleston, WV

Description: WWL\_Q2\_21\_TV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
DCHS-TV	12	\$1,150.00	3%
WCHS-TV	37	\$5,450.00	12%
WSAZ-TV	80	\$39,325.00	86%
<b>Market Total</b>	<b>129</b>	<b>\$45,925.00</b>	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
DCHS-TV												
SPOTS	1	3	0	2	0	2	0	2	0	2	0	12
STN Gross	\$325.00	\$425.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$100.00	\$0.00	\$1,150.00
WCHS-TV												
SPOTS	3	4	6	3	3	3	3	3	3	3	3	37
STN Gross	\$350.00	\$1,130.00	\$1,250.00	\$330.00	\$350.00	\$330.00	\$350.00	\$330.00	\$350.00	\$330.00	\$350.00	\$5,450.00
WSAZ-TV												
SPOTS	8	5	8	6	9	5	7	7	9	8	8	80
STN Gross	\$3,150.00	\$2,325.00	\$5,450.00	\$2,525.00	\$5,150.00	\$2,325.00	\$2,950.00	\$4,625.00	\$4,150.00	\$3,425.00	\$3,250.00	\$39,325.00
<b>Total</b>												
SPOTS	12	12	14	11	12	10	10	12	12	13	11	129
STN Gross	\$3,825.00	\$3,880.00	\$6,700.00	\$2,955.00	\$5,500.00	\$2,755.00	\$3,300.00	\$5,055.00	\$4,500.00	\$3,855.00	\$3,600.00	\$45,925.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Clarksburg

Description: WV\_L\_Q2\_21\_TV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>EBOY-TV</b>	44	\$1,650.00	5%
<b>WBOY-TV</b>	47	\$11,305.00	37%
<b>WDTV-TV</b>	181	\$15,965.00	52%
<b>WVFX-TV</b>	73	\$1,892.00	6%
<b>Market Total</b>	345	\$30,812.00	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
<b>EBOY-TV</b>												
SPOTS	4	4	4	4	4	4	4	4	4	4	4	44
STN Gross	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,650.00
<b>WBOY-TV</b>												
SPOTS	5	4	3	3	6	2	5	4	4	5	6	47
STN Gross	\$1,065.00	\$1,200.00	\$605.00	\$525.00	\$1,730.00	\$175.00	\$1,055.00	\$1,200.00	\$905.00	\$1,125.00	\$1,730.00	\$11,305.00
<b>WDTV-TV</b>												
SPOTS	19	16	16	15	18	13	18	17	15	15	19	181
STN Gross	\$1,850.00	\$1,450.00	\$1,345.00	\$1,385.00	\$1,570.00	\$1,140.00	\$1,580.00	\$1,535.00	\$1,260.00	\$1,385.00	\$1,685.00	\$15,965.00
<b>WVFX-TV</b>												
SPOTS	8	6	7	6	8	5	8	5	7	6	7	73
STN Gross	\$305.00	\$175.00	\$165.00	\$127.00	\$180.00	\$115.00	\$245.00	\$115.00	\$165.00	\$135.00	\$165.00	\$1,892.00
<b>Total</b>												
SPOTS	36	30	30	28	36	24	35	30	30	30	36	345
STN Gross	\$3,160.00	\$2,975.00	\$2,265.00	\$2,187.00	\$3,630.00	\$1,580.00	\$3,040.00	\$3,000.00	\$2,480.00	\$2,795.00	\$3,700.00	\$30,812.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Parkersburg-Marietta

Description: WV\_L\_02\_21\_TV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WIYE-TV	22	\$2,140.00	18%
WTAP-TV	68	\$9,430.00	82%
<b>Market Total</b>	<b>90</b>	<b>\$11,570.00</b>	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
WIYE-TV												
SPOTS	2	2	2	1	3	2	2	1	3	2	2	22
STN Gross	\$190.00	\$200.00	\$190.00	\$180.00	\$210.00	\$200.00	\$190.00	\$180.00	\$210.00	\$200.00	\$190.00	\$2,140.00
WTAP-TV												
SPOTS	6	6	6	6	5	7	6	4	8	6	8	68
STN Gross	\$735.00	\$830.00	\$735.00	\$830.00	\$675.00	\$890.00	\$735.00	\$625.00	\$940.00	\$830.00	\$1,605.00	\$9,430.00
<b>Total</b>												
SPOTS	8	8	8	7	8	9	8	5	11	8	10	90
STN Gross	\$925.00	\$1,030.00	\$925.00	\$1,010.00	\$885.00	\$1,090.00	\$925.00	\$805.00	\$1,150.00	\$1,030.00	\$1,795.00	\$11,570.00





## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Wheeling

Description: WV\_L\_C2\_21\_TV  
Flight Start Date: 4/12/2021 03:00 AM  
Flight End Date: 6/27/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
<b>ETOV-TV</b>	50	\$2,570.00	19%
<b>WTOV-TV</b>	57	\$4,230.00	32%
<b>WTRF-TV</b>	235	\$6,519.00	48%
<b>Market Total</b>	342	\$13,319.00	

**Summary By Station/Week**

Station	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	Total
<b>ETOV-TV</b>												
SPOTS	4	5	5	3	6	4	4	5	5	3	6	50
STN Gross	\$160.00	\$305.00	\$245.00	\$135.00	\$330.00	\$220.00	\$160.00	\$305.00	\$245.00	\$135.00	\$330.00	\$2,570.00
<b>WTOV-TV</b>												
SPOTS	7	7	3	5	6	2	6	7	3	5	6	57
STN Gross	\$435.00	\$540.00	\$395.00	\$290.00	\$415.00	\$185.00	\$415.00	\$540.00	\$310.00	\$290.00	\$415.00	\$4,230.00
<b>WTRF-TV</b>												
SPOTS	20	23	20	23	20	23	20	23	20	22	21	235
STN Gross	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$669.00	\$529.00	\$634.00	\$564.00	\$6,519.00
<b>Total</b>												
SPOTS	31	35	28	31	32	29	30	35	28	30	33	342
STN Gross	\$1,124.00	\$1,514.00	\$1,169.00	\$1,094.00	\$1,274.00	\$1,074.00	\$1,104.00	\$1,514.00	\$1,084.00	\$1,059.00	\$1,309.00	\$13,319.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Clarksburg

Description: Rev\_MM\_TV  
Flight Start Date: 3/8/2021 03:00 AM  
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	22	\$3,625.00	100%

**Market Total** 22 \$3,625.00

**Summary By Station/Week**

Station	3/29	4/5	Total
WDTV-TV			
SPOTS	13	9	22
STN Gross	\$2,135.00	\$1,490.00	\$3,625.00
<b>Total</b>			
SPOTS	13	9	22
STN Gross	\$2,135.00	\$1,490.00	\$3,625.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Instant  
**Market:** Bluefield WV-VA

**Description:** March Madness\_2021\_TV  
**Flight Start Date:** 3/15/2021 03:00 AM  
**Flight End Date:** 4/11/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WVNS-TV	2	\$629.42	100%

**Market Total** 2 \$629.42

**Summary By Station/Week**

Station	3/29	4/5	Total
WVNS-TV			
SPOTS	1	1	2
STN Gross	\$314.71	\$314.71	\$629.42
<b>Total</b>			
SPOTS	1	1	2
STN Gross	\$314.71	\$314.71	\$629.42



## Buy Detail Report Multi-Summary

Date: 10/05/2021

**Client:** WV Lottery  
**Media:** TV  
**Product:** Instant  
**Market:** Charleston, WV

**Description:** March Madness\_2021\_TV  
**Flight Start Date:** 3/15/2021 03:00 AM  
**Flight End Date:** 4/11/2021 02:59 AM

**Separation between Spots:** 30  
**Comments:**

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WOWK-TV	4	\$6,000.00	100%

**Market Total** 4 \$6,000.00

**Summary By Station/Week**

Station	3/29	4/5	Total
WOWK-TV			
SPOTS	3	1	4
STN Gross	\$4,000.00	\$2,000.00	\$6,000.00
<b>Total</b>			
SPOTS	3	1	4
STN Gross	\$4,000.00	\$2,000.00	\$6,000.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Clarksburg

Description: March Madness\_2021\_TV  
Flight Start Date: 3/15/2021 03:00 AM  
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WDTV-TV	24	\$4,050.00	100%

Market Total 24 \$4,050.00

**Summary By Station/Week**

Station	3/29	4/5	Total
WDTV-TV			
SPOTS	24	0	24
STN Gross	\$4,050.00	\$0.00	\$4,050.00
<b>Total</b>			
SPOTS	24	0	24
STN Gross	\$4,050.00	\$0.00	\$4,050.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Instant  
Market: Wheeling

Description: March Madness\_2021\_TV  
Flight Start Date: 3/15/2021 03:00 AM  
Flight End Date: 4/11/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
I TRF-DV	2	\$300.00	28%
WTRF-TV	2	\$750.00	71%
<b>Market Total</b>	<b>4</b>	<b>\$1,050.00</b>	

**Summary By Station/Week**

Station	3/29	4/5	Total
I TRF-DV			
SPOTS	2	0	2
STN Gross	\$300.00	\$0.00	\$300.00
WTRF-TV			
SPOTS	1	1	2
STN Gross	\$325.00	\$425.00	\$750.00
<b>Total</b>			
SPOTS	3	1	4
STN Gross	\$625.00	\$425.00	\$1,050.00



## Buy Detail Report Multi-Summary

Date: 10/05/2021

Client: WV Lottery  
Media: TV  
Product: Draw  
Market: Charleston, WV

Description: WSAZ\_PrimeTimeLineUp\_2021  
Flight Start Date: 1/18/2021 03:00 AM  
Flight End Date: 12/26/2021 02:59 AM

Separation between Spots: 30  
Comments:

**Summary By Station/System**

Station	Total Spots	STN Gross	PCT
WSAZ-TV	444	\$112,500.00	100%

Market Total 444 \$112,500.00

**Summary By Station/Week**

Station	3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28
WSAZ-TV														
SPOTS	25	25	25	25	5	5	5	5	5	5	5	5	5	25
STN Gross	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00
<b>Total</b>														
SPOTS	25	25	25	25	5	5	5	5	5	5	5	5	5	25
STN Gross	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,500.00	\$0.00	\$0.00	\$0.00

**Summary By Station/Week**

Station	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27	10/4
WSAZ-TV														
SPOTS	25	25	24	20	20	25	25	25	5	5	5	5	5	5
<b>Total</b>														
SPOTS	25	25	24	20	20	25	25	25	5	5	5	5	5	5

**Summary By Station/Week**

Station	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	Total
WSAZ-TV												
SPOTS	5	5	5	5	5	5	5	5	5	5	5	444
<b>Total</b>												
SPOTS	5	5	5	5	5	5	5	5	5	5	5	444

## WV WIC Receipt Advertising Campaign August - October 2022

STORE NAME	#	ADDRESS	CITY	ST	ZIP CODE	Store County	NET	TOTAL
DOLLAR GENERAL	7145	1089 STATE ROUTE 3 AND 12	HINTON	WV	25951	SUMMERS	\$275.00	\$288.75
DOLLAR GENERAL	7338	6885 HINTON ROAD	LERONA	WV	25971	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	8059	38250 MIDLAND TRL E HC 30	CALDWELL	WV	24925	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	8775	21224 SENECA TRAIL N	FRANKFORD	WV	24938	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	0383	6850 BEECH RUN RD	NIMITZ	WV	25978	SUMMERS	\$275.00	\$288.75
DOLLAR GENERAL	1039	1117 STANAFORD RD	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	3025	101 MORRISON DRIVE	PRINCETON	WV	24740	MERCER	\$275.00	\$288.75
FAMILY DOLLAR STORE	6952	1060 SOUTH FAYETTE STREET	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
FAMILY DOLLAR STORE	509	202 PLEASANT STREET	HINTON	WV	25951	SUMMERS	\$275.00	\$288.75
FAMILY DOLLAR STORE	3792	1107 STAFFORD DR	PRINCETON	WV	24740	MERCER	\$275.00	\$288.75
FAMILY DOLLAR STORE	371	2 AIRPORT SQUARE	BLUEFIELD	WV	24701	MERCER	\$275.00	\$288.75
FAMILY DOLLAR STORE	3473	750 VIRGINIA AVE	WELCH	WV	24801	MCDOWELL	\$275.00	\$288.75
FAMILY DOLLAR STORE	3329	2256 ALTA DRIVE	ALDERSON	WV	24910	GREENBRIER	\$275.00	\$288.75
FAMILY DOLLAR STORE	1710	1260 EAST MAIN STREET	WHITE SULPHUR SPRING	WV	24986	GREENBRIER	\$275.00	\$288.75
FAMILY DOLLAR	9015	4508 COAL HERITAGE RD	BLUEFIELD	WV	24701	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	6135	8180 CUMBERLAND RD	SPRINGFIELD	WV	26763	HAMPSHIRE	\$275.00	\$288.75
DOLLAR GENERAL	6146	233 NICHOLAS ST	RUPERT	WV	25984	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	6539	2172 NORTHWESTERN	BURLINGTON	WV	26710	MINERAL	\$275.00	\$288.75
DOLLAR GENERAL	6628	1231 BECKLEY ROAD	PRINCETON	WV	24740	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	6703	1020 HIGHLAND AVENUE	WILLIAMSTOWN	WV	26187	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	6934	2384 SISSONVILLE ROAD	CHARLESTON	WV	25387	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	6963	62 RIVIERA ROAD	MOUNT NEBO	WV	26679	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	7002	41 REDWOOD ST	SMITHERS	WV	25186	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	7019	4503 BUCKHANNON PIKE	MOUNT CLARE	WV	26408	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	7316	13682 SPRUCE RIVER RD	DANVILLE	WV	25053	BOONE	\$275.00	\$288.75
DOLLAR GENERAL	7333	11494 STAUNTON TURNPIKE	WALKER	WV	26180	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	7364	23533 GEORGE WASHINGTON	AURORA	WV	26705	PRESTON	\$275.00	\$288.75
DOLLAR GENERAL	7484	20 ZICKAFOOSE RD	LOOKOUT	WV	25868	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	7511	12700 SHORT LINE HIGHWAY	PINE GROVE	WV	26419	WETZEL	\$275.00	\$288.75
DOLLAR GENERAL	7731	2745 VETERANS BLVD	NEW MANCHESTER	WV	26056	HANCOCK	\$275.00	\$288.75
DOLLAR GENERAL	7732	1326 DIXIE HWY	DIXIE	WV	25059	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	7855	333 BIRCH RIVER ROAD	BIRCH RIVER	WV	26610	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	7931	6853 BLOOMERY PIKE	SLANESVILLE	WV	25444	HAMPSHIRE	\$275.00	\$288.75
DOLLAR GENERAL	7964	920 MASON DIXON HWY	CASSVILLE	WV	26527	MONONGALIA	\$275.00	\$288.75



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DOLLAR GENERAL	7977	210 PIKE STREET	BARRACKVILLE	WV	26559	MARION	\$275.00	\$288.75
DOLLAR GENERAL	7984	5014 CABIN CREEK RD	MIAMI	WV	25134	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	8032	3092 HARRIS HIGHWAY	WASHINGTON	WV	26181	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	8327	325 ROUND BOTTOM RD	PRICHARD	WV	25555	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	8328	926 DANIEL BOONE PKWY	FOSTER	WV	25081	BOONE	\$275.00	\$288.75
DOLLAR GENERAL	8437	6310 DAVIS CREEK ROAD	BARBOURSVILLE	WV	25504	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	8625	4073 MCCLELLAN HIGHWAY	BRANCHLAND	WV	25506	LINCOLN	\$275.00	\$288.75
DOLLAR GENERAL	8888	8651 COAL RIVER ROAD	SAINT ALBANS	WV	25177	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	8889	2715 SENECA TRAIL S	RONCEVERTE	WV	24970	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	9536	6450 WALLBACK ROAD	WALLBACK	WV	25285	CLAY	\$275.00	\$288.75
DOLLAR GENERAL	9552	1977 PENNSYLVANIA AVE	SAINT ALBANS	WV	25177	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	9568	4380 BALLARD-RED SULPHUR	PETERSTOWN	WV	24963	MONROE	\$275.00	\$288.75
DOLLAR GENERAL	9608	7809 RIPLEY ROAD	POINT PLEASANT	WV	25550	MASON	\$275.00	\$288.75
DOLLAR GENERAL	9759	2201 CHEAT ROAD	MORGANTOWN	WV	26508	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	0704	12604 MACCORKLE AVENUE	CHESAPEAKE	WV	25315	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	0927	1697 FLAT TOP ROAD	COOL RIDGE	WV	25825	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	1206	24690 SENECA TRAIL	VALLEY HEAD	WV	26294	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	1615	5056 S PLEASANTS HWY	BELMONT	WV	26134	PLEASANTS	\$275.00	\$288.75
DOLLAR GENERAL	2098	3034 GRAFTON ROAD	MORGANTOWN	WV	26508	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	2181	4803 EMERSON AVENUE	PARKERSBURG	WV	26104	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	2733	22418 ALLEGHENY HIGHWAY	HARMAN	WV	26270	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	2994	1719 W. WASHINGTON	CHARLESTON	WV	25312	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	0535	539 CAMDEN AVE.	MONONGAH	WV	26554	MARION	\$275.00	\$288.75
FAMILY DOLLAR	0914	1000 MAIN STREET	FARMINGTON	WV	26571	MARION	\$275.00	\$288.75
FAMILY DOLLAR	1494	4446 WAVERLY ROAD	HUNTINGTON	WV	25704	WAYNE	\$275.00	\$288.75
FAMILY DOLLAR	1665	5158 ROUTE 10	BARBOURSVILLE	WV	25504	CABELL	\$275.00	\$288.75
FAMILY DOLLAR	1709	713 GIBSON STREET	TUNNELTON	WV	26444	PRESTON	\$275.00	\$288.75
FAMILY DOLLAR	1710	7124 PARKERSBURG ROAD	SANDYVILLE	WV	25275	JACKSON	\$275.00	\$288.75
FAMILY DOLLAR	1781	19519 POND FORK ROAD	VAN	WV	25206	BOONE	\$275.00	\$288.75
FAMILY DOLLAR	1844	6308 STAUNTON TURNPIKE	DAVISVILLE	WV	26142	WOOD	\$275.00	\$288.75
FAMILY DOLLAR	1927	37 ELK RIVER RD	CLENDENIN	WV	25045	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	1954	100 FIELDVIEW AVENUE	MORGANTOWN	WV	26501	MONONGALIA	\$275.00	\$288.75
FAMILY DOLLAR	2023	6309 MACCORKLE AVENUE,	CHARLESTON	WV	25304	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	2071	5721 COAL RIVER ROAD	ROCK CREEK	WV	25174	RALEIGH	\$275.00	\$288.75
FAMILY DOLLAR	2080	284 MIDWAY ROAD	ALUM CREEK	WV	25003	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	2109	1566 MOUNTAINEER HWY	BRADSHAW	WV	24817	MCDOWELL	\$275.00	\$288.75
FAMILY DOLLAR	2183	8167 RD BAILEY HIGHWAY	BRENTON	WV	24818	WYOMING	\$275.00	\$288.75
FAMILY DOLLAR	2199	411 ARNOLDSBURG ROAD	ARNOLDSBURG	WV	25234	CALHOUN	\$275.00	\$288.75

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FAMILY DOLLAR	2261	10846 BUFFALO CREEK ROAD	LORADO	WV	25630	LOGAN	\$275.00	\$288.75
FAMILY DOLLAR	2290	1521 VAN METER WAY	WEST LIBERTY	WV	26074	OHIO	\$275.00	\$288.75
FAMILY DOLLAR	2360	6401 US ROUTE 60 E	BARBOURSVILLE	WV	25504	CABELL	\$275.00	\$288.75
FAMILY DOLLAR	2773	218 E 3RD ST	WESTON	WV	26452	LEWIS	\$275.00	\$288.75
FAMILY DOLLAR STORE	1025	475 WEST MYLES AVE	PENNSBORO	WV	26415	Ritchie	\$275.00	\$288.75
DOLLAR GENERAL	7428	3285 FLAT TOP ROAD	GHENT	WV	25843	RALEIGH	\$275.00	\$288.75
FAMILY DOLLAR STORE	1079	US 220 & 33	FRANKLIN	WV	26807	Pendleton	\$275.00	\$288.75
FAMILY DOLLAR STORE	1108	8333 COURT AVE	HAMLIN	WV	25523	Lincoln	\$275.00	\$288.75
FAMILY DOLLAR STORE	1125	204 S PIKE ST	SHINNSTON	WV	26431	Harrison	\$275.00	\$288.75
FAMILY DOLLAR STORE	1225	65 COMMERCE PARK #9	CHAPMANVILLE	WV	25508	Logan	\$275.00	\$288.75
FAMILY DOLLAR STORE	1249	3018 7TH ST	PARKERSBURG	WV	26101	Wood	\$275.00	\$288.75
FAMILY DOLLAR STORE	1251	16 STATE ROAD	GRANTSVILLE	WV	26147	Calhoun	\$275.00	\$288.75
FAMILY DOLLAR STORE	1367	62 ELEANOR CIR	ELEANOR	WV	25070	Putnam	\$275.00	\$288.75
FAMILY DOLLAR STORE	1391	3 RAINBOW PLAZA	MANNINGTON	WV	26582	Marion	\$275.00	\$288.75
FAMILY DOLLAR STORE	1401	2190 VIRGINIA AVENUE	CULLODEN	WV	25510	Cabell	\$275.00	\$288.75
FAMILY DOLLAR STORE	1448	290 E MAIN ST	MILTON	WV	25541	Cabell	\$275.00	\$288.75
FAMILY DOLLAR STORE	1572	132 MAIN ST	PARSONS	WV	26287	Tucker	\$275.00	\$288.75
FAMILY DOLLAR STORE	1573	401 NORTH MAIN ST	WEBSTER SPRINGS	WV	26288	Webster	\$275.00	\$288.75
FAMILY DOLLAR STORE	1603	71 RAILROAD ST	CAMERON	WV	26033	Marshall	\$275.00	\$288.75
FAMILY DOLLAR STORE	1630	609 BELLVIEW BLVD	FAIRMONT	WV	26554	Marion	\$275.00	\$288.75
FAMILY DOLLAR STORE	1884	1209 WARWOOD AVE	WARWOOD	WV	26003	Ohio	\$275.00	\$288.75
FAMILY DOLLAR STORE	1897	983 DUNBAR VILLAGE PLZ	DUNBAR	WV	25064	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	1926	HWY 971	OCEANA	WV	24870	Wyoming	\$275.00	\$288.75
FAMILY DOLLAR STORE	1981	100-B LITTLE BUFFALO RD	GASSAWAY	WV	26624	Braxton	\$275.00	\$288.75
FAMILY DOLLAR STORE	1993	40 DAYCON DRIVE	PHILIPPI	WV	26416	Barbour	\$275.00	\$288.75
FAMILY DOLLAR STORE	2062	304 3RD ST	POINT PLEASANT	WV	25550	Mason	\$275.00	\$288.75
FAMILY DOLLAR STORE	2271	909 CROSS LANES DR	CROSS LANES	WV	25313	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	2418	1101 2ND AVE	MONTGOMERY	WV	25136	FAYETTE	\$275.00	\$288.75
FAMILY DOLLAR STORE	2796	5732 MCCLELLAN HIGHWAY	BRANCHLAND	WV	25571	Lincoln	\$275.00	\$288.75
FAMILY DOLLAR STORE	2820	6287 SISSONVILLE DR	CHARLESTON	WV	25312	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	286	809 MAIN ST E	OAK HILL	WV	25901	Fayette	\$275.00	\$288.75
FAMILY DOLLAR STORE	2936	4550A ROUTE 152	LAVALETTE	WV	25535	Wayne	\$275.00	\$288.75
FAMILY DOLLAR STORE	2988	200 MORGAN SQUARE AVE	BERKELEY SPRINGS	WV	25411	Morgan	\$275.00	\$288.75
FAMILY DOLLAR STORE	305	3706 ROBERT C BYRD DR	BECKLEY	WV	25801	Raleigh	\$275.00	\$288.75
FAMILY DOLLAR STORE	3120	274 MAIN RTE 16	CLAY	WV	25043	Clay	\$275.00	\$288.75
FAMILY DOLLAR STORE	3195	1234 LAFAYETTE AVE	MOUNDSVILLE	WV	26041	Marshall	\$275.00	\$288.75
FAMILY DOLLAR STORE	3249	88 GARDEN FRESH PLAZA DR	BUCKHANNON	WV	26201	Upshur	\$275.00	\$288.75
FAMILY DOLLAR STORE	3445	2400 CHAPLINE ST	WHEELING	WV	26003	Ohio	\$275.00	\$288.75

