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THE MANAHAN GROUP

**Response to WV Lottery Marketing  
and Advertising Services RFP**  
**CRFP 0705 LOT2500000001**

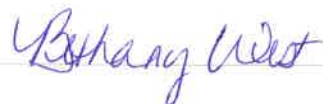
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## Section 4: Project Specifications

### 4.1 Background and Current Operating Environment:

*The West Virginia Lottery is working to promote its products and move our brand forward through innovating ideas while also maintaining the strong reputation we've established over the last 38 years in providing fun and entertaining experiences and operating responsibly and with integrity.*

*The Lottery currently offers eight different draw games: Powerball® with Power Play®, Mega Millions® with Megaplier®, Lotto America® with All Star Bonus®, Cash25, Daily3, Daily4, Keno Go with Bonus, and CA\$H POP. There are nearly 1,500 active Lottery retailers. The Lottery currently identifies 38 high-volume retailers as key accounts, of which, 27 are part of chain accounts (i.e. retailers that share a brand, central management, and/or owned by one organization are noted as "chain" accounts). All terminals, display monitors, and associated peripherals are property of the Vendor and leased by the Lottery. The Lottery produces evening televised drawing shows each week featuring six draws for the Daily3 and Daily4 games, and four draws for the Cash25 game. Keno Go and CA\$H POP are fast draw games that are random number generated draws.*

*The Lottery draw game portfolio contains games and game features that are the intellectual property of entities external to the Lottery. Copyright or trademarked games include, but are not limited to, those created, operated, and managed through the Multi-State Lottery Association ("MUSL"). Such games and game features are leased by the Lottery and the Vendor bears all costs on behalf of the Lottery, unless otherwise determined by the Lottery. The Lottery markets at least 38 instant ticket scratch-off games per year, with at least 28 to 38 games being available for sale at any one time. These tickets are sold to the public by licensed Lottery retailers.*

*The Manahan Group LLC acknowledges the above information and can provide the requested services. We have successfully served the West Virginia Lottery for the past four years and wish to continue this important work that impacts all West Virginians.*

### 4.2 Project Goals and Mandatory Requirements:

*The goal of this RFP is to provide the Lottery with marketing services and supplies including, but not limited to, advertising, public relations, promotional materials, promotional prizes, retailer promotions and field event promotional vehicles, promotional trips and accommodations, event management, drawing and promotional equipment, software and services, retailer point-of-sale materials, research, strategic planning and analysis, novelty items, and should allow advertising services or commodities not listed above by the Lottery.*

*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.*

*Contract Services must meet or exceed the mandatory requirements and deliverables.*



Each project is different, some initiatives may only require one advertising element, while others may use many. 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 producing 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 West Virginia Lottery 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 West Virginia Lottery 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 strategic planning session (Step 2) 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 communications, creative and media strategies for the scope of work outlined in this proposal.

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 WV Lottery or any of its partners.



## 4.2.1 Goals and Objectives

*The project goals and objectives are listed below.*

**4.2.1.1** *The account representative(s) or other personnel should attend Lottery meetings if requested by the Lottery. These may include, but are not limited to, ad hoc marketing meetings, media events, and special promotions held during daytime, evening and weekend hours upon the Lottery's request. The Vendor must have consistent and reliable transportation on a 24/7/365 basis for in-person representation. Describe how often and in what manner communications would occur with the Lottery to maintain business goals. This would include Lottery's request for meetings, media events, or special promotions.*

The Manahan Group LLC (TMG) staff will attend Lottery meetings as requested by the agency. Staff assigned to the Lottery account will be available in-person 24/7/365. TMG is flexible in finding a communications schedule that works best for our clients and understands that exceptions must be made as workload requires. Sometimes this requires daily emails and weekly meetings, and for others after preliminary planning meetings and approvals on monthly reporting is necessary. Our process is fluid and adjusts to client or project needs.

**4.2.1.2** *Vendor should provide full public relations services to be utilized on an ad hoc basis. Describe your experience with public relations and how it could benefit the Lottery.*

The Manahan Group LLC (TMG) has extensive experience in providing full public relations services to many clients on a regular basis. TMG's process for identifying and implementing these public relations efforts is outlined in our On Target Process in section 4.2. Most recently these clients include the Department of Health and Kanawha County Library. References can be made available upon request.

**4.2.1.3** *Vendor should conduct analyses in order to make recommendations with respect to media selection, themes, copy, multi-media presentations, and brand positioning and counsel Lottery staff regarding the same. Describe what steps you would take in order to make suggestions to the Lottery.*

The Manahan Group LLC (TMG) regularly assists a variety of clients in marketing and communications plan development that includes a detailed breakdown of key entry points, defined target audiences, and research-based solutions through our On Target planning process which can be reviewed in section 4.2. The information generated through these sessions allow us to ensure consistent messaging across all platforms, so whether the project includes a media buy, a multi-media presentation, branding, or general counsel TMG works together with our clients to find solutions that allow them success.

Recommendations generated from these sessions are then shared with clients in a number of ways depending on the project at hand. Sometimes in-person is the only way to grasp a large project, but for other projects virtual meetings or even emails may be sufficient.

**4.2.1.4** *All media should be placed in and for the West Virginia market. Upon the Lottery's request, all media placements and cancellations shall be implemented within five (5) days of the request. Describe your strategy for placement in the West Virginia market.*

The Manahan Group LLC (TMG) routinely develops multi-media placement strategies for West Virginia media markets in five days or less. Alternatively, TMG has also had to cancel schedules on an equally short timeframe. TMG's media team has the local media contacts required to necessitate these tight timelines and does so frequently.

Our methodology and approach to multi-media advertising placement includes utilization of the industry's premiere software program suite, to help plan, place and track media throughout the United States. Contracts with Nielsen Media Research allow accessibility to multi-media market information anywhere in the country, including but not limited to county summary reports, ratings information, station and program shares, trend analysis and station profiles.

Media planning – both earned and paid – in West Virginia is complex, as all but one media market spills heavily

into other states which is not helping West Virginia residents. TMG's experience in media buying in West Virginia is unmatched as it is not as simple as ratings and impressions because in many cases those are not West Virginia residents, which inflates the ad spend and wastes state dollars.

**4.2.1.5** *Vendor should conduct post-buy analysis and provide results to the Lottery in a reasonable time frame following special events, promotions, and advertising campaigns. Describe how you would provide the following and associated costing:*

**4.2.1.5.1** *Key performance indicators measuring all media.*

The Manahan Group LLC (TMG) does conduct post-buy analysis and results to clients as outlined below.

TMG tracks a number of KPIs for each campaign implemented. Which KPIs depend heavily on the project. Some mediums lend themselves to far more in-depth reporting than others. TMG would not suggest utilizing a single KPI for each element of a multi-media campaign, and instead tracking KPIs based on each specific tactics audience, and comparing to sales, or website visits.

As an example, a digital campaign for a state agency is difficult to report on without having the ability to track movement through a landing page or site. Rather than tracking conversions or pages visited - only impressions and clicks can be tracked. Similarly, for traditional media, ratings data is imperative to track performance to ensure that spots air in the timeframes ordered without this analysis only cost and number of spots can be tracked. Outdoor, television and radio spots are only as valuable as the audience that sees or hears them.

**4.2.1.5.2** *Cost, performance, and efficacy of campaign with recommendations for future campaigns or promotions including, but not limited to, products, tools, and strategies.*

The Manahan Group LLC regularly evaluates the cost, performance and efficacy of campaigns for our clients. This can include a number of tools and strategies which vary by project.

**4.2.1.5.3** *Analytical and written assessment of completed campaigns.*

The Manahan Group LLC regularly provides written analytical assessments of campaigns as required by our clients. Some campaigns lend themselves better to a written summary than others.

**4.2.1.5.4** *If requested, a lessons-learned meeting with the provided results from the post-buy analysis.*

The Manahan Group LLC often conducts "lessons-learned" meetings with clients. Sometimes this is focused on a post-buy analysis but is not limited only to media projects. These meetings are invaluable for events and program launches as well.

## **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 (TMG) is excited to present its credentials to the West Virginia Lottery. 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 with high-quality subcontractors, which yield overall cost efficiencies for our clients.

**4.2.2.1** *Vendor must provide professional services necessary to develop and maintain successful marketing campaigns, including a minimum of two (2) full time employees to serve as account representatives, one (1) of whom shall be a primary account representative who will be on-call 24 hours a day, seven days a week with an in-person response time to Lottery Headquarters of, at maximum, sixty (60) minutes.*

The Manahan Group LLC (TMG) exceeds the minimum of having one (1) staff member on-call 24 hours a day, seven days a week with an in-person response time to Lottery Headquarters within sixty minutes. Additionally given the high number of media placements, we suggest that one (1) of the two (2) full-time employees serving as account representatives for the WV Lottery account have a background in media. The Manahan Group currently employs ten (10) people who have a sixty (60) minute response time to Lottery Headquarters, with two account persons available 24 hours a day, seven days a week.

**4.2.2.2** *Vendor must provide personnel to pick up and deliver work-related materials and documents to the West Virginia Lottery's Headquarters as needed or requested by Lottery.*

The Manahan Group LLC (TMG) is happy to pick up and deliver work-related materials and documents to West Virginia Lottery Headquarters as needed. We do so for clients regularly.

**4.2.2.3** *Vendor must acknowledge, agree, and convey to any agent, servant, or employee assigned to the Lottery account and any employee with influence or control over those agents, servants, employees, and family members residing in the same household of such agents, servants, and employees of the restriction from wagering, winning, participating, or collecting any prize in any racetrack video lottery or limited video lottery games, traditional games, iLottery, playing Mega Millions® and Lotto America® out of state, table games, sports wagering, iGaming, or other product regulated by the Lottery Commission. Vendor must obtain from each a signed Covenant Related to Purchasing Lottery Tickets providing that the aforesaid individuals will not play or collect any prize from any form of gaming regulated by the Lottery and that failure to comply with this restriction may result in forfeiture of any winnings, removal of the offending agent, servant, or employee from the Lottery's account, and/or termination of this contract. Vendor should provide upon request the Lottery with the signed statements from those working on or who have influence over those working on the Lottery's account.*

The Manahan Group LLC (TMG) understands the restrictions outlined above in Section 4.2.2.3 and agrees to comply if awarded the contract. TMG's staff agree to sign statements upon request.

**4.2.2.4** *Vendor must provide a detailed monthly summary and annual cumulative reports of all actual and projected expenditures and remaining balances to the Lottery, sorted by Lottery-specified categories and available to the Lottery electronically, in Excel spreadsheet format. Vendor must provide game and campaign cost summary reports, analysis of trackable and non-trackable mediums for evaluation of ads and/or campaigns and any ad hoc reports requested.*

The Manahan Group LLC (TMG) regularly utilizes excel spreadsheets to provide clients with detailed summaries and cumulative reports on projected & actual expenses as well as balances remaining broken down into client-defined categories. Game and campaign cost summary reports, media analysis breakdowns by ad group, campaigns or ad hoc reporting can be generated upon request.

**4.2.2.5** *Vendor must possess licensed software to create, edit, process, view graphics, and other necessary files between the Vendor and the Lottery. In addition, Vendor must have software that is compatible with media and print outlets. At minimum, the Vendor must have the capability of using the most current version of Adobe Creative Suite and the ability to work with both Macintosh and PC formats. Vendor must have the ability to transfer to and receive files from the Lottery via an SFTP platform.*



The Manahan Group LLC (TMG) regularly utilizes a library of creative software packages to ensure that we can create files that are compatible with various vendors and media outlets. TMG not only uses the most current version of Adobe Creative Suite, we also have creative staff working daily on both Macintosh and PC formats. TMG works daily in Adobe Creative Suite, ensuring that it is up-to-date. TMG also regularly shared files with clients via secure FTP platforms.

**4.2.2.6** *Vendor must have the ability to accept data electronically from disk, USB drive, CD, CDR, CDRW, DVD, DVDR, DVDRW or tape, file transfer, or download link. E-mail capabilities must be provided by the Vendor.*

The Manahan Group LLC (TMG) consistently utilizes a variety of tools to share files with clients including but not limited to: disk, USB drive, CD, CDR, CDRW, DVD, DVDR, tape, file transfer, downloadable links, and FTP. Email capabilities are also utilized.

**4.2.2.7** *Vendor, or a contracted production company, must provide talent for all radio, television, and media productions. Lottery maintains the right to suggest new or keep in place any media production talent Vendor must obtain talent not covered by collective bargaining agreements in addition to obtaining talent involving the Screen Actors Guild (SAG) and American Federation of Radio and Television Artists (AFTRA). West Virginia based talent and production shall be considered whenever possible. Vendor shall negotiate the best possible rate for all talent. If Vendor chooses to use talent covered by collective bargaining agreements, Vendor shall provide written justification to the Lottery in a timely manner, and it will be at the discretion of the Lottery to approve or disapprove all talent. Vendor must obtain talent releases for all talent used in all radio, television, and media production. Vendor must keep all releases on file and provide to the Lottery upon request.*

The Manahan Group LLC (TMG) frequently directly or indirectly (through a contracted production company) hires talent not covered by collective bargaining agreements for media productions. We work with clients on casting options, narrow the field, and receive approvals prior to contracting approved talent. We regularly work with WV talent and have connections throughout the state. Written justifications and copies of talent releases are archived and can always be made available to clients upon request.

**4.2.2.8** *Vendor must provide thorough searches of rights, trademarks, and legal licensure of stock photography, musical scores and vocals, film segments, commercial production talent releases, and any other copyrighted materials to be used in Lottery marketing endeavors to assure legal usage.*

The Manahan Group LLC (TMG) routinely, either directly or indirectly (through a contracted production company) provides thorough searches of rights, trademarks, and legal licensure of stock photography, musical scores and vocals, film segments, commercial production, talent releases, and other copyrighted materials for clients to ensure legal usage.

**4.2.2.9** *Vendor must secure ad hoc research via qualified firm(s) selected by the Lottery based upon project research methodologies, techniques, and cost comparisons. This research would include the target consumer and retailer base, including behaviors, attitudes, and opinions, upon the Lottery's request on an "as needed" basis. Projects will include baseline studies, quantitative game analysis, and ad hoc research such as web-based surveys/polls. Vendor shall provide payment for such research on behalf of the Lottery. For purpose of this contract, qualified research firms shall not be considered a partner entity of the Vendor.*

The Manahan Group LLC (TMG) often works with clients to coordinate research efforts via qualified firms based upon project-specific methodologies, techniques, and cost comparisons on an as needed basis. Research methodologies vary widely based on project goals, audience and distribution capabilities. Part of this coordination does include payment to the identified research firm(s) upon client approval.

**4.2.2.10** *Vendor must design and produce advertising materials in all media including, but not limited to TV, radio, OOH, print advertising, digital advertising, mobile platforms, social media, print, the Lottery's gaming system, and any other form of media to be used in Lottery marketing endeavors. Vendor must develop copy to accompany these items.*

The Manahan Group LLC (TMG) prides itself on its award-winning production and design of a multitude of advertising materials including but not limited to TV, radio, Out-of-Home, print, digital, mobile and social media content. The firm was awarded three (3) gold Telly's for its work for West Virginia Lottery last year.

**4.2.2.11** *Vendor must place and enter into short-term and long-term contracts on behalf of the Lottery. This includes, but not limited to, TV, radio, OOH (including satellite-fed jackpot signage units), print advertising, digital advertising, printing, and digital promotional game application development terms, hardware and/or software, if needed; and any other contracts as needed by the Lottery. The Lottery shall have final approval of all contracts.*

The Manahan Group LLC (TMG) routinely places and enters into both short-term and long-term contracts on behalf of our clients. These placements and contracts include but are not limited to television, radio, out-of-home, print & digital advertising, printing, digital and app development, hardware or software. All contracts are presented to and approved by the client prior to execution as outlined above.

**4.2.3** *Vendor must create, produce and provide delivery of promotional materials and services to be used in advertising and marketing activities. Activities and services include, but are not limited to, marketing supplies and promotional materials, drawing, equipment, software, and services, point-of-sale materials, promotional items, promotional prizes or other awards, and any requested semi-permanent items and signage for use at the retailer level.*

The Manahan Group LLC (TMG) regularly creates, produces and delivers or coordinates delivery of promotional materials and services on behalf of our clients.

**4.2.4** *All contracts, papers, correspondence, copy, books, accounts, vendor expenses, and other information in the Vendor's care relating to the business of the Lottery must be open to inspection and examination by an authorized representative of the Lottery at all reasonable times.*

The Manahan Group LLC (TMG) keeps all materials as outlined above available in Section 4.2.4 for inspection by authorized representatives on an as-needed basis.

**4.2.5** *All records, including subcontracts, must be kept for a minimum of five (5) years for billing purposes and internal audits. The Lottery's Advertising Manager must be copied on all outside emails with production companies, media outlets, or others providing services on Lottery's behalf.*

The Manahan Group LLC (TMG) keeps all records, including subcontracts, for a minimum of five (5) years for billing purposes. TMG can also copy Lottery's Advertising manager on any and all communications with outside vendors as listed above, providing services on Lottery's behalf.