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FAMILY DOLLAR STORE	3523	500 MAIN AVE	LOGAN	WV	25601	Logan	\$275.00	\$288.75
FAMILY DOLLAR STORE	3569	500 D STREET	SOUTH CHARLESTON	WV	25303	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	3788	121 N CRIM AVENUE	BELINGTON	WV	26250	Barbour	\$275.00	\$288.75
FAMILY DOLLAR STORE	389	OLD US 119 DANVILLE PLZ	DANVILLE	WV	25053	Boone	\$275.00	\$288.75
FAMILY DOLLAR STORE	4445	4909 MACCORKLE AVE SW	SOUTH CHARLESTON	WV	25309	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	446	828 BROAD ST	SUMMERSVILLE	WV	26651	Nicholas	\$275.00	\$288.75
FAMILY DOLLAR STORE	460	400 US 60	GAULEY BRIDGE	WV	25085	Fayette	\$275.00	\$288.75
FAMILY DOLLAR STORE	4604	2411 DUDLEY AVE	PARKERSBURG	WV	26101	Wood	\$275.00	\$288.75
FAMILY DOLLAR STORE	469	5064 ELK RIVER RD. SUITE	ELKVIEW	WV	25071	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	4815	1614 BUCKHANNON PIKE	NUTTER FORT	WV	26301	Harrison	\$275.00	\$288.75
FAMILY DOLLAR STORE	485	ROUTE 10 MOUNTAIN MART V	MAN	WV	25635	Logan	\$275.00	\$288.75
FAMILY DOLLAR STORE	4934	1107 E MAIN ST	HARRISVILLE	WV	26362	Ritchie	\$275.00	\$288.75
FAMILY DOLLAR STORE	5131	540 S MAIN ST	MOOREFIELD	WV	26836	Hardy	\$275.00	\$288.75
FAMILY DOLLAR STORE	5292	917 E PARK AVE	FAIRMONT	WV	26554	Marion	\$275.00	\$288.75
FAMILY DOLLAR STORE	5373	MAIN STREET ROUTE 52	GILBERT	WV	25621	Mingo	\$275.00	\$288.75
FAMILY DOLLAR STORE	549	RT 1 BOX 46	MARLINTON	WV	24954	Pocahontas	\$275.00	\$288.75
FAMILY DOLLAR STORE	5673	307 MAIN ST	FAIRVIEW	WV	26570	Marion	\$275.00	\$288.75
FAMILY DOLLAR STORE	570	152 NORTH ST	N MARTINSVILLE	WV	26155	Wetzel	\$275.00	\$288.75
FAMILY DOLLAR STORE	5755	6 ELM GROVE CROSSING MALL	WHEELING	WV	26003	Ohio	\$275.00	\$288.75
FAMILY DOLLAR STORE	5891	ROUTE 4 & ROUTE 20	ROCK CAVE	WV	26234	Upshur	\$275.00	\$288.75
FAMILY DOLLAR STORE	603	10404 MACCORKLE AVENUE	MARMET	WV	25315	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	6033	ROUTE 20	PINE GROVE	WV	26419	Wetzel	\$275.00	\$288.75
FAMILY DOLLAR STORE	6082	ROUTE 20	NETTIE	WV	26681	Nicholas	\$275.00	\$288.75
FAMILY DOLLAR STORE	6116	1286 E. MAIN ST. STE. 103	SALEM	WV	26426	Harrison	\$275.00	\$288.75
FAMILY DOLLAR STORE	628	1313 PLAZA EAST SHOPPING	CHARLESTON	WV	25301	Kanawha	\$275.00	\$288.75
FAMILY DOLLAR STORE	665	SHADY SPRING PLZ-RTE 19 S	BEAVER	WV	25813	RALEIGH	\$275.00	\$288.75
FAMILY DOLLAR STORE	6799	1034 MCCLELLAN HIGHWAY	HARTS	WV	25524	Lincoln	\$275.00	\$288.75
FAMILY DOLLAR STORE	687	8 FOODLAND PLZ	GLENVILLE	WV	26351	Gilmer	\$275.00	\$288.75
FAMILY DOLLAR STORE	7067	121 COMMERCE CENTER	GLEN DANIEL	WV	25844	Raleigh	\$275.00	\$288.75
FAMILY DOLLAR STORE	7092	2862 NORTHWESTERN PIKE	CAPON BRIDGE	WV	26711	Hampshire	\$275.00	\$288.75
FAMILY DOLLAR STORE	715	609 DIVISION STREET	PARKERSBURG	WV	26101	Wood	\$275.00	\$288.75
FAMILY DOLLAR STORE	7262	120 UNION ST.	Bruceton Mills	WV	26525	Preston	\$275.00	\$288.75
FAMILY DOLLAR STORE	727	ROUTE 20	CRAIGSVILLE	WV	26205	Nicholas	\$275.00	\$288.75
FAMILY DOLLAR STORE	742	269 BLACK EAGLE RD	MULLENS	WV	25882	Wyoming	\$275.00	\$288.75
FAMILY DOLLAR STORE	7856	1084 Coal River Rd	Racine	WV	25165	Boone	\$275.00	\$288.75
FAMILY DOLLAR STORE	7895	869 Venture Dr Ste 600	Morgantown	WV	26508	Monongalia	\$275.00	\$288.75
FAMILY DOLLAR STORE	7967	3523 NEW HOPE RD.	Princeton	WV	24740	Mercer	\$275.00	\$288.75
FAMILY DOLLAR STORE	8225	1604 Harris Hwy.	Parkersburg	WV	26101	WOOD	\$275.00	\$288.75



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FAMILY DOLLAR STORE	8310	2101 8TH Avenue	Huntington	WV	25703	CABELL	\$275.00	\$288.75
FAMILY DOLLAR STORE	916	HIGHWAY 10 WEST	PINEVILLE	WV	24874	Wyoming	\$275.00	\$288.75
FAMILY DOLLAR STORE	939	508 MAIN ST	NORTHFORK	WV	24868	McDowell	\$275.00	\$288.75
DOLLAR GENERAL	134	526 MIDDLEWAY PIKE	INWOOD	WV	25428	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	164	302 7TH AVE	SOUTH CHARLESTON	WV	25303	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	298	RR 1 BOX 312	SHINNSTON	WV	26431	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	310	3 HARMAN PLZ	GRAFTON	WV	26354	TAYLOR	\$275.00	\$288.75
DOLLAR GENERAL	383	741D N MAIN STREET	MOOREFIELD	WV	26836	HARDY	\$275.00	\$288.75
DOLLAR GENERAL	502	62 SOMERSET BLVD	CHARLES TOWN	WV	25414	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	546	2107 PIKE ST STE 6	PARKERSBURG	WV	26101	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	577	305 5TH ST	NEW HAVEN	WV	25265	MASON	\$275.00	\$288.75
DOLLAR GENERAL	589	2970 ROBERT C BYRD DR	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	612	3554 TEAYS VALLEY RD STE	HURRICANE	WV	25526	PUTNAM	\$275.00	\$288.75
DOLLAR GENERAL	820	834 B HWY 16	SOPHIA	WV	25921	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	900	9343 MIDDLETOWN MALL	WHITE HALL	WV	26554	MARION	\$275.00	\$288.75
DOLLAR GENERAL	902	225 KANAWHA ST	BUCKHANNON	WV	26201	UPSHUR	\$275.00	\$288.75
DOLLAR GENERAL	903	117 MAIN ST	CLAY	WV	25043	CLAY	\$275.00	\$288.75
DOLLAR GENERAL	906	341 MAIN ST	GRANTSVILLE	WV	26147	CALHOUN	\$275.00	\$288.75
DOLLAR GENERAL	907	7350 LYNN AVE	HAMLIN	WV	25523	LINCOLN	\$275.00	\$288.75
DOLLAR GENERAL	908	1601 E MAIN ST	HARRISVILLE	WV	26362	RITCHIE	\$275.00	\$288.75
DOLLAR GENERAL	909	237 MAIN ST	HINTON	WV	25951	SUMMERS	\$275.00	\$288.75
DOLLAR GENERAL	910	5351 COAL HERITAGE RD	IAEGER	WV	24844	MCDOWELL	\$275.00	\$288.75
DOLLAR GENERAL	913	80 HUFFCREEK HWY	MAN	WV	25635	LOGAN	\$275.00	\$288.75
DOLLAR GENERAL	914	920 E MAIN ST	MANNINGTON	WV	26582	MARION	\$275.00	\$288.75
DOLLAR GENERAL	915	800 SENECA TRAIL N	MARLINTON	WV	24954	POCAHONTAS	\$275.00	\$288.75
DOLLAR GENERAL	916	19 PERRY MORRIS SQ	MILTON	WV	25541	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	919	2013 E MAIN ST	OAK HILL	WV	25901	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	920	120 KOPPERSTON ROAD	OCEANA	WV	24870	WYOMING	\$275.00	\$288.75
DOLLAR GENERAL	921	2 SWAMP LN	PHILIPPI	WV	26416	BARBOUR	\$275.00	\$288.75
DOLLAR GENERAL	922	1399 APPALACHIAN HWY	PINEVILLE	WV	24874	WYOMING	\$275.00	\$288.75
DOLLAR GENERAL	923	745 ATHENS RD	PRINCETON	WV	24740	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	924	513 KANAWHA AVE STE 1	RAINELLE	WV	25962	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	927	119 E MAIN ST	SALEM	WV	26426	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	929	106 PARKING PLZ	SPENCER	WV	25276	ROANE	\$275.00	\$288.75
DOLLAR GENERAL	930	3011 WEBSTER RD	SUMMERSVILLE	WV	26651	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	931	184 ROUTE 3 E	UNION	WV	24983	MONROE	\$275.00	\$288.75
DOLLAR GENERAL	932	ROUTE 16	WAR	WV	24892	MCDOWELL	\$275.00	\$288.75
DOLLAR GENERAL	933	90 MCGINNIS DR	WAYNE	WV	25570	WAYNE	\$275.00	\$288.75

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DOLLAR GENERAL	934	259 MAIN ST	WEBSTER SPRINGS	WV	26288	WEBSTER	\$275.00	\$288.75
DOLLAR GENERAL	937	12790 COAL RIVER RD	WHITESVILLE	WV	25209	BOONE	\$275.00	\$288.75
DOLLAR GENERAL	1008	8442 SENECA TRAIL S	RONCEVERTE	WV	24970	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	1463	18950 WEBSTER RD	CRAIGSVILLE	WV	26205	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	1466	6400 MC CORKLE AVE	SAINT ALBANS	WV	25177	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	1693	700 CENTRAL AVE	BARBOURSVILLE	WV	25504	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	1980	831 14TH STREET W	HUNTINGTON	WV	25704	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	2092	4104 1ST AVENUE	NITRO	WV	25143	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	2238	1320 FAYETTE PIKE W	MONTGOMERY	WV	25136	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	2249	800 CRIM AVE	BELINGTON	WV	26250	BARBOUR	\$275.00	\$288.75
DOLLAR GENERAL	2270	306 BECKLEY PLZ STE 11	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	2322	218 ADAMS ST	FAIRMONT	WV	26554	MARION	\$275.00	\$288.75
DOLLAR GENERAL	2457	1 ELM TERRACE	WHEELING	WV	26003	OHIO	\$275.00	\$288.75
DOLLAR GENERAL	2536	3790 HEDGESVILLE RD STE T	HEDGESVILLE	WV	25427	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	2587	EAST GATE S/C RTE 52	KERMIT	WV	25674	MINGO	\$275.00	\$288.75
DOLLAR GENERAL	2630	279 N STATE ROUTE 2	NEW MARTINSVILLE	WV	26155	WETZEL	\$275.00	\$288.75
DOLLAR GENERAL	2644	3644 MAIN ST	WEIRTON	WV	26062	HANCOCK	\$275.00	\$288.75
DOLLAR GENERAL	2668	401 NEW CREEK HWY	KEYSER	WV	26726	MINERAL	\$275.00	\$288.75
DOLLAR GENERAL	2691	MEADE SHPG CTR US 52	GILBERT	WV	25621	MINGO	\$275.00	\$288.75
DOLLAR GENERAL	2955	228 HIGH ST	MORGANTOWN	WV	26505	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	3102	4914 ELK RIVER RD	ELKVIEW	WV	25071	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	3283	1211 HARRISON AVE	ELKINS	WV	26241	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	3334	413 PUTNAM VILLAGE	TEAYS	WV	25569	PUTNAM	\$275.00	\$288.75
DOLLAR GENERAL	3438	1313 OAK ST	KENOVA	WV	25530	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	3536	3001 DUDLEY AVE	PARKERSBURG	WV	26104	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	3539	200 E MAIN ST	KINGWOOD	WV	26537	PRESTON	\$275.00	\$288.75
DOLLAR GENERAL	3546	6283 SISSONVILLE DR	CHARLESTON	WV	25312	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	3641	872 MAIN ST	CHAPMANVILLE	WV	25508	LOGAN	\$275.00	\$288.75
DOLLAR GENERAL	3704	5453 BIG TYLER RD	CHARLESTON	WV	25313	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	3749	3902 COAL HERITAGE RD	BLUEFIELD	WV	24701	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	3842	201 ELIZABETH DR	WESTON	WV	26452	LEWIS	\$275.00	\$288.75
DOLLAR GENERAL	3903	421 MAIN ST	MADISON	WV	25130	BOONE	\$275.00	\$288.75
DOLLAR GENERAL	4042	515 1ST ST	PARSONS	WV	26287	TUCKER	\$275.00	\$288.75
DOLLAR GENERAL	4077	1251 STAFFORD DR	PRINCETON	WV	24740	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	4258	7670 MARTINSBURG PIKE	SHEPHERDSTOWN	WV	25443	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	4445	7131 HARPER RD	GLEN DANIEL	WV	25844	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	4501	15055 MACORKLE AVENUE	CHELYAN	WV	25035	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	4545	286 THREE SPRINGS DR	WEIRTON	WV	26062	HANCOCK	\$275.00	\$288.75

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DOLLAR GENERAL	4752	2075 COAL CITY RD	COAL CITY	WV	25823	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	4830	146 MAIN ST	POCA	WV	25159	PUTNAM	\$275.00	\$288.75
DOLLAR GENERAL	4973	165 OHIO RIVER RD	POINT PLEASANT	WV	25550	MASON	\$275.00	\$288.75
DOLLAR GENERAL	4974	9106 MACCORKLE AVE	MARMET	WV	25315	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	4996	104 N 4TH AVE	PADEN CITY	WV	26159	WETZEL	\$275.00	\$288.75
DOLLAR GENERAL	5721	3700 NORTHWESTERN PIKE	CAPON BRIDGE	WV	26711	HAMPSHIRE	\$275.00	\$288.75
DOLLAR GENERAL	6037	1345 1ST ST	MOUNDSVILLE	WV	26041	MARSHALL	\$275.00	\$288.75
DOLLAR GENERAL	6080	3274 WINFIELD RD	WINFIELD	WV	25213	PUTNAM	\$275.00	\$288.75
DOLLAR GENERAL	6149	HC 63 BOX 602	ROMNEY	WV	26757	HAMPSHIRE	\$275.00	\$288.75
DOLLAR GENERAL	6173	1608 MOUNTAINEER HIGHWAY	BRADSHAW	WV	24817	MCDOWELL	\$275.00	\$288.75
DOLLAR GENERAL	6178	417 E MAIN STREET	WARDENSVILLE	WV	26851	HARDY	\$275.00	\$288.75
DOLLAR GENERAL	6183	1220 PENNSYLVANIA AVE	WEIRTON	WV	26062	HANCOCK	\$275.00	\$288.75
DOLLAR GENERAL	6325	835 7TH ST	PARKERSBURG	WV	26101	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	6352	3052 CHARLESTON RD	RIPLEY	WV	25271	JACKSON	\$275.00	\$288.75
DOLLAR GENERAL	6382	1237 WASHINGTON ST	NEWELL	WV	26050	HANCOCK	\$275.00	\$288.75
DOLLAR GENERAL	6406	ROUTE 219/250	MILL CREEK	WV	26280	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	6492	115-119 STRATTON ST	LOGAN	WV	25601	LOGAN	\$275.00	\$288.75
DOLLAR GENERAL	6537	123 MAIN STREET	MIDDLEBOURNE	WV	26149	TYLER	\$275.00	\$288.75
DOLLAR GENERAL	6622	504 CAMPBELLS CREEK DR	CHARLESTON	WV	25306	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	6941	790 MAIN ST	WEST MILFORD	WV	26451	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	7067	13668 APPLACHIAN HWY	DAVIS	WV	26260	TUCKER	\$275.00	\$288.75
DOLLAR GENERAL	7132	1228 COUNTRY CLUB RD	FAIRMONT	WV	26554	MARION	\$275.00	\$288.75
DOLLAR GENERAL	7694	77 QUINCY HOLLOW RD	BELLE	WV	25015	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	7765	1005 VALLEY RD	BERKELEY SPRINGS	WV	25411	MORGAN	\$275.00	\$288.75
DOLLAR GENERAL	7780	2185 WINCHESTER AVENUE	MARTINSBURG	WV	25405	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	7860	2510 KANAWHA TER	SAINT ALBANS	WV	25177	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	7863	1 PARK ST	PETERSBURG	WV	26847	GRANT	\$275.00	\$288.75
DOLLAR GENERAL	7936	1000 E DUPONT RD	PARKERSBURG	WV	26101	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	8072	2725 5TH AVE	HUNTINGTON	WV	25702	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	8102	704 RIDGE AVE	NEW CUMBERLAND	WV	26047	HANCOCK	\$275.00	\$288.75
DOLLAR GENERAL	8508	211 HOWARD AVENUE	MULLENS	WV	25882	WYOMING	\$275.00	\$288.75
DOLLAR GENERAL	8515	1208 E STATE AVE	TERRA ALTA	WV	26764	PRESTON	\$275.00	\$288.75
DOLLAR GENERAL	8637	1470 RITTER DR	DANIELS	WV	25832	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	8884	1803 EARL L CORE RD	MORGANTOWN	WV	26505	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	8887	4341 US ROUTE 60	HUNTINGTON	WV	25705	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	9128	3200 GRAND CENTRAL AVE	VIENNA	WV	26105	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	9146	165 N ROBERT STONE WAY	REEDSVILLE	WV	26547	PRESTON	\$275.00	\$288.75
DOLLAR GENERAL	9151	9 MELROSE ST	CLARKSBURG	WV	26301	HARRISON	\$275.00	\$288.75



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DOLLAR GENERAL	9156	916 VIRGINIA AVE	WELCH	WV	24801	MCDOWELL	\$275.00	\$288.75
DOLLAR GENERAL	9312	1534 ELIZABETH PIKE	MINERAL WELLS	WV	26150	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	9362	129 EAGLE SCHOOL RD	MARTINSBURG	WV	25404	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	9426	400 WV STATE RTE 5	GLENVILLE	WV	26351	GILMER	\$275.00	\$288.75
DOLLAR GENERAL	9492	1395 N PLEASANTS HWY	SAINT MARYS	WV	26170	PLEASANTS	\$275.00	\$288.75
DOLLAR GENERAL	9595	4757 STATE ROUTE 152 #1	LAVALETTE	WV	25535	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	9642	125 7TH ST	WELLSBURG	WV	26070	BROOKE	\$275.00	\$288.75
DOLLAR GENERAL	9692	719 WASHINGTON ST	RAVENSWOOD	WV	26164	JACKSON	\$275.00	\$288.75
DOLLAR GENERAL	9880	5807 MASON DIXON HWY BO	BLACKSVILLE	WV	26521	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	9898	2199 ALTA DR	ALDERSON	WV	24910	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	9900	3096 HORNET HWY	BURTON	WV	26562	WETZEL	\$275.00	\$288.75
DOLLAR GENERAL	9972	105 CHEUVRONT AVE	WEST UNION	WV	26456	DODDRIDGE	\$275.00	\$288.75
DOLLAR GENERAL	0006	1695 PHILIPPE PIKE	CLARKSBURG	WV	26301	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	0026	576 ADAMSVILLE RD	MASON	WV	25260	MASON	\$275.00	\$288.75
DOLLAR GENERAL	0099	114 MILFORD ST	CLARKSBURG	WV	26301	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	0251	1890 RT 60	CULLODEN	WV	25510	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	0306	1201A SOUTH CHESTNUT STRE	CLARKSBURG	WV	26301	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	0425	275 W MAIN STREET	SUTTON	WV	26601	BRAXTON	\$275.00	\$288.75
DOLLAR GENERAL	0429	4000 BUFFALO RD	BUFFALO	WV	25033	PUTNAM	\$275.00	\$288.75
DOLLAR GENERAL	0527	6594 OHIO RIVER ROAD	LESAGE	WV	25537	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	0597	#1 WILDWOOD RD	ONA	WV	25545	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	0708	RT 28	FORT ASHBY	WV	26719	MINERAL	\$275.00	\$288.75
DOLLAR GENERAL	0777	273 HENRY MILLER BLVD	PAW PAW	WV	25434	MORGAN	\$275.00	\$288.75
DOLLAR GENERAL	1019	13431 ELIZABETH PIKE	ELIZABETH	WV	26143	WIRT	\$275.00	\$288.75
DOLLAR GENERAL	1055	2952 HARPER RD	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	1062	1830 LEGENDS HWY	MOUNT HOPE	WV	25880	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	1066	2211 3RD AVE	EAST BANK	WV	25067	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	1180	199 STATE ST	GASSAWAY	WV	26624	BRAXTON	\$275.00	\$288.75
DOLLAR GENERAL	1188	106 MAYWOOD AVE W	CLENDENIN	WV	25045	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	1213	532 JONES AVE	OAK HILL	WV	25901	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	1254	1025 INDIANA AVE	FAIRMONT	WV	26554	MARION	\$275.00	\$288.75
DOLLAR GENERAL	1275	1136 ROUTE 49	MATEWAN	WV	25678	MINGO	\$275.00	\$288.75
DOLLAR GENERAL	1484	499 E MAIN STREET	SOPHIA	WV	25921	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	1528	13198 EMERSON AVE	WILLIAMSTOWN	WV	26187	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	1601	995 SOUTH EISENHOWER DR	BECKLEY	WV	25801	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	1623	17532 STANAFORD ROAD	DANESE	WV	25831	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	1720	3344 STAUNTON TPKE	PARKERSBURG	WV	26104	WOOD	\$275.00	\$288.75
DOLLAR GENERAL	1748	4968 POTOMAC HIGHLANDS TR	GREEN BANK	WV	24944	POCAHONTAS	\$275.00	\$288.75

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DOLLAR GENERAL	1893	33221 HUNTINGTON RD	ASHTON	WV	25503	MASON	\$275.00	\$288.75
DOLLAR GENERAL	1913	805 N MILDRED ST # 1	RANSON	WV	25438	JEFFERSON	\$275.00	\$288.75
DG MARKET	2011	16470 RIVER RD	WELLSBURG	WV	26070	BROOKE	\$275.00	\$288.75
DOLLAR GENERAL	2036	1555 WASHINGTON ST E	CHARLESTON	WV	25311	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	2064	151 WARWOOD AVENUE	WHEELING	WV	26003	OHIO	\$275.00	\$288.75
DOLLAR GENERAL	3120	2941 CHARLES TOWN RD	KEARNEYSVILLE	WV	25430	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	3238	3390 UNIVERSITY AVE	STAR CITY	WV	26505	MONONGALIA	\$275.00	\$288.75
DOLLAR GENERAL	3286	4584 FREEDOM HWY	WORTHINGTON	WV	26591	MARION	\$275.00	\$288.75
DOLLAR GENERAL	3287	49 COURT ST	JANE LEW	WV	26378	LEWIS	\$275.00	\$288.75
DOLLAR GENERAL	3423	411 W MYLES AVE	PENNSBORO	WV	26415	RITCHIE	\$275.00	\$288.75
DOLLAR GENERAL	3546	100 MARSHALL ST	BENWOOD	WV	26031	MARSHALL	\$275.00	\$288.75
DOLLAR GENERAL	3671	2974 RITTER DRIVE	SHADY SPRING	WV	25918	RALEIGH	\$275.00	\$288.75
DOLLAR GENERAL	3675	8225 WILLIAMSPORT PIKE	FALLING WATERS	WV	25419	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	3690	20128 MIDLAND TRAIL	ANSTED	WV	25812	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	3715	4074 MATOKA ROAD	ROCK	WV	24747	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	4031	5975 ROBERT C BYRD DRIVE	MOUNT HOPE	WV	25880	FAYETTE	\$275.00	\$288.75
DOLLAR GENERAL	4134	4823 INDIAN CREEK RD	ELKVIEW	WV	25071	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	4150	1003 W BALTIMORE STREET	MCMECHEN	WV	26040	MARSHALL	\$275.00	\$288.75
DOLLAR GENERAL	4152	7145 WEBSTER RD	COWEN	WV	26206	WEBSTER	\$275.00	\$288.75
DOLLAR GENERAL	4193	9341 POINT PLEASANT RD	MILLWOOD	WV	25262	JACKSON	\$275.00	\$288.75
DOLLAR GENERAL	4334	1415 DUNBAR AVE	DUNBAR	WV	25064	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	4395	2908 SPRING VALLEY DRIVE	HUNTINGTON	WV	25704	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	4716	37 WASHINGTON AVE	WHEELING	WV	26003	OHIO	\$275.00	\$288.75
DOLLAR GENERAL	5297	3188 E CUMBERLAND RD	BLUEFIELD	WV	24701	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	5409	100 N. STATE ST.	ATHENS	WV	24712	MERCER	\$275.00	\$288.75
DOLLAR GENERAL	5141	3216 N JEFFERSON ST	LEWISBURG	WV	24901	GREENBRIER	\$275.00	\$288.75
DOLLAR GENERAL	5292	4817 MIDLAND DR	CHARLESTON	WV	25306	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	5424	800 CHESTNUT ST	SOUTH CHARLESTON	WV	25309	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	5449	7797 SISSONVILLE DRIVE	SISSONVILLE	WV	25320	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	5229	318 NORWAY AVE	HUNTINGTON	WV	25705	CABELL	\$275.00	\$288.75
DOLLAR GENERAL	5304	7319 RT. 20 SOUTH RD	FRENCH CREEK	WV	26218	UPSHUR	\$275.00	\$288.75
DOLLAR GENERAL	5466	311 S VIRGINIA AVE	BRIDGEPORT	WV	26330	HARRISON	\$275.00	\$288.75
DOLLAR GENERAL	5250	4801 FRANKFORT HWY	RIDGELEY	WV	26753	MINERAL	\$275.00	\$288.75
FAMILY DOLLAR	8925	727 VIRGINIA STREET W	CHARLESTON	WV	25302	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	9319	731 BIGLEY AVENUE	CHARLESTON	WV	25302	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR	1206	8590 WV-10	BRANCHLAND	WV	25506	LINCOLN	\$275.00	\$288.75
FAMILY DOLLAR	9173	9195 SEWELL CREEK ROAD	MEADOW BRIDGE	WV	25976	FAYETTE	\$275.00	\$288.75
FAMILY DOLLAR	1407	623 NICHOLAS ST HWY 60	RUPERT	WV	25984	GREENBRIER	\$275.00	\$288.75



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FAMILY DOLLAR	8688	523 DIAMOND STREET	SISTERSVILLE	WV	26175	TYLER	\$275.00	\$288.75
DOLLAR GENERAL	5665	3627 MAPLE ACRES ROAD	BLUEFIELD	WV	24701	MERCER	\$275.00	\$288.75
FAMILY DOLLAR STORE	4142	29 MACCORKLE AVENUE	ST ALBANS	WV	25177	Kanawha	\$275.00	\$288.75
DOLLAR GENERAL	5622	2615 PENNSYLVANIA AVE	CHARLESTON	WV	25302	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR STORE	1861	1536 WASHINGTON ST W	CHARLESTON	WV	25312	KANAWHA	\$275.00	\$288.75
FAMILY DOLLAR STORE	3757	950 9TH AVE	HUNTINGTON	WV	25701	Cabell	\$275.00	\$288.75
FAMILY DOLLAR STORE	2189	850 14TH ST W	HUNTINGTON	WV	25704	WAYNE	\$275.00	\$288.75
FAMILY DOLLAR STORE	1673	1506 MAIN ST	FOLLANSBEE	WV	26037	Brooke	\$275.00	\$288.75
FAMILY DOLLAR STORE	1053	502 WASHINGTON STREET	RAVENSWOOD	WV	26164	Jackson	\$275.00	\$288.75
FAMILY DOLLAR STORE	573	702 2nd St	ST MARYS	WV	26170	Pleasants	\$275.00	\$288.75
FAMILY DOLLAR STORE	2623	511 ROSEBUD PLAZA	CLARKSBURG	WV	26301	Harrison	\$275.00	\$288.75
DOLLAR GENERAL	5912	20 VALLEY FALLS RD	GRAFTON	WV	26354	TAYLOR	\$275.00	\$288.75
FAMILY DOLLAR STORE	4853	200 HOLLAND AVE	WESTOVER	WV	26501	Monongalia	\$275.00	\$288.75
FAMILY DOLLAR STORE	3756	1411 EARL CORE RD	MORGANTOWN	WV	26505	Monongalia	\$275.00	\$288.75
DOLLAR GENERAL	6075	16912 NORTHWESTERN PIKE	AUGUSTA	WV	26704	HAMPSHIRE	\$275.00	\$288.75
DOLLAR GENERAL	7786	302 B STREET	SAINT ALBANS	WV	25177	KANAWHA	\$275.00	\$288.75
DOLLAR GENERAL	6996	8 CAMARO DR	BEVERLY	WV	26253	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	8025	36 BAKER INDUSTRIAL PARK	BAKER	WV	26801	HARDY	\$275.00	\$288.75
DOLLAR GENERAL	2851	3410 SENECA TRAIL	VALLEY BEND	WV	26293	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	8343	107 3RD STREET	ELKINS	WV	26241	RANDOLPH	\$275.00	\$288.75
DOLLAR GENERAL	9756	3787 EARL L CORE RD	MORGANTOWN	WV	26508	MONONGALIA	\$275.00	\$288.75
FAMILY DOLLAR	2276	2212 PLEASANT VALLEY	FAIRMONT	WV	26554	MARION	\$275.00	\$288.75
DOLLAR GENERAL	7084	948 WASHINGTON PIKE	WELLSBURG	WV	26070	BROOKE	\$275.00	\$288.75
DOLLAR GENERAL	6537	8348 SENECA TRL S	LINDSIDE	WV	24951	MONROE	\$275.00	\$288.75
DOLLAR GENERAL	6066	4735 MIDDLEWAY PIKE	KEARNEYSVILLE	WV	25430	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	6074	20 ROSEWOOD DRIVE	CHARLES TOWN	WV	25414	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	6077	37 OAKLAND RD	BERKELEY SPRINGS	WV	25411	MORGAN	\$275.00	\$288.75
DOLLAR GENERAL	6084	9122 HEDGESVILLE RD	HEDGESVILLE	WV	25427	BERKELEY	\$275.00	\$288.75
DOLLAR GENERAL	6213	4956 MIDWAY RD	YAWKEY	WV	25573	LINCOLN	\$275.00	\$288.75
DOLLAR GENERAL	6253	29 THUNDER RD	PECKS MILL	WV	25547	LOGAN	\$275.00	\$288.75
DOLLAR GENERAL	6805	384 ROUTE 65	WILLIAMSON	WV	25661	MINGO	\$275.00	\$288.75
DOLLAR GENERAL	7000	1089 RA WEST HIGHWAY	DELBARTON	WV	25670	MINGO	\$275.00	\$288.75
DOLLAR GENERAL	7624	11991 FORT ASHBY RD	KEYSER	WV	26726	MINERAL	\$275.00	\$288.75
DOLLAR GENERAL	7677	12351 HUNTINGTON ROAD	GALLIPOLIS FERRY	WV	25515	MASON	\$275.00	\$288.75
DOLLAR GENERAL	7885	561 WEST VETERANS	FLEMINGTON	WV	26347	TAYLOR	\$275.00	\$288.75
DOLLAR GENERAL	8064	6 CHERRY RIVER PLAZA	RICHWOOD	WV	26261	NICHOLAS	\$275.00	\$288.75
DOLLAR GENERAL	0319	351 COURT ST	FORT GAY	WV	25514	WAYNE	\$275.00	\$288.75
DOLLAR GENERAL	0518	6000 E DUPONT AVE	GLASGOW	WV	25086	KANAWHA	\$275.00	\$288.75

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DOLLAR GENERAL	0215	1515 US HWY 33	WESTON	WV	26452	LEWIS	\$275.00	\$288.75
FAMILY DOLLAR	1583	11753 BLUE GRAY TRAIL	BRANDYWINE	WV	26802	PENDLETON	\$275.00	\$288.75
FAMILY DOLLAR STORE	2319	4996 GERRARDSTOWN RD	INWOOD	WV	25428	BERKELEY	\$275.00	\$288.75
FAMILY DOLLAR STORE	5893	500 KEYSER MALL	KEYSER	WV	26726	Mineral	\$275.00	\$288.75
FAMILY DOLLAR STORE	1681	605 WINCHESTER AVE	MARTINSBURG	WV	25401	Berkeley	\$275.00	\$288.75
FAMILY DOLLAR STORE	2888	1319 OLD COURTHOUSE SQ	MARTINSBURG	WV	25401	Berkeley	\$275.00	\$288.75
FAMILY DOLLAR STORE	2326	442 VIRGINIA AVENUE	PETERSBURG	WV	26847	Grant	\$275.00	\$288.75
FAMILY DOLLAR STORE	1892	US ROUTE 50	ROMNEY	WV	26757	Hampshire	\$275.00	\$288.75
FAMILY DOLLAR STORE	5531	US ROUTE 50	ROMNEY	WV	26757	Hampshire	\$275.00	\$288.75
DOLLAR GENERAL	0170	100 SHENANDOAH JUNCTION	SHENANDOAH JUNCTION	WV	25442	JEFFERSON	\$275.00	\$288.75
DOLLAR GENERAL	0762	9363 N. PRESTON HWY	ALBRIGHT	WV	26519	PRESTON	\$275.00	\$288.75
DOLLAR GENERAL	0424	11881 WINCHESTER AVE	BUNKER HILL	WV	25413	BERKELEY	\$275.00	\$288.75
							\$106,700.00	\$112,035.00

**OAF 2022****Billboard Placements**

Six month contracts on each billboard location listed below.

#	Panel	County	Location	City	Impressions	Style	Start Date	End Date
1	R5199	Boone	Rt 86 Country Corner Storage	Danville	32,701	Poster	11/21/2022	5/7/2023
2	R5402	Cabell	US 60 E Barboursville @ Mall Road	Barboursville	66,363	Poster	10/24/2022	4/9/2023
3	LH1277	Cabell	4640 Rt 60 E	Huntington	210,552	Poster	10/10/2022	3/26/2023
4	LH1510	Cabell	4624 Waverly Rd F/W HI LR	Huntington	38,467	Poster	10/10/2022	3/26/2023
5	LBL302	Fayette	Rt 61 W, E/o Rough Hill Rd	Oak Hill	16,383	Poster	10/10/2022	3/26/2023
6	LH6061	Kanawha	I-64 @ 2319 Fairlawn Ave	Dunbar	321,508	Poster	10/10/2022	3/26/2023
7	K203	Kanawha	US 60 .2 Mi W/O Turnpike Bridge	Rand	73,129	Poster	10/24/2022	4/9/2023
8	K485	Kanawha	WV 61 @ Chelyan Post Office	Chelyan	64,272	Poster	10/24/2022	4/9/2023
9	K1176	Kanawha	Rt 622 - 300 Goff Mtn Rd	Cross Lanes	61,082	Digital	10/24/2022	4/9/2023
10	K810	Kanawha	Nitro WV 25 Hill East	Nitro	53,740	Poster	10/24/2022	4/9/2023
11	K129	Kanawha	Elkview US 119 RR South	Elkview	3,572	Poster	10/24/2022	4/9/2023
12	R5196	Lincoln	.5 mile from Jct rt 3 & 214	Yawkey	12,907	Poster	11/21/2022	5/7/2023
13	LBL4022	McDowell	US 52 .5 miles S/o 52 Bypass	Welch	27,635	Poster	11/14/2022	4/30/2023
14	LBL4213	Mercer	US 460 .5 miles E/o US 19	Bluefield	78,995	Poster		
15	K1761	Putnam	3980 WV 34 Teays Valley Road @ Car Wash	Teays Valley	43,625	Digital	10/24/2022	4/9/2023
16	LH5001	Putnam	Rt 25 @ Rock Branch (Top)	Rock Branch	42,011	Poster	10/10/2022	3/26/2023
17	K852	Putnam	WV 62 .6 MILE N/O ELEANOR	Eleanor	12,209	Poster	11/21/2022	5/7/2023

18	LBL48	Raleigh	E/S RT. 16 S. S/O GREY LUMBER F/N HI (reaching inbound traffic from Wyoming County)	Beckley	102,721	Poster	11/14/2022	4/30/2023
19	LBL110	Raleigh	Robert C Byrd Dr. (Rt. 16) 300 ft. S/O Veterans Dr. (Top)	Beckley	79,167	Poster	10/10/2022	3/26/2023
20	LBL191	Raleigh	S Fayette Opposite Barber Shop	Beckley	35,531	Poster	10/10/2022	3/26/2023
21	K935	Summers	WV 3 Opp Pizza Hut	Hinton	17,025	Poster	10/24/2022	4/9/2023
22	LBL4540	Summers	Rt 20 S/o Brush Creek Falls Rd	Pipestem	16,537	Junior Poster	10/10/2022	3/26/2023
23	LH1609	Wayne	Rt 75 @ Taco Bell	Lavalette	61,578	Poster	11/9/2022	4/25/2023
24	LH1520	Cabell	E/S Wayne Ave (RT 75) F/S LO R/R Kenova	Kenova	45,637	Poster	11/9/2022	4/25/2023
25	R5205	Wayne	4378 5th Street Road	Lavalette	45,856	Poster	10/24/2022	4/9/2023
					1,517,347			

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Client: WV WIC

Campaign: 2022 Branding - Transit

Campaign Dates: 11/15/22 - 5/15/23

Vendor	Media Type	Unit size	Unit ID	County	Total Impressions (4 Weeks)	Start Date	End Date	Months	Bonus Space No Cost	# of Units
Gateway Outdoor Advertising	King Kong	104 x 178		Kanawha, WV	3,808,896	15-Nov	15-May	5	1 Month Bonus Space	8
Gateway Outdoor Advertising	Bus Shelter	29 x 64		Kanawha, WV	981,793	15-Nov	15-May	5	1 Month Bonus Space	30
Gateway Outdoor Advertising	Queen	30 x 108		Kanawha, WV	1,140,384	15-Nov	15-May	5	1 Month Bonus Space	8
Gateway Outdoor Advertising	Interior Cards	11 x 28		Kanawha, WV	25,760	15-Nov	15-May	5	1 Month Bonus Space	8
					5,956,833					54
Vendor	Media Type	Unit size	Unit ID	County	Total Impressions (4 Weeks)	Start Date	End Date	Months	Bonus Space No Cost	# of Units
Mountain Line Transit Authority	Bus Shelter			Monongalia, WV		15-Nov	15-May	6		10
Mountain Line Transit Authority	Bike Rack Ad			Monongalia, WV		15-Nov	15-May	6		10
Mountain Line Transit Authority	Rear Panel Ad			Monongalia, WV		15-Nov	15-May	6		10
Mountain Line Transit Authority	Interior Ad Card			Monongalia, WV		15-Nov	15-May	6		20
										50
Vendor	Media Type	Unit size	Unit ID	County	Total Impressions (4 Weeks)	Start Date	End Date	Months	Bonus Space No Cost	# of Units
Eastern Panhandle Transit Authority	Window	42" x 30"		Berkeley, Jefferson WV		15-Nov	15-May	6		15
Eastern Panhandle Transit Authority	Panel	60" x 20"		Berkeley, Jefferson WV		15-Nov	15-May	6		5
Eastern Panhandle Transit Authority	Interior Ad	12" x 12"		Berkeley, Jefferson WV		15-Nov	15-May	6		10
										30

**OAF 2022****Grocery Cart Placements****Six month contracts at each location listed below-Ad Placement in 25% of Shopping Carts.**

Launch Date	End Date	Chain Name	Banner Name	Store #	Address	City
11/14/2022	5/13/2022	WEIS MARKETS INC.	WEIS MARKET	108	1102 N QUEEN ST	MARTINSBURG
11/14/2022	5/13/2022	WEIS MARKETS INC.	WEIS MARKET	183	217 OAKLEIGH DR	RANSON
11/14/2022	5/13/2022	WEIS MARKETS INC.	WEIS MARKET	238	400 ENTERPRISE CIRCLE	MARTINSBURG
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	817	3265 SMOOT AVE	MADISON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	708	MCGRAW & MAIN STREET	RIPLEY
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	725	1439 MACCORKLE AVE	SAINT ALBANS
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	763	5450 BIG TYLER RD	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	754	10635 MACCORKLE AVE	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	772	5717 MACCORKLE AVE SE	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	668	RT 44 (HOLDEN RD)	LOGAN
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	794	101 GREAT TEAYS BLVD	SCOTT DEPOT
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	752	2007 7TH AVE	PARKERSBURG
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	753	930 DIVISION ST	PARKERSBURG
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	780	411 MALL RD	OAK HILL
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	765	178 RED OAKS SHOPPING CTR	RONCEVERTE
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	734	406 JOHN RAINE DR	RAINELLE
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	316	1229 STAFFORD DR	PRINCETON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	770	151 N BEAVER LN	BEAVER
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	743	308 STOKES DR	HINTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	769	5 RIVER WALK MALL	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	785	1100 FLEDDERJOHN RD	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	778	500 DELAWARE AVE	CHARLESTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	768	981 DUNBAR VILLAGE PLZ	DUNBAR
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	790	133 BECKLEY CROSSING	BECKLEY
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	805	1734 HARPER RD	BECKLEY
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	807	223 THE CROSSINGS S/C	ELKVIEW
11/14/2022	5/13/2022	GIANT EAGLE, INC. (CORPORATE)	GIANT EAGLE	59	130 GREEN BAG RD	MORGANTOWN
11/14/2022	5/13/2022	GIANT EAGLE, INC. (CORPORATE)	GIANT EAGLE	58	208 GIANT ST	MORGANTOWN

CRFP 0327 COM2300000001 - Advertising Services

11/14/2022	5/13/2022	KROGER-COLUMBUS	KROGER	268	91-27TH ST	WELLSBURG
11/14/2022	5/13/2022	KROGER-COLUMBUS	KROGER	977	1300 LAFAYETTE AVE	MOUNDSVILLE
11/14/2022	5/13/2022	KROGER-COLUMBUS	KROGER	202	1241 WARWOOD AVE	WHEELING
11/14/2022	5/13/2022	KROGER-COLUMBUS	KROGER	803	100 SAINT THOMAS DR	WEIRTON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	714	350 PATTESON DR	MORGANTOWN
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	755	1851 EARL L CORE RD	MORGANTOWN
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	739	2908 STATE ST	GASSAWAY
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	730	450 11TH ST	ELKINS
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	722	80 SKYLINE PLAZA DR	BUCKHANNON
11/14/2022	5/13/2022	KROGER-MID-ATLANTIC	KROGER	813	500 SUNCREST TOWN CENTRE DRIVE	MORGANTOWN





## OAF Paid Social Media Ads October 2022-April 2023

Ads to be placed on the following Local Agency pages:

- WIC Southern WV (TSN)
- Central WV WIC (Central)
- MCHD WIC Morgantown, WV (Mon)
- Allegheny Highlands WIC (R/E)
- Shenandoah WIC (Shenandoah)
- Northern Panhandle WIC (W/O)
- MOV WIC (MOV)
- Valley Health WIC (Valley)

### October 2022



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>



**November 2022**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>

**December 2022**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>

**January 2023**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>

**February 2023**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>

**March 2023**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>

**April 2023**



**Headline:** Time to sign up for WIC!

**Copy:** Everyone wants a healthy home. If you've got a child under 5 or a little one on the way, WIC is here to help you get them off to a healthy start. ❤️ Sign up for WIC today!

<https://bit.ly/3T5xJas>



# The Charleston Dirty Birds

and



# 2023 Season Review



## Charleston Dirty Birds 2022 Attendance

- Total Dirty Birds Attendance: **119,598**
- Average Attendance: **1,961**
- 47 Non-Power Events at Appalachian Power Park in 2018 including community service events
- Total Appalachian Power Park Attendance in 2022: **152,125**

### WIC Autograph Session Dates

- 5/28 – 4,517
- 6/11 – 3,133
- 7/2 - 1,437
- 7/22 – 2,149
- 7/23 - 2,731
- 7/30 – 4,024
- 8/19- 2,203
- 8/20- 3,161
- 9/10- 2,169
- 9/17-5,252



Average for 10 dates: 3,077



304-344-2287 DIRTYBIRDSBASEBALL.COM





## Charleston Dirty Birds Social Media Interaction



**27,390 Followers (+4,100 over course of 2022 Season)**



**16,900 Followers (+1,300 over course of 2022 Season)  
6,200,000+ impressions**



**10,300 Followers (+2,100 over course of 2022 Season)**



**15,269 Email Subscribers  
1,078,000 emails sent over the course of 2022 season**

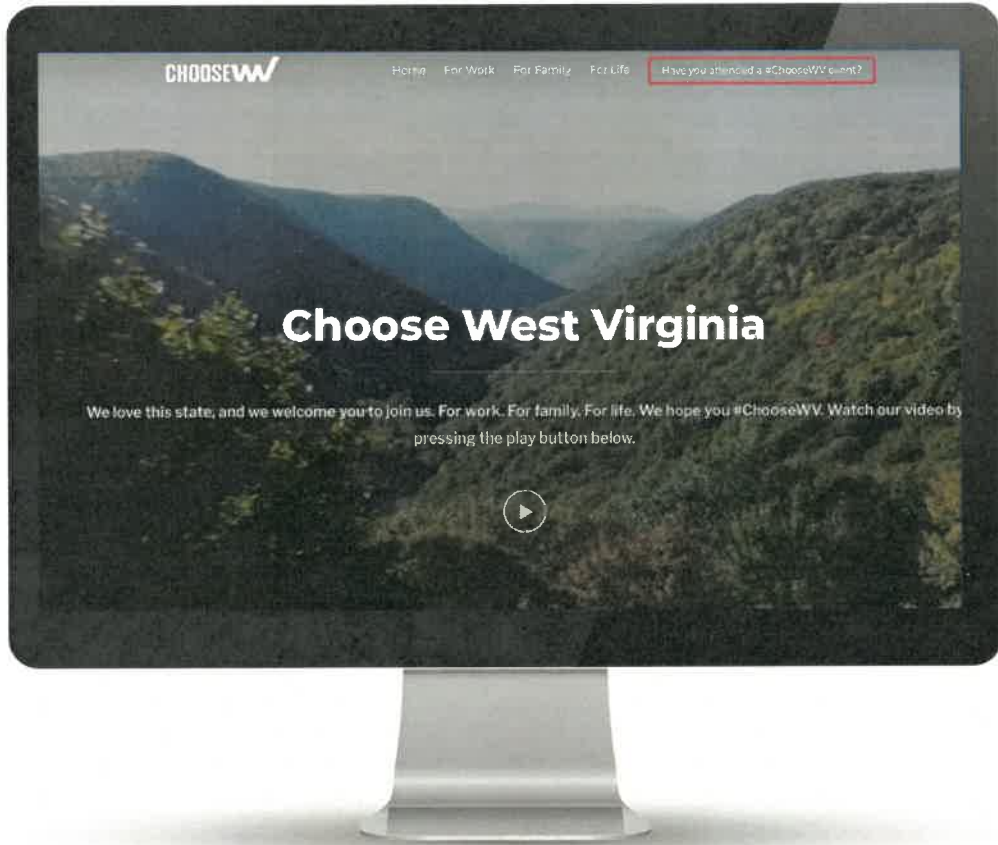


304-344-2287 DIRTYBIRDSBASEBALL.COM



# **Addendum C Creative**





Choose West Virginia — Website





Choose West Virginia —Video  
***See hard drive for video.***

Tuesday, March 14, 2023

## Leaders to participate in more tours for state economic development

HUNTINGTON — Leaders from Marshall University, West Virginia University and the West Virginia government will visit several states in the coming months as a continuation of economic development tours that began last year.

In connection with the **ChooseWV tours**, Marshall President Brad Smith, West Virginia University President Gordon Gee, members of the universities' staffs and individuals from the West Virginia government including House Speaker Roger Hanshaw, R-Clay, will visit Seattle, Los Angeles and Houston during the week of June 25, Smith said. They will also visit Boston on May 17 and 18.

"The goal of Choose West Virginia is to recognize that we have a great story to tell, but we have historically not been the greatest storytellers," Smith said. "We are a humble people as a state, and so I tease when when I'm out on the Choose West Virginia tour, and I say that if it wasn't for John Denver singing 'Country Roads' and if it wasn't for Matthew McConaughey making a movie, people wouldn't know a lot about our story."

Smith, Gee, members of the West Virginia government and others from the Marshall, WVU

and WV government staffs visited several different locations in connection with the ChooseWV tours last year, including New York; Washington, D.C.; and California's Silicon Valley in July and Charlotte, North Carolina, in December.

During the tours, the group met with CEOs, investment bankers, government officials, trade ambassadors and alumni, Smith said.


"We got a crash course in economic development when Fortune 200 company Nucor selected Mason County last year, and these ChooseWV visits stemmed from a lot of those lessons learned," Hanshaw said in an emailed statement.

"We heard from those executives how much they appreciated being able to get the state's decision-makers on the phone or in a meeting room right away.

"We learned the country doesn't know about the new and boundless opportunities we have here in West Virginia because they're not even looking at West Virginia," Hanshaw continued. "And we realized that if a little outreach from one department is good, then a lot of outreach from a wide and united front is great, so we hit the road this summer in what started out as a bit of an experiment."

# the Sky is the LIMIT


**Encourage your students to enter the SMART529 When I Grow Up essay contest. Tell us about it, and you could win too!**




**SMART529**  
**WHEN I GROW UP**

Developed by the West Virginia College Prepaid Tuition and Savings Program Board of Trustees, a SMART529 Account is your plan to help pay for college. With a SMART529 account, you can invest money for your child's future. You can contribute up to \$2,000 per year for each child. You can also make a SMART529 account for yourself. For more information, visit [www.wv.gov/smart529](http://www.wv.gov/smart529).

Offer is subject to review and approval by the West Virginia State Treasurer's Office. The contest is open to all West Virginia residents who are currently enrolled in a public school. The contest is open to all West Virginia residents who are currently enrolled in a public school. The contest is open to all West Virginia residents who are currently enrolled in a public school.



**Office of the  
State Treasurer**



**January 20**  
Visit SMART529.com for ideas on how to use the SMART529 center in your classroom.

**January 24**  
Ask students to get creative and think about what they want to be when they grow up.

**January 29**  
Have students fill out the contest entry form found in the SMART Family Newsletter. (Teachers and parents can sign up.)

**February 3**  
Distribute the SMART Family Newsletter to parents. Ask parents to sign entry form & mail it in or return to school.

**February 18**  
Write an essay about how you would use the When I Grow Up essay contest in your classroom to be entered to win \$2,500 cash.