**4.2.6** *All native files, including licensed fonts and images, layouts, sketches, art work, computer graphics, branding materials, coding/programming, and copy including, but not limited to, advertising copy, film, master tapes, typesetting, photocopies, storyboards, and computer data storage disks/cards used in advertisements or other materials developed or placed by the Vendor for the Lottery, shall become the exclusive property of the Lottery and must be delivered on an external drive to the Lottery upon completion of the contract. Any, and all props or non consumable materials purchased for Lottery productions, will become the exclusive property of the Lottery. Upon completion of a production, the Lottery may give permission to donate or request delivery of any props or non-consumable materials to Lottery Headquarters.*

The Manahan Group LLC (TMG) frequently provides native files including licensed fonts and images, layouts, sketches, artwork, computer graphics, branding materials, coding/programming and copy developed to clients for use. All client work becomes the work of that specific client. Additionally, any props or materials purchased for a production become the property of our clients and can be delivered as needed.

**4.2.7** *The Lottery shall have the full and free right to possess and use any and all said property in any way deemed by the Lottery to be necessary or advisable, either directly or through the Vendor without incurring additional costs beyond*

*the initial creative development and production hourly rates.*

The Manahan Group LLC (TMG) grants full and free right to possess and use all said property the Lottery deems necessary or advisable either directly or indirectly without incurring additional costs beyond hourly rates.

**4.2.7.1** *Vendor must have the ability to commit a minimum of \$1.5 million dollars including advertising media and pass through expenses to other vendors at any one time prior to any reimbursement from the Lottery. Bidding vendor must supply audited financial statements for the past three (3) years prior to contract award to meet the aforementioned requirement.*

The Manahan Group LLC (TMG), on a regular basis, commits \$1.5 million dollars or more in media and pass-through expenses on behalf of clients at any one time prior to reimbursement. Audited financial statements can be made available upon contract award.

**4.2.8** *The Lottery must approve all work to be written, developed, or otherwise performed by the Vendor before the Vendor incurs any costs. Work that does not have prior written approval shall not be paid by the Lottery.*

The Manahan Group LLC (TMG) shares project quotes with clients for approval prior to beginning work on any project. Work will not begin until client approval is received.

**4.2.9** *The Lottery must receive all media cash discounts, rebates, frequency discounts, or special adjustments allowed to the Vendor for ads placed for and on behalf of the Lottery. Vendor must conduct post audits and require refunds for advertising not aired or placed according to the buy. Any obligatory correction or replacement of inventory must be authorized by the Lottery. Vendor must make available to the Lottery copies of all invoices, including broadcast affidavits.*

The Manahan Group LLC (TMG) will pass through all cash discounts, rebates, frequency discounts and special adjustments on to the Lottery. TMG regularly conducts post-buy audits and coordinates refunds and/or make goods as warranted. Copies of all invoices and affidavits are logged and available for client review at any time.

**4.2.10** *The Vendor's payment processing to third-party providers must be included in the Vendor's hourly rate for Account Management on the Pricing Page (Exhibit A). Invoices and invoice statement(s) for services and/or materials provided to the Vendor on behalf of the Lottery must be submitted weekly in digital format to the Lottery's Advertising Manager or designee, and the day and time of submission will be determined between the Vendor and the Lottery and with Lottery approval. The Lottery's approval of invoices is required for payment. Invoices sent for approval must have a date received stamp. Lottery will process and approve or deny for payment digitally. Lottery must receive invoice for payment approval within 3-5 days of receipt. Vendor must pay third-party invoices within 7-10 days of approval or based on invoice terms and conditions, whichever occurs first. Vendor shall NOT withhold any payments to third-party providers prior to Lottery reimbursement.*

The Manahan Group LLC (TMG) understands the payment processing and reimbursements terms outlined above in Section 4.2.10 and agrees to the reimbursement policy as outlined.

**4.2.11** *Vendor must request competitive cost estimates from a minimum of three (3) different subcontractors or vendors for all products and services requested and secured on behalf of the Lottery. All received estimates must be presented for the Lottery's review on all commodities or services, with the exception of media buys or services that are sole source. Overall quality and creative treatment of film and video production services must also be considered. Vendor has first right of costing production if Vendor offers an in-house production service. If Vendor is not chosen, the Lottery has the right to request three (3) competitive bids or cost estimates. Additional bids may be required based on insufficient quality and/or unacceptable cost. Vendor must provide a detailed project scope to the Lottery for review and approval prior to presenting the project scope to bidding subcontractors.*

The Manahan Group LLC (TMG) understands the payment processing and reimbursement terms outlined above and

agrees to comply with this policy as outlined in Section 4.2.11.

**4.2.12** *Vendor must obtain an annual contracts for recurring costs, including point-of-sale materials, Lottery publications, etc. Such items include, but are not limited to: flyers, posters, signage, brochures, retailer and player publications, and any other recurring printed material as needed.*

The Manahan Group LLC (TMG) agrees to obtain and maintain annual contracts for recurring costs such as those outlined above with written approval by WV Lottery.

### **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.*

*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 exceeds 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.*

**4.3.1** *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** *Vendor must have a minimum of five (5) years of previous experience in providing a wide variety of advertising services to agencies or companies with similar marketing needs. Those advertising services may include, but are not limited to, creation, planning, media purchasing and placement, point-of-sale marketing, digital marketing and design, social media marketing and design, project management, public relations, strategic planning and analysis to provide a quality product on time, as scheduled.*

**4.3.1.2** *Staffing: Compliance with experience requirements will be determined prior to contract award by the state through references provided by the Vendor with its bid proposal or upon request, through knowledge or documentation of the Vendor's past projects, or another method that the state determines to be acceptable.*

**4.3.1.2.1** *Vendor shall provide a company description, history and experience related to Marketing and Advertising services for the past five (5) years, an organizational chart, listing names, title, and the number of full-time staff currently employed which includes information regarding the number of years of qualification, experience and training, and relevant professional education for each individual that will be assigned to this project.*

**4.3.1.2.2** *Vendor shall discuss levels of staffing it can devote to this Contract and whether Vendor would need to hire additional staff to fulfill the needs of this Contract. Vendor must provide any documentation requested by the state to assist in confirmation of compliance with this provision.*

The Manahan Group LLC (TMG) exceeds the qualifications and experience outlined in Sections 4.3, 4.3.1, 4.3.1.1, 4.3.1.2, 4.3.1.2.1 & 4.3.1.2.2 as stated on pages 15-25.

**QUALIFICATIONS  
AND EXPERIENCE**



## Qualifications and Experience

The Manahan Group LLC, one of West Virginia's most experienced full-service advertising, marketing, and public relations firms, 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). TMG is a Limited Liability Corporation (LLC) and has been in business for over 20 years.

Throughout our 20 years, we have worked with a diverse group of clients, including the West Virginia Lottery. Additionally, TMG has worked with clients like Capitol Market, Hartford Funds – SMART529 Education Savings

Solution, WV Department of Transportation, and West Virginia Departments of Health and Human Services, to name a few.

The Manahan Group LLC currently has a staff of eleven (11) communications professionals, who produce, implement and measure marketing and advertising efforts for a wide variety of clients. TMG employs the On Target strategic planning process to ensure goal-oriented campaign planning and measurable results for our clients' success.

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).

In recent years, TMG has celebrated successes across multiple clients, including reaching and maintaining the passage of the National Plan to End Parkinson's Act in Congress, 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.

The Manahan Group LLC (doing business as The Manahan Group) is pleased to submit this response to the West Virginia Lottery's Request for Proposals for Professional Advertising and Marketing Services.

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



# KEY PERSONNEL



#### 4.3.1.2

### Key Personnel

If The Manahan Group LLC (TMG) is awarded the West Virginia Lottery account, Tammy Harper and Bethany West, both current full-time employees, would serve as the lead account representatives. Each of these account representatives can be reached twenty-four hours a day, seven days a week with an in-person response time to WV Lottery Headquarters in less than sixty (60) minutes. This combination of account service and media experience is unmatched.

#### **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 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 Departments of Health & Human Services, WV Department of Highways, WV Division of Motor Vehicles, Hartford Funds – SMART529 Education Savings Solution, and the West Virginia Lottery.

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.

#### **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, 15 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. Tammy has worked on accounts ranging from the WV Department of Health and Human Resources to WV Lottery over her career.

#### **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 19 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 Departments of Health and Human Services, 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. In her time at TMG she has worked on accounts ranging from the WV Department of Health's Women, Infant & Children Program (WIC) to a variety of WV Lottery games and campaigns.

## **ALLY DENNISON, BRANDING + GRAPHIC DESIGNER**

Ally has more than 10 years experience in the design field, including branding, animation, and WordPress skills. Throughout her career in healthcare, Ally previously managed all print and digital assets as well as concepted ideas for The Health Plan including healthcare brochures, billboards, digital ads, website design and more. She has the ability to design and connect on complicated topics including Medicare and Medicaid for the public. Ally also previously worked at Charleston Area Medical Center's Marketing and Public Affairs department, where she designed medical booklets, posters, billboards and elevator wraps. In her time at The Manahan Group LLC she has worked on a variety of projects ranging from the Charleston Parkinson's Support Group to the Department of Human Services and WV Lottery. Ally has a bachelor's degree in Art from Kent State University.

## **CATHY CARNEMOLLA, MEDIA ACCOUNT COORDINATOR**

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 Department of Health's Women, Infants & Children (WIC) Program, WV Department of Human Services' State Opioid Response (SOR) Program, and the WV Lottery.

## **SUSAN MANAHAN, ADMINISTRATIVE ASSISTANT**

Susan has been with The Manahan Group LLC for 14 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.



## **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 thirteen (13) 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.

Should the scope of work increase over what TMG has experienced over the current contract span, we may explore hiring additional staff. 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:

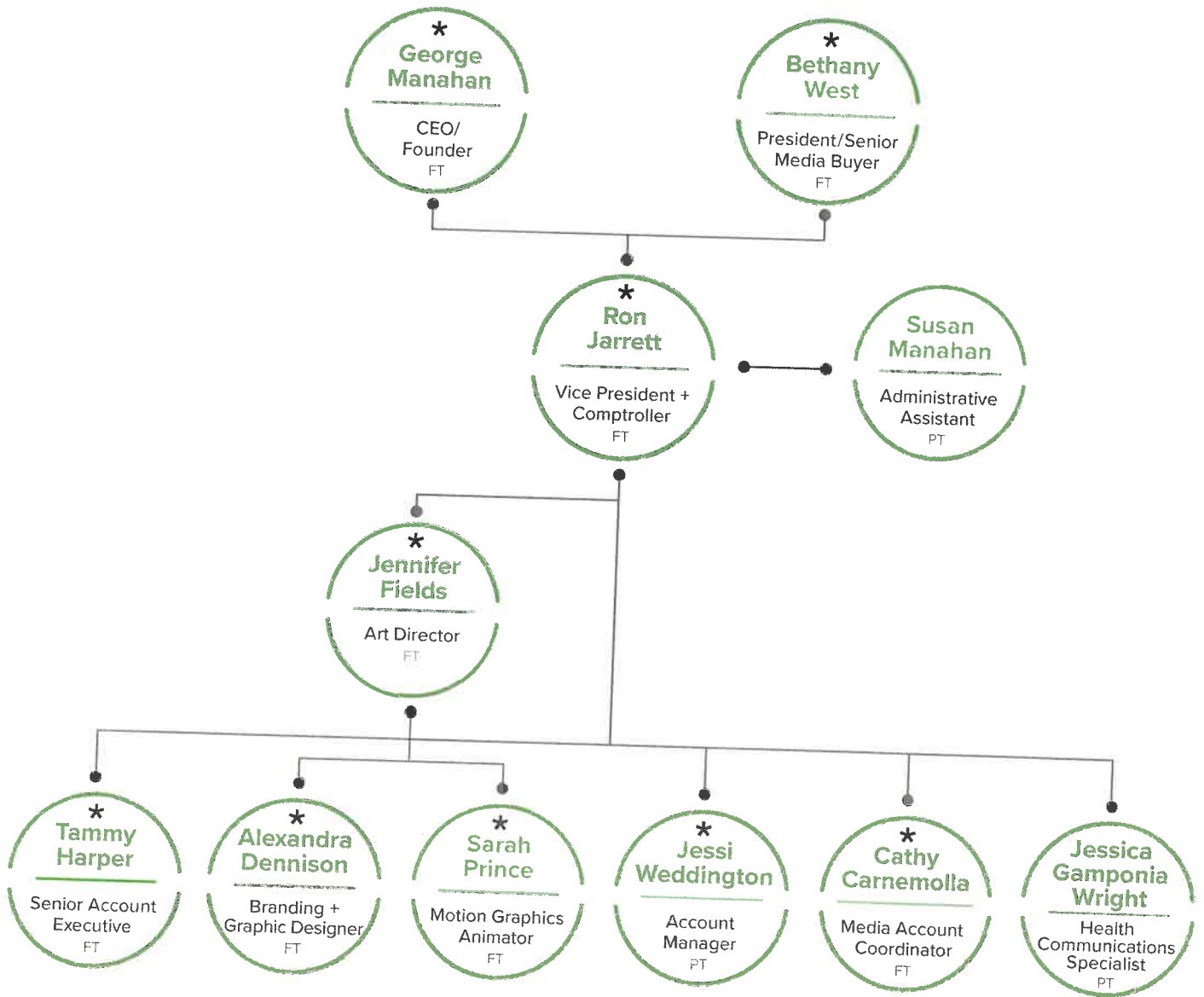
## **JESSICA GAMPONIA WRIGHT RN, MPH, HEALTH COMMUNICATIONS SPECIALIST**

Jessica 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.



# Organizational Chart



PT Denotes the staff who work part time

FT Denotes the staff who work full time

\* Denotes the staff who will work on the WV Lottery account



# SERVICES



## Services

The Manahan Group LLC provides clients with a comprehensive array of services including but not limited to:

- 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



# MEDIA



## Media

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's approach is superior as it 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 (TMG) boasts the only in-house media buying department in West Virginia with the team of Bethany West and Cathy Carnemolla. TMG placed \$3.01 million in paid media in calendar year 2022 and \$4.05 million in paid media in calendar year 2023. 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. She 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.

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 if 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.

The Manahan Group LLC (TMG) utilizes 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.



## 4.4 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 exceeds 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.*

**4.4.1** Vendor must possess marketing experience in the retail industry and/or in the entertainment industry.

**4.4.1.1** Vendor must have a minimum of one (1) staff member assigned to each of the following areas: graphic and multimedia design, creative development, media planning and buying, social media development, accounts payable and receivable, and other areas as requested by the Lottery. A staff member may be dedicated to one or more areas listed above to fulfill this requirement and may be assigned to other accounts, provided that the staff member dedicated has experience in the areas for which he or she is assigned and deadlines are met.

The Manahan Group LLC (TMG) exceeds the mandatory requirements outlined in Section 4.4.1.1 as noted in the organizational chart on page in Section 4.3.1.2.

**4.4.1.2** The Lottery reserves the right to approve and/or reject Vendor's personnel recommended to work on the Lottery's account. The Lottery reserves the right to request Vendor staff changes throughout the term of the contract and approval thereof.

The Manahan Group LLC (TMG) agrees to the Lottery's right to approve and/or reject as outlined in Section 4.4.1.2.

**4.4.1.3** Vendor must provide dedicated account management and services, creative direction, creative talent, production, technical expertise, and any other service requested by the Lottery.

The Manahan Group LLC (TMG) will provide dedicated account management and services, creative direction, creative talent, production, technical expertise, and any other services requested by the Lottery.

**4.4.1.4** Vendor's staff must provide assistance in developing, securing, and implementing advertising and promotional campaigns, promotional activities, and other marketing related services as requested. Such services included, but are not limited to, TV, radio, OOH, digital advertising, social media, print advertising, printed materials, ad hoc event logistics, if needed, supplemental event staffing, if required, strategic planning and analysis, development and securing of sponsorships, promotional items, including promotional prizes, retailer promotion and field event promotional vehicles, promotional trips and accommodations, for both retailers and players, and oversight of specific or special ad hoc projects. The Lottery has final approval on all Vendor's staffing for advertising, promotional, and public relations projects. All paid staff positions on broadcast production projects will require Lottery approval.

The Manahan Group LLC (TMG) agrees to provide the Lottery with assistance as outlined in Section 4.4.1.4.

**4.4.1.5** Vendor may use subcontractors for promotional software or events, draw game promotional equipment, software, and services, graphic and multimedia design, and requested software services with the Lottery's prior approval.

The Manahan Group LLC (TMG) will contract with subcontractors on behalf of Lottery as outlined in Section 4.4.1.5.

**4.4.1.6 Performance:** Vendor and Agency shall agree upon a schedule for performance of Contract Services and Contract Services Deliverables, unless such a schedule is already included herein by Agency. Vendor shall perform in accordance with the release orders that may be issued against this Contract.

The Manahan Group LLC (TMG) agrees to abide by the Agency's schedule for Contract Services and Contract Services



Deliverables as outlined in Section 4.4.1.6.

**4.4.1.7** *Vendor must have prior written authorization from the Lottery Advertising Manager or Lottery Marketing Deputy Director for all work prior to performance and submission of an invoice for payment by the Vendor. Billing for work of any nature without prior written authorization will not be paid by the Lottery.*

The Manahan Group LLC (TMG) will always require prior written authorization from the Lottery Advertising Manager or Deputy Director prior to submitting invoices as outlined in Section 4.4.1.7

**4.4.1.8** *Total expenditures for the Lottery's advertising and promotions program shall not exceed the amount approved by the Lottery unless such change is requested, and by mutual consent is agreed upon in writing by the Lottery and the Vendor. Detailed payment information is located in Sections 4.4.2 and 4.4.3.*

The Manahan Group LLC (TMG) agrees that total expenditures for the Lottery's advertising and promotions program shall not exceed the amount approved by the Lottery unless such change is requested, as outlined in Section 4.4.1.8.

#### **4.4.2 Billing and Payments:**

**4.4.2.1 Hourly rate:** *The Lottery shall pay an hourly rate as proposed by the Vendor, as shown on the Pricing Page (Exhibit A), for all Contract Services performed and accepted under this contract. Invoices submitted by the Vendor must reflect the categorized hourly rates for Contract Services.*

The Manahan Group LLC (TMG) has included all hourly rates in the pricing page submitted as Exhibit A of this proposal, and invoices will reflect these categorized hourly rates.

**4.4.2.2** *The hourly rate must include all costs necessary to fulfill requirements described in this RFP, excluding third-party commodities and services. The hourly rate shall be billed to the Lottery in 15-minute increments, on a monthly basis. The hourly rate bid by Vendor must also be sufficient to cover the following costs provided in Sections 4.4.2.1, 4.4.2.3, and 4.4.2.4, as Vendor will be responsible for all costs listed and may not invoice Lottery separately for these costs.*

The Manahan Group LLC (TMG) agrees to submit invoices on a monthly basis in 15-minute increments per the hourly rates submitted as Exhibit A. TMG will not invoice Lottery separately for costs outlined in Sections 4.4.2.1, 4.4.2.3 or 4.4.2.4.

**4.4.2.3** *Incidental charges must be included in the hourly rate for general Account Management proposed by the Vendor on the Pricing Page (Exhibit A). Incidental charges that are incurred in order to perform the routine conduct of business including, but not limited to, telecommunications, facsimile, copying, color copies, postage and delivery charges, payroll, payroll taxes, mileage, travel expenses, meals, for all full-time, part-time, interning, and contractual employees.*

The Manahan Group LLC (TMG) agrees not to bill WV Lottery for incidental charges as outlined in Section 4.4.2.3.

**4.4.2.4** *Overhead expenses must be included in the hourly rate for Account Management. Overhead expenses include, but are not limited to, accounting fees, depreciation, insurance, interest, legal fees, rent, repairs, supplies, taxes, telephone bills, and utilities.*

The Manahan Group LLC (TMG) agrees that overhead expenses as outlined in Section 4.4.2.4 will not be billed to the Lottery.

**4.4.2.5** *Travel expenses associated with attending any Lottery related activities including, but not limited to, the NASPL conference, other conferences, marketing meetings, special promotions, media events and productions, and retailer visits must be included in hourly rate for Account Management. These expenses include, but are not limited to, airline*

*tickets, rental cars, mileage, meals, hotel accommodations, and conference fees. Vendor will not bill Lottery for travel time between or among the Lottery's office in Charleston and the Vendor's office(s) or for travel time to Lottery events. This travel time shall be the responsibility of the Vendor.*

The Manahan Group LLC (TMG) agrees that travel expenses associated with attending Lottery related activities as outlined in Section 4.4.2.5 will not be billed to the Lottery.

**4.4.2.6** *The Lottery will pay for third party commodities and/or services at Vendor's net cost, with no additional markup. Media placements will be paid at net cost only, with no mark up beyond what is submitted on the pricing page (Exhibit A). Any services or materials provided on behalf of the Lottery shall be approved and paid without any additional mark up. Public service announcements are not subject to media charges.*

The Manahan Group LLC (TMG) agrees that third-party commodities and/or services will be billed at Net as outlined in Section 4.4.2.6 will not be billed to the Lottery beyond what is included in the pricing page (Exhibit A).

#### **4.4.3 Reimbursement to Vendor:**

**4.4.3.1** *The Vendor shall submit invoices, in arrears, to the Lottery at the address on the face of the purchase order labeled "Invoice To" pursuant to the terms of the contract. The Lottery shall pay an hourly rate as proposed by the Vendor, as shown on the Pricing Page (Exhibit A), for all Contract Services accepted and performed under this contract.*

The Manahan Group LLC (TMG) will submit invoices, in arrears, to the Lottery at the address on the face of the purchase order labeled "Invoice To" pursuant to the terms of the contract. The Lottery shall pay an hourly rate as proposed by the Vendor, as shown on the Pricing Page (Exhibit A), for all Contract Services accepted and performed under this contract.

**4.4.3.1.1** *Vendor will not bill hourly any activity related to processing Vendor invoices; project proofing by more than two (2) agency personnel; reviewing, prior to providing to the Lottery, any Vendor or third-party analysis or reports by more than two (2) personnel; reviewing any documents provided by the Lottery to the Vendor for educational and training purposes; and any other service deemed as unnecessary hourly charges by the Lottery.*

The Manahan Group LLC (TMG) agrees not to bill hourly for activities related to processing vendor invoices as outlined in Section 4.4.3.1.1.

**4.4.3.2** *Vendor shall submit reimbursements for invoices paid twice a month, and the day and time of submission will be determined between the Vendor and the Lottery and with Lottery approval, upon contract award. Payment to the Vendor from the Lottery shall directly reflect the reimbursement of services from outside entities. All invoices to be paid by the Lottery shall show the net cost to the Vendor.*

The Manahan Group LLC (TMG) will submit reimbursements for invoices twice monthly, with all invoices showing net costs to the Vendor as outlined in Section 4.4.3.2.

**4.4.3.3** *Vendor will work with Lottery financial staff on the format of invoices. All invoices must include a detail of all hours worked by each employee, a copy of all invoices paid to third-party providers, and a copy of the check showing payment to the third party providers. If any future changes to invoicing are required by the State Auditor's Office or by State Rule or Law, Vendor must adhere to these changes as necessary.*

The Manahan Group LLC (TMG) will work with Lottery financial staff on invoice formatting as outlined in Section 4.4.3.3.

**4.4.3.4** *Vendor must provide proof of payment of all third-party invoices that was used to provide production services or materials for the Lottery's account. That proof may come in the form of cleared checks, or other standard financial recording. Such proof shall be made available to the Lottery for audit once per month, or upon request.*

The Manahan Group LLC (TMG) agrees to provide proof of payment of all third-party invoices as outlined in Section 4.4.3.4, which can be made available upon request.

**4.4.3.5** *Invoices may be requested by the Lottery outside of the monthly billing.*

The Manahan Group LLC (TMG) agrees to provide additional invoices to the Lottery outside of monthly billing cycles upon request.

**4.4.3.6** *There shall be no additional markup charges by Vendor beyond what is submitted on the pricing page (Exhibit A) on media, production or any other services provided by outside entities.*

The Manahan Group LLC (TMG) agrees that there will be no additional mark-up charges beyond what is submitted on the pricing page (Exhibit A) on media, production, or any other services provided by an outside entity.

**4.4.3.7** *Progress payments may be made at the option of the Lottery on the basis of percentage of work completed per project. Any provision for progress payments must also include language for a minimum 50% retainage until the final deliverable is accepted.*

The Manahan Group LLC (TMG) agrees to include language of a minimum 50% retainage of progress payments.

**4.4.3.8** *If progress payments are permitted based on the specific project and payment schedule agreed upon between Vendor and the Lottery, Vendor is required to identify points in the work plan at which compensation would be appropriate. Progress payments must be submitted to Lottery with the invoice detailing progress completed or any deliverables identified. Payment will be made only upon approval of acceptable progress or deliverables as documented in the Vendor's report. State law forbids payment of invoices prior to receipt of services.*

The Manahan Group LLC (TMG) agrees to handle and submit progress payments as outlined in Section 4.4.3.7.1.

**4.4.4** *Liquidated Damages:*

*According to West Virginia State Code §5A-3-4(a)(8), Vendor agrees that liquidated damages shall be imposed at any time during the course of the contract resulting from this Request for Proposal, or at any time during the course of optional renewal years, as described below. This clause shall in no way be considered exclusive and shall not limit the state or Lottery's right to pursue any other additional remedy to which the state or Lottery may have legal cause for action including further damages against the Vendor.*

*Liquidated damages for Vendor default may include, but are not limited to:*

**4.4.4.1** *Failure to respond to a request for on-site staff within the specified sixty (60) minute timeframe requirement: \$350 per incident per requested person.*

**4.4.4.2** *Failure to provide and maintain account staffing at the experience and educational levels of, or similar levels to, those originally proposed: \$350 per day, per person.*

**4.4.4.3** *Failure to comply with the Covenant Related to Purchasing Lottery Tickets Amount equal to the cash value of the prize won.*

**4.4.4.4** *Failure to meet documented deadlines due to carelessness or poor planning on the part of the Vendor: \$500 per day, per occurrence.*

**4.4.4.5** *Failure to make payments on the Lottery's behalf within 7-10 business days, upon receiving the West Virginia Lottery's approval of the invoiced statement: \$100 per incident.*

*Breach of any of the foregoing, or any action of the Vendor or any associate, agent or subcontractor of the Vendor involved in the contract, which reflects negatively upon the integrity, credibility, honesty, or security of the State Lottery Commission will result in decisive remedial action, and may include cancellation of the contract by the State of West Virginia.*

*The West Virginia Lottery Director shall have discretion to determine whether liquidated damages, as described in this section of the RFP, will be assessed. The West Virginia Lottery Director's determination shall not be arbitrary or capricious. In the event of a dispute regarding the imposition or the amount of liquidated damages, the Vendor shall designate one (1), and only one (1), on-site individual to discuss the dispute with the West Virginia Lottery Director or West Virginia Lottery Commission. In all possible areas of liquidated damages assessment, there shall be no prorated damages unless otherwise expressed for partial periods. Excessive liquidated damages, and events leading to such, may be grounds for termination of the contract.*

*This clause shall in no way be considered exclusive and shall not limit the State or Lottery's right to pursue any other available remedy.*

The Manahan Group LLC (TMG) agrees to pay for any liquidated damages per West Virginia State Code 5A-3-4(a)(8) as outlined in Sections 4.4.4, 4.4.4.1, 4.4.4.2, 4.4.4.3, 4.4.4.4 and 4.4.4.5.

#### **4.4.5 Data Confidentiality:**

*4.4.5.1 Any and all financial, statistical, personnel, customer and/or technical data supplied by the state to the Vendor are confidential (State Confidential Information).*

The Manahan Group LLC (TMG) agrees to keep all data supplied by the state confidential as outlined in Section 4.4.5.1.

*4.4.5.2 The Vendor must secure all data from manipulation, sabotage, theft or breach of confidentiality.*

The Manahan Group LLC (TMG) agrees to secure all data supplied by the state and keep it confidential as outlined in Section 4.4.5.2.

*4.4.5.3 The Vendor is prohibited from releasing any financial, statistical, personnel, customer and/or technical data supplied by the State and/or deemed to be confidential.*

The Manahan Group LLC (TMG) agrees not to release any data supplied by the state and keep it confidential as outlined in Section 4.4.5.3.

*4.4.5.4 The Vendor shall assume total financial liability incurred by the Vendor associated with any such breach of confidentiality.*

The Manahan Group LLC (TMG) agrees to assume total financial liability associated with any breach of confidentiality as outlined in Section 4.4.5.3.

#### **4.4.6 Continuity of Services:**

*4.4.6.1 The Vendor recognizes that the services under this Contract are vital to the Lottery and must be continued without interruption and that, upon Contract expiration, a successor, may continue them. The Vendor agrees:*

The Manahan Group LLC (TMG) agrees.

*4.4.6.1.1 To exercise its best efforts and cooperation to affect an orderly and efficient transition to a successor.*

The Manahan Group LLC (TMG) will exercise our best efforts to affect an orderly and efficient transition to a successor.

**4.4.6.1.2** *To make all Lottery equipment, data, art and production files, contracts, and media contacts used for services rendered under this Contract available to any successor at an appropriate time prior to the expiration of the Contract to facilitate transition to successor.*

The Manahan Group LLC (TMG) will exercise our best efforts to affect an orderly and efficient transition to a successor.

**4.4.6.1.3** *To pay any outstanding invoices accrued under the timeframe of this Contract. The Lottery shall reimburse the Vendor for any payments made to third-party Vendors.*

The Manahan Group LLC (TMG) agrees to pay all outstanding invoices accrued under the timeframe of this Contract.

## **4.5 Oral Presentation**

*The Agency will require 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:*

**4.5.1** *The Vendor should present three (3) past launched campaigns relevant to the following:*

**4.5.1.1.** *A statewide or national advertising campaign for a consumer product providing who the customer was; project scope; summary of campaign strategy, including challenges faced and solutions; media utilized as described in 4.4.1.5; media plan and strategy; creative examples including and, if applicable, digital advertising; point-of-sale; social media; TV; radio; OOH; and any other creative relevant to the campaign; campaign success and analysis; and any other details the Vendor deems important.*

# CASE STUDIES



## “Ca\$h Pop” Campaign

**Client:** WV Lottery

**Contact:** Sara Harpold

All creative & media reporting can be reviewed in Addenda.

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

In 2021, WV Lottery approached TMG with an exciting new game slated to launch in Spring of 2022 called Ca\$h Pop. The faster pace of the new draw game would appeal to a new audience, changing the overall makeup of WV Lottery players; this significantly impacted both the creative rationale, and the media mix compared to the historical WVL audiences.

Introducing a national Ca\$h Pop game to an older West Virginia audience presented its challenges including encouraging a younger demographic to start playing. The game's out-of-the-box rules were a bit different than WVL's other games, but necessity is the mother of invention. Creating a catchy pop song and introducing the boy band “Ca\$h Squad” singing “1 in 15” allowed a fun way for Ca\$h Pop to be introduced to all audiences — particularly cashing in on nostalgia. Ca\$h Squad mirrored 80s and 90s boy bands including New Kids on the Block, N'Sync and the Backstreet Boys, which also provided humor. Lyrics include: “Ca\$h Pop! It's a hit! Take a chance on me, baby. Odds in favor. 1 in 15.” The song spanned TV and radio mediums.

Early on, it was clear that digital advertising would play a massive role in reaching this new audience. First, TMG leveraged WV's general advertising inventory to promote this new game through more traditional mediums such as television, radio, billboards, digital advertising, point-of-sale signage, GameTouch™ screens, How-To videos and gas station TV. TMG also expanded digital advertising efforts to include streaming radio, and connected TV and tweaked the targeted audiences using several data sets from Data Alliance and other data providers 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 metrics throughout. Unfortunately, without back-end access to metrics, the only KPIs that the agency was able to measure were ad spend, impressions and click-throughs.

Our approach to launching consumer products is superior to other methodologies because we utilize our On Target process to ensure that the strategy – from messaging to placement begins with the clients' goals in mind. 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 manage 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.

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.

*4.5.1.2 An advertising campaign promoting a product promotion such as a coupon or loyalty program providing who the customer was; project scope; summary of campaign strategy, including challenges faced and solutions; media utilized as described in 4.3.2; media plan and strategy; creative examples including and, if applicable, digital advertising; point-of-sale; social media; TV; radio; OOH; and any other creative relevant to the campaign; campaign success and analysis; and any other details the Vendor deems important.*

## “NASCAR® Powerball® Collect ‘N Win” Campaign

**Client:** WV Lottery

**Contact:** Sara Harpold

All creative & media reporting can be reviewed in Addenda.

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

The West Virginia Lottery asked TMG to help with the creation of assets to help promote Powerball’s launch of a new national promotion “The NASCAR Powerball Playoff” that was set to launch in May 2023. The promotion was geared towards all lottery players 18+. Players who played Powerball with Power Play® would receive a coupon to redeem for a collectible symbol for a chance to be entered into the West Virginia Powerball Victory Lap Collect ‘N Win promotion. The Grand Prize drawing for the CNW would be held on July 12, 2023 and five opportunities to win up to \$50,000.00.

The more often a player played Powerball with Power Play® the greater the chances of them collecting six different collectible symbols for their chance at the grand prize.

TMG developed the look of the Victory Lap Collect ‘N Win, geared towards the NASCAR audience. Keeping with NASCAR themes like speed, racetracks, checkered flags, etc. we were able to create campaign assets that included ribbon boards, microsite banners, point-of-sale signage, social graphics, television end tags, etc.

The media strategy again included leveraging inventory already secured by WV Lottery for its General Advertising efforts (television, radio, billboards, digital advertising, point-of-sale signage, GameTouch™ screens), but also added additional television spots in NASCAR races all over the state. TMG also adjusted digital ad targeting to include psychographics such as persons interested in NASCAR. This mix introduced the promotion to audiences that weren’t typically seeing WV Lottery messaging and tied the WVL game to NASCAR’s national brand awareness.

Working with a new licensed product always presents challenges in asset development and approval. To address this, TMG closely monitored approvals and communications between TMG, WV Lottery and licensor to ensure that proofs of deliverables were reviewed in a timely manner to avoid delays.