**February 21**  
Collect and mail When I Grow Up essay contest entry forms.

**February 28**  
Entry forms must be postmarked by 11:59 pm to qualify.

**PRINT FORMS ANYTIME AT SMART529.COM**

SMART529 is a program of the West Virginia College Prepaid Tuition and Savings Program Board of Trustees.  
No purchase necessary. Offer void if prohibited by law. Entries must be a legal resident of West Virginia.  
Employees of Hartford Funds and the West Virginia State Treasurer's Office are not eligible to win.


SMART529 — Classroom Flyer

# Aspire to go HIGHER


Encourage your students to enter the SMART529 When I Grow Up essay contest. Tell us about it, and you could win too!

**SMART529 WHEN I GROW UP** Participating is easy! Students K-5 could win up to \$5,000 in a SMART529 account and your school could also win a \$500 cash prize. In addition, 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 may be found in the SMART Family Newsletter as well as online at SMART529.com. Eligibility requirements and contest rules for the teacher contest can be found online at SMART529.com.



Office of the State Treasurer



January 14: Entry forms available for SMART529 When I Grow Up essay contest.

January 18: Contest ends. Winner announced.

January 23: Entries accepted for SMART529 When I Grow Up essay contest.


January 28: Contest results announced for SMART529 When I Grow Up essay contest.

February 12: Teacher contest results announced.

February 15: Teacher contest results announced.


February 22: Entry forms available for SMART529 When I Grow Up essay contest.

PRINT FORMS ANYTIME AT SMART529.COM




SMART529 is a program of the West Virginia Lottery. Prizes, interest and savings depend on the amount invested. Prizes are awarded by random drawing. Prizes are subject to change without notice. Prizes are awarded to the winner of the drawing. Prizes are subject to change without notice. Prizes are awarded to the winner of the drawing. Prizes are subject to change without notice.

SMART529 — Classroom Flyer



# SMART FAMILY NEWS


A College Savings Newsletter for West Virginia Families



## the Sky is the LIMIT

Your child could win \$5,000 from SMART529

**ENTRY FORM INSIDE!**



**Jaylynn**  
2019 When I Grow Up essay contest winner

Encourage your child to dream big and tell us about their goals for a chance to win up to \$5,000 towards college.

West Virginia children in grades K-5 can enter to win \$5,000 in a SMART529 education savings account by writing about their future plans. It's fun and easy to participate! The answer to the simple question "What do you want to be when you grow up?" could earn your child \$5,000 toward college savings, creating a great head start on the education necessary to achieve those dreams.

Here's how it works:

Your child writes a short essay that begins with "When I grow up, I want to be ...". They then tell why they chose that career. Parents and teachers can help children with their essays. 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 will be awarded a \$500 SMART529 college savings account. The winners' school or homeschool association will also receive a \$500 cash prize.

**Meet Jaylynn — Future Biologist**

The 2019 When I Grow Up grand prize winner was a second grader from East Hardy Early Middle School in Hardy County. She dreams of being a biologist just like George Washington Carver one day. Thanks to winning the big prize, she now has \$5,000 to go toward her education expenses.

\*Official entry form and rules for the When I Grow Up contest are inside and can be found online at [www.smart529.com](http://www.smart529.com)

The deadline to submit entries is **February 28, 2020**. Winners will be honored at a press conference later in the year, and a grand prize winner will be randomly selected from the 15 regional winners. That grand prize winner will win an additional \$4,500 in his or her SMART529 college savings account. Winners will also be invited to participate in a photo shoot to represent the 2020 SMART529 campaign.

Winter 2020 A program of the West Virginia State Treasurer's Office 1



**SMART FAMILY NEWS**  
A College Savings Newsletter for West Virginia Families

**SMART529**  
West Virginia's Education Savings Solution

*Aspire to go*  
**HIGHER**

**One West Virginia student will win \$5,000 from SMART529**

**ENTRY FORM INSIDE!**

**Drew, Future Actor**  
2018 When I Grow Up essay contest grand prize winner

Encourage your child to dream big and tell us about their goals for a chance to win up to \$5,000 towards college.

West Virginia children in grades K-5 can enter to win \$5,000 in a SMART529 education savings account by writing about their future plans. It's fun and easy to participate! The answer to the simple question "What do you want to be when you grow up?" could earn your child \$5,000 toward college savings, creating a great head start on the education necessary to achieve those dreams.

It's fun and 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 essays. 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 will be awarded a \$500 SMART529 college savings account. The winners' school or homeschool association will also receive a \$500 cash prize.

### Meet Drew — Future Actor

The 2018 When I Grow Up grand prize winner was a third grader from Middle Creek Elementary School in Ohio County. He has his sights set on Hollywood for his future. Thanks to winning the big prize, Drew now has \$5,000 to go toward his education expenses. He now has a great start to his acting career.

\*Official entry form and rules for the When I Grow Up contest are inside and can be found online at [www.smart529.com](http://www.smart529.com)

The deadline to submit entries is **February 22, 2019**. Winners will be honored at a press conference later in the year, and a grand prize winner will be randomly selected from the 15 regional winners. That grand prize winner will win an additional \$1,500 in his or her SMART529 college savings account. Winners will also be invited to participate in a photo shoot to represent the 2020 SMART529 campaign.

*the Sky is the*  
**LIMIT**

**A West Virginia teacher will win \$2,500 from SMART529**

**ENTRY FORM INSIDE!**

**Kimberly Howell**  
2015 When I Grow Up Teacher Contest Winner

**SMART529 TEACHER SPOTLIGHT:**  
**KIMBERLY HOWELL**

Kimberly Howell has been teaching at Lumberport Elementary School since 1995, almost all of those years have been spent teaching fourth graders. For the last 12 years, she's been teaching those fourth graders about different careers and why it's important to think about them at such a young age. Howell's winning essay in the teacher portion of the SMART529 When I Grow Up essay contest explained her approach and philosophy and earned her a \$2,500 cash prize.

"We start at the beginning of the year," she said. "We read books about different jobs. We take field trips to experience different jobs. We have a career day where people with different careers come to us. We've had judges, football players, business owners, funeral home directors, doctors, EMTs, just all kinds of people with different careers."

Howell's students also get to visit Fairmont State to get a peek at what college looks like. They tour the West Virginia Air Center and learn how students at the nearby Robert C. Byrd National Aerospace Education Center can have careers waiting on them after graduation.

**SMART529<sup>®</sup>**  
**WHEN I GROW UP**

**WHO WILL YOU INSPIRE TODAY?**

As part of the annual When I Grow Up essay contest, SMART529 invites teachers to emphasize the importance of higher education in their classrooms and enter to win!

**TELL US HOW YOU WILL USE THE SMART529 ESSAY CONTEST IN YOUR CLASSROOM AND WIN \$2,500 CASH.**

Consider the following ways to help your students:


- Distribute the SMART Family Newsletter delivered to all WV elementary school students in January.
- Use the SMART529 When I Grow Up essay contest in your classroom. One of your students could win big too! Fourteen regional winners will receive \$500 in a SMART529 college savings account, and one lucky student will win \$5,000 in a SMART529 college savings account. Your school could also win \$500 cash!
- Communicate the importance of higher education to families, and let parents know about the SMART529 program.

**Need more ideas? Visit [SMART529.com](http://SMART529.com).**

# Inspire to go HIGHER

A West Virginia teacher will win \$2,500 from SMART529

**ENTRY FORM INSIDE!**





**Amanda Freeman**  
2018 When I Grow Up teacher contest winner

## SMART529 TEACHER SPOTLIGHT: AMANDA FREEMAN

With a loaded down van, Amanda Freeman was making a pit stop on her way home from a family beach vacation when she spotted some baskets that would be perfect for her second grade classroom at Kanawha City Elementary School. What's a good teacher to do? She threw away some of her beach gear to make room and bought the baskets of course.

It's that sort of attitude and full commitment to teaching that helped make Freeman the teacher winner of the 2018 SMART529 When I Grow Up essay contest. She received \$2,500 cash to use however she sees fit thanks to her winning essay on what she does to educate children about careers and everything needed to achieve them.

"I've been a teacher here for 11 years, and I use this curriculum every year," she said. "I hope one of my students will win one day. We start at the beginning of the year. We learn about different jobs and use pictures in magazines to pick out interesting stuff that they might want to do. I try to instill that with every job you have to work hard and treat people with respect. We fix us on that throughout the process leading up to the essay contest."



## WHO WILL YOU INSPIRE TODAY?

As part of the annual When I Grow Up essay contest, SMART529 invites teachers to emphasize the importance of higher education in their classrooms and enter to win!

**TELL US HOW YOU WILL USE THE SMART529 ESSAY CONTEST IN YOUR CLASSROOM AND WIN \$2,500 CASH FOR... A VACATION, SHOPPING SPREE, NEW TV, CLASSROOM SUPPLIES — THE CHOICE IS YOURS.**

Consider the following ways to help your students

- Distribute the SMART Family Newsletter delivered to all WV elementary school students.
- Use the SMART529 When I Grow Up essay contest in your classroom. One of your students could win big too! Fourteen regional winners will receive \$500 in a SMART529 college savings account, and one lucky student will win \$5,000 in a SMART529 college savings account. Your school could also win \$500 cash!
- Communicate the importance of higher education to families, and let parents know about the SMART529 program.

**Need more ideas? Visit [SMART529.com](http://SMART529.com).**





SMART529— When I Grow Up — Live Event Broadcast  
***See hard drive for video.***

www.ReimagineYourLibrary.com

*Join us in our exciting journey*

Reimagine Kanawha County's downtown library, fully renovated with 20,000 new square feet of space, beautifully sculpted glass walls reaching to the sky, ready to serve our region for decades to come.

A new main library building with a covered walkway connecting to the County Courthouse.

*reimagine YOUR LIBRARY*

**The new library will feature:**

- 80,000 square feet of space: 60,000 square feet fully renovated and 20,000 square feet of expanded space.
- Two new additions: (1) a three-story addition to what is now the rear of the library that will serve as the new entrance to the building; and (2) a two-story addition utilizing space along a walkway between the library and the KB&T building. Together, the additions will create approximately 20,000 new square feet of space.
- A proposed third-floor covered walkway above Quarrier Street that will take library patrons from the Summers Street Parking Garage to the third floor of the library.
- 10,000 square feet of children's activity space, more than double the current size, for collections, story time, a craft room, and other activities.
- Additional public space for the community, including much-needed and often-requested reading areas, study rooms, and meeting space for groups of 2 to 200.

Kanawha County Public Library — Reimagine Your Library Capital Campaign Brochure



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Outdoor Advertising

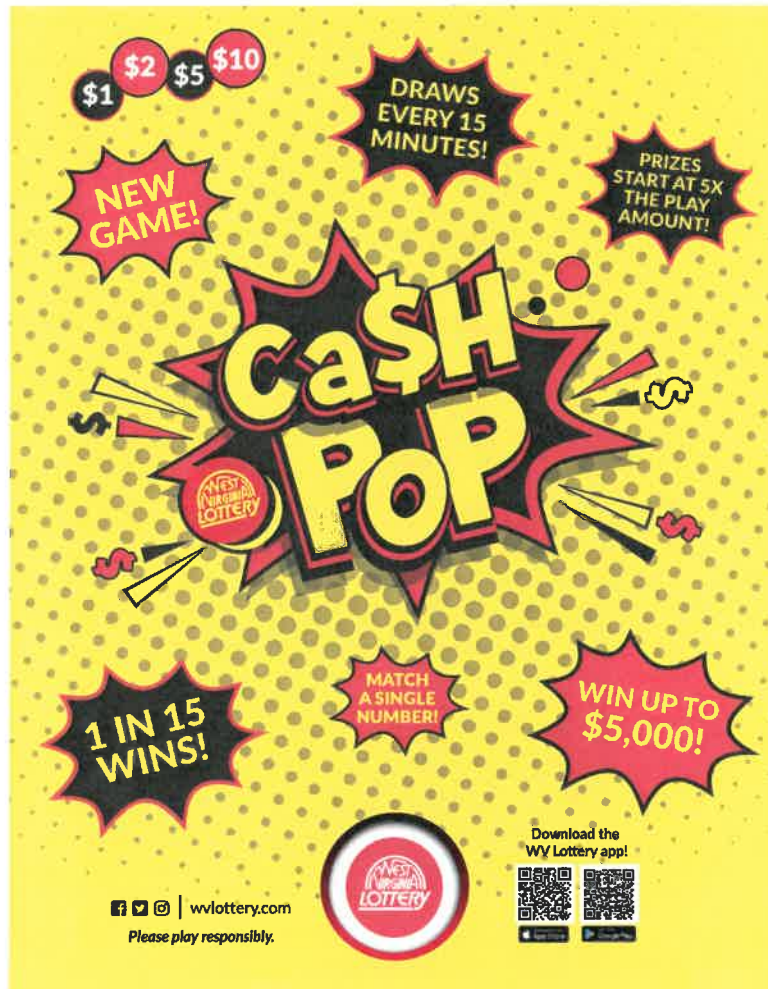


West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Digital Advertising



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Gemini Touch Attract Screen (GT24)  
Machine dispenses scratch-off tickets  
***See hard drive for video.***





West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Point of Sale Poster - Print



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Point of Sale Gemini Touch Screen Topper - Print



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Point of Sale Outdoor Banner - Print





**Take a Chance. It Could Happen To You.**



**VIDEO**

Table of millennials in a restaurant sitting and enjoying their evening. One has a Cash Pop game.

Millennial #1 addresses the group.

The camera whip pans to reveal the Ca\$h Squad has assembled in the restaurant. The lights change to concert lighting, moving spotlights converge and a Ca\$h Squad member speaks.

Ca\$h Squad performs their newest Single "1 in 15" explaining the game. Dance moves and quick cuts.

The table of young people look horrified and amused at the impromptu concert.

Millennial #1

Ca\$h Squad member

Announcer and Graphics TAG

**AUDIO**

So what's Cash Pop?

Cash Pop is the next big hit.

Boy band sings single "1 in 15."

Okay. That was weird.

No! That was Pop.

1 in 15 is all it takes to win. Join the Pop revolution. Take a Chance. Play Cash Pop today.

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot Script



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Spot Storyboards



1



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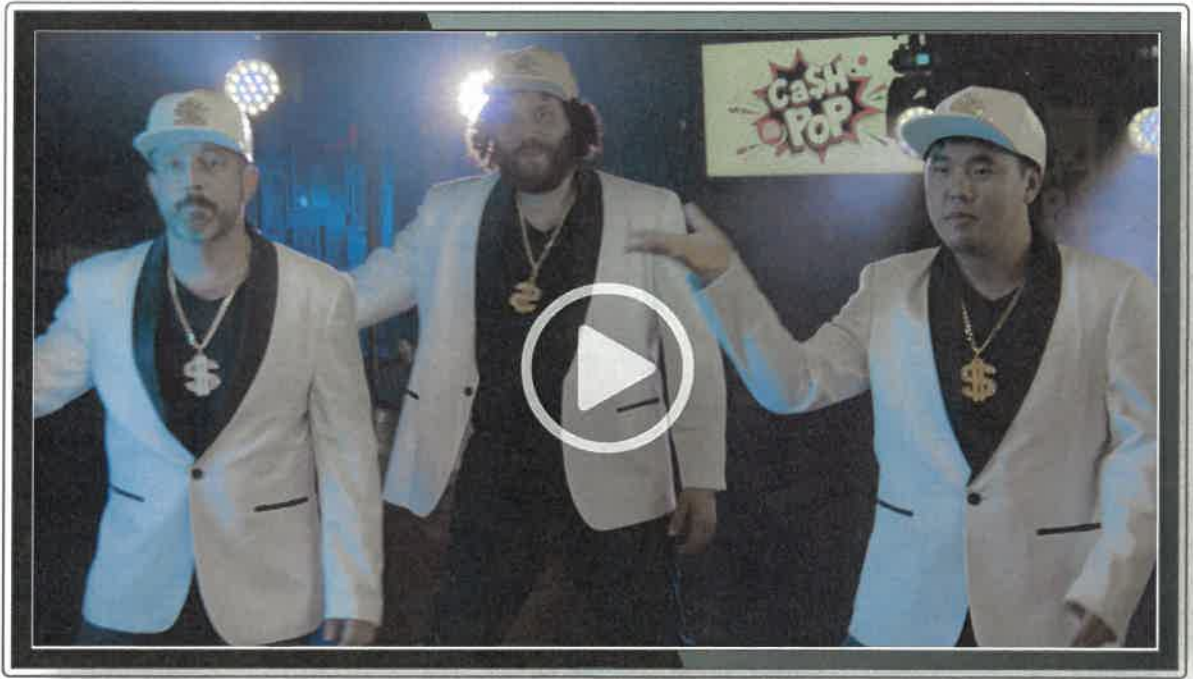
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8



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot  
***See hard drive for video.***



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Original Song  
***See hard drive for audio file.***



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Radio Spot  
***See hard drive for audio file.***



**Take a Chance. It Could Happen To You.**



**VIDEO**

Anne, a middle-aged woman, flips on the TV to watch the drawing of the lottery numbers.

Anne

The TV distorts with whirling sci-fi buzz as Cash Squad appears in the living room.

Anne

Ca\$h Squad responds.

They bust into another over-the-top vocal run and harmonies.

She looks unimpressed.

They burst into another over-the-top vocal run.

Anne

GRAPHICS TAG: WV LOTTERY LOGO. End tag with draw game promo.

**AUDIO**

Got my ticket. Let's see if today is my day!

Gurl, we're bringing the cash.

Who are you?

We are Ca\$h Squad, reminding you to take a chance.

Okay, um thanks.

Oooooo cash yeahhhh! Cashy cash gurr!!! Squad!  
Ohhhhh! Yeahhhhhhh!

Oh no! They're doing it again!

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot Script - Draw Game





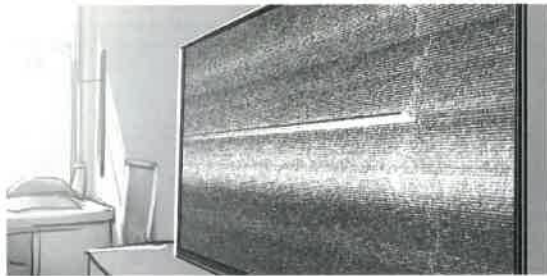
West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot Storyboards - Draw Game



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West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot - Draw Game  
***See hard drive for video.***



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Radio Spot - Draw Game  
***See hard drive for audio file.***





**Take a Chance. It Could Happen To You.**



**VIDEO**

A quick witted college student walks up to the counter in a store and speaks to the clerk.

We hear a DJ voice off camera.

Camera whip pans to reveal Ca\$h Squad the boy bad. All of them are wildly scratching at a DJ turntable. It's bad.

The student looks horrified and amused.

The clerk air-scratches along in the background.

Scratching ends. Ca\$h squad member steps forward and says.

GRAPHICS TAG will promote latest scratch-off game. WV LOTTERY LOGO.

**AUDIO**

Two scratch offs please.

Did someone say Scratch?

You gotta scratch.  
Take a chance man. It could happen to you!

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot Script - Scratch-Off



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot Storyboards - Scratch-off



1



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4



5



6



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot - Scratch-Off  
***See hard drive for video.***



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Radio Spot - Scratch-off  
***See hard drive for audio file.***

# When you play, you say **YES** to West Virginia.



LOT 7155 GENERAL ACCOUNT SERVICE

YES! PROCEEDS CONCEPT

## YES! EDUCATION, SENIORS + TOURISM COMBINATION :30

### VIDEO

**Graduation scene** ... parents excited to watch their Promise Scholarship graduate. Graduate tips her hat on stage, which spells out "YES."

**Senior scene** ... Senior citizens enjoying themselves with their grandchildren ... laughing and playing Scrabble ... spelling out "Yes" on a board.

**Tourism scene** ... A man is on one knee proposing to a woman at a state park. She nods her head mouths the word "Yes."

**Combination** scenes of education, seniors and tourism.

Announcer and Graphics ... Taglines

### AUDIO

**VO:** When kids are small, we tend to spend most of our time saying no ... instead of yes.

**VO:** As our parents and grandparents age, we sometimes say no to visits ... instead of yes.

**VO:** Life can be overwhelming and sometimes it's nice to say yes to making memories and starting a future.

**VO:** By playing the West Virginia Lottery, you're saying yes to tomorrow's leaders, today's seniors and furthering the beauty of the mountain state.

**VO:** When you play, you say yes to West Virginia.





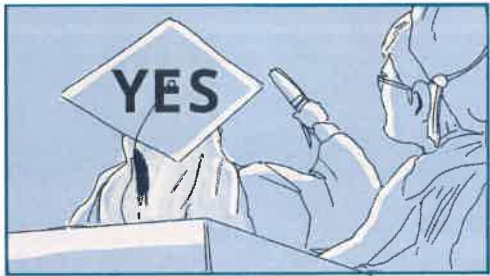
West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 TV Spot Storyboards



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West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 Overall TV Spot  
**See hard drive for video.**

When you play, you say  
**YES** to West Virginia.



West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 Overall Radio Spot  
**See hard drive for audio file.**



# When you play, you say **YES** to West Virginia.



LOT 7155 GENERAL ACCOUNT SERVICE

YES PROCEEDS CONCEPT

## Proceeds Education :30

### VIDEO

Rusty grinding coffee beans in his Morgantown shop.

Rusty making coffee and taking orders.

Talking head of Rusty.

Rusty pouring coffee.

Coffee bags and West Virginia Lottery branding.

### AUDIO

I'm Rusty and I am the owner of Mountaineer Roasting. I discovered a passion for coffee during a study abroad program to Nicaragua.

I wanted to take that passion to grow the coffee industry right here in my home state.

A huge part of making that possible was the Promise scholarship I received.

I'm really proud that our coffee is statewide and even in our state parks.

**VO:** Proceeds from the West Virginia Lottery has helped generate more than \$3.7 billion to help students like Rusty. When you play, you say yes to West Virginia.



West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 Education TV Spot Stills



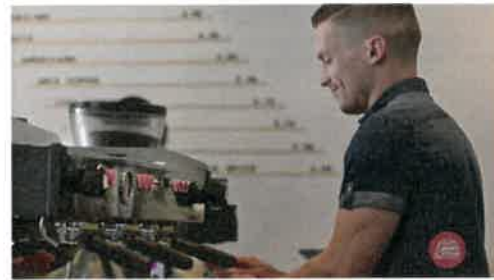
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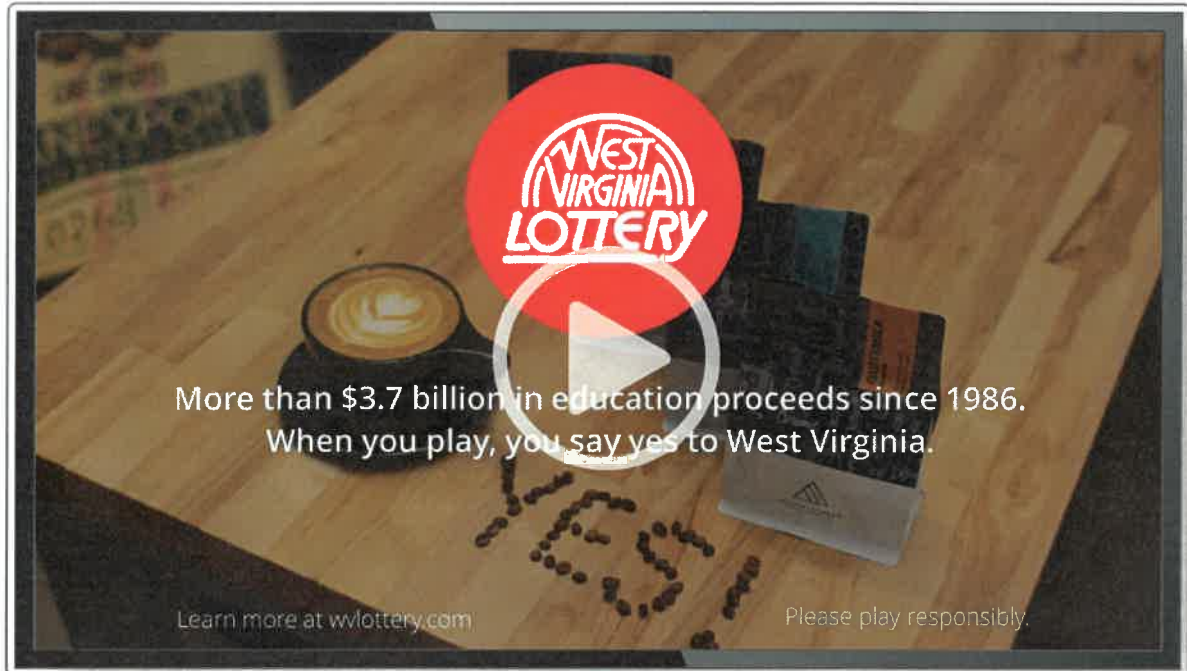
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West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 Education - Documentary Style TV Spot  
**See hard drive for video.**



West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
Digital Advertising



West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
Digital Advertising  
Learfield Ribbonboard - Marshall University  
**See hard drive for video.**

When you play, you say  
**YES** to West Virginia.