Over 1.9 million digital impressions were served.

*4.5.1.3 A branding campaign for a product, service, or company. Vendor shall provide creative examples for the Brand and include details on how the brand was created and launched to the public, internal staff, and others associated with the Brand.*



## “Breathe Easy West Virginia” Campaign

**Client:** WV Department of Health

**Contact:** Bob Wines

All creative & media reporting can be reviewed in Addenda.

### SCOPE OF PROJECT

The West Virginia Department of Health, Bureau for Public Health, Office of Epidemiology and Prevention Services, Division of Immunizations Services reached out to The Manahan Group LLC for our expertise on developing and implementing a Fall Respiratory Illness awareness campaign for the State. Messaging would focus on COVID-19, Flu and RSV during peak months of October, November and December.

The West Virginia Division of Immunizations attended an out-of-state U.S. Centers for Disease Control and Prevention (CDC) meeting and brought back the idea of a Fall respiratory “Breathe Easy” message.

### TIMELINE

September 1 – January 31, 2024

### CAMPAIGN DEVELOPMENT

- Target Audience(s) were identified as West Virginia residents most susceptible to respiratory illness. This would include seniors, adults and children.
- Partners identified to help amplify this message include Statewide Health Departments, clinics and the West Virginia Rural Health Association.
- Deliverables planned for this effort include: Campaign messaging and development; Website design; (4) Television and (4) Radio spots; Digital Ads, Digital and Vinyl Billboards; Social Media assets for partners to distribute on their social media channels; Poster, Rack Card, and 8.5”x11” branded display with a take away piece, business card including a QR code to direct them to the Breathe Easy (wv.gov) website for more information about respiratory illnesses and where to find a location for your vaccines.

### CREATIVE STRATEGY

The challenge posed to the agency was to stay away from the typical vaccine messages for COVID-19, Flu and RSV vaccinations that focus on “get your shot” and to instead show the importance of getting vaccinated. The vaccine is not just for the individual but for everyone they interact with. Getting vaccinated not only helps you to “Breathe Easy” this Fall but everyone.

Another challenge we faced was the tight timeframe. The Manahan Group had a month to develop and implement the campaign. Including the production of a :30 TV; :15 TV; :30 radio and :15 radio spots to begin airing October 7. We knew that being in an election season, media inventory would be limited and costly. Also, there are several approval steps that are necessary when working for the State. Not only does the client need to approve the messaging, but their Communications Department needs to have final sign-off.

The client wanted to showcase the beautiful state and people interacting in different settings. Staying away from typical shot in the arm visuals.

TMG got right to work and met with the client to discuss their wants and needs. After meeting with the client, we began brand development and contacted a reliable production company to partner with for the TV and Radio assets we needed.

With the tight timeframe we decided to approach the campaign into two phases. The first phase included the



production of stock video (:30 & :15) TV spots and a (:30) Radio spot. Billboard and digital placements launched October 2nd as soon as the website was live. Television and radio spots then began airing October 7th. Partner assets were developed as well as promotional items.

The second phase of the campaign - will include the production of a live TV spot to freshen up the messaging in hopes to avoid viewer fatigue.

## **MEDIA**

The timeline for this project was even shorter for media placements as funding required that all media placements occur before the end of the calendar year. This meant that a full-scale, multi-media approach would be required to achieve the client's goals. TMG quickly got to work to secure inventory.

One approach that we took was to place advertisements where people would gather together. Sports events can quickly become problematic in the world of epidemiology. We contacted West Virginia University & Marshall University to secure any available inventory at football games scheduled after our October 1st launch date. This allowed for four home games at each stadium, with an option to expand into basketball if budget allowed.

Additionally, ads were also secured to appear on screens in DMV locations across the state. While these screens are very visible and show the number of the customer next to be serviced, they do not have audio. Therefore these ads took a slightly different approach than the tv spots and instead were graphic-heavy, including logo animation and a QR code to drive traffic to the website.

Digital was another large component of this effort. TMG was able to utilize consumer behavior data in it's targeting of digital ads to reach West Virginians who have purchased or researched a purchase of cold, flu & allergy medicines, as well as caregivers (either to young children, or to elderly parents) whom had researched vaccines. The digital campaign included streaming audio and video, display, OTT/CTV advertisements served to these audiences.

Traditional broadcast and cable television, radio and billboard ads were also secured statewide including a mix of high visibility sports, newscasts, primetime television and holiday programming. This mix allows for great reach while also building frequency with targeted cable and digital ads.

In its first week this multi-pronged approach has generated over 4 million impressions and 1,400 clicks through to the website.

TMG's approach to this project was superior in that we were able to achieve what no one believed to be possible – launch a campaign with television production and a new website for the Department of Health in less than one (1) month. Teamwork both within TMG and with our partners at the Department of Health, Communications, and Commerce came together to ensure that the campaign launched without issue. Planning began with the end goal in mind – West Virginians need to be vaccinated against fall respiratory disease and in order to do so, we needed to educate them in a non-traditional way. While this campaign has only just begun, early signs are pointing towards success from all partners.

# MOCK CAMPAIGN



4.5.1.4 The Vendor should present one (1) mock campaign for the provided West Virginia Lottery instant product and draw game promotion (Exhibit B) including describing the creative strategy to promote the product, target audience, and media plan. Vendor shall provide a creative example in each of the following: digital advertising, digital OOH, and social media.

4.5.1.4.1 Lottery Advertising Creative Prompt: The Lottery will be creating a Holiday promotion featuring three instant games and the in-state CASH 25 game. Art for all three are provided in Exhibit B.

The promotion would include:

- Players may enter by purchasing HOLIDAY CARDS, GIFTS OF 7, or MERRY CHRISTMAS instant tickets or the five plays of CASH 25.
- Players may enter the data by validation barcode under the scratch covering on instant tickets or the CASH 25 web code at the top of each ticket.
- Enter by registering on the FREE wvlottery.com website or mobile app and scanning or manually entering the codes with the Lottery PlayOn Rewards.
- The promotion will run from November 1, 2024 through December 31, 2024.
- There will be twenty-four (24) winners of \$200 digital cards each month for the two months.
- There will be one (1) grand prize drawing at the conclusion of the promotion, held on January 9, 2025. Grand Prize drawing will have twenty-four (24) winners of \$5,000 and one (1) winner of \$50,000!

#### Section 4.5.1.4, 4.5.1.4.1

### 1 | MOCK CAMPAIGN

For the mock campaign outlined in this CRFP, The Manahan Group LLC (TMG) suggests a festive campaign that reaches the audience in multiple ways over the two-month window. Our vision is to create an appealing holiday campaign that combines multiple methods of communication to reach intended audiences with frequency.

Promotion of West Virginia Lottery (WVL) holiday tickets including Christmas Cards, Merry Christmas and Holiday Hearts, also featuring instant games and the in-state CASH 25 game.



## PURPOSE

TMG would leverage the increased consumer spending and festive spirit during the holiday season to boost brand awareness, drive sales, and engage customers by offering special promotions and seasonal messaging – ultimately capturing a larger market share during the holiday season.

## VISION

Create a simple and appealing campaign. Utilize a marketing mix or a combination of communication methods to reach desired audiences.

## TAGLINE(S)

**GO ALL IN THIS HOLIDAY**  
**SHARE HOLIDAY JOY**

## TYPOGRAPHY

Scriptorama Markdown JF

The handwritten style brush font has an organic, dynamic quality that feels spontaneous and expressive. When used in all caps, this style amplifies the sense of urgency, excitement and boldness – which makes it perfect for grabbing attention to create a strong impression. The handwritten style also evokes a sense of humanization and authenticity – feels more personable and makes the message appear more genuine.

It also carries a playful vibe – which makes it feel bold, festive and energetic. It makes it ideal for a promotion that should leave a memorable impact.

## COLOR SCHEME

A balanced blend of traditional holiday colors and vibrant tones create a compelling visual impact. The color palette creates festive visuals that stand out and convey the excitement of a lottery campaign while maintaining a seasonal and celebratory tone.



### Velvety red

A vibrant and festive red that evokes excitement and holiday spirit.



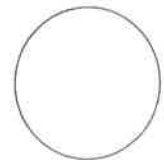
### Emerald green

A traditional holiday green that symbolizes hope and prosperity and good fortune.



### Gold

Adds a touch of luxury and celebration.



### Snow white

Crisp and clean, great for contrast and highlights.

## IMAGERY

Holiday imagery such as snowflakes, wrapping paper textures, and ribbons, when combined, create a strong visual impact which connects emotionally with the audience and establishes a seasonal context or tone since it is universally recognized. It elicits emotional connections, tapping into nostalgia and positive feelings around the holidays – family gatherings, gift giving, and celebrations. People are more likely to remember something that visually evokes warmth, joy and excitement.

The red ribbons, shimmering snow and wrapped package texture also directly aligns with the themes to build your wish list, as well as a sense of value or exclusive opportunity.



## 2 | STRATEGY

**Creative execution** goes beyond simply delivering a message. It involves captivating audiences through storytelling, engaging visuals and unique experiences. During the holidays, individuals tend to be more nostalgic, have more time off from work and spend more time with family. Promoting simple messages of sharing, joy and encouraging existing WVL players to share their wish lists with family members along with product messaging “go all in this holiday” ties everything up in a nice holiday bow while targeting multiple ages and demographics.

## 3 | TARGET AUDIENCE

The audience TMG would target with this ad campaign is West Virginia Adults 18+ with disposable income. Psychographics would include those who have an interest in gaming/gambling, have previously purchased lottery tickets, participate in fantasy football leagues or those who have registered on wvlottery.com or mobile app. These audiences would allow WVL to both encourage current WVL players to participate in the promotion, while also expanding reach to new audiences.

Demographics – West Virginia residents 18+ with disposable income

Behaviors – Recent Lottery Purchase, Recent Visit to Casino, Recent LVL Player, Active Fantasy Football

Interests – Gaming, Gambling, Fantasy Football

Motivations – Fast Cash, Bragging Rights

## 4 | CORE MESSAGE

Give the gift of possibility this season.

## 5 | COMMUNICATION CHANNELS

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Television, Radio, Internet/Digital, Out of Home, Point of Sale, Social Media, Digital Out of Home, Streaming, On-site Collegiate Sports

## 6 | CREATIVE CONCEPTS

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*Holiday Promotion featuring instant games and the in-state CASH 25 game.*

*The promotion includes:*

- *Players may enter by purchasing HOLIDAY CARDS, GIFTS OF 7, or MERRY CHRISTMAS instant tickets or the five plays of CASH 25.*
- *Players may enter the data by validation barcode under the scratch covering on instant tickets or the CASH 25 web code at the top of each ticket.*
- *Enter by registering on the FREE wvlottery.com website or mobile app and scanning or manually entering the codes with the Lottery PlayOn Rewards.*
- *The promotion will run from November 1, 2024 through December 31, 2024.*
- *There will be twenty-four (24) winners of \$200 digital cards each month for the two months.*
- *There will be one (1) grand prize drawing at the conclusion of the promotion, held on January 9, 2025. Grand Prize drawing will have twenty-four (24) winners of \$5,000 and one (1) winner of \$50,000!*

By utilizing (2) taglines for various mediums, the hope is to capture all 18+ demographics during this time of nostalgia and gift-giving.

### CAMPAIGN

Billboard, Social, Digital and DOOH

### TAGLINE

**GO ALL IN THIS HOLIDAY** – This tagline is a slight nod to the tickets and its poker theme, but could also be viewed as encouraging audiences to “don’t hold back this holiday — spend time with those you love.” By not creating a “poker” theme per se, the hope is to focus on joy and not promote a gambling theme that could possibly conflict with nearby Mardi Gras Casino promotions.

By using simple messaging and branding on **billboards**, ads will drive traffic to WV Lottery **social media** platforms, Facebook and Instagram, where players can learn about the details, dates and prize callouts of the holiday promotion. Simple messaging on **digital ads** utilize a call to action of “CLICK FOR DETAILS” on mobile and desktop which will drive traffic to the WV Lottery website where players will be able to view dates of the promotion and rules of the promotion featuring instant games and the in-state CASH 25 game.

Billboards

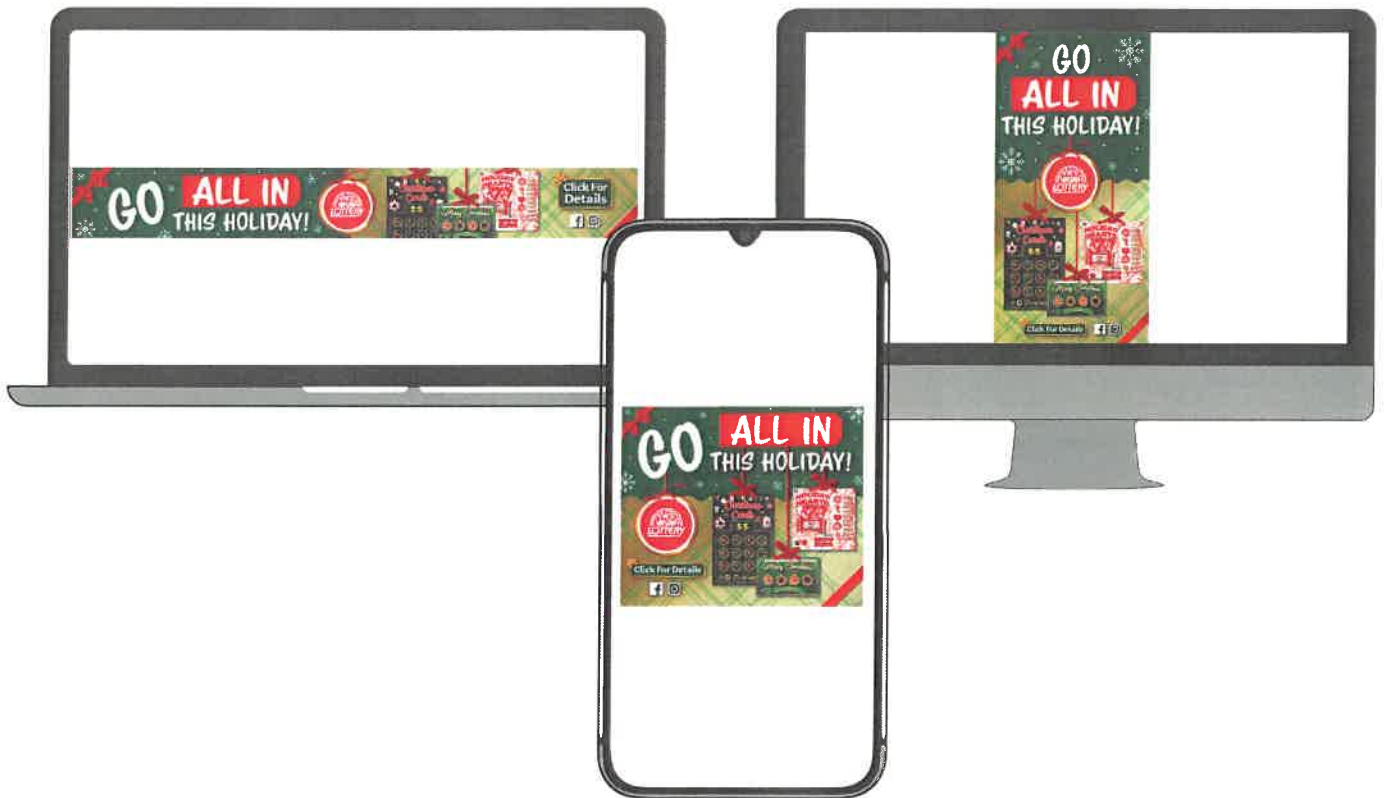


Social Media





Digital Ads



**TAGLINE**

**SHARE HOLIDAY JOY** – This tagline encourages longtime WV Lottery players to share what they love to do with those they love. For a festive and truly engaging **DOOH** campaign, audiences will notice a new holiday promotion “Create and Share Your Wishlist” on existing Gemini Touchscreens located at grocery stores, retail locations and convenience stores. The digital prompts will ask players who normally simply purchase their own tickets to create and share their ticket wish list for the holidays with friends and family. Players will have fun making lists, but why not take it a step further? Players can choose to have their completed lists sent to them or their family and friends, via email or SMS. The text and email that will be sent to players and their families will also include a prompt encouraging everyone to download the iPlay app. People love choosing their own gifts and allowing them to share a wish list with their loved ones, while they are engaging with the Lottery brand is a win, win.

**DOOH – Gemini Touchscreen**



## 7 | MEDIA PLACEMENT

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Media placements would start heavy November 1 to introduce the new promotion and taper off in mid-December to ensure that players have ample time to get their entries submitted.

Heavy promotion of monthly winners via social media would be key to keeping the promotion timeline top of mind. All assets include those social handles so that the campaign drives traffic to WV Lottery's existing channels of communications. **A detailed breakdown of media can be found in the Creative and Media Addenda.**

## 8 | KEY PERFORMANCE INDICATORS

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Which KPIs are monitored or reported on for a campaign depends heavily on the medium(s) used. While impressions may be the best KPI for television, radio or out-of-home ads, digital ads allow for much deeper metrics tracking not only the number of website visits, but engagement, time spent on specific pages, purchases made, bounce rates, etc. This can be key for optimizing digital campaigns as they progress, and certainly for fine-tuning future campaigns.

## 9 | BUDGET

---

A holiday campaign should always have a higher paid media budget than a typical game or campaign would because the fourth quarter is the most expensive time of year to place advertising. TMG would suggest a paid media budget of at least \$175,000 net in addition to WV Lottery general advertising allocations to break through the clutter during this busy season.

Additionally, by leveraging inventory already secured for WV Lottery's general Q4 buy, the campaign can expand to an even larger degree.

## 10 | TIMELINE

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October 15, 2024 - December 31, 2024

**LET'S GO ALL IN  
THIS HOLIDAY SEASON!**

*4.5.1.5 Vendor shall have 60 minutes for an in-person, oral presentation. This can include visual/audio and/or demonstrations. There will be a 30-minute question and answer period immediately following.*

*4.5.1.6 Vendor shall submit all campaigns on a flash drive for review prior to award of contract.*



# TECHNICAL ADDENDUM



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## **Insurance Policies**

**Commercial General Liability,  
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& Workers Compensation**





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
10/09/2024

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

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

<b>PRODUCER</b> AUTOMATIC DATA PROCESSING INS AGCY 76250717 71 HANOVER ROAD FLORHAM PARK NJ 07932	<b>CONTACT NAME:</b>	
	<b>PHONE</b> (800) 524-7024 <small>(A/C, No, Ext):</small>	<b>FAX</b> <small>(A/C, No):</small>
	<b>E-MAIL ADDRESS:</b>	
	<b>INSURER(S) AFFORDING COVERAGE</b>	
	<b>NAIC#</b>	
	INSURER A : Twin City Fire Insurance Company	

<b>INSURED</b> THE MANAHAN GROUP LLC 222 CAPITOL ST STE 400 CHARLESTON WV 25301-2215	<b>INSURER B :</b>
	<b>INSURER C :</b>
	<b>INSURER D :</b>
	<b>INSURER E :</b>
	<b>INSURER F :</b>

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

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

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <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"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	<b>UMBRELLA LIAB EXCESS LIAB</b> <input type="checkbox"/> OCCUR <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		N/A	76 WEG GB4885	10/15/2023	10/15/2024	<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)**

Those usual to the Insured's Operations.

**CERTIFICATE HOLDER**

For informational Purposes  
 222 CAPITOL ST STE 400  
 CHARLESTON WV 25301-2215

**CANCELLATION**

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

*Susan L. Castaneda*

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**Designated Contact &  
Certification & Signature Page**

**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) BETHANY WEST, PRESIDENT  
(Address) 222 CAPITOL ST, STE 500, CHARLESTON, WV 25301  
(Phone Number) / (Fax Number) 304-343-2800 / 304-343-2788  
(email address) BWEST@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)  
Bethany West  
(Signature of Authorized Representative)  
BETHANY WEST, PRESIDENT  
(Printed Name and Title of Authorized Representative) (Date)  
304-343-2800 / 304-343-2788  
(Phone Number) (Fax Number)  
BWEST@MANAHANGROUP.COM  
(Email Address)

**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 for four (4) years immediately preceding the date of this certification; **or**,
- Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification;
- Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or**,
- Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,

**2. Application is made for 2.5% vendor preference for the reason checked:**

- Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,

**3. Application is made for 2.5% vendor preference for the reason checked:**

- Bidder is a nonresident vendor that employs a minimum of one hundred state residents, or a nonresident vendor which has an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia and employs a minimum of one hundred state residents, and for purposes of producing or distributing the commodities or completing the project which is the subject of the bidder's bid and continuously over the entire term of the project, on average at least seventy-five percent of the bidder's employees or the bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years and the vendor's bid; **or**,

**4. Application is made for 5% vendor preference for the reason checked:**

- Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,

**5. Application is made for 3.5% vendor preference who is a veteran for the reason checked:**

- Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,

**6. Application is made for 3.5% vendor preference who is a veteran for the reason checked:**

- Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

**7. Application is made for preference as a non-resident small, women- and minority-owned business, in accordance with West Virginia Code §5A-3-59 and West Virginia Code of State Rules.**

- Bidder has been or expects to be approved prior to contract award by the Purchasing Division as a certified small, women- and minority-owned business.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to: (a) rescind the contract or purchase order; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes, provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

**Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.**

Bidder: THE MANAHAN GROUP LLC Signed: Bethany West  
Date: 10/11/24 Title: PRESIDENT

The Manahan Group  
FEIN #20-0201317  
CRFQ 0705 LOT2500000001  
Technical Addendum

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

**Small, Women Owned, Minority-Owned Business**

**STATE OF WEST VIRGINIA - PURCHASING DIVISION**

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

---

Before a vendor is eligible to sell goods and/or services to the State of West Virginia, the *West Virginia Code* §5A-3-12 requires all vendors to have on file with the West Virginia Purchasing Division a completed Vendor Registration and Disclosure Statement. All vendors wishing to participate in the competitive bid process and receive purchase orders from the State of West Virginia exceeding \$5,000 in aggregate across all state agencies are required to complete the Vendor Registration and Disclosure Statement (WV-1 form) and pay a **\$125.00** annual fee. Payment of the annual fee includes email notifications on bid opportunities based on the commodities and services selected upon registering in the Vendor Self-Service (VSS) portal at **wvOASIS.gov**. Please complete this form in its **ENTIRETY** and return it with a check or money order made payable to the **STATE OF WEST VIRGINIA** in the amount of **\$125.00**. Incomplete forms may not be processed and may be returned to the vendor. Please send completed form and payment to:

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

Whenever a change occurs in the information submitted, such change shall be reported immediately in the same manner as required in the original disclosure statement (*West Virginia Code* §5A-3-12). Vendors doing business with the State of West Virginia are expected to abide by the **Vendor Code of Conduct** available online at **[www.state.wv.us/admin/purchase/vrc/vendorconduct.pdf](http://www.state.wv.us/admin/purchase/vrc/vendorconduct.pdf)**.

**Privacy Notice:** The Purchasing Division is required to collect certain information as stated in *West Virginia Code* §5A-3-12, other applicable sections of the *West Virginia Code*, the Vendor Registration and Disclosure Statement forms, and other documents to facilitate the state bidding and contract administration processes. This information is stored in a secure environment, but unless specifically protected under state law, any information provided may be inspected by or disclosed to the public.

Vendors are also required to be licensed and in good standing in accordance with any and all state and local laws and requirements by any state or local agency of West Virginia, including, but not limited to, the West Virginia Secretary of State's Office, the West Virginia Tax Department, West Virginia Insurance Commission, or other state agencies or political subdivisions. Failure to do so may result in delay of or disqualification from a contract award pursuant to *West Virginia Code of State Rules* §148-1-6.1.7.

Should you need additional information relating to vendor registration, please visit **[www.state.wv.us/admin/purchase/VendorReg.html](http://www.state.wv.us/admin/purchase/VendorReg.html)**. Questions concerning this Vendor Registration and Disclosure Statement may be directed to the Purchasing Division at (304) 558-2311.

**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 CAPITAL ST, STE 500, CHARLESTON, WV 25301  
(Please provide a physical address, not a post office box.)  
Payment Address (SAME)  
City, State, Zip CHARLESTON, WV 25301  
Telephone Number 304.343.2800 Fax Number 304.343.2788  
Principle Contact Person BETHANY WEST E-mail BWEST@MANAHANGROUP.COM  
Contact's Telephone Number 304.343.2800 Contact's Fax Number 304.343.2788  
DBA, if any MANAHAN GROUP OR THE MANAHAN GROUP  
Ordering Address (SAME)  
Payment Address (SAME)  
City, State, Zip SAME  
Telephone Number SAME Fax Number SAME  
Principle Contact Person SAME E-mail SAME  
Contact's Telephone Number SAME Contact's Fax Number SAME

2. Vendor Tax Classification:

- |                                     |                 |                          |                         |
|-------------------------------------|-----------------|--------------------------|-------------------------|
| <input type="checkbox"/>            | Individual      | <input type="checkbox"/> | Government              |
| <input checked="" type="checkbox"/> | Sole Proprietor | <input type="checkbox"/> | Medical Corporation     |
| <input type="checkbox"/>            | Partnership     | <input type="checkbox"/> | Attorney Corporation    |
| <input 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

**3. Taxpayer Identification Number (TIN):** If you have an Identification Number, enter it below. All partnerships, corporations, or companies with employees must have an EIN.

200201317 EIN

If you do not have a EIN, please enter Social Security number (SSN), Individual Taxpayer Identification Number (ITIN) or Adoptive Identification Number (ATIN) and check the correct below.

- (SSN , ITIN , ATIN )

## 4. (A) Small, Women-Owned, Minority-Owned Businesses

**West Virginia Code** §5A-3-59 establishes a procurement certification program in West Virginia for small, women-, and minority-owned businesses. Requirements related to the certification program are provided in the **West Virginia Code of State Rules** §148-2-1 et seq. Note that this certification provides nonresident vendors preference that is equivalent to competing resident (West Virginia) vendors that have applied for resident vendor preference, in accordance with **West Virginia Code** §5A-3-37. This certification may assist resident small, women-, and minority-owned businesses when soliciting business in other states. If you are renewing your two-year SWAM business certification status, please indicate the appropriate designation below.

### Certification of Status (Check all those which apply)

- Minority-owned Business** [1] means a business concern that is at least fifty-one percent owned by one or more minority individuals 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 in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals and both the management and daily business operations are controlled by one or more minority individuals.
- A "minority individual" means an individual who is a citizen of the United States or a noncitizen who is in full compliance with United States immigration law and who satisfies one or more of the following definitions:
    - **African American** means a person having origins in any of the original peoples of Africa and who is regarded as such by the community of which this person claims to be a part.
    - **Asian American** means a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent or the Pacific Islands, including, but not limited to, Japan, China, Vietnam, Samoa, Laos, Cambodia, Taiwan, Northern Mariana, the Philippines, a U.S. territory of the Pacific, India, Pakistan, Bangladesh, or Sri Lanka and who is regarded as such by the community of which this person claims to be a part.
    - **Hispanic American** means a person having origins in any of the Spanish-speaking peoples of Mexico, South or Central America, or the Caribbean Islands or other Spanish or Portuguese cultures and who is regarded as such by the community of which this person claims to be a part.
    - **Native American** means a person having origins in any of the original peoples of North America and who is regarded as such by the community of which this person claims to be a part or who is recognized by a tribal organization.



**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).

541810

6. What is the latest Dun & Bradstreet number and rating on the vendor? 78-518-7910 85

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.

BETHANY WEST

Authorized Agent of Vendor (Print Name)

Bethany West

Authorized Agent (Signature)

PRESIDENT

Title

10/11/24

Date

**PURCHASING DIVISION  
USE ONLY**

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

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

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

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

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

## **Conflicts of Interest Disclosure**

# 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: [www.ethics.wv.gov](http://www.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: BETHANY WEST Address: (SAME)

Contract Number: LOT 2500000001 Contract Description: MARKETING & ADVERTISING

Governmental agency awarding contract: WV LOTTERY

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. NONE

**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.  
GEORGE B. MANAHAN 100%

**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)**

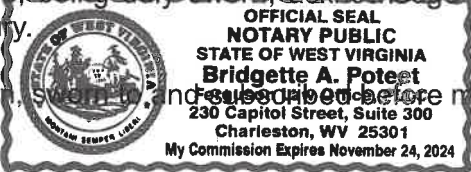
Check here if none, otherwise list entity/individual names below. NONE

Signature: Bethany West Date Signed: 10/11/24

**Notary Verification**

State of West Virginia, County of Kanawha

Bethany West, 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 11<sup>th</sup> day of October, 2024.  
Bridgette A. Petzet  
Notary Public's Signature

**To be completed by State Agency:**

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

The Manahan Group  
FEIN #20-0201317  
CRFQ 0705 LOT2500000001  
Technical Addendum  
Page #11

**Purchasing Affidavit**

STATE OF WEST VIRGINIA

Purchasing Division

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: Bethany West Date: 10/11/24

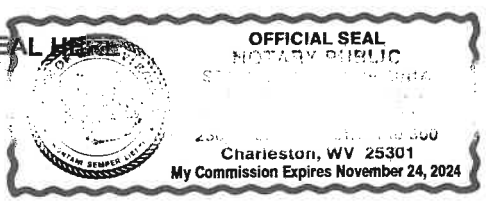
State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 11th day of October, 2024.

My Commission expires 11-24-2024, 20\_\_.

AFFIX SEAL HERE



NOTARY PUBLIC

Budgette A. Petard

The Manahan Group
FEIN #20-0201317
CRFQ 0705 LOT2500000001
Technical Addendum
Page #12

Purchasing Affidavit (Revised 01/19/2018)

**Addendum Acknowledgement Form**  
**(Attachment C)**





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> 1387138		<b>Reason for Modification:</b>	
<b>Doc Description:</b> RFP - Lottery Marketing and Advertising Services		Addendum No 1 issued to modify the technical proposal opening date	
<b>Proc Type:</b> Central Master Agreement			
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2024-09-24	2024-10-08 13:30	CRFP 0705 LOT2500000001	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 *Bethany West* FEIN# *20020317* DATE *10/11/24*

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 opening date for the technical proposal from 10/01/2024 to 10/08/2024.

----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	
LOTTERY PO BOX 2067		LOTTERY 900 PENNSYLVANIA AVE	
CHARLESTON	WV 25327-2067	CHARLESTON	WV 25302
US		US	

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

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Lottery - Advertising agency services

Vendors MUST fill out Cost Sheet included as Exhibit A. and return separately from technical proposal.

**\*\*ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED\*\***

See attached instructions for requirements for responding.

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2024-09-20

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP LOT25\*01**

**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  
Bethany West  
Authorized Signature  
10/11/24  
Date

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

Revised 6/8/2012



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> 1387138		<b>Reason for Modification:</b>	
<b>Doc Description:</b> RFP - Lottery Marketing and Advertising Services		Addendum No. 2 is issued to modify the technical proposal opening date, to publish vendors questions..... See Page 2 for complete info	
<b>Proc Type:</b> Central Master Agreement			
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2024-10-01	2024-10-15 13:30	CRFP 0705 LOT2500000001	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** *Bethany West* **FEIN#** 200201317 **DATE** 10/11/24

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

**Reason for Modification:**

Addendum No. 2 is issued to modify the technical proposal opening date, to publish vendors questions and answers and to publish a revised pricing page.

**ADDITIONAL INFORMATION**

Addendum No 2 is issued for the following reasons:

- 1) To modify the opening date for the technical proposal from 10/08/2024 to 10/15/2024.
- 2) To Publish vendor questions with the Agency responses.
- 3) To attach a revised Exhibit A Pricing Page.

--no other changes---

\*\*\*\* 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		
LOTTERY PO BOX 2067			LOTTERY 900 PENNSYLVANIA AVE		
CHARLESTON	WV	25327-2067	CHARLESTON	WV	25302
US			US		

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

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Lottery - Advertising agency services

Vendors MUST fill out Cost Sheet included as Exhibit A. and return separately from technical proposal.

**\*\*ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED\*\***

See attached instructions for requirements for responding.

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2024-09-20

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFP LOT25\*01**

**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 type="checkbox"/> Addendum No. 1            | <input type="checkbox"/> Addendum No. 6  |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7  |
| <input 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

Bethany West

Authorized Signature

10/11/24

Date

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



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> 1387138		<b>Reason for Modification:</b> Addendum No 3 is issued to answer a question regarding revised pricing page.	
<b>Doc Description:</b> RFP - Lottery Marketing and Advertising Services			
<b>Proc Type:</b> Central Master Agreement			
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2024-10-04	2024-10-15 13:30	CRFP 0705 LOT2500000001	5

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

VENDOR
<b>Vendor Customer Code:</b>
<b>Vendor Name :</b>
<b>Address :</b>
<b>Street :</b>
<b>City :</b>
<b>State :</b> <b>Country :</b> <b>Zip :</b>
<b>Principal Contact :</b>
<b>Vendor Contact Phone:</b> <b>Extension:</b>

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

<b>Vendor Signature X</b> <i>Bethany West</i>	<b>FEIN#</b> 200201317	<b>DATE</b> 10/11/24
---	------------------------	----------------------

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

**ADDITIONAL INFORMATION**

Addendum No 3 is issued for the following reasons:

1) To Publish vendor questions with the Agency response Regarding Addendum No 2 revised Pricing page.

--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	
LOTTERY PO BOX 2067		LOTTERY 900 PENNSYLVANIA AVE	
CHARLESTON	WV 25327-2067	CHARLESTON	WV 25302
US		US	

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

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Lottery - Advertising agency services

Vendors MUST fill out Cost Sheet included as Exhibit A. and return separately from technical proposal.

**\*\*ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED\*\***

See attached instructions for requirements for responding.