West Virginia Lottery - Proceeds: Say Yes to West Virginia Campaign  
:30 Education - Radio Spot  
**See *hard drive for audio file.***





West Virginia Lottery - Lotto America 3 Days Campaign  
Outdoor Advertising



West Virginia Lottery - Lotto America 3 Days Campaign  
Digital Advertising







West Virginia Lottery - Lotto America 3 Days Campaign  
Social Media - Digital Advertising



West Virginia Lottery - Lotto America 3 Days Campaign  
Gemini Touch Attract Screen (GT24)  
Machine dispenses scratch-off tickets  
**See hard drive for video.**



**LOTTO AMERICA** ALL-STAR SUPER

**A NEW DAY TO PLAY!**

**ALL-AMERICAN MONDAYS**

**PLAY 3 DAYS A WEEK!**  
**MONDAY** WEDNESDAY SATURDAY

- FASTER GROWING, BIGGER JACKPOTS**
- MORE CHANCES TO WIN**

Download the WV Lottery app!



[wvlottery.com](https://www.wvlottery.com)  
Please play responsibly.



West Virginia Lottery - Lotto America 3 Days Campaign  
Point of Sale Poster - Print





**LOTTO AMERICA** ALL STAR PICKS 

**ALL-AMERICAN MONDAYS**

**PLAY 3 DAYS A WEEK!**  
**MONDAY WEDNESDAY SATURDAY**

   | [wvlottery.com](http://wvlottery.com) *Please play responsibly.*

West Virginia Lottery - Lotto America 3 Days Campaign  
Point of Sale Gemini Touch Screen Topper - Print



West Virginia Lottery - Lotto America 3 Days Campaign  
Learfield Ribbonboard - Marshall University  
**See hard drive for video.**



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
w/ Lotto America 3 Days End Tag  
:30 TV Spot  
**See hard drive for video.**



**SFX/VOICE**

**VO (announcer, female, huge excitement)**

Mondays! Mean! More!  
More days to play Lotto America!

**SFX: (fireworks)  
or  
Music: (American march)**

**VO (huge excitement)**

ALL-AMERICAN MONDAYS from the West Virginia Lottery!

**VO (huge excitement)**

You can now play Lotto America three days a week! Monday. Wednesday. Saturday.

**VO (announcer, female)**

An extra draw day means faster growing and BIGGER JACKPOTS! Plus more chances to win!

**VO (announcer, female)**

Salute your week with ALL-AMERICAN MONDAYS from the West Virginia Lottery! Play Lotto America today!

**VO (announcer, female)**

For more information visit [wvlottery.com](http://wvlottery.com).  
Please play responsibly.







West Virginia Lottery - Lotto America 3 Days Campaign  
:30 Radio Spot  
**See hard drive for audio file.**



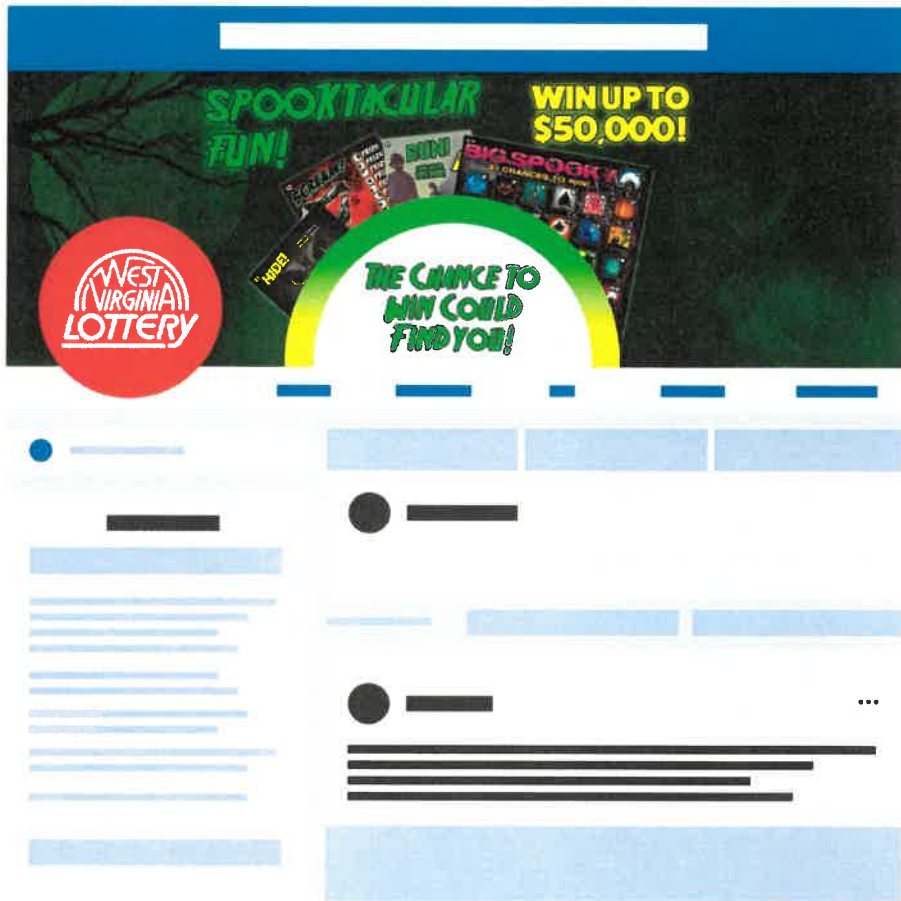
West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
Outdoor Advertising



West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
Digital Advertising



West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
Digital Advertising



West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
Social Media - Digital Advertising



West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
Gemini Touch Attract Screen (GT24)  
Machine dispenses scratch-off tickets  
**See hard drive for video.**





West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
:30 TV Spot  
**See hard drive for video.**



West Virginia Lottery - Halloween: Run, Scream, Hide Campaign  
:30 Radio Spot  
**See hard drive for audio file.**





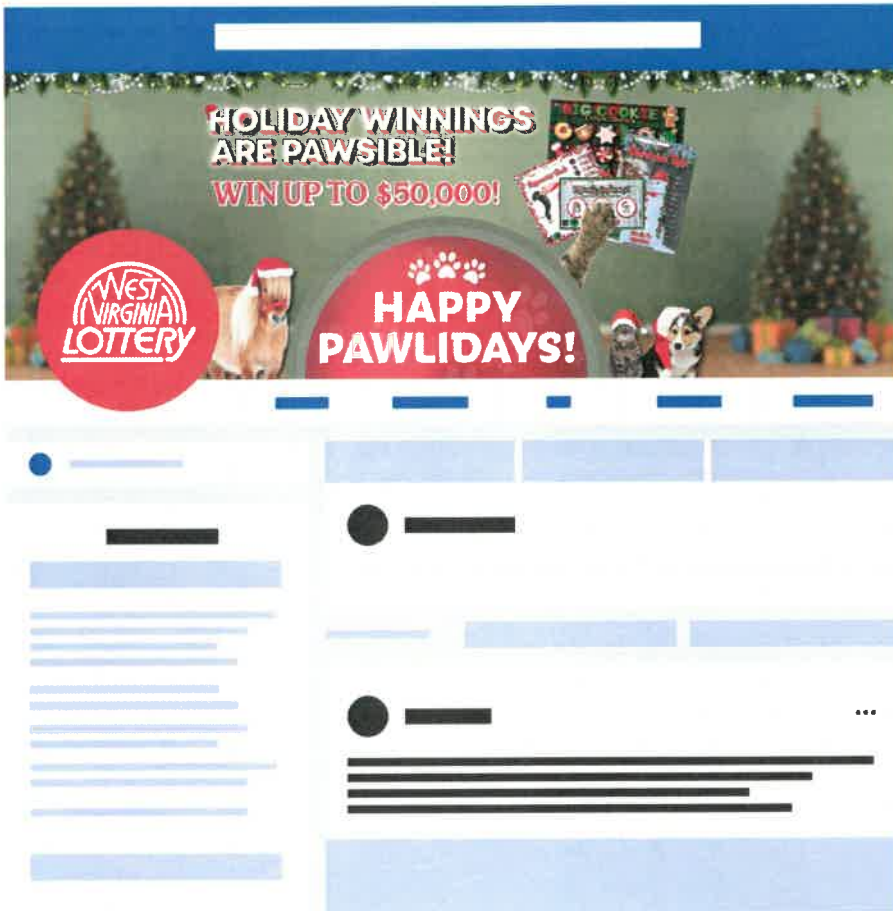
West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Outdoor Advertising



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Digital Advertising



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Digital Advertising



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Social Media - Digital Advertising



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Learfield Ribbonboard - Marshall University  
**See *hard drive for video.***



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Learfield Ribbonboard - West Virginia University  
**See hard drive for video.**



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
Gemini Touch Attract Screen (GT24)  
Machine dispenses scratch-off tickets  
**See hard drive for video.**



# HOLIDAY WINNINGS ARE PAWSIBLE!



## VIDEO

Family with adult children on Christmas Eve. Baking cookies in the kitchen. Mom is trying to get the cookies baked. Dad is clearly searching for his keys and older kids are impatiently waiting to go last-minute shopping. Family pets ... a dog and a cat are observing the insanity via the living room by the Christmas tree.

Cat (clearly in the know.) CU puppet cat paw shows the dog the Superticket, Cat Tails, Peppermint Bark and Meowy Christmas scratch-offs.

CU of cat and dog. Cat is clearly superior and running out of patience.

Smoke alarm going off in the kitchen. Dad is fumbling around looking for his keys to take college daughter last-minute shopping.

Tickets appear on screen.

Back to dog and cat conversation in the living room. Horse is now visible behind the pets in the window.

## AUDIO

**Announcer:** 'Twas the Night Before Christmas ... the Millers were in their usual way, but this year cat and dog were there to save the holiday!

**Cat:** Look at how distracted they are. Now is the purr-fect time to put our gifts in their stockings.

**Dog:** Yeah, that's a great idea. What gifts? (clearly not the brains of the operation)

**Cat:** You know, the new holiday scratch-off tickets from the West Virginia Lottery.

**Dog:** You're a genius.

**Cat:** I know.

**Dog:** Why did we get those again?

**Cat:** Because ... our two-legged friends over there could win up to \$\_\_\_\_\_ with the Big Cookie Superticket ... and that means we're set. Gourmet pet food for the rest of our lives — you know, the fancy kind

**Dog:** Oh, I love the fancy kind.

**Announcer:** Holiday Winnings are Pawsable!

**Horse:** Keep me posted. I want a big bag of carrots.

**Cat:** Get your own Big Cookie.





THE MANAHAN GROUP  
ADVERTISING • PUBLIC RELATIONS • STRATEGY • INTERACTIVE

### West Virginia Lottery - Holiday Winnings Are Pawsible Campaign :30 TV Spot Storyboards



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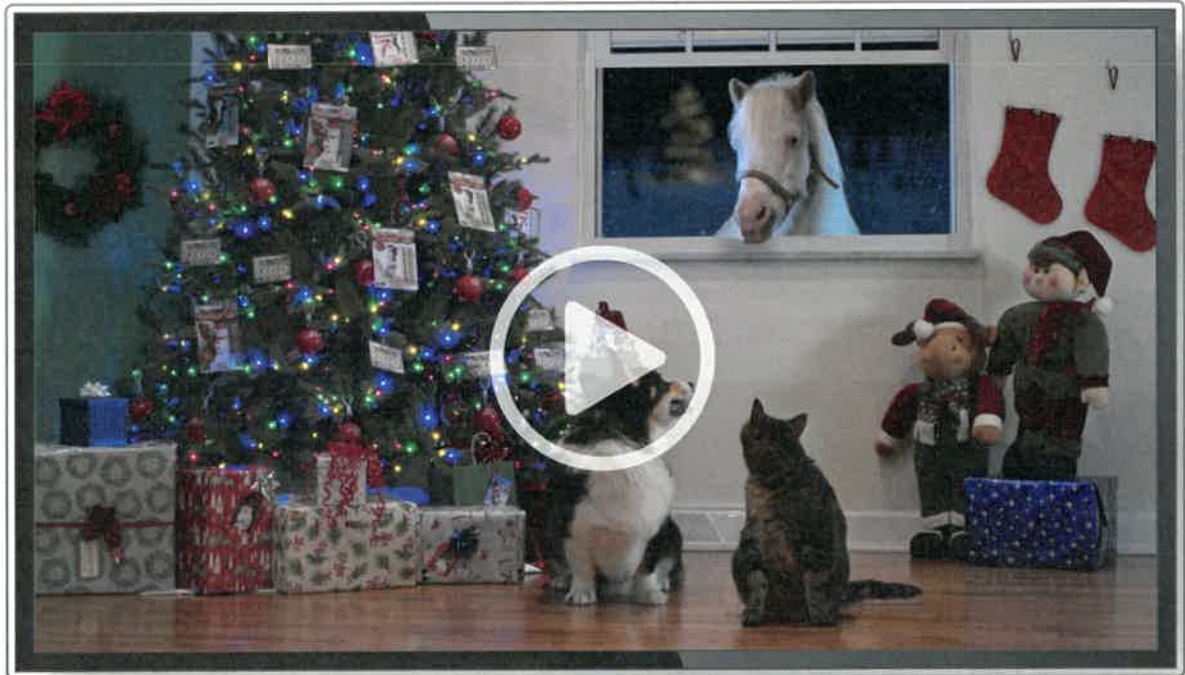
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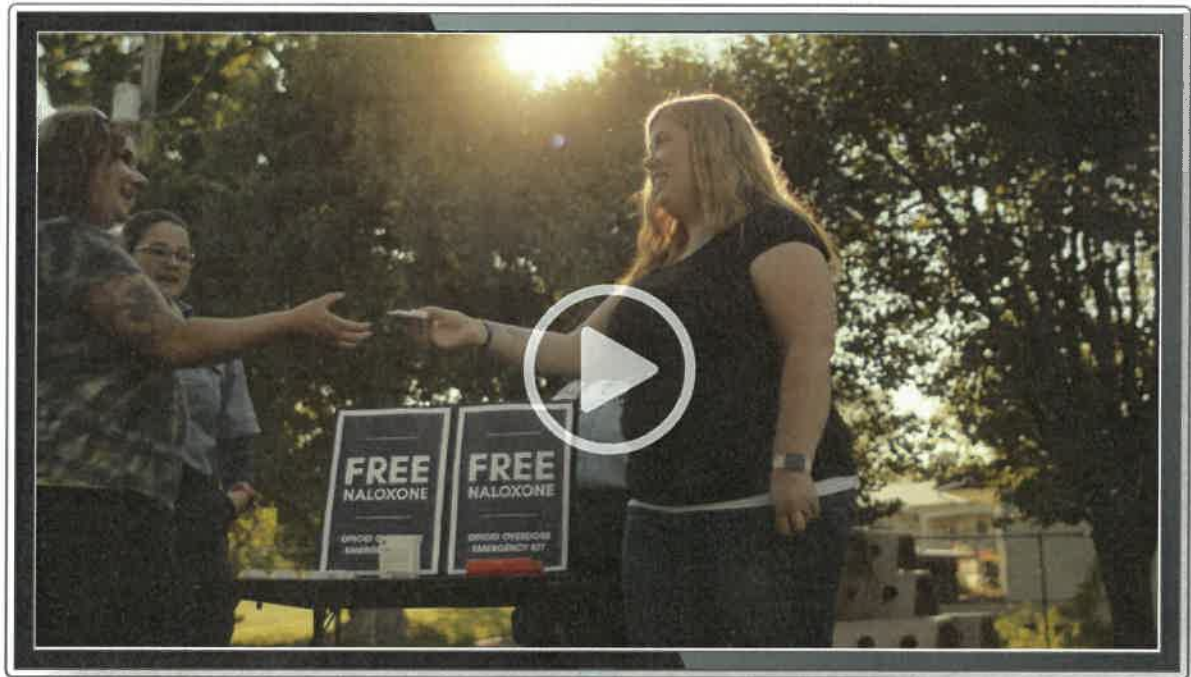
West Virginia Lottery - Holiday Winnings Are Pawsible Campaign.  
:30 TV Spot  
**See hard drive for video.**



West Virginia Lottery - Holiday Winnings Are Pawsible Campaign  
:30 Radio Spot  
**See hard drive for audio file.**



West Virginia Department of Health & Human Resources  
State Opioid Response - :30 Radio Spot "Lisa"  
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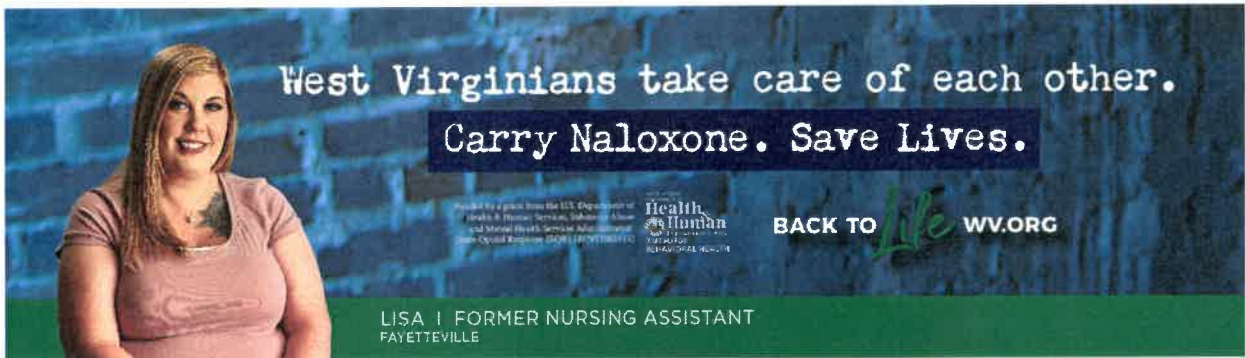


West Virginia Department of Health & Human Resources  
State Opioid Response - :30 TV Spot  
***See hard drive for video.***





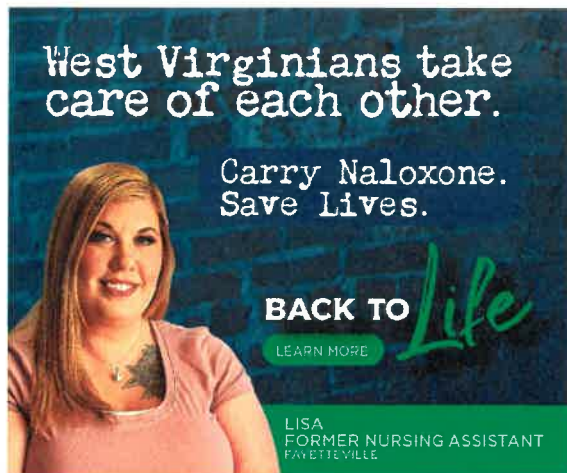
West Virginia Department of Health & Human Resources  
State Opioid Response — Billboard General Audience



West Virginia Department of Health & Human Resources  
State Opioid Response — Billboard Medical Audience



West Virginia Department of Health & Human Resources  
State Opioid Response — Digital Ad General Audience



West Virginia Department of Health & Human Resources  
State Opioid Response — Digital Ad Medical Audience



West Virginia Department of Health & Human Resources  
State Opioid Response — Pharmacy Bag



West Virginians  
take care  
of each other.

Carry Naloxone. Save Lives.

BACK TO *Life*

Anyone can overdose. One of the best ways to prevent death from an overdose is naloxone.

Ask your pharmacist if your insurance will cover the cost. You do not need a prescription.

Naloxone saves lives when it is used.

LEARN MORE AT  
[BACKTOLIFEWV.ORG](http://BACKTOLIFEWV.ORG)

WEST VIRGINIA  
Department of  
**Health & Human  
Resources**  
BUREAU FOR  
BEHAVIORAL HEALTH

Funded by a grant from the U.S. Department of Health & Human Services, Substance Abuse and Mental Health Services Administration (State Opioid Response) (N70) 111797100174 011

West Virginia Department of Health & Human Resources  
State Opioid Response — Pharmacy Poster



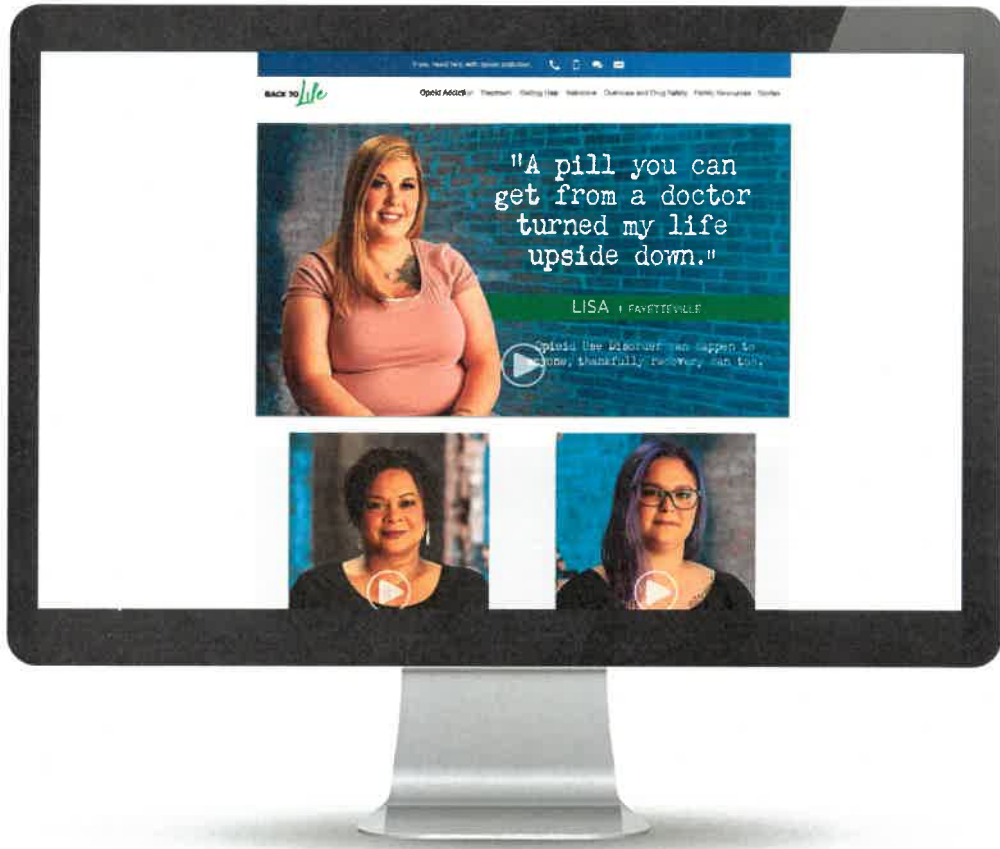
West Virginia Department of Health & Human Resources  
State Opioid Response — Testimonial Edna  
***See hard drive for video.***



West Virginia Department of Health & Human Resources  
State Opioid Response — Testimonial Jamie  
***See hard drive for video.***



West Virginia Department of Health & Human Resources  
State Opioid Response — Testimonial Lisa  
***See hard drive for video.***



West Virginia Department of Health & Human Resources  
State Opioid Response — Back to Life Website - Homepage



West Virginia Department of Health & Human Resources  
State Opioid Response — Back to Life Website - Naloxone



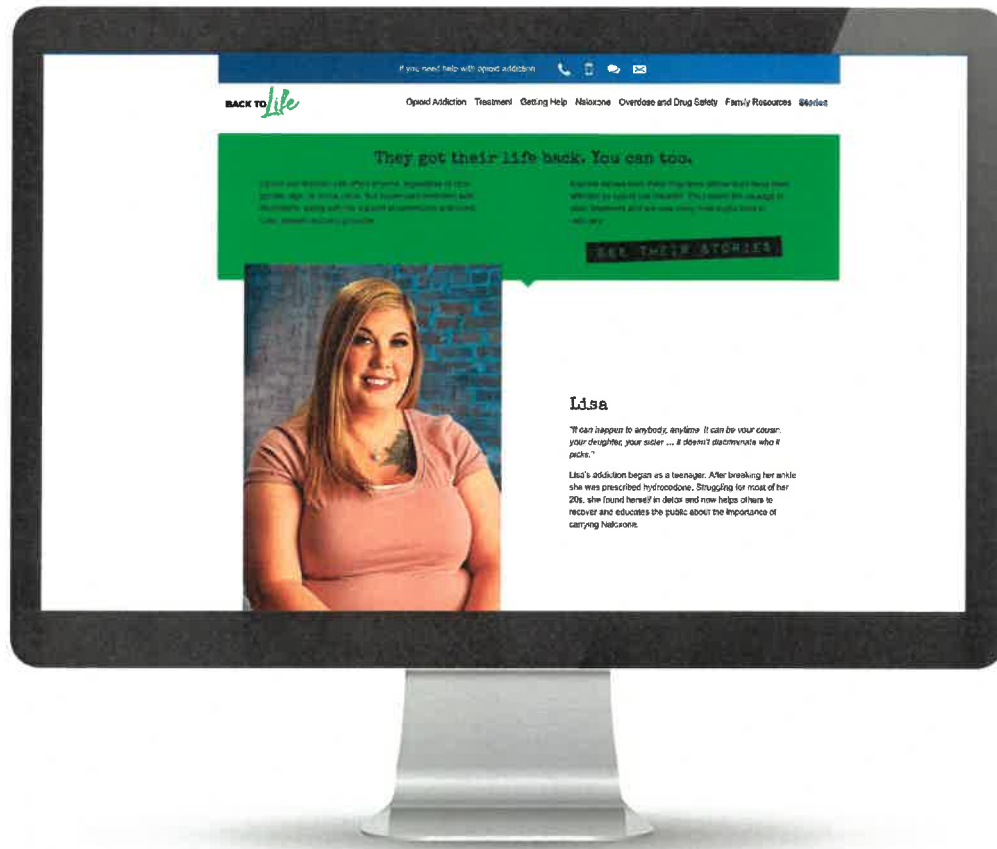


West Virginia Department of Health & Human Resources  
State Opioid Response — Back to Life Website — Overdose and Drug Safety



West Virginia Department of Health & Human Resources  
State Opioid Response — Back to Life Website — Family Resources





West Virginia Department of Health & Human Resources  
State Opioid Response — Back to Life Website — Stories



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**CAPITOLMARKET.NET | DOWNTOWN CHARLESTON**



shop. eat. chat.