**SCHEDULE OF EVENTS**

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2024-09-20



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**SOLICITATION NO.: CRFP LOT25\*01**

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(Check the box next to each addendum received)

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|--|--|
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THE MANAHAN GROUP LLC  
Company

Bethany West  
Authorized Signature

10/11/24  
Date

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

**Final CFRP 0705 LOT2500000001 5**

**WV CFRP Form**



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> 1387138	<b>Reason for Modification:</b> Addendum No 3 is issued to answer a question regarding revised pricing page.
<b>Doc Description:</b> RFP - Lottery Marketing and Advertising Services	
<b>Proc Type:</b> Central Master Agreement	

Date Issued	Solicitation Closes	Solicitation No	Version
2024-10-04	2024-10-15 13:30	CRFP 0705 LOT2500000001	5

**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** *Bethany West* **FEIN#** 200201317 **DATE** 10/11/24

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

**ADDITIONAL INFORMATION**

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1) To Publish vendor questions with the Agency response Regarding Addendum No 2 revised Pricing page.

--no other changes---

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See attached instructions for requirements for responding.

INVOICE TO		SHIP TO	
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CHARLESTON	WV 25327-2067	CHARLESTON	WV 25302
US		US	

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

Comm Code	Manufacturer	Specification	Model #
82101800			

**Extended Description:**

Lottery - Advertising agency services

Vendors MUST fill out Cost Sheet included as Exhibit A. and return separately from technical proposal.

**\*\*ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED\*\***

See attached instructions for requirements for responding.

SCHEDULE OF EVENTS		
Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2024-09-20

	Document Phase	Document Description	Page 3
LOT2500000001	Final	RFP - Lottery Marketing and Advertising Services	

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

**Proof of Being Registered with WV Department of  
Administration to Bid**



ACCOUNT ENDING - 21004

CARD MEMBER

Business Platinum Card®

GEORGE MANAHAN

DATE	DESCRIPTION	AMOUNT
Jul 11	<b>WV TREASURY BASIC</b> 322 70TH ST SOUTH EAST  CHARLESTON WV 25304 (304) 341-0734 <a href="https://www.wvtreasury.com/banking-services/revenue-distributions">https://www.wvtreasury.com/banking-services/revenue-distributions</a>	<b>WV OASIS PAYMENT3045586708 WV</b> Will appear on your Jul 28, 2024 statement as WV OASIS PAYMENT3045586708 WV  CARD <b>GEORGE MANAHAN</b>  MEMBERSHIP REWARDS POINTS 1X on Other purchases <b>125</b>  ADDITIONAL INFORMATION 54539012 304-558-3599

WV Oasis

Transaction Number: 20240710129098

Status: CompletedOk

Amount: \$125.00

Company Name: The Manahan Group LLC

Name: George Manahan

Address: 222 Capitol Street STE 400

Charleston WV 25301

Phone: 3043432800

e-Mail: rjarrett@manahangroup.com

Card Holder: George B Manahan

Card Type: American Express

Card: 37XXXXXXXXXX1004

*EXPIRES 9/11/2025*



## Ron Jarrett

---

**From:** egovconfirmations@wvsto.com  
**Sent:** Wednesday, July 10, 2024 10:50 AM  
**To:** Ron Jarrett  
**Subject:** Payment Confirmation  
**Attachments:** 20240710129098@www.wvoasis.org.pdf

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox. The WV State Treasurer's Office (STO) is unable to refund any charges, even those submitted in duplicate. All refunds must be originated by the State agency to which you made payment. The STO does not have access to customer records such as licenses, application or tuition information, or any other services. Please direct all questions to the State agency to which you made payment. Agency contact information can be found at [https://urldefense.proofpoint.com/v2/url?u=http-3A\\_\\_www.wv.gov\\_Pages\\_agencies.aspx&d=DwIGaQ&c=euGZstcaTDIlvimEN8b7jXrwqOf-v5A\\_CdpgnVfiiMM&r=6-4yno6J90LhX5lehcdad8QPSUw\\_vfKH6Ud4UiYkY&m=lm6aAe0qxU5bB49ZxAH4Mydcr7\\_QmaFtVYOAOcuVRAV7-xeIDdaKLyS8u-4dTYyh&s=O9QZLcqThtKdjpzzvRoQHAKwUJHhMzJzKuVtXFMnUys&e=](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.wv.gov_Pages_agencies.aspx&d=DwIGaQ&c=euGZstcaTDIlvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=6-4yno6J90LhX5lehcdad8QPSUw_vfKH6Ud4UiYkY&m=lm6aAe0qxU5bB49ZxAH4Mydcr7_QmaFtVYOAOcuVRAV7-xeIDdaKLyS8u-4dTYyh&s=O9QZLcqThtKdjpzzvRoQHAKwUJHhMzJzKuVtXFMnUys&e=)

NOTICE: This communication, including any attachments transmitted with it, is intended for the exclusive use of the addressee and may contain proprietary, confidential, privileged and/or exempt from disclosure information. If you are not the intended addressee of this communication, please be advised that you have received this communication in error and that any use, dissemination, disclosure, distribution, forwarding, printing or copying of this communication may be subject to legal restriction or sanction. If you have received this communication in error, please immediately delete this communication, destroy all copies and notify the sender by email or phone. Also, this communication is subject to the West Virginia Freedom of Information Act and may be disclosed, in whole or in part, in accordance with the Act. This communication and its contents do not constitute a legal opinion of the West Virginia State Treasurer's Office.

**WV Business Registration**



**STATE OF WEST VIRGINIA**  
**State Tax Department, Tax Account Administration Div**  
**P. O. Box 2666**  
**Charleston, WV 25330-2666**



Joe Manchin III, Governor

Craig A. Griffith, Tax Commissioner

MANAHAN GROUP THE  
 222 CAPITOL ST STE 400  
 CHARLESTON WV 25301-2215

Letter Id: L1514938112  
 Issued: 11/16/2010  
 Account #: 1008-7832

00002702010000



**RE: Business Registration Certificate**

The West Virginia State Tax Department would like to thank you for registering your business. Enclosed is your Business Registration Certificate. This certificate shall be permanent until cessation of business or until suspended, revoked or cancelled. Changes in name, ownership or location are considered a cessation of business; a new Business Registration Certificate and applicable fees are required. Please review the certificate for accuracy.

This certificate must be prominently displayed at the location for which issued. Engaging in business without conspicuously posting a West Virginia Business Registration Certificate in the place of business is a crime and may subject you to fines per W.Va. Code § 11-9.

When contacting the State Tax Department, refer to the appropriate account number listed on the back of this page. The taxes listed may not be all the taxes for which you are responsible. Account numbers for taxes are printed on the tax returns mailed by the State Tax Department. Failure to timely file tax returns may result in penalties for late filing.

Should the nature of your business activity or business ownership change, your liability for these and other taxes will change accordingly.

To learn more about these taxes and the services offered by the West Virginia State Tax Department, visit our web site at [www.wvtax.gov](http://www.wvtax.gov).

Enclosure

atL006 v.4

Tax Account Administration Div ■ P. O. Box 2666 ■ Charleston, WV 25330-2666  
 (304) 558-3333 ■ Fax (304) 558-3269 ■ [www.wvtax.gov](http://www.wvtax.gov)

The Manahan Group  
 FEIN #20-0201317  
 CRFQ 0705 LOT2500000001  
 Technical Addendum  
 Page #28

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

**ISSUED TO:  
MANAHAN GROUP LLC THE  
DBA MANAHAN GROUP THE  
222 CAPITOL ST 400  
CHARLESTON, WV 25301-2215**

**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  
L1514938112

## Section 6.8 Certifying Review

**REQUEST FOR PROPOSAL**  
West Virginia Lottery  
Marketing and Advertising Services CRFP

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 –  $1 \times 30 =$  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 –  $0.909091 \times 30 =$  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)

BETHANY WEST, PRESIDENT  
(Representative Name, Title)

304-343-2800/304-343-2788  
(Contact Phone/Fax Number)

10/11/24 Bethany West  
(Date)

**CREATIVE AND  
MEDIA ADDENDA**



MOCK CAMPAIGN  
**ALL IN MEDIA**





WV Lottery All In 2024  
11/1/24-12/31/24

	<b>Gross</b>	<b>Net</b>
Overall Budget	\$ 143,000.00	\$ 121,550.00
Television	\$ 103,283.00	\$ 87,790.55
Radio	\$ 59,895.00	\$ 50,910.75
Social	\$ 17,647.50	\$ 15,000.00
CTV	\$ 7,000.00	\$ 5,950.00
Digital Display	\$ 18,000.00	\$ 15,300.00
	\$ 205,825.50	\$ 174,951.30

WV Lottery All In 2024 TV  
11/1/24-12/31/24

Adults 18+  
Reach % Frequency

Market	Station	# Spots	Gross	Net
Beckley/ Bluefield	WVNS	62	\$ 5,390.00	\$ 4,581.50
	EVNS	15	\$ 450.00	\$ 382.50
	WVVA	28	\$ 9,500.00	\$ 8,075.00
Charleston/ Huntington	WOAY	9	\$ 805.00	\$ 684.25
	WCHS	6	\$ 1,350.00	\$ 1,147.50
	WOWK	16	\$ 1,800.00	\$ 1,530.00
	WSAZ	49	\$ 27,550.00	\$ 23,417.50
	DCHS	2	\$ 2,000.00	\$ 1,700.00
Clarksburg	WDTV	11	\$ 2,440.00	\$ 2,074.00
	WBOY	27	\$ 14,140.00	\$ 12,019.00
	EBOY	11	\$ 1,250.00	\$ 1,062.50
	WVFX	11	\$ 816.00	\$ 693.60
	WTAP	70	\$ 15,250.00	\$ 12,962.50
Parkersburg	WIYE	7	\$ 1,260.00	\$ 1,071.00
	WOVA	6	\$ 1,000.00	\$ 850.00
Eastern Panhandle	WDVM	45	\$ 3,825.00	\$ 3,251.25
Wheeling	WTRF	53	\$ 4,677.00	\$ 3,975.45
	GTRF	9	\$ 560.00	\$ 476.00
	WTOV	51	\$ 9,220.00	\$ 7,837.00

488 \$ 103,283.00 \$ 87,790.55

84.3 6.86

83.8 6.8

58.2 6.5

99 8.8

99 5.6

81.5 6.6

# Spot Calendar by Station

10/10/2024

Client: N/A  
 Media: TV  
 Product: N/A  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Bluefield WV-VA

Estimate: 1  
 Survey: Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Dur	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/29	12/30	12/31	1/5	Total Spots	STN Gross Cost
WVVA-TV	M-F	EN	6:00p-6:30p	WVVA News @ 6	30	2	2	0	0	2	0	2	0	2	0	0	0	0	10	\$300.00
	M-F	EN	6:30p-7:00p	NBC Nightly News	30	2	1	2	1	0	2	0	1	0	0	0	0	0	9	\$380.00
	Su	RT	8:15p-11:30p	NFL: DETROIT @ HOUSTON	30	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$650.00
	Su	RT	8:15p-11:30p	NFL: JACKSONVIL LE@PHILADE LPHIA	30	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$750.00
	Su	RT	8:15p-11:30p	NFL: INDIANAPOLI S @ NY JETS	30	0	0	1	0	0	0	0	0	0	0	0	0	0	1	\$650.00
	M	PT	8:00p-10:00p	THE VOICE (MON)	30	0	0	0	0	0	0	1	0	0	0	0	0	0	1	\$325.00
	Tu	PT	9:00p-10:00p	THE VOICE (TUE)	30	0	0	0	0	0	0	0	1	0	0	0	0	0	1	\$325.00
	M-F	EN	5:30p-6:00p	Inside Edition	30	0	0	0	2	0	0	0	0	0	0	0	0	0	2	\$100.00
	M-F	PA	7:00p-7:30p	Entertainment Tonight	30	0	0	0	0	2	0	0	0	0	0	0	0	0	2	\$90.00
<b>Station Total:</b>																			<b>28</b>	<b>\$9,500.00</b>
WVNS-TV	M-F	PA	7:00p-7:30p	WHEEL OF FORTUNE	30	2	0	2	0	2	0	2	0	0	0	0	0	0	8	\$90.00
	M-F	EN	6:00p-6:30p	59 NEWS AT 6P	30	0	2	0	2	0	2	0	2	0	0	0	0	0	8	\$125.00
	Su	PT	7:00p-8:00p	60 MINUTES	30	1	1	1	1	1	1	1	1	1	1	0	0	0	9	\$200.00
	M-F	DT	11:00a-12:00p	PRICE IS RIGHT	30	0	0	0	2	0	0	0	2	0	0	0	0	0	4	\$55.00
	M-F	DT	12:00p-12:30p	59 NEWS AT NOON	30	2	2	2	2	2	2	2	2	2	2	0	0	0	18	\$50.00
	Sa	PA	7:30p-8:00p	JEOPARDY	30	1	1	0	0	1	0	1	0	1	0	0	0	0	5	\$50.00
	M-F	EM	6:00a-7:00a	59 NEWS THIS MORNING @ 6A	30	2	2	2	0	2	0	2	0	0	0	0	0	0	10	\$50.00
<b>Station Total:</b>																			<b>62</b>	<b>\$5,390.00</b>
WOAY-TV	M	PT	9:00p-10:00p	PRESS YOUR LUCK	30	0	1	1	1	1	0	0	0	0	0	0	0	0	4	\$135.00
	M-F	PA	7:30p-8:00p	FAMILY FEUD	30	0	0	2	0	0	2	0	0	0	0	0	0	0	4	\$30.00
	Th	PT	8:00p-9:00p	911	30	0	0	0	0	1	0	0	0	0	0	0	0	0	1	\$145.00
<b>Station Total:</b>																			<b>9</b>	<b>\$805.00</b>
EVNS-TV	M-F	EN	5:30p-6:00p	JUDGE JUDY	30	2	0	0	0	2	0	0	2	0	0	0	0	0	6	\$15.00
	Su	PT	10:00p-10:30p	59 NEWS @ 10P	30	0	0	0	1	0	0	1	0	0	0	0	0	0	2	\$40.00
	M-F	PA	7:30p-8:00p	YOUNG SHELDON	30	0	2	0	0	0	2	0	1	2	0	0	0	0	7	\$40.00
<b>Station Total:</b>																			<b>15</b>	<b>\$450.00</b>

# Spot Calendar by Station

10/10/2024

Client: N/A  
 Media: TV  
 Product: N/A  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Bluefield WV-VA

Estimate: 1  
 Survey: Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwes@manatangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	12/6	12/13	12/20	12/27		
						15	15	13	12	15	12	12	12	12	12	8	0	114			

**SCHEDULE TOTALS**

TOTAL SPOTS: 114  
 TOTAL COST: \$16,145.00  
 TOTAL Adults 18+ Reach Pct/Frequency: 80.9%/6.3

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Charleston, WV

**Estimate:** 249  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost				
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	12/29	12/22	12/15	12/8			12/1	11/24	11/17	11/10
WSAZ-TV	M-F	PA	7:00p-7:30p	Wheel of Fortune	30	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	0	0	0	14	\$500.00
	M-F	EM	7:00a-9:00a	TODAY SHOW	30	2	2	0	2	0	0	2	0	2	0	1	0	0	0	0	0	0	9	\$350.00	
	M-F	PA	7:30p-8:00p	Jeopardy	30	1	2	1	2	1	2	1	1	1	1	1	0	0	0	0	0	0	12	\$500.00	
	Su	RT	8:15p-11:30p	NFL SUNDAY NIGHT ON NBC	30	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	\$1,500.00	
	Sa	EN	6:00p-6:30p	NEWSCHANN EL 3 @ 6 WKND SAT	30	0	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	4	\$350.00	
	Sa	RT	3:30p-7:00p	BIG 10 FOOTBALL 2024	30	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	\$650.00	
	Th	RT	8:15p-11:30p	NFL TBA THANKSGIVIN G 2024	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$1,500.00	
	Sa	RT	7:30p-11:00p	BIG 10 FOOTBALL 2024 PRIME	30	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$650.00	
	W	PT	8:00p-10:00p	CHRISTMAS IN ROCKEFELLE R 2024	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$750.00	
<b>Station Total:</b>																									
DCHS-TV	Sa	RT	4:30p-7:30p	NFL Steelers @ Ravens	30	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	\$1,000.00	
	Th	RT	4:30p-7:30p	NFL Thanksgiving Day Giants @ Cowboys	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$1,000.00	
<b>Station Total:</b>																									
WOWK-TV	M-F	DT	11:00a-12:00p	PRICE IS RIGHT	30	2	0	2	0	2	0	2	0	2	0	0	0	0	0	0	0	0	2	\$2,000.00	
	M-F	PA	7:00p-7:30p	13 NEWS AT 7	30	2	0	0	2	0	2	0	2	0	2	0	2	0	2	0	0	0	8	\$100.00	
<b>Station Total:</b>																									
WCHS-TV	M-F	EN	6:00p-6:30p	Eyewitness News at 6pm	30	2	0	0	2	0	0	2	0	2	0	0	0	0	0	0	0	0	6	\$225.00	
<b>Station Total:</b>																									
Spots Per Week						14	10	6	11	6	7	9	6	4	0	0	0	0	0	0	0	0	73		
<b>SCHEDULE TOTALS</b>																									
TOTAL SPOTS:																									
TOTAL COST:																									
TOTAL Adults 18+ Reach Pct/Frequency:																									