**CAPITOLMARKET.NET | DOWNTOWN CHARLESTON**

Capitol Market - Billboards



Capitol Market - Website



My Market Annual Fund  
800 Smith Street  
Charleston, WV 25301

- Celebrity** - \$1,200 one-time gift
- Heirloom** - \$600 one-time gift
- Brandywine** - \$300 one-time gift
- Green** - \$120 one-time gift

Questions? Call Nichole at (304) 344-1905  
Thank you for your contribution.  
You can also donate online at:  
[CapitolMarket.NetworkForGood.com](http://CapitolMarket.NetworkForGood.com)

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
I'm enclosing my gift of:  
\$1,200  \$600  \$300  \$120  Other Gift Amount: \_\_\_\_\_  
I want my gift to be anonymous   
If paying by credit card, please complete below.  
Name: \_\_\_\_\_  
(Your name, as it appears on your card.)  
MC  VISA  AMEX  DISCOVER   
Credit Card Number: \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Email: \_\_\_\_\_  
(An email is required for all credit card transactions.)



**my market**  
LEVELS OF GIVING

**CELEBRITY - \$1,200 annual gift**  
Only 25 Opportunities Available  
My Market donors at the "Celebrity" Gift Level will receive their very own planter box displayed along Capitol Market's paths. Each planter box will feature a plaque with the donor's name and year, and will remain in place through our Outdoor Market season, April-December! Additionally, Celebrity donors will receive a limited edition custom print by a local artist, Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.  
Donor has the option to give \$100 monthly over 12 months to meet the Celebrity level.

**HEIRLOOM - \$600 annual gift**  
My Market donors at the "Heirloom" Gift Level will receive a limited release custom print by a local artist. Additionally, Heirloom donors will receive the Capitol Market Coupon Book and Sustainable Farmer's Market Bag. 75% of Gift is Tax Deductible.  
Donor has the option to give \$50 monthly over 12 months to meet the Heirloom level.

**BRANDYWINE - \$300 annual gift**  
My Market donors at the "Brandywine" Gift Level will receive a coupon book full of special offers from Capitol Market businesses - indoors and out! Additionally, Brandywine donors will receive the sustainable farmer's market bag. 75% of Gift is Tax Deductible.  
Donor has the option to give \$25 monthly over 12 months to meet the Brandywine level.

**GREEN - \$120 annual gift**  
My Market donors at the "Green" Gift Level will receive a sustainable farmer's market bag, perfect for shopping Capitol Market year-round! 75% of Gift is Tax Deductible.  
Donor has the option to give \$10 monthly over 12 months to meet the Green level.

**How You Can Give**  
Gifts for the "My Market Annual Fund" can be made directly to Capitol Market via a Board Member or our Executive Director, Nichole Greene-Herkins. In the time of social distancing, more options on the "My Market Annual Fund" can be given virtually via Zoom and gifts made through our donor platform - Network For Good.  
Gifts are accepted in the form of cash, credit or check. All credit card payments, one time and monthly, are processed through Network for Good.  
CapitolMarket.NetworkForGood.com

**Phone Us, Search Us**  
304.344.1905  
nichole@capitolmarket.net  
www.capitolmarket.net

#myCapitolMarket



**my market**  
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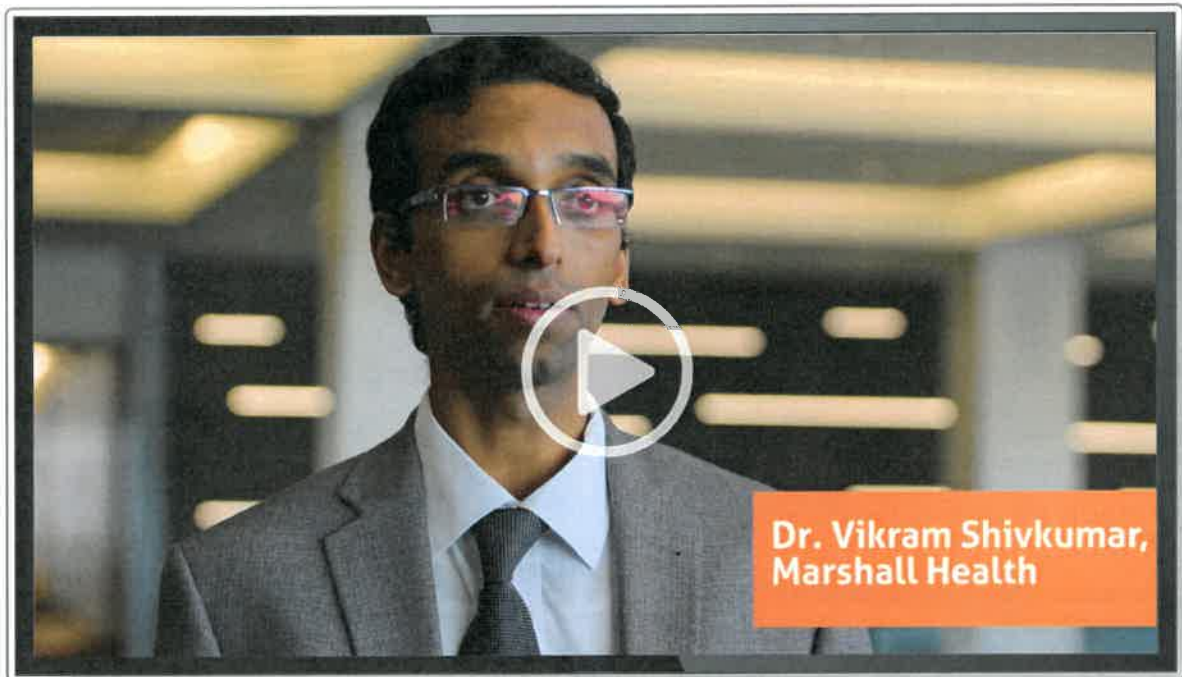
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**Phone Us, Search Us**  
304.344.1905  
nichole@capitolmarket.net  
www.capitolmarket.net

#myCapitolMarket

Capitol Market - My Market Direct Mail





Charleston Parkinson's Support Group — 3 Questions Video 1  
***See hard drive for video.***



Charleston Parkinson's Support Group — 3 Questions Video 2  
***See hard drive for video.***

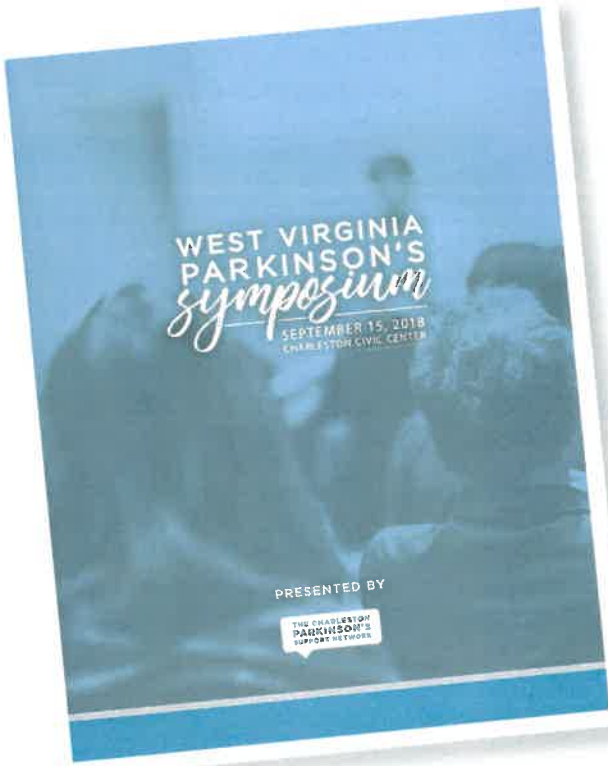


Charleston Parkinson's Support Group — Fox Trot 10th Anniversary Logo





Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Name Tags



OUR SPEAKERS

**ALI REZAI, M.D.**  
*WV Rockefeller Neuroscience Institute*

Dr. Rezaei earned his medical degree with honors from the University of Southern California and residency in neurosurgery at the University of Toronto. He then joined the neurosurgical faculty at New York University Medical Center, becoming the director of the Center for Functional and Restorative Neurosurgery in January 2009, when he joined the faculty at the Cleveland Clinic Foundation.

He was the director of the Center for Neurological Restoration, as well as the Steve and Lee Seidman Chair in Functional Neurosurgery at the Cleveland Clinic until July 2009, when he joined the faculty at the Ohio State University (OSU) in Columbus, Ohio. He was the Associate Dean of Neuroscience and the Director of the Neurological Institute until November 2017 when he joined West Virginia University as the Eminent Scholar and Director of the Rockefeller Neuroscience Institute (RNI). The RNI is a multidisciplinary clinical research unit consisting of over 150 full-time physicians and scientists in the Departments of Neurology, Neurosurgery, Psychiatry and Behavioral Health and Neuroscience.

**DAVE RUBRECHT**  
*Charleston Parkinson's Support Group*

Diagnosed with Parkinson's disease in 2011 and now focuses his attention on his health, his family, and learning all he can about his disease. Dave believes that although a "one size fits all" treatment is not available for Parkinson's, much more livable is right around the corner.

She attended Marshall University and completed post-graduate work at Mountain State University. She works tirelessly in the care of Alzheimer's and Parkinson's disease throughout West Virginia.

**JACKIE RUSSELL, RN, BSN, CNOR**  
*Delay the Disease*

Jackie Russell is a registered nurse, a certified surgical nurse, and a certified orthopedic nurse. She has worked in various settings including hospitals, ambulatory care, and long-term care. She is currently working for Delay the Disease, a non-profit organization dedicated to providing support and resources for individuals with Parkinson's disease.

She is a graduate of the Ohio State University and is co-founder and Program Development Coordinator for evidenced-based Parkinson's Wellness Program. Founded in collaboration with David Zales, 2006, this low-cost program is available to individuals with Parkinson's disease in 15 states and Ontario. She has been a featured speaker and educator at symposia and professional education programs. She feels that diagnosis and treatment in a holistic manner may be the best treatment.

**TERESA SEXTON, RN, MSN**  
*Cabell Huntington Hospital*

Teresa Sexton is a nurse practitioner at Cabell Huntington Hospital. She has a Master of Science in Nursing (MSN) from Eastern Kentucky University. She is currently working in the neurology department, providing care to patients with various neurological conditions.

She attended Marshall University and completed post-graduate work at Mountain State University. She works tirelessly in the care of Alzheimer's and Parkinson's disease throughout West Virginia.

**VIKRAM SHIVKUMAR, M.D., MDS**  
*Marshall Health*

Dr. Vikram Shivkumar is currently West Virginia's only Movement Disorder Specialist (MDS) - a neurologist specially trained to treat movement disorders such as Parkinson's disease. He joined Marshall Health as Assistant Professor in June 2015. He has been a member of Huntington and Tokyo Valley. He received his medical degree from the University of Medicine and Health Sciences, Indiana. His residency and Fellowship were completed at the University of Toledo Medical Center.

**JAMIE TRIDICO, PT, DPT**  
*CEO, Advanced Physical Therapy*

Jamie Tridico is a physical therapist and CEO of Advanced Physical Therapy. She has a Doctor of Physical Therapy (DPT) degree from the University of West Virginia. She is currently working in the neurology department, providing care to patients with various neurological conditions.

**AMBER VAN LAAR, M.D.**  
*University of Pittsburgh Medical Center*

Amber Van Laar is a neurologist at the University of Pittsburgh Medical Center. She has a medical degree from the University of Pittsburgh and completed her residency at the University of Pittsburgh Medical Center. She is currently working in the neurology department, providing care to patients with various neurological conditions.

She attended Marshall University and completed post-graduate work at Mountain State University. She works tirelessly in the care of Alzheimer's and Parkinson's disease throughout West Virginia.

Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Program



# THANK YOU TO OUR SPONSORS



Charleston Parkinson's Support Group - 2018 Parkinson's Symposium - Sponsor Board

ISSUE #1

Presented by VetNOW

# TheVirtualVet

share this tell friends

**Welcome to VetNOW's First Newsletter.**

We hope our stories from team members inspire you by what they do, remind you about why we do what we do, and why we love what we do, and motivate us to do better for our animals.

Sometimes we will offer commentary on our industry, sometimes we will ask you what you think. We hope to offer original content, share resources, like software tips to using VetNOW, and to share some things that are just fun.

Welcome to our communication, and let us know what you would like to learn from The Virtual Vet!

**Apryle Horbal, VMD, MPhil, MRCVS, DAVIDC-EQ**  
 CEO/President VetNOW  
[hello@vetnow.com](mailto:hello@vetnow.com)

**VetNOW Spotlight**

VetNOW for Food Supply Veterinary Medicine

**Dr. Gilbert Patterson, VMD, MPH, DACVPM**

VetNOW — Newsletter

ISSUE #1

VetNOW

# TheVirtualVet

share this tell friends

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**Apryle Horbal, VMD, MPhil, MRCVS, DAVIDC-EQ**  
 CEO/President VetNOW  
[hello@vetnow.com](mailto:hello@vetnow.com)

**VetNOW Spotlight**

VetNOW for Food Supply Veterinary Medicine

**Dr. Gilbert Patterson, VMD, MPH, DACVPM**

Dr. Gilbert "Gil" Patterson, VMD, MPH, DACVPM, has accepted a position at VetNOW as the Chief Medical Officer, Food Animal. Dr. Patterson will be integrating VetNOW's platform so that it fits the needs of food animal veterinarians and their clients. He will be working with the VetNOW team to further develop and improve the veterinarian's experience with the platform, by making it a one-stop shop for virtual visits, and will be helping the company navigate any needs that arise in the area of public health, preventative medicine and policy.

Dr. Patterson got his veterinary degree at the University of Pennsylvania College of Veterinary Medicine. After spending four years in food animal practice in Minnesota, he did a residency in Veterinary Public Health and Preventative Medicine at the University of Minnesota where he earned a Master of Public Health (MPH). He is currently the chair of the AVMA's Food Safety Advisory Committee. Welcome Dr. Patterson.

**Vet Telemedicine: Taking Center Stage During COVID-19**

VetNOW

VetNOW President Dr. Apryle Horbal, VMD, MPhil, MRCVS, DAVIDC-EQ, recently participated in a forum about the future of telemedicine and how connected health providers are dominating the veterinary-focused connected health areas. Given the limitations due to COVID-19, connecting veterinarians conveniently and efficiently with specialists is essential to healthier pets.

Dr. Horbal joined Julia Loew, Vice President of Global Companion Animal Marketing at Elanco, and Kristin Blonik, DVM, Senior Director of Global Research and External Innovation, also at Elanco, for the panel discussion.

"COVID-19 is changing the connected health business model, and as a result, we are seeing robust technologies, like VetNOW, changing how veterinarians see their animals," said Julia Loew about the direction of the industry.

"VetNOW realizes that we have a moment right now, during COVID-19, to take advantage of the changing environment and patient demands. Veterinarians and pet parents want a convenient way to provide the best health option for their pets."

Dr. Horbal says pet owners can do "connected curbside" visits and virtually stay side-by-side with their beloved pets even in a COVID-19 compliant virtual examining room. Connected curbside is when a pet owner drops off their pet to a veterinary clinic but stays connected via a tablet using VetNOW digital technology. Clients are asking for such technology because it is both easy and convenient, as well as enhances the relationship with the veterinarians during the visit. Also, the veterinarian can connect with specialists for a three way consult on the digital platform. Stay tuned for more about connected curbside care in our next newsletter.

LEARN MORE



**SFX:** Music up and under throughout spot.  
**OPEN:** Intro portrait shot of veterinarian (Sara).  
**VO:** Meet Sara. Sara is a veterinarian in a busy veterinary practice.  
**SEE:** Dr. Sara's character waving.  
**SUPER:** VetNOW Virtual Specialists



**CUT:** To veterinarian hospital setting.  
**SEE:** Dr. Sara and her patient (Duggy the Dog).  
**VO:** Her client's pet, Duggy, has just been diagnosed with advanced kidney disease. He isn't eating well and Duggy's owners have difficulty giving him his medications on time.



**SFX:** Hear head scratching sound effect.  
**CUT:** Close up of Dr. Sara.  
**SEE:** Dr. Sara scratching her head.  
**VO:** Sara doesn't have an Internal Medicine specialist in her practice and would have to send Duggy and her clients to a specialist far out of town.



**SFX:** Hear car motor.  
**CUT:** Close up of Duggy.  
**SEE:** Duggy sad and whimpering as he visualizes taking a road trip with in a thought bubble.  
**VO:** Long car rides add stress on Duggy and his owners.



**SFX:** Hear keyboard typing.  
**CUT:** To close up of welcome to VetNOW login screen on laptop and Dr. Sara in the foreground.  
**VO:** Sara recently heard about VetNOW, a telemedicine platform that quickly connects her veterinary practice ...



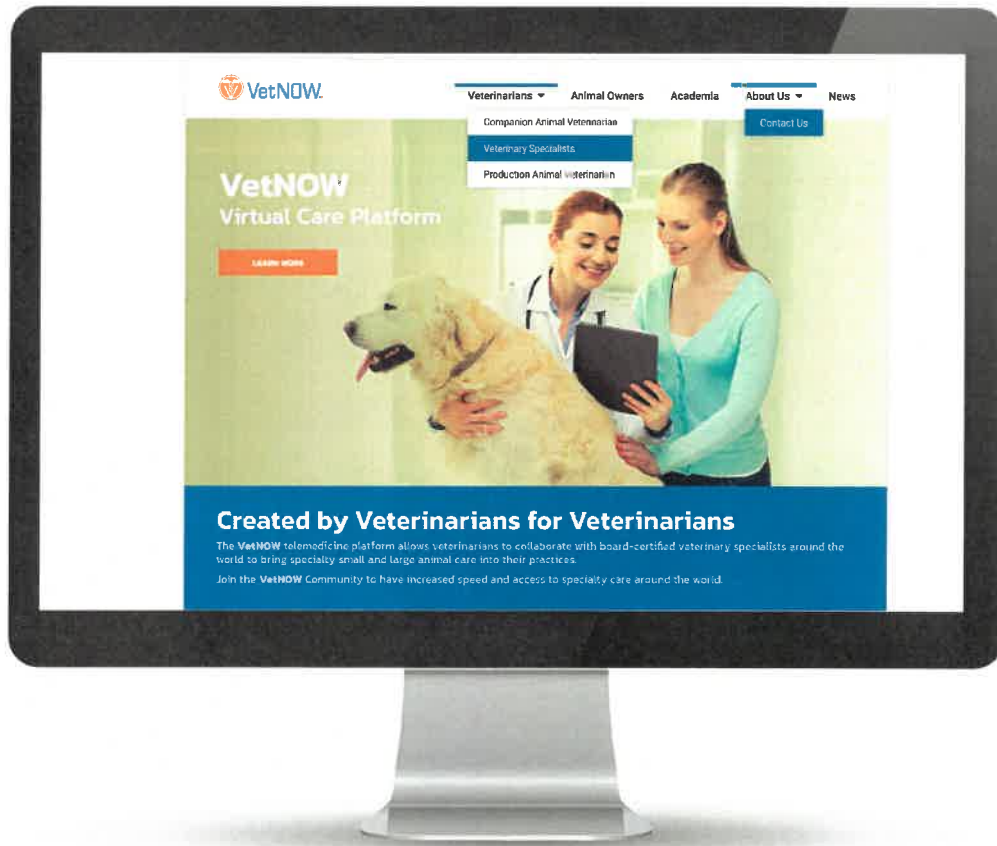
**CUT:** To blue card.  
**VO:** ... With specialty medical support in Internal Medicine, ...  
**SUPER:** VetNOW logo, Virtual Specialties.

VetNOW — Storyboard



VetNOW — Video  
***See hard drive for video.***





VetNOW — Website



West Virginia Department of Health & Human Resources  
Adolescent Pregnancy Prevention Initiative — Real Talk Logo 1





West Virginia Department of Health & Human Resources  
Adolescent Pregnancy Prevention Initiative — Video: Answering Sensitive Questions  
***See hard drive for video.***



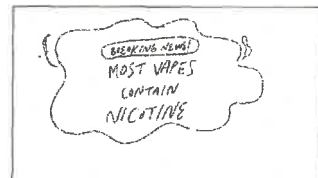
West Virginia Department of Health & Human Resources  
Adolescent Pregnancy Prevention Initiative — Video: Contraception  
***See hard drive for video.***



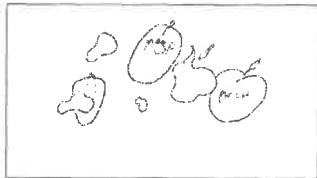
Two men talking  
v1: "Hey, what's up?"  
v2: "Hey, I'm good."



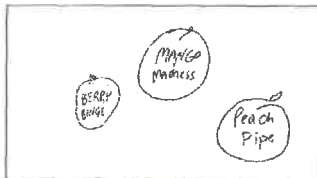
Close up of the vape screen  
v1: "Check out a new flavor..."



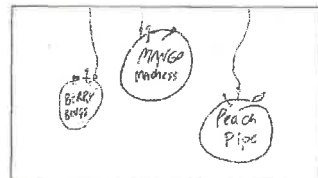
Smoke activated on  
v1: "Most vapes contain nicotine!"



Smoothie ingredients  
v1: "Apples, oranges, bananas..."



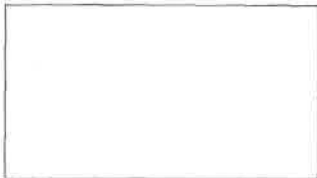
Client wants flavors created  
v1: "They're my fave fruits to get us hooked!"



Flavors activated in the device



Logo and all elements of the RAZE are placed up and not discussed  
v1: "It's time to bring the RAZE home!"



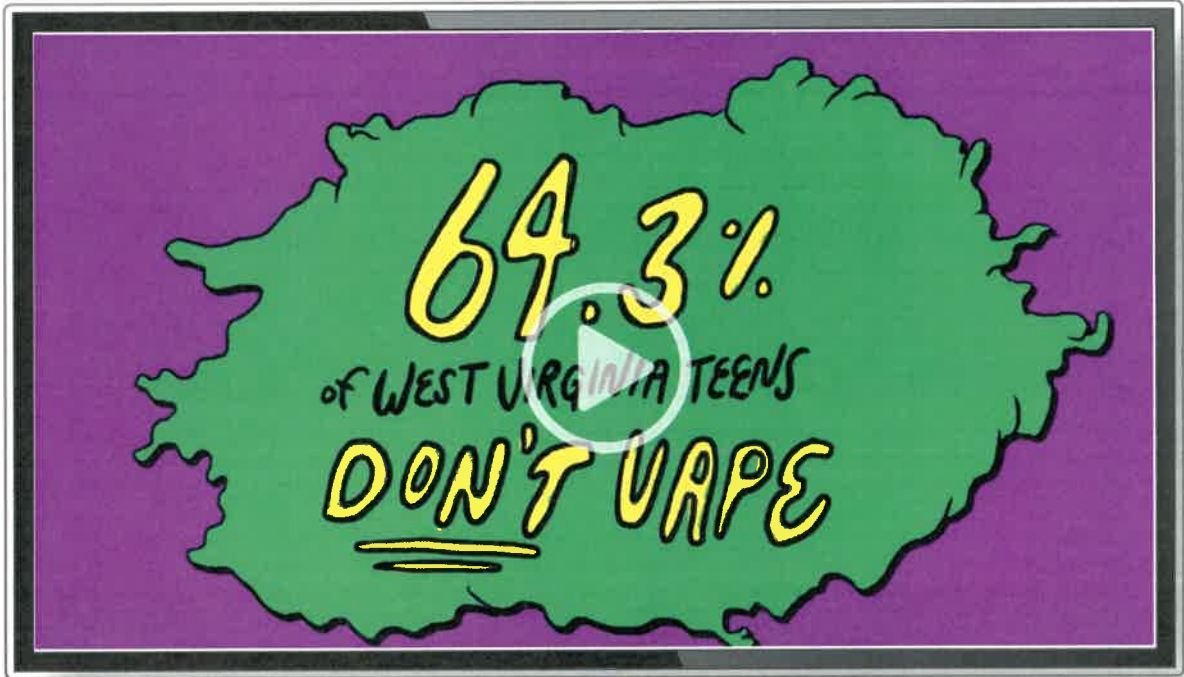
DHHR - DTP - RAZE Rough Video Storyboards



DHHR — DTP — RAZE Logo



DHHR - DTP - RAZE Stop the Liquid Lies Video 1  
*See hard drive for video.*



DHHR - DTP - RAZE Stop the Liquid Lies Video 2  
*See hard drive for video.*

**This belt is NOT optional.  
Buckle up, it's the law.**

#BuckleUpWV



**Make the connection.  
Seat belts save lives.**

#BuckleUpWV



**Every passenger. Every trip.  
Seat belts save lives.**

#BuckleUpWV



West Virginia Department of Transportation  
Click it or Ticket Billboards



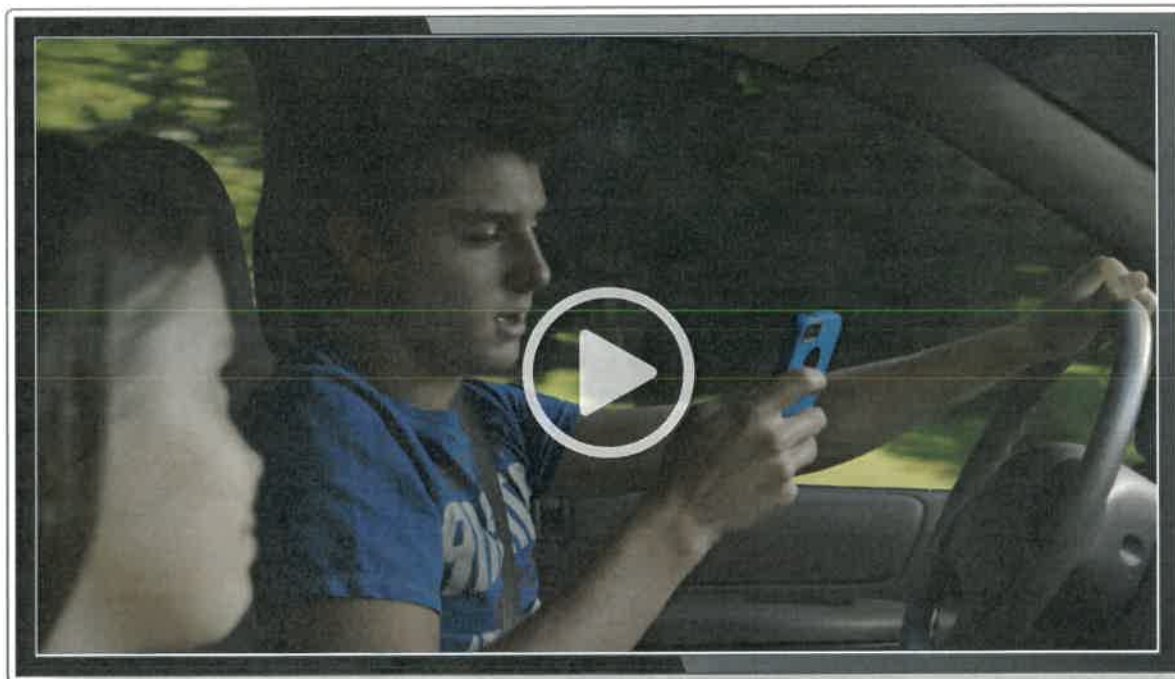


West Virginia Department of Transportation  
Distracted Driving Billboard





West Virginia Department of Transportation  
Just Drive Logo



West Virginia Department of Transportation  
Distracted Driving :30 TV Spot  
***See hard drive for video.***



West Virginia Department of Transportation  
Impaired Driving :15 TV Spot Checkpoint 1  
***See hard drive for video.***



West Virginia Department of Transportation  
Impaired Driving :15 TV Spot Checkpoint 2  
***See hard drive for video.***



West Virginia Department of Transportation  
Holiday Impaired Driving Billboard



West Virginia Department of Transportation  
Impaired Driving Social Media Campaign





West Virginia Department of Transportation  
Motorcycle Safety :30 TV Spot  
***See hard drive for video.***



West Virginia Cares — Website



**5.7 million**  
people in the U.S. and **38,000**  
in West Virginia age 65 years and  
older are living with *Alzheimer's disease.*

*Learn more* about our effort to support individuals living with  
dementia and to foster quality of life for them and their caregivers.



West Virginia Cares — Information Card

## Resources



For information about Alzheimer's disease and related dementias, caregiving, local resources and training programs visit [www.WVCARES.org](http://www.WVCARES.org) and our Facebook page, West Virginia CARES.

Key local resources include:

- Alzheimer's Association, [www.Alz.org](http://www.Alz.org), 24/7 Helpline: 1-800-272-3900
- The Alzheimer's Association & AARP Community Resource Finder, [www.alz.org/CRF](http://www.alz.org/CRF)
- ADEAR, Alzheimer's and related Dementias Education and Referral Center, 1-800-438-4380, [adear@nia.nih.gov](mailto:adear@nia.nih.gov) and [www.nia.nih.gov/health/alzheimers](http://www.nia.nih.gov/health/alzheimers)
- [AARP.org/caregiving](http://AARP.org/caregiving)

### West Virginia Bureau of Senior Services

#### LIGHTHOUSE Program

The LIGHTHOUSE Program provides in-home senior services with support in four areas:

- Personal Care — Grooming, Bathing, Dressing, and Toileting
- Mobility — Transferring In/Out of Bed and Walking
- Nutrition — Meal Preparation, Eating, and Grocery/Pharmacy Shopping
- Environment — Light Housecleaning, Making/Changing Bed, and Laundry

#### FAIR (Family Alzheimer's In-Home Respite)

Caring for a loved one with Alzheimer's disease or a related dementia can be very stressful, and caregivers need a regular break from the demands of the job. The FAIR Program, available in every county of West Virginia, offers relief to family caregivers and, at the same time, provides one-on-one attention and individualized activities for persons with a written diagnosis of Alzheimer's disease or a related dementia.

To learn more about the LIGHTHOUSE Program or FAIR (Family Alzheimer's In-Home Respite), please contact your county senior program, call the West Virginia Bureau of Senior Services toll-free at **1-877-987-3646** or visit [www.wseniorservices.gov](http://www.wseniorservices.gov).

West Virginia CARES – Coordinated Action, Response, Education and Support – is the nation's first statewide effort to help families living with dementia. The initiative's aim is to help organizations and individuals in non-profit, law enforcement, faith, business and other communities learn about dementia so they can assist those with memory loss. The West Virginia CARES collaboration empowers individuals, including caregivers and family members, living with Alzheimer's disease and other dementias to engage independently and safely in their communities.

The West Virginia University Health Science Center is leading the effort with support from the Claude W. Benedum Foundation. Other key partners include, AARP, Alzheimer's Association WV Chapter, the Joan C. Edwards School of Medicine at Marshall University, Quality Insights, The Manahan Group, the West Virginia Bureau of Senior Services, and the West Virginia Sheriff's Association.

West Virginia CARES — Resources



**YOU GOT  
THIS, MOM.  
AND WE'RE HERE TO HELP.**

**wic** WOMEN, INFANTS,  
& CHILDREN  
[dhhr.wv.gov/WIC](http://dhhr.wv.gov/WIC)



**APPLY  
TODAY!**

SCAN ME

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Dollar General + Family Dollar Receipt Ads

**YOU GOT THIS.**   
**AND WE'RE HERE TO HELP.**

 **WOMEN, INFANTS,  
& CHILDREN**  
**304.558.0030**



**APPLY  
TODAY!**

This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Grocery Store Shopping Cart Ads

**HAPPY FAMILY.**  
**HEALTHY FOOD.**  
**HEALTHY KID.**



**APPLY  
TODAY!**

**304.558.0030**

This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Grocery Store Shopping Cart Ads

## Digital Ticket Advertisement

WIC will be recognized as an Official Sponsor of the Charleston Dirty Birds and featured on all online and emailed ticket orders with a featured ad. Any ticket purchased can be emailed to a fan as a pdf. These documents can be printed at home or used directly on any smartphone and scanned at the entry gates. WIC will have an ad on all of these tickets.

WIC West Virginia will also receive:

- Ad on estimated 40,000 digital tickets
- Ability to have click thru link on the digital ticket
- Opportunity to change artwork and message throughout the season



Digital Ticket

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Power Park Sponsorship



Digital Signage



Outfield Sign

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Power Park Sponsorship





Autograph Sessions

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Power Park Sponsorship



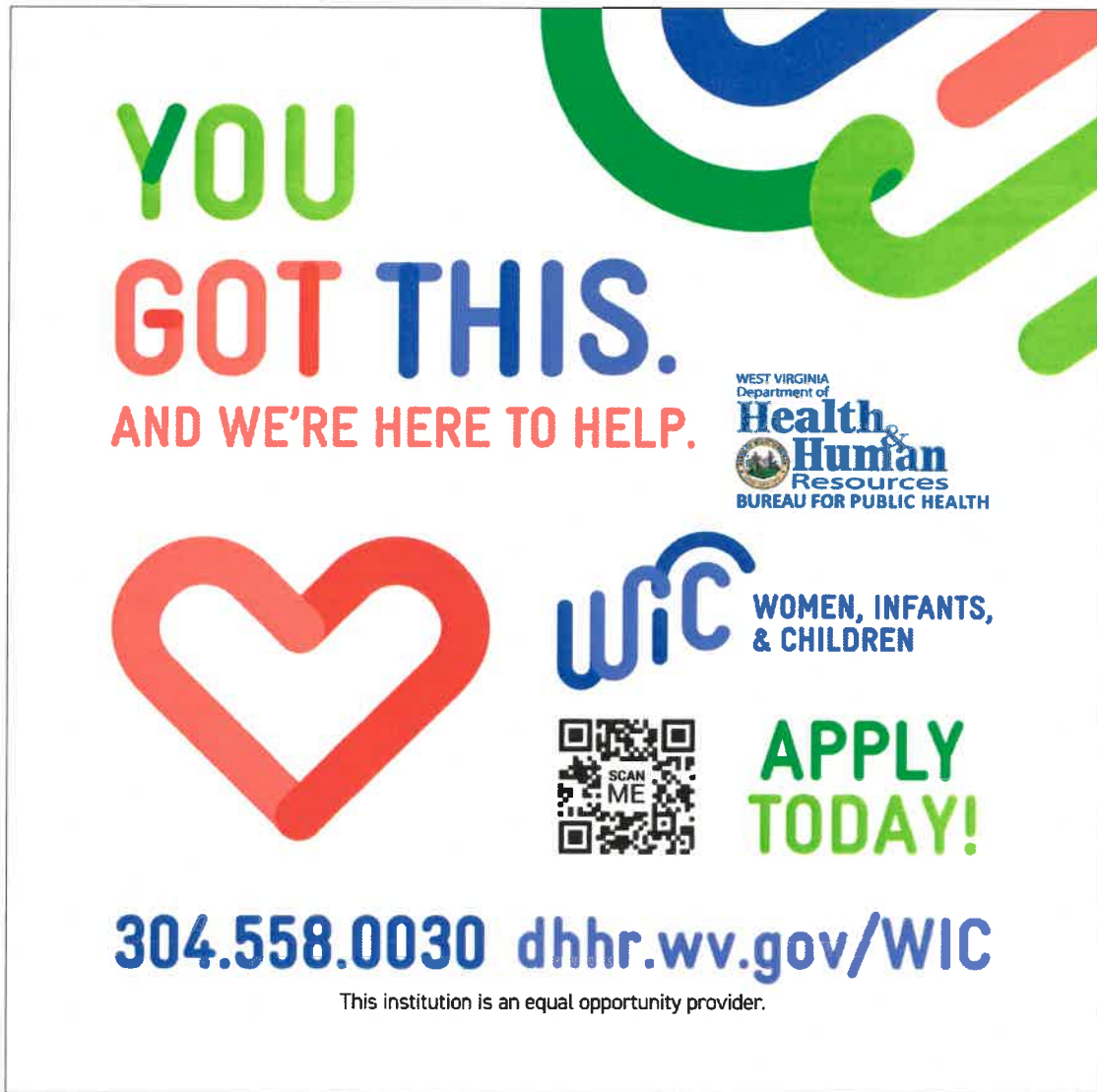


Promotional Items: Branded Sunglasses and Baseball

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Power Park Sponsorship





West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Regatta - Farmers Market Promotion



**YOU  
GOT THIS.  
AND WE'RE HERE TO HELP.**

WEST VIRGINIA  
Department of  
**Health & Human  
Resources**  
BUREAU FOR PUBLIC HEALTH

 **wic** **WOMEN, INFANTS,  
& CHILDREN**

 **APPLY  
TODAY!**

**304.558.0030 [dhr.wv.gov/WIC](http://dhr.wv.gov/WIC)**

This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Eastern Panhandle - Interior Ad



**HAPPY FAMILY.  
HEALTHY FOOD.  
HEALTHY KID.**

WEST VIRGINIA  
Department of  
**Health & Human  
Resources**  
BUREAU FOR PUBLIC HEALTH



**wic** WOMEN, INFANTS,  
& CHILDREN



**APPLY  
TODAY!**

**304.558.0030 dhhr.wv.gov/WIC**

This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Eastern Panhandle - Interior Ad





144



191



162



193



194



195



197



294



296



2105

**YOU GOT THIS.**  
**AND WE'RE HERE TO HELP.**

**APPLY TODAY!**  
[dhr.wv.gov/WIC](http://dhr.wv.gov/WIC)  
**304.558.0030**  
This institution is an equal opportunity provider.

WEST VIRGINIA  
Department of  
**Health & Human Resources**  
BUREAU FOR PUBLIC HEALTH

**wic** WOMEN, INFANTS,  
& CHILDREN

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Eastern Panhandle - Panel Ad



**YOU GOT THIS.**  
**AND WE'RE HERE TO HELP.**

**WIC** WOMEN, INFANTS, & CHILDREN

WEST VIRGINIA Department of **Health & Human Resources**  
BUREAU FOR PUBLIC HEALTH

304.558.0030 [dhr.wv.gov/WIC](http://dhr.wv.gov/WIC)

**APPLY TODAY!**

This institution is an equal opportunity provider.

**HAPPY FAMILY.**  
**HEALTHY FOOD.**  
**HEALTHY KID.**

**WIC** WOMEN, INFANTS, & CHILDREN

WEST VIRGINIA Department of **Health & Human Resources**  
BUREAU FOR PUBLIC HEALTH

304.558.0030 [dhr.wv.gov/WIC](http://dhr.wv.gov/WIC)

**APPLY TODAY!**

This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Mountain Line - Interior Ad Card



**YOU  
GOT THIS.**  
AND WE'RE HERE TO HELP.



WEST VIRGINIA  
Department of  
**Health & Human  
Resources**  
BUREAU FOR PUBLIC HEALTH

**wic** WOMEN, INFANTS,  
& CHILDREN

**APPLY TODAY!**  
**304.558.0030**  
**[dhr.wv.gov/WIC](http://dhr.wv.gov/WIC)**

This institution is an equal opportunity provider.



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Gateway Outdoor - Bus Shelter



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Gateway Outdoor - King Kong





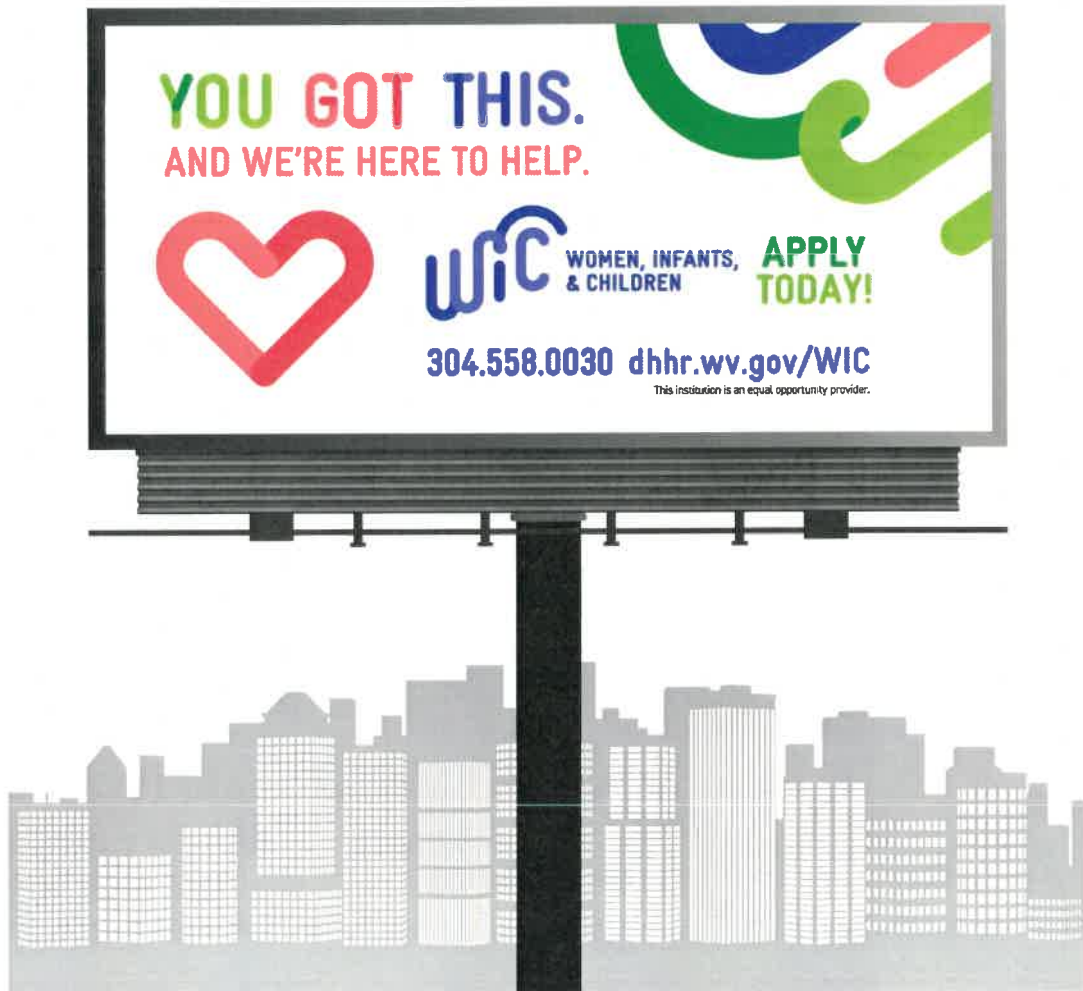
**YOU GOT THIS.**  
**AND WE'RE HERE TO HELP.**

**WEST VIRGINIA**  
Department of  
**Health & Human Resources**  
BUREAU FOR PUBLIC HEALTH

**wic** WOMEN, INFANTS,  
& CHILDREN

**APPLY TODAY!**  
**dhr.wv.gov/WIC**  
**304.558.0030**  
This institution is an equal opportunity provider.

West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Transit Signage - Gateway Outdoor - Queen



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Outdoor Advertising



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Outdoor Advertising



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Digital Advertising



West Virginia Women, Infants and Children Program (WIC)  
You Got This Campaign + Healthy Family, Healthy Food, Healthy Kid Campaign  
Digital Advertising



Bringing together professionals to embrace change and vividly inspire confidence.

Women, Infants and Children Konference 2022  
Theme and Branding



Women, Infants and Children 2022 Konference  
Save the Date





Women, Infants and Children 2022 Conference - Theme and Branding  
Ballroom, Corduroy Inn and Lodge at Snowshoe Resort






Women, Infants and Children 2022 Conference - Theme and Branding  
Ballroom, Corduroy Inn and Lodge at Snowshoe Resort



Women, Infants and Children 2022 Conference  
Attendee Name Tags and Signage



Women, Infants and Children 2022 Conference  
Attendee Name Tag



## KALEIDOSCOPE

### The Evolving Landscape West Virginia Conference 2022

Bringing together professionals to embrace change  
and vividly inspire confidence.

July 12-14, 2022  
Snowshoe Mountain Resort

### AGENDA

**Day 1 - Monday, July 11**

11 AM - 12 PM. Closed Conference Meeting...  
12 PM - 1 PM. Conference Lunch...  
1 PM - 2 PM. David Weidage Conference Session...  
2 PM - 3 PM. David Weidage Conference Session...  
3 PM - 4 PM. Conference Session...  
4 PM - 5 PM. Conference Session...  
5 PM - 6 PM. Conference Session...  
6 PM - 7 PM. Conference Session...  
7 PM - 8 PM. Conference Session...  
8 PM - 9 PM. Conference Session...  
9 PM - 10 PM. Conference Session...  
10 PM - 11 PM. Conference Session...  
11 PM - 12 AM. Conference Session...

**Day 2 - Tuesday, July 12**

6:30 AM - 7:30 AM. Breakfast...  
7:30 AM - 8:30 AM. Breakfast...  
8:30 AM - 9:30 AM. Breakfast...  
9:30 AM - 10:30 AM. Breakfast...  
10:30 AM - 11:30 AM. Breakfast...  
11:30 AM - 12:30 PM. Breakfast...  
12:30 PM - 1:30 PM. Breakfast...  
1:30 PM - 2:30 PM. Breakfast...  
2:30 PM - 3:30 PM. Breakfast...  
3:30 PM - 4:30 PM. Breakfast...  
4:30 PM - 5:30 PM. Breakfast...  
5:30 PM - 6:30 PM. Breakfast...  
6:30 PM - 7:30 PM. Breakfast...  
7:30 PM - 8:30 PM. Breakfast...  
8:30 PM - 9:30 PM. Breakfast...  
9:30 PM - 10:30 PM. Breakfast...  
10:30 PM - 11:30 PM. Breakfast...  
11:30 PM - 12:30 AM. Breakfast...

Follow the Kaleidoscope Code of Colors

Nutrition
  Breastfeeding
  Support

### AGENDA

**Day 2 - Tuesday, July 12 (CONTINUED)**

4 PM - 5 PM. Breakfast Session...  
5 PM - 6 PM. Breakfast Session...  
6 PM - 7 PM. Breakfast Session...  
7 PM - 8 PM. Breakfast Session...  
8 PM - 9 PM. Breakfast Session...  
9 PM - 10 PM. Breakfast Session...  
10 PM - 11 PM. Breakfast Session...  
11 PM - 12 AM. Breakfast Session...

**Day 3 - Wednesday, July 13**

6:30 AM - 7:30 AM. Breakfast...  
7:30 AM - 8:30 AM. Breakfast...  
8:30 AM - 9:30 AM. Breakfast...  
9:30 AM - 10:30 AM. Breakfast...  
10:30 AM - 11:30 AM. Breakfast...  
11:30 AM - 12:30 PM. Breakfast...  
12:30 PM - 1:30 PM. Breakfast...  
1:30 PM - 2:30 PM. Breakfast...  
2:30 PM - 3:30 PM. Breakfast...  
3:30 PM - 4:30 PM. Breakfast...  
4:30 PM - 5:30 PM. Breakfast...  
5:30 PM - 6:30 PM. Breakfast...  
6:30 PM - 7:30 PM. Breakfast...  
7:30 PM - 8:30 PM. Breakfast...  
8:30 PM - 9:30 PM. Breakfast...  
9:30 PM - 10:30 PM. Breakfast...  
10:30 PM - 11:30 PM. Breakfast...  
11:30 PM - 12:30 AM. Breakfast...

Follow the Kaleidoscope Code of Colors

Nutrition
  Breastfeeding
  Support

### AGENDA

**Day 3 - Wednesday, July 13 (CONTINUED)**

1:30 PM - 2:30 PM. Breakfast Session...  
2:30 PM - 3:30 PM. Breakfast Session...  
3:30 PM - 4:30 PM. Breakfast Session...  
4:30 PM - 5:30 PM. Breakfast Session...  
5:30 PM - 6:30 PM. Breakfast Session...  
6:30 PM - 7:30 PM. Breakfast Session...  
7:30 PM - 8:30 PM. Breakfast Session...  
8:30 PM - 9:30 PM. Breakfast Session...  
9:30 PM - 10:30 PM. Breakfast Session...  
10:30 PM - 11:30 PM. Breakfast Session...  
11:30 PM - 12:30 AM. Breakfast Session...

**Day 4 - Thursday, July 14**

6:30 AM - 7:30 AM. Breakfast...  
7:30 AM - 8:30 AM. Breakfast...  
8:30 AM - 9:30 AM. Breakfast...  
9:30 AM - 10:30 AM. Breakfast...  
10:30 AM - 11:30 AM. Breakfast...  
11:30 AM - 12:30 PM. Breakfast...  
12:30 PM - 1:30 PM. Breakfast...  
1:30 PM - 2:30 PM. Breakfast...  
2:30 PM - 3:30 PM. Breakfast...  
3:30 PM - 4:30 PM. Breakfast...  
4:30 PM - 5:30 PM. Breakfast...  
5:30 PM - 6:30 PM. Breakfast...  
6:30 PM - 7:30 PM. Breakfast...  
7:30 PM - 8:30 PM. Breakfast...  
8:30 PM - 9:30 PM. Breakfast...  
9:30 PM - 10:30 PM. Breakfast...  
10:30 PM - 11:30 PM. Breakfast...  
11:30 PM - 12:30 AM. Breakfast...

Follow the Kaleidoscope Code of Colors

Nutrition
  Breastfeeding
  Support

### AGENDA

**Day 4 - Thursday, July 14**

6:30 AM - 7:30 AM. Breakfast...  
7:30 AM - 8:30 AM. Breakfast...  
8:30 AM - 9:30 AM. Breakfast...  
9:30 AM - 10:30 AM. Breakfast...  
10:30 AM - 11:30 AM. Breakfast...  
11:30 AM - 12:30 PM. Breakfast...  
12:30 PM - 1:30 PM. Breakfast...  
1:30 PM - 2:30 PM. Breakfast...  
2:30 PM - 3:30 PM. Breakfast...  
3:30 PM - 4:30 PM. Breakfast...  
4:30 PM - 5:30 PM. Breakfast...  
5:30 PM - 6:30 PM. Breakfast...  
6:30 PM - 7:30 PM. Breakfast...  
7:30 PM - 8:30 PM. Breakfast...  
8:30 PM - 9:30 PM. Breakfast...  
9:30 PM - 10:30 PM. Breakfast...  
10:30 PM - 11:30 PM. Breakfast...  
11:30 PM - 12:30 AM. Breakfast...