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Clarksburg

**Estimate:** 249  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost	
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/5	1/12	1/19	1/26			
WBOY-TV	M-F	EN	6:00p-6:30p	12 NEWS AT 6	30	2	2	2	2	2	2	2	2	0	0	0	2	0	0	0	10	\$375.00
	M-F	EN	5:00p-7:00p	EARLY NEWS ROTATION	30	0	2	2	0	2	0	2	1	0	2	1	0	0	0	9	\$225.00	
	M-F	EN	5:00p-5:30p	12 NEWS FIRST EDITION	30	2	2	2	2	2	1	2	1	1	0	1	0	0	0	15	\$225.00	
	M-F	PA	7:00p-7:30p	JEOPARDY	30	0	0	2	0	0	2	0	1	0	0	1	0	0	0	5	\$195.00	
	M-F	EM	7:00a-9:00a	TODAY SHOW M-F	30	2	0	0	0	2	0	0	0	0	0	0	0	0	0	4	\$185.00	
	Su	LN	11:00p-11:30p	12 NEWS LATE WEEKEND	30	1	1	1	1	1	1	1	1	1	1	1	0	0	0	9	\$225.00	
	Su	EN	6:00p-6:30p	12 NEWS WEEKEND	30	1	1	1	1	1	1	1	1	1	1	0	0	0	0	9	\$75.00	
	Th	RT	8:30a-12:00p	SPC: MACYS THANKSGIVIN G PARADE	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	\$575.00	
<b>Station Total:</b>																						
WVFX-TV	Sa	PT	10:00p-10:30p	SEINFELD	30	1	0	0	0	0	1	1	1	1	1	1	1	0	0	62	\$14,140.00	
	Sa	PA	7:00p-7:30p	LAST MAN STANDING	30	1	0	0	0	0	1	1	0	1	0	1	0	0	0	5	\$16.00	
	Sa	PT	8:00p-11:00p	MLB WORLD SERIES GM7	30	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$320.00	
	Sa	PT	8:00p-11:00p	MLB WORLD SERIES GM7	30	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$320.00	
<b>Station Total:</b>																						
EBOY-TV	Sa	PA	7:00p-8:00p	BIG BANG THEORY	30	1	1	1	1	1	1	1	1	1	1	1	1	0	0	11	\$816.00	
	W	PT	8:00p-11:00p	SPC: 11/20 CMA AWARDS	30	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	\$575.00	
	Tu	PT	8:00p-10:00p	DANCING WITH THE STARS	30	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	\$450.00	
<b>Station Total:</b>																						
WDTV-TV	Su	PT	7:00p-8:00p	60 MINUTES (NFL SH)	30	1	0	0	1	0	0	0	0	0	0	0	1	0	0	11	\$1,250.00	
	M-F	DT	12:00p-12:30p	5 NEWS WV @ MIDDAY	30	0	2	0	0	0	0	0	0	0	2	0	0	0	0	4	\$80.00	
	M-F	PA	7:30p-7:58p	INSIDE EDITION	30	0	0	0	0	2	0	0	0	0	0	2	0	0	0	4	\$80.00	
<b>Station Total:</b>																						
Spots Per Week						14	11	9	11	10	11	11	9	9	0	0	0	0	0	95		

**SCHEDULE TOTALS**  
 TOTAL SPOTS: 95  
 TOTAL COST: \$18,646.00  
 TOTAL Adults 18+ Reach Pot/Frequency: 99.0%/8.8

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Parkersburg-Marietta  
**Estimate:** 249  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

## # of SPOTS PER WEEK

Station	Day	DP	Time	Program	Dur	10/28	11/4	11/10	11/17	11/24	11/25	12/2	12/9	12/16	12/23	12/30	Total Spots	STN Gross Cost
WTAP-TV	M-F	EN	5:59p-6:30p	WTAP NEWS @ SIX	30	2	1	2	1	1	2	1	1	1	1	0	12	\$435.00
	M-F	PA	7:00p-7:30p	WHEEL OF FORTUNE	30	1	2	1	2	1	2	1	2	1	0	0	11	\$190.00
	M-F	PA	7:30p-7:57p	JEOPARDY	30	3	3	3	3	3	2	1	2	1	1	0	19	\$175.00
	Su	EN	6:00p-6:30p	WTAP NEWS AT SIX	30	1	1	1	1	1	1	1	1	1	0	0	8	\$145.00
	M-F	EN	5:30p-5:59p	INSIDE EDITION	30	2	1	1	1	0	0	2	0	2	0	0	8	\$190.00
	Sa	EN	6:00p-6:30p	WTAP NEWS @ SIX	30	1	1	1	1	1	1	1	1	1	1	0	9	\$145.00
	Tu	PT	8:00p-9:00p	THE VOICE (TUE P1)	30	0	0	0	1	0	0	0	0	0	0	0	1	\$510.00
	Su	RT	8:00a-9:00a	TODAY SHOW	30	0	0	1	0	0	0	0	1	0	0	0	2	\$60.00
<b>Station Total:</b>																	<b>70</b>	<b>\$15,250.00</b>
WVYE-TV	Su	PT	7:00p-8:00p	60 MINUTES	30	1	1	1	1	1	1	1	0	1	0	0	7	\$180.00
<b>Station Total:</b>																	<b>7</b>	<b>\$1,260.00</b>
WVOA-TV	M-F	PT	10:00p-10:30p	FOX NW PRKRBRG	30	0	0	0	2	0	0	0	0	2	0	0	4	\$150.00
	F	PT	8:00p-9:00p	ACCUSED (11/8)	30	0	1	0	0	0	0	0	0	0	0	0	1	\$200.00
	F	PT	8:00p-9:00p	RESCUE: HI-SURF (11/15)	30	0	0	1	0	0	0	0	0	0	0	0	1	\$200.00
<b>Station Total:</b>																	<b>6</b>	<b>\$1,000.00</b>
<b>Spots Per Week</b>						11	11	12	12	12	8	9	7	9	4	0	<b>83</b>	

**SCHEDULE TOTALS**  
 TOTAL SPOTS: 83  
 TOTAL COST: \$17,510.00  
 TOTAL Adults 18+ Reach Pct/Frequency: 89.9%/9.2

# Spot Calendar by Station

10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Instant  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Washington, DC

Estimate: 249  
 Survey: Nov24 Proj. (Nov23 HUT, Aug24 SHR) DMA Custom Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK												Total Spots	STN Gross Cost	
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/5				
WDVM-TV	M-F	LN	11:00p-11:30p	GAME NIGHT	30	2	2	2	2	2	2	2	2	2	2	2	2	0	18	\$100.00
	M-F	LF	11:30p-12:00a	WV TONIGHT	30	3	3	3	3	3	3	3	3	3	3	3	3	0	27	\$100.00
<b>Station Total:</b>																			<b>45</b>	<b>\$4,500.00</b>
Spots Per Week						5	5	5	5	5	5	5	5	5	5	5	0		45	
TRPs Per Week						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	

**SCHEDULE TOTALS**  
 TOTAL SPOTS: 45  
 TOTAL COST: \$4,500.00  
 TOTAL Adults 18+ GIMPs(000): 0  
 TOTAL Adults 18+ Reach Pct/Frequency: 0.0%/



# Spot Calendar by Station

10/10/2024

Estimate: 249  
 Survey: Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

Client: WV Lottery  
 Media: TV  
 Product: Instant  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Wheeling

## # of SPOTS PER WEEK

Station	Day	DP	Time	Program	# of SPOTS PER WEEK														Total Spots	STN Gross Cost	
					10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	12/29	12/22	12/15	12/8			12/1
WTOV-TV	M-F	EN	6:00p-6:30p	NEWS 9 AT SIX	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	\$300.00
	M-F	EN	6:00p-6:30p	NEWS 9 AT SIX	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	6	\$350.00
	M-F	PA	7:00p-7:30p	JEPARDY	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$275.00
	Tu	PT	8:00p-8:30p	AM-11NT-TU-NBC	0	0	1	1	1	1	1	1	1	1	0	0	0	0	0	7	\$175.00
	M-F	PA	7:30p-8:00p	WHEEL-FORTNE<	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	4	\$200.00
	M-F	PA	7:30p-8:00p	WHEEL-FORTNE<	0	0	2	0	0	2	0	0	0	0	0	0	0	0	0	4	\$175.00
	M-F	EN	5:00p-6:00p	NWS9 LIVE-FIVE<	0	0	0	0	2	0	0	0	2	0	0	0	0	0	0	4	\$175.00
	Sa	LN	11:00p-11:30p	NEWS9 TIGHT WK	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9	\$80.00
	M-F	DT	12:00p-12:30p	NWS 9 MIDDAY	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	8	\$150.00
	Su	PT	7:00p-8:15p	AVG. ALL WKS	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	\$150.00
	W	PT	8:00p-9:00p	CHC MED-EN-NBC<	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	2	\$175.00
	F	PT	8:00p-8:30p	AVG. ALL WKS	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	\$125.00
<b>Station Total:</b>																				<b>57</b>	<b>\$9,220.00</b>
WTRF-TV	Su	WK	12:50p-4:15p	NFL Pittsburgh @ Cincinnati	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	\$725.00
	Su	EN	6:30p-7:00p	CBS EVENING NEWS SUNDAY	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9	\$75.00
	Su	EN	6:00p-6:30p	7 NEWS @ 6P SUNDAY	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9	\$60.00
	Su	PT	7:00p-8:00p	60 MINUTES	1	1	1	1	1	1	1	1	1	1	0	0	0	0	0	9	\$175.00
	Sa	EN	6:30p-7:00p	CBS EVENING NEWS SATURDAY	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	\$40.00
	M-F	DT	11:00a-12:00p	THE PRICE IS RIGHT	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	6	\$65.00
	W	PT	8:00p-9:30p	SURVIVOR	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	2	\$115.00
	M-F	PA	7:30p-8:00p	INSIDE EDITION	0	2	0	0	2	0	0	0	0	0	0	0	0	0	0	4	\$35.00
	M-F	DT	12:00p-12:30p	7 NEWS @ 12P	0	0	2	0	0	0	0	2	0	0	0	0	0	0	0	4	\$35.00
	M-F	EF	4:00p-5:00p	JUDGE JUDY / JUDY JUSTICE	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	4	\$23.00
	Su	LN	11:00p-11:30p	7 NEWS @ 11P SUNDAY	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3	\$30.00
<b>Station Total:</b>																				<b>53</b>	<b>\$4,677.00</b>
GTRF-TV	W	PT	8:00p-11:00p	CMA AWARDS	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$175.00
	W	PT	9:30p-10:00p	ABBOTT ELEMENTARY	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	2	\$45.00

# Spot Calendar by Station

10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Instant  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Wheeling

Estimate: 249  
 Survey: Nov/24 Proj. (Nov/23 HUT, Jul/24 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

## # of SPOTS PER WEEK

Station	Day	DP	PT	Time	Program	Dur	10/28	11/3	11/4	11/10	11/11	11/17	11/18	11/24	11/25	12/2	12/8	12/9	12/15	12/22	12/23	12/29	12/30	Total Spots	STN Gross Cost
	Tu			8:00p-10:00p	DANCING WITH THE STARS	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$55.00
	W			8:00p-9:30p	GOLDEN BACHELORE THE	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	\$55.00
	Th			9:00p-10:00p	DOCTOR ODYSSEY	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$50.00
	Th			8:00p-9:00p	9 - 1 - 1	30	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	\$45.00
	F			8:00p-9:01p	SHARK TANK	30	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$35.00
<b>Station Total:</b>							16	19	19	16	13	13	13	11	9	9	7	7	0	0	0	0	0	9	\$560.00
Spots Per Week																								113	

### SCHEDULE TOTALS

TOTAL SPOTS: 113  
 TOTAL COST: \$14,457.00  
 TOTAL Adults 18+ Reach/Freq: 83.8%/6.8

WV Lottery All In 2024 Radio  
11/1/24-12/31/24

Market	Station	# Spots	Gross	Net	Adults 18+ Reach % Frequency
Beckley/ Bluefield	WAXS-FM	65	\$ 1,170.00	\$ 994.50	47.4 7.8
	WTNJ-FM	81	\$ 1,953.00	\$ 1,660.05	
	WCIR-FM	65	\$ 1,755.00	\$ 1,491.75	
Charleston	WJLS-FM	55	\$ 1,430.00	\$ 1,215.50	35.6 6.1
	WKWS-FM	36	\$ 1,800.00	\$ 1,530.00	
	WVAF-FM	65	\$ 2,600.00	\$ 2,210.00	
	WKLC-FM	65	\$ 5,525.00	\$ 4,696.25	
	WQBE-FM	55	\$ 4,290.00	\$ 3,646.50	
	WVSR-FM	44	\$ 2,496.00	\$ 2,121.60	
	WKEE-FM	89	\$ 4,090.00	\$ 3,476.50	
Huntington	WTCR-FM	79	\$ 3,590.00	\$ 3,051.50	18.6 5.7
	WDGG-FM	75	\$ 1,800.00	\$ 1,530.00	
Morgantown/ Clarksburg/ Fairmont	WKKW-FM	87	\$ 5,650.00	\$ 4,802.50	38.6 6.3
	WVAQ-FM	81	\$ 4,615.00	\$ 3,922.75	
	WWLW-FM	40	\$ 1,600.00	\$ 1,360.00	
	WCLG-FM	35	\$ 1,050.00	\$ 892.50	
Parkersburg	WNUS-FM	81	\$ 1,273.00	\$ 1,082.05	24.2 6.4
	WRVB-FM	87	\$ 1,304.00	\$ 1,108.40	
	WDMX-FM	81	\$ 920.00	\$ 782.00	
	WICL-FM	93	\$ 2,697.00	\$ 2,292.45	
Eastern Panhandle	WXDC-FM	82	\$ 1,312.00	\$ 1,115.20	
	WOVK-FM	87	\$ 2,258.00	\$ 1,919.30	
Wheeling	WKWK-FM	81	\$ 1,273.00	\$ 1,082.05	48.5 8.8
	WEGW-FM	87	\$ 1,867.00	\$ 1,586.95	
	WVKF-FM	81	\$ 1,577.00	\$ 1,340.45	
<b>1,777 \$ 59,895.00 \$ 50,910.75</b>					<b>35.48 6.85</b>

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** Radio  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Beckley, WV

**Estimate:** 250  
**Survey:** SP24 MSA Eastlan  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/5	12/8	12/15	12/22		
WAXS-FM	M-F	RT	5:00a-12:00a		30	15	0	15	0	15	0	15	0	15	0	10	0	10	0	65	\$18.00
<b>Station Total:</b>																					
WTNL-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	10	0	0	0	0	0	0	55	\$1,170.00
<b>Station Total:</b>																					
WCIR-FM	M-F	RT	6:00a-7:00p		30	15	0	15	0	15	0	10	0	10	0	0	0	0	0	65	\$27.00
<b>Station Total:</b>																					
WJLS-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	10	0	0	0	0	0	0	65	\$1,755.00
<b>Station Total:</b>																					
Spots Per Week																					
						36	30	36	30	36	30	30	24	20	24	0	0	0	55	\$1,430.00	266

**SCHEDULE TOTALS**

**TOTAL SPOTS:** 266  
**TOTAL COST:** \$6,308.00  
**TOTAL Adults 18+ Reach Pct/Frequency:** 47.4%/7.8

# Spot Calendar by Station

10/10/2024

Client: WV Lottery  
 Media: Radio  
 Product: Instant  
 Flight Date: 10/28/2024 - 01/05/2025  
 Market/System: Charleston, WV

Estimate: 250  
 Survey: 2BK FA23+SP24 TSA ARB  
 Buyer: Bethany West  
 Buyer Email: bwest@manahangroup.com

## # of SPOTS PER WEEK

Station	Day	DP	Time	Program	Dur	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	Total Spots	STN Gross Cost
WKWS-FM	M-Su	RT	6:00a-12:00a		30	0	10	0	10	0	8	0	8	0	0	36	\$50.00
<b>Station Total:</b>																<b>36</b>	<b>\$1,800.00</b>
WKLC-FM	M-Su	RT	6:00a-12:00a		30	15	0	15	0	15	0	10	0	10	0	65	\$85.00
<b>Station Total:</b>																<b>65</b>	<b>\$5,525.00</b>
WQBE-FM	M-F	MD	10:00a-3:00p		30	0	15	0	15	0	15	0	10	0	0	55	\$78.00
<b>Station Total:</b>																<b>55</b>	<b>\$4,290.00</b>
WVAF-FM	M-Su	RT	6:00a-12:00a		30	15	0	15	0	15	0	10	0	10	0	65	\$40.00
<b>Station Total:</b>																<b>65</b>	<b>\$2,600.00</b>
WVSR-FM	M-F	MD	10:00a-3:00p		30	5	0	5	0	5	0	3	0	3	0	21	\$63.00
<b>Station Total:</b>																<b>23</b>	<b>\$51.00</b>
<b>Station Total:</b>																<b>44</b>	<b>\$2,496.00</b>
Spots Per Week						40	30	35	30	35	28	23	21	23	0	265	