YOUR FEEDBACK IS IMPORTANT

Please follow the QR code to fill out a Conference evaluation.



SCAN ME

Thank you!





Women, Infants and Children 2022 Conference  
Promotional items include coloring pencils for coloring pages in the program and charging stations



Women, Infants and Children 2022 Conference  
Branded Digital Signage



Women, Infants and Children 2022 Konference  
T-shirt Design



Women, Infants and Children 2022 Conference  
Branded Step and Repeat





Women, Infants and Children 2022 Conference  
Photobooth and Props



Women, Infants and Children 2022 Conference  
Photobooth Props



Women, Infants and Children 2022 Conference  
Custom design raffle prize - Cornhole Boards



Women, Infants and Children 2022 Conference  
Swag Kaleidoscope and Thank You Card for Vendors



# **Addendum D Research**





**THE MANAHAN GROUP LLC**

222 CAPITOL STREET, STE 500 / CHARLESTON, WV 25301  
P: 304.343.2800 / F: 304.343.2788 / MANAHANGROUP.COM

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**Respondent Demographics**

Age

Sex

Location

Occupation

Law Enforcement

EMT/EMS

Fire Department

Physician

Pharmacist

**Baseline Survey Questions**

Have you or a loved one experienced Opioid Use Disorder?

(Y/N)

For the following questions, please select the response 1-5 that most closely aligns with your feelings.

***Survey Scale 1***

- 1 *Strongly Disagree*
- 2 *Disagree*
- 3 *Undecided / Neutral*
- 4 *Agree*
- 5 *Strongly Agree*

West Virginia is on the right track to resolve the Opioid Use Disorder problem.

Opioid Use Disorder is a disease.

Medication, such as buprenorphine, methadone, or naltrexone, is a highly effective treatment option for individuals with Opioid Use Disorder.

Opioid Use Disorder affects residents from all walks of life.

We must use every measure to treat individuals with Opioid Use Disorder.

I believe that West Virginia can overcome the Opioid epidemic.

I believe in utilizing medication to treat Opioid Use Disorder.

CRFP 0327 COM2300000001 - Advertising Services

Individuals with Opioid Use Disorder lack self-discipline.

The community should support individuals with an Opioid Use Disorder who seek help.

Treatment with medication is simply trading one drug for another.

Individuals with Opioid Use Disorder can become contributing members of the community.

For the following questions, please select the response 1-5 that most closely aligns with your feelings.

*Survey Scale 2*

- 1 *Never*
- 2 *Almost Never*
- 3 *Sometimes*
- 4 *Always*

I carry Naloxone with me while working.

I carry Naloxone with me in my daily life.

I am concerned about accidental needle sticks while responding to emergency calls.

I am confident in administering naloxone should it be necessary.

I have blamed individuals with Opioid Use Disorder for poor life choices.

# Recovery is Possible Campaign



## SURVEY KEY INSIGHTS - OVERALL

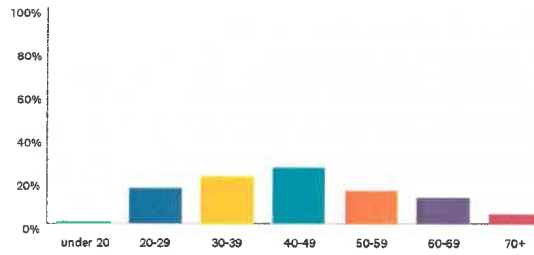
- All respondents answered 20 of the 22 questions.
- Majority (26.47%) of respondents were 40-49; 0.98% were under 20.
- 29 counties did not have respondents.
- Monongalia (14.71%), Cabell (13.73%), Kanawha (9.80%) had the most residents respond.
- 97.06% are white or Caucasian, 1.96% are American Indian or Alaska Native, and 0.98% are Black or African American
- Pharmacist (26.47%) was the majority occupation, followed by healthcare provider (19.61%).
- Law enforcement and the written in responses were the least represented at 11.76% respectively.
- Other occupation responses included emergency physician, pharmacy technician, pharmacy student, Peer Recovery Support Specialist, QRT, Recovery, SUD, Suboxone Case Manager, QRT Case Manager, Nonprofit food programs coordinator, Quick Response Team Program Director, and Peer Recovery Coach
- Have you or a loved one experienced Opioid Use Disorder? 57.84% answered no.
- West Virginia is on the right track to resolve the Opioid Use Disorder problem. 30.39% Disagree, 28.43% Undecided/neutral, 24.51% Agree, 13.73% Strongly Disagree, and 2.94% Strongly Agree
- 32.35% strongly agree that Opioid Use Disorder is a disease.
- 38.61% agree that medications, such as buprenorphine, methadone, or naloxone, are highly effective treatment options for individuals with Opioid Use Disorder. 23.76 % are undecided/neutral.
- 67.65% strongly agree that Opioid Use Disorder affects resident from all walks of life.
- 84.31% agree or strongly agree that we must use every measure to treat individuals with Opioid Use Disorder.
- 39.22% agree believe that West Virginia can overcome the opioid epidemic. 30.39% are undecided/neutral.
- 55.88% disagree with the statement: I believe Opioid use Disorder is (nearly) impossible to overcome.
- 36.27% agree or strongly agree with the statement: individuals with Opioid Use Disorder lack self-discipline.
- 90.20% agree or strongly agree that the community should support individuals with an Opioid Use Disorder who seek help.
- 32.35% of respondents disagree that treating Opioid Use Disorder with medication is simply trading one drug for another, but 25.49% agree.
- 97.03% agree or strongly agree that individuals with Opioid use Disorder can become contributing members of the community.
- 25.49% agree with the statement "I believe individuals with Opioid Use Disorder are to blame for poor life choices."
- 31.3% never carry naloxone while working. 50% always carry naloxone while working.
- 56.86% never carry naloxone in daily life.
- 36% are sometimes concerned about accidental needle sticks while responding to emergency calls. 27% are always concerned, 23% are never concerned, and 14% are almost never concerned.
- 73% are always confident in administering naloxone should it be necessary. 2% are never confident, 3% are almost never confident, and 22% are sometimes confident.



Opioid Use Disorder Survey

Q1 What is your age?

Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
under 20	0.98%	1
20-29	16.67%	17
30-39	22.55%	23
40-49	26.47%	27
50-59	15.69%	16
60-69	12.75%	13
70+	4.90%	5
<b>TOTAL</b>		<b>102</b>

Opioid Use Disorder Survey

Q2 In which county do you reside?

Answered: 102 Skipped: 0



CRFP 0327 COM2300000001 - Advertising Services

Opioid Use Disorder Survey

ANSWER CHOICES	RESPONSES	
Barbour	0.00%	0
Berkeley	0.98%	1
Boone	1.96%	2
Braxton	0.00%	0
Brooke	0.00%	0
Cabell	13.73%	14
Calhoun	0.98%	1
Clay	0.00%	0
Doddridge	0.00%	0
Fayette	1.96%	2
Gilmer	0.00%	0
Grant	0.98%	1
Greenbrier	0.00%	0
Hampshire	0.00%	0
Hancock	0.00%	0
Hardy	0.98%	1
Harrison	0.00%	0
Jackson	1.96%	2
Jefferson	0.00%	0
Kanawha	9.80%	10
Lewis	0.98%	1
Lincoln	0.98%	1
Logan	7.84%	8
Marion	0.00%	0
Marshall	0.00%	0
Mason	0.00%	0
McDowell	0.00%	0
Mercer	6.86%	7
Mineral	0.00%	0
Mingo	0.98%	1
Monongalia	14.71%	15
Monroe	0.98%	1
Morgan	0.00%	0
Nicholas	4.90%	5
Ohio	0.98%	1
Pendleton	0.00%	0
Pleasants	0.00%	0
Pocahontas	1.96%	2
Preston	0.00%	0
Putnam	8.82%	9
Raleigh	8.82%	9
Randolph	0.00%	0
Ritchie	0.00%	0
Roane	0.98%	1
Summers	0.00%	0
Taylor	0.98%	1
Tucker	0.00%	0

CRFP 0327 COM2300000001 - Advertising Services

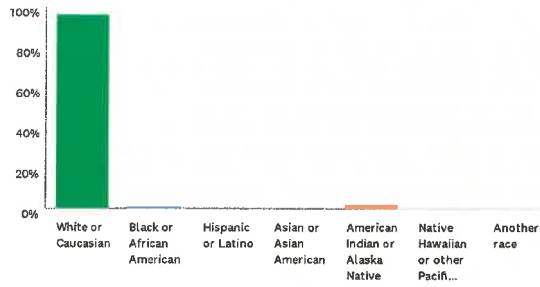
Opioid Use Disorder Survey

Tyler	0.00%	0
Upshur	0.00%	0
Wayne	2.94%	3
Webster	0.00%	0
Wetzel	0.00%	0
Wirt	0.00%	0
Wood	0.98%	1
Wyoming	1.96%	2
TOTAL		102

Opioid Use Disorder Survey

Q3 Which of the following best describes you?

Answered: 102 Skipped: 0

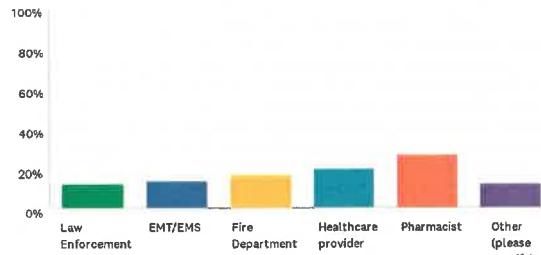


ANSWER CHOICES	RESPONSES	
White or Caucasian	97.06%	99
Black or African American	0.98%	1
Hispanic or Latino	0.00%	0
Asian or Asian American	0.00%	0
American Indian or Alaska Native	1.96%	2
Native Hawaiian or other Pacific Islander	0.00%	0
Another race	0.00%	0
<b>TOTAL</b>		<b>102</b>

Opioid Use Disorder Survey

Q4 Which of the following best describes your current occupation?

Answered: 102 Skipped: 0



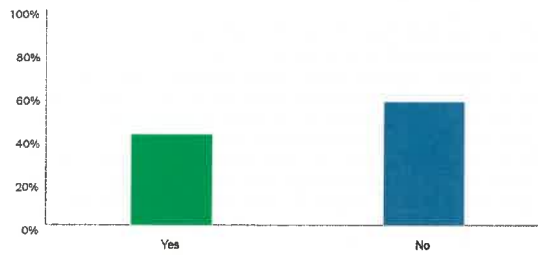
ANSWER CHOICES	RESPONSES	
Law Enforcement	11.76%	12
EMT/EMS	13.73%	14
Fire Department	16.67%	17
Healthcare provider	19.61%	20
Pharmacist	26.47%	27
Other (please specify)	11.76%	12
<b>TOTAL</b>		<b>102</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Emergency physician	6/23/2021 4:25 AM
2	Pharmacy Technician	6/14/2021 10:30 AM
3	pharmacy student	6/12/2021 9:01 PM
4	Peer Recovery Support Specialist	4/28/2021 11:54 AM
5	QRT	4/28/2021 9:45 AM
6	Recovery	4/28/2021 8:47 AM
7	SUD	4/28/2021 8:34 AM
8	Suboxone case manager	4/28/2021 8:29 AM
9	QRT Casemanager	4/28/2021 8:26 AM
10	Nonprofit food programs coordinator	4/28/2021 8:19 AM
11	Quick Response Team Program Director	4/28/2021 8:10 AM
12	Peer Recovery Coach	4/28/2021 7:45 AM

Opioid Use Disorder Survey

Q5 Have you or a loved one experienced Opioid Use Disorder?

Answered: 102 Skipped: 0



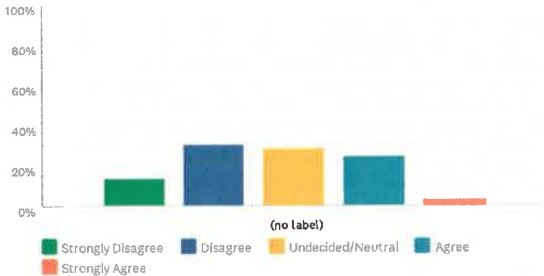
ANSWER CHOICES	RESPONSES	
Yes	42.16%	43
No	57.84%	59
Total Respondents: 102		



Opioid Use Disorder Survey

Q6 West Virginia is on the right track to resolve the Opioid Use Disorder problem.

Answered: 102 Skipped: 0

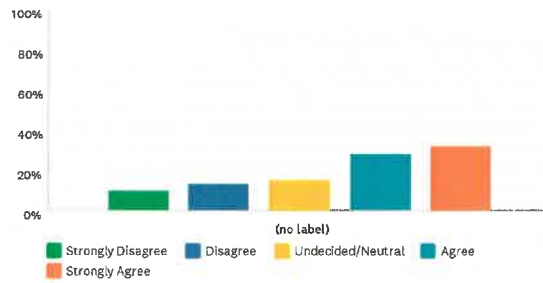


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.73% 14	30.39% 31	28.43% 29	24.51% 25	2.94% 3	102	2.73

Opioid Use Disorder Survey

Q7 Opioid Use Disorder is a disease.

Answered: 102 Skipped: 0

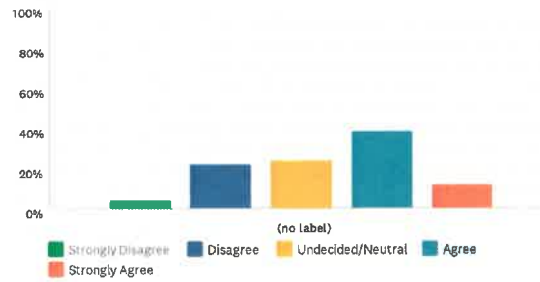


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	9.80% 10	13.73% 14	15.69% 16	28.43% 29	32.35% 33	102	3.60

Opioid Use Disorder Survey

Q8 Medications, such as buprenorphine, methadone or naloxone, are highly effective treatment options for individuals with Opioid Use Disorder.

Answered: 101 Skipped: 1

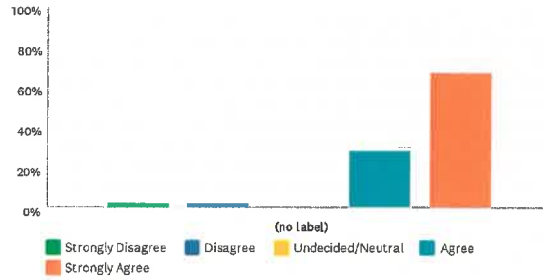


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.96%	21.78%	23.76%	38.61%	11.88%	101	3.33
	4	22	24	39	12		

Opioid Use Disorder Survey

Q9 Opioid Use Disorder affects residents from all walks of life.

Answered: 102 Skipped: 0

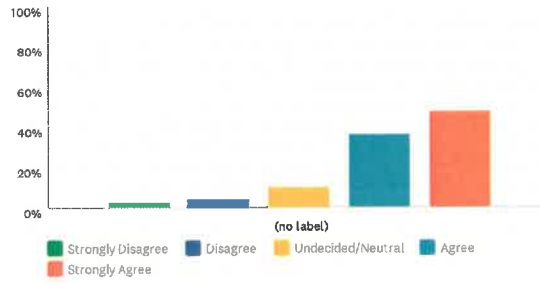


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	1.96%	1.96%	0.00%	28.43%	67.65%	102	4.58
	2	2	0	29	69		

Opioid Use Disorder Survey

Q10 We must use every measure to treat individuals with Opioid Use Disorder.

Answered: 102 Skipped: 0

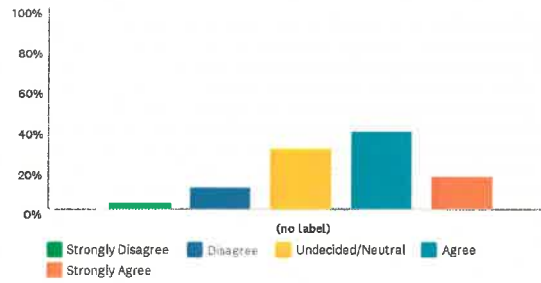


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	1.96%	3.92%	9.80%	36.27%	48.04%	102	4.25
	2	4	10	37	49		

Opioid Use Disorder Survey

Q11 I believe West Virginia can overcome the opioid epidemic.

Answered: 102 Skipped: 0

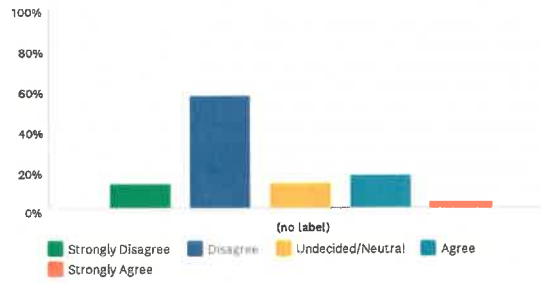


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	2.94% 3	10.78% 11	30.39% 31	39.22% 40	16.67% 17	102	3.56

Opioid Use Disorder Survey

Q12 I believe Opioid Use Disorder is (nearly) impossible to overcome.

Answered: 102 Skipped: 0

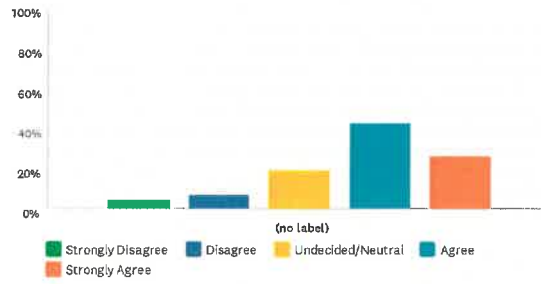


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	11.76%	55.88%	12.75%	16.67%	2.94%	102	2.43
	12	57	13	17	3		

Opioid Use Disorder Survey

Q13 I believe in the option of utilizing medication to treat Opioid Use Disorder.

Answered: 102 Skipped: 0



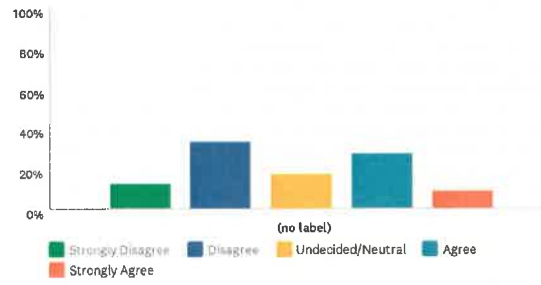
	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	3.92%	6.86%	19.61%	43.14%	26.47%	102	3.81
	4	7	20	44	27		



Opioid Use Disorder Survey

Q14 Individuals with Opioid Use Disorder lack self-discipline.

Answered: 102 Skipped: 0

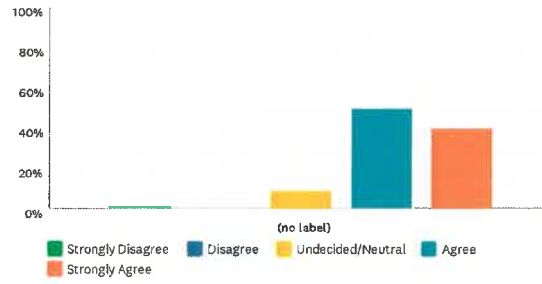


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	12.75% 13	33.33% 34	17.65% 18	27.45% 28	8.82% 9	102	2.86

Opioid Use Disorder Survey

Q15 The community should support individuals with an Opioid Use Disorder who seek help.

Answered: 102 Skipped: 0

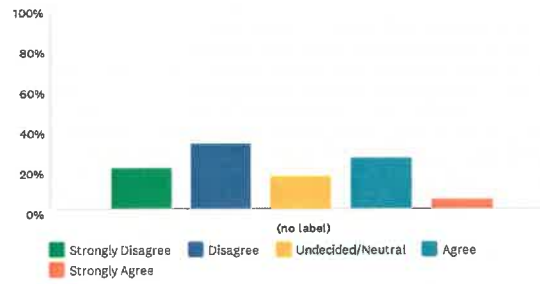


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.98%	0.00%	8.82%	50.00%	40.20%	102	4.28
	1	0	9	51	41		

Opioid Use Disorder Survey

Q16 Treating Opioid Use Disorder with medication is simply trading one drug for another.

Answered: 102 Skipped: 0

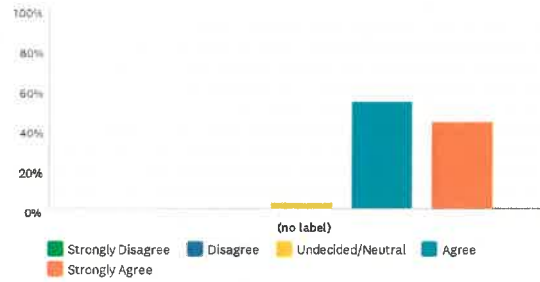


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	20.59% 21	32.35% 33	16.67% 17	25.49% 26	4.90% 5	102	2.62

Opioid Use Disorder Survey

Q17 Individuals with Opioid Use Disorder can become contributing members of the community.

Answered: 101 Skipped: 1

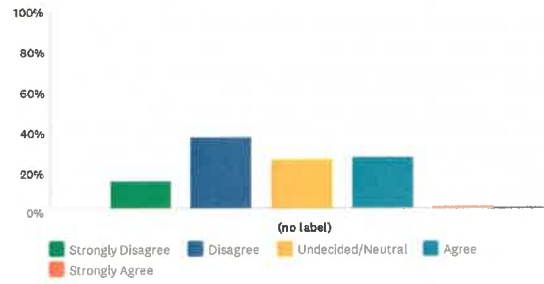


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	2.97%	53.47%	43.56%	101	4.41
	0	0	3	54	44		

Opioid Use Disorder Survey

Q18 I believe individuals with Opioid Use Disorder are to blame for poor life choices.

Answered: 102 Skipped: 0

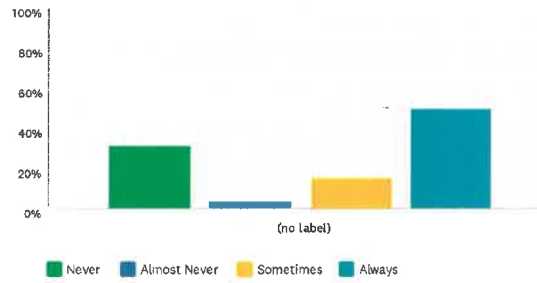


	STRONGLY DISAGREE	DISAGREE	UNDECIDED/NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.73% 14	35.29% 36	24.51% 25	25.49% 26	0.98% 1	102	2.65

Opioid Use Disorder Survey

Q19 I carry Naloxone with me while working.

Answered: 102 Skipped: 0

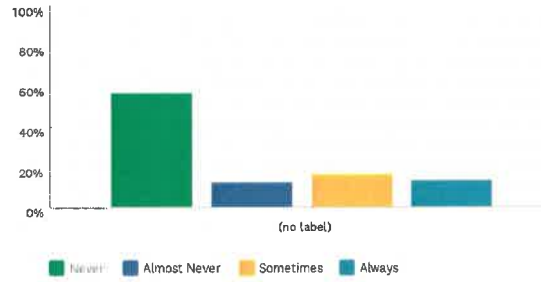


	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	31.37%	2.94%	15.69%	50.00%	102	2.84
	32	3	16	51		

Opioid Use Disorder Survey

Q20 I carry Naloxone with me in my daily life.

Answered: 102 Skipped: 0

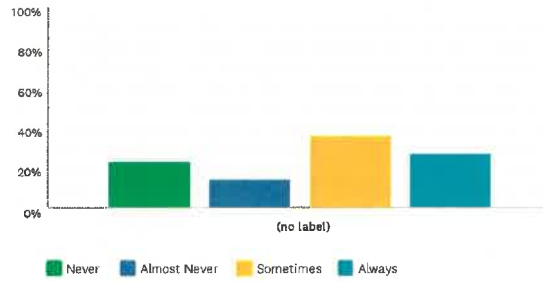


	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	56.86%	12.75%	16.67%	13.73%	102	1.87
	58	13	17	14		

Opioid Use Disorder Survey

Q21 I am concerned about accidental needle sticks while responding to emergency calls.

Answered: 100 Skipped: 2



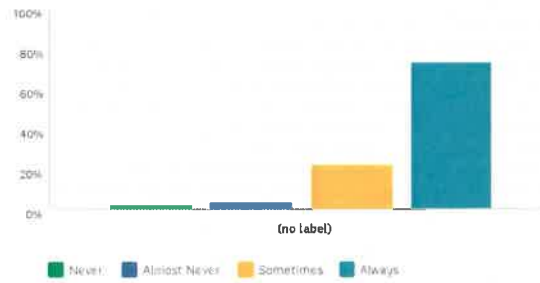
	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	23.00%	14.00%	36.00%	27.00%	100	2.67
	23	14	36	27		



Opioid Use Disorder Survey

Q22 I am confident in administering naloxone should it be necessary.

Answered: 100 Skipped: 2



	NEVER	ALMOST NEVER	SOMETIMES	ALWAYS	TOTAL	WEIGHTED AVERAGE
(no label)	2.00% 2	3.00% 3	22.00% 22	73.00% 73	100	3.66

# Enclosed Hard Drive Audio & Video Files