## SCHEDULE TOTALS

TOTAL SPOTS: 265  
 TOTAL COST: \$16,711.00  
 TOTAL Adults 18+ Reach Pct/Frequency: 35.6%/6.1

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** Radio  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Huntington-Ashland

**Estimate:** 250  
**Survey:** SP24 DMA ARB  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

## # of SPOTS PER WEEK

Station	Day	DP	Time	Program	10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	Total Spots	STN Gross Cost
WKEE-FM	M-F	RT	6:00a-7:00p		15	0	15	0	15	0	10	0	10	0	65	\$50.00
	Sa	WK	6:00a-7:00p		0	3	0	3	0	3	0	2	0	0	11	\$35.00
	Su	WK	6:00a-7:00p		3	0	3	0	3	0	2	0	2	0	13	\$35.00
<b>Station Total:</b>															<b>89</b>	<b>\$4,090.00</b>
WTCR-FM	M-F	RT	6:00a-7:00p		0	15	0	15	0	15	0	10	0	0	55	\$50.00
	Sa	WK	6:00a-7:00p		0	3	0	3	0	3	0	2	0	0	11	\$35.00
	Su	WK	6:00a-7:00p		3	0	3	0	3	0	2	0	2	0	13	\$35.00
<b>Station Total:</b>															<b>79</b>	<b>\$3,590.00</b>
WDGG-FM	M-F	RT	6:00a-7:00p		10	10	0	10	0	10	0	5	0	0	45	\$30.00
	Sa-Su	RT	6:00a-12:00a		6	6	0	6	0	6	0	3	0	3	30	\$15.00
<b>Station Total:</b>															<b>75</b>	<b>\$1,800.00</b>
<b>Spots Per Week</b>					37	37	27	31	27	31	17	19	17	0	243	
<b>SCHEDULE TOTALS</b>																
TOTAL SPOTS: 243																
TOTAL COST: \$9,480.00																
TOTAL Adults 18+ Reach Pct/Frequency: 18.6%/5.7																

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** Radio  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** MORGANTOWN-CLARKSBURG-FAIRMONT, WV

**Estimate:** 250  
**Survey:** 2BK FA23+SP24 TSA ARB  
**Buyer:** Bethany West  
**Buyer Email:** bwest@mahahgroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost		
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	12/7	12/14	12/21	12/28				
WKXW-FM	M-F	RT	6:00a-7:00p		30	15	0	6	0	6	0	6	0	6	0	6	0	6	0	6	0	65	\$70.00
<b>Station Total:</b>					30	0	6	0	6	0	6	0	6	0	6	0	6	0	6	0	6	22	\$50.00
WVAC-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	15	0	15	0	15	0	15	0	15	55	\$65.00
<b>Station Total:</b>					30	6	0	6	0	6	0	6	0	6	0	6	0	6	0	6	0	26	\$40.00
WWLW-FM	M-F	RT	6:00a-7:00p		30	10	0	10	0	10	0	10	0	10	0	10	0	10	0	10	0	40	\$40.00
<b>Station Total:</b>					30	0	10	0	10	0	10	0	10	0	10	0	10	0	10	0	10	40	\$1,600.00
WCCL-FM	M-F	RT	6:00a-7:00p		30	0	10	0	10	0	10	0	10	0	10	0	10	0	10	0	10	35	\$30.00
<b>Station Total:</b>					30	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	35	\$1,050.00
<b>SCHEDULE TOTALS</b>																							
TOTAL SPOTS:																						243	
TOTAL COST:																						\$12,915.00	
TOTAL Adults 18+ Reach Pct/Frequency:																						38.6%/6.3	

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** Radio  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** PARKERSBURG-MARIETTA, WV-OH

**Estimate:** 250  
**Survey:** 2BK FA23+SP24 TSA ARB  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	12/6	12/13	12/20	12/27		
WNUS-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	15	0	10	0	0	0	0	55	\$17.00
<b>Station Total:</b>						30	6	0	6	0	6	0	4	0	4	0	4	0	26	\$13.00	
WRYB-FM	M-F	RT	6:00a-7:00p		30	15	0	15	0	15	0	10	0	10	0	10	0	0	65	\$16.00	
<b>Station Total:</b>						30	0	6	0	6	0	6	0	4	0	0	0	0	22	\$12.00	
WDMX-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	10	0	10	0	0	0	55	\$12.00	
<b>Station Total:</b>						30	6	0	6	0	6	0	4	0	4	0	4	0	26	\$10.00	
<b>SCHEDULE TOTALS</b>						27	36	27	36	27	36	18	24	18	18	0	0	0	249	\$920.00	

**TOTAL SPOTS:** 249  
**TOTAL COST:** \$3,497.00  
**TOTAL Adults 18+ Reach Pct/Frequency:** 24.2%/6.4



# Spot Calendar by Station

10/11/2024

**Client:** WV DHHR - SOR  
**Media:** Radio  
**Product:** N/A  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Winchester, VA

**Estimate:** 230  
**Survey:** Jun21 MSA Eastlan  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/5	1/12	1/19	1/26		
WICL-FM	M-F	RT	6:00a-7:00p		30	15	0	15	0	15	0	10	0	10	0	10	0	0	65	\$29.00	
<b>Station Total:</b>																					
WXDC-FM	M-F	AM	6:00a-10:00a		30	0	5	0	5	0	5	0	0	0	0	0	0	0	15	\$16.00	
	M-F	MD	10:00a-3:00p		30	5	0	5	0	5	0	0	0	0	5	0	0	0	20	\$16.00	
	M-F	PM	3:00p-7:00p		30	0	5	0	5	0	5	0	5	0	0	0	0	0	20	\$16.00	
<b>Station Total:</b>																					
	Sa-Su	RT	6:00a-12:00a		30	3	3	3	3	3	3	3	3	3	3	3	0	0	27	\$16.00	
<b>Station Total:</b>																					
Spots Per Week						23	21	23	21	23	21	13	12	18	0	0	0	82	\$1,312.00		

**SCHEDULE TOTALS**

TOTAL SPOTS: 175  
 TOTAL COST: \$4,009.00  
 TOTAL Adults 18+ Reach Pct/Frequency: 0.0%/

# Spot Calendar by Station

10/10/2024

**Client:** WV Lottery  
**Media:** Radio  
**Product:** Instant  
**Flight Date:** 10/28/2024 - 01/05/2025  
**Market/System:** Wheeling

**Estimate:** 250  
**Survey:** SP24 MSA ARB  
**Buyer:** Bethany West  
**Buyer Email:** bwest@manahangroup.com

Station	Day	DP	Time	Program	Dur	# of SPOTS PER WEEK														Total Spots	STN Gross Cost
						10/28	11/4	11/11	11/18	11/25	12/2	12/9	12/16	12/23	12/30	1/5	1/12	1/19	1/26		
WVOK-FM	M-F	RT	6:00a-7:00p		30	15	0	6	0	15	0	6	0	10	0	10	0	0	0	65	\$30.00
<b>Station Total:</b>																					
WVOK-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	10	0	0	0	0	0	0	87	\$2,258.00
WVOK-FM	Sa-Su	WK	6:00a-7:00p		30	6	0	6	0	6	0	4	0	4	0	0	0	0	0	26	\$12.00
<b>Station Total:</b>																					
WEGW-FM	M-F	RT	6:00a-7:00p		30	15	0	15	0	15	0	10	0	10	0	10	0	0	0	81	\$1,577.00
WEGW-FM	Sa-Su	WK	6:00a-7:00p		30	0	6	0	6	0	6	0	4	0	0	0	0	0	0	22	\$11.00
<b>Station Total:</b>																					
WKWK-FM	M-F	RT	6:00a-7:00p		30	0	15	0	15	0	15	0	10	0	0	0	0	0	0	87	\$1,867.00
WKWK-FM	Sa-Su	WK	6:00a-7:00p		30	6	0	6	0	6	0	4	0	4	0	0	0	0	0	26	\$13.00
<b>Station Total:</b>																					
<b>Spots Per Week</b>						42	42	42	42	42	42	28	28	28	28	0	0	0	0	336	

**SCHEDULE TOTALS**

**TOTAL SPOTS:** 336  
**TOTAL COST:** \$6,975.00  
**TOTAL Adults 18+ Reach Pct/Frequency:** 48.5%/6.8

# CASH POP CREATIVE





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 draw game and scratch-off tickets

**\$1 \$2 \$5 \$10**

**NEW GAME!**

**DRAWS EVERY 15 MINUTES!**

**PRIZES START AT 5X THE PLAY AMOUNT!**

**Ca\$h POP**

**1 IN 15 WINS!**

**MATCH A SINGLE NUMBER!**

**WIN UP TO \$5,000!**

Download the WV Lottery app!

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

Please play responsibly.

West Virginia Lottery – Ca\$h Pop Draw Game Launch  
 Point of Sale Poster — Print

A vibrant yellow graphic with a black and white polka-dot pattern. The central focus is the text "Ca\$h POP" in a large, bold, yellow font with a black outline and a red shadow effect. The "Ca\$h" part is slightly larger and more prominent. To the left of the "Ca\$h" is a small red circle with "WEST VIRGINIA LOTTERY" written inside. Surrounding the central text are several red, jagged-edged speech bubbles containing white text. At the top left, a row of four red circles contains the values "\$1", "\$2", "\$5", and "\$10". Other bubbles include "NEW GAME!", "1 IN 15 WINS!", "WIN UP TO \$5,000!", "DRAWS EVERY 15 MINUTES!", "MATCH A SINGLE NUMBER!", and "PRIZES START AT 5X THE PLAY AMOUNT!". At the bottom, there are social media icons for Facebook, Twitter, and Instagram, followed by the website "wvlottery.com" and the phrase "Please play responsibly."

\$1 \$2 \$5 \$10

NEW GAME!

1 IN 15 WINS!

WIN UP TO \$5,000!

DRAWS EVERY 15 MINUTES!

MATCH A SINGLE NUMBER!

PRIZES START AT 5X THE PLAY AMOUNT!

WEST VIRGINIA LOTTERY

Ca\$h POP

f | wvlottery.com | Please play responsibly.

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Point of Sale Gemini Touch Screen Topper - Print



**\$1** **\$2** **\$5** **\$10**

**NEW GAME!**

**1 IN 15 WINS!**

**Ca\$h POP**

**WIN UP TO \$5,000!**

**DRAWS EVERY 15 MINUTES!**

**MATCH A SINGLE NUMBER!**

**PRIZES START AT 5X THE PLAY AMOUNT!**

**WEST VIRGINIA LOTTERY**

**f t i**

**wvlottery.com**

*Please play responsibly.*

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
Point of Sale Outdoor Banner - Print



**Take a Chance. It Could Happen To You.**



THE MANAHAN GROUP



### 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



THE MANAHAN GROUP

West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 Spot Storyboards



1



2



3



4



5



6



7



8



West Virginia Lottery – Ca\$h Pop Draw Game Launch  
:30 TV Spot



**Take a Chance. It Could Happen To You.**



THE MANAHAN GROUP



### 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



West Virginia Lottery – Ca\$h Pop Draw Game Launch  
:30 TV Spot Storyboards — Draw Game



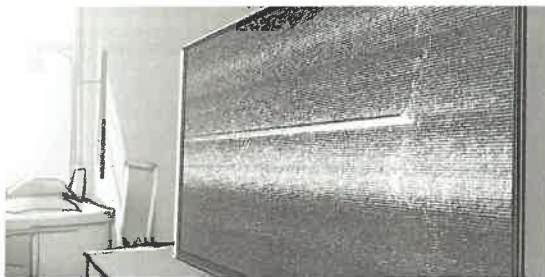
THE MANAHAN GROUP



1



2



3



4



5



6



7



8



9



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot - Draw Game



**Take a Chance. It Could Happen To You.**



THE MANAHAN GROUP



### 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





1



2



3



4



5



6



West Virginia Lottery - Ca\$h Pop Draw Game Launch  
:30 TV Spot - Scratch-Off

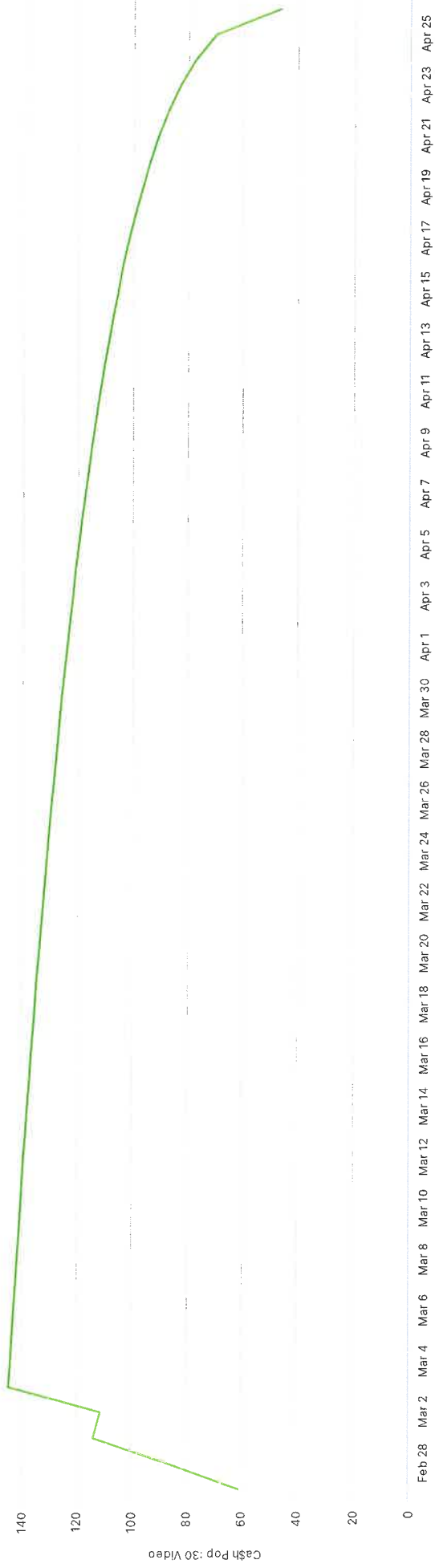
# CASH POP MEDIA



Detailed Reporting - Campaign Level

Campaign ID is 84322 Metric Selector is Spend Report Hour UTC Date is from 2022/02/27 until 2022/04/28

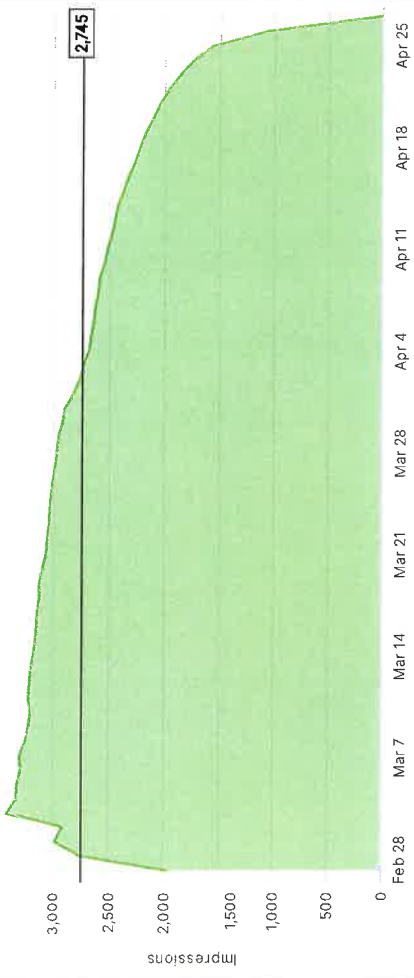
Ad Group Performance Trends



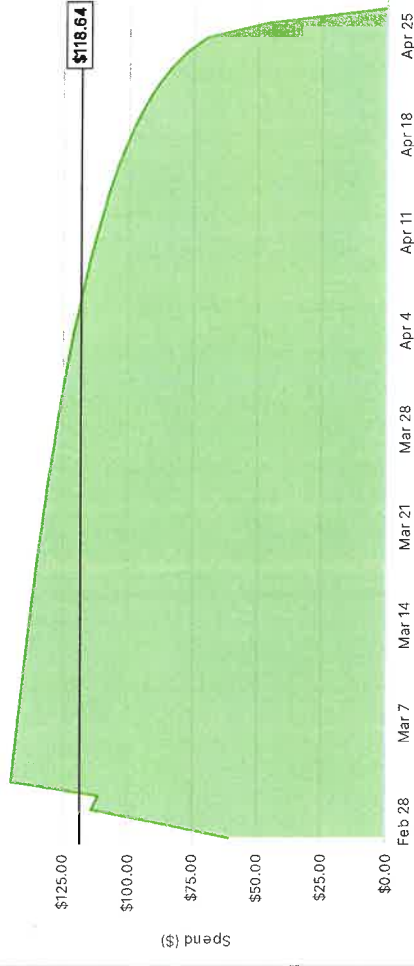
<b>100.00%</b> Overall Pacing	<b>7,000</b> Total Budget	<b>\$7,000.00</b> Spend	<b>161,973</b> Impressions	<b>137</b> Clicks	<b>0.085%</b> CTR	<b>\$51.09</b> CPC
<b>\$0.00</b> Recommended Daily	<b>16.97%</b> Win Rate	<b>\$43.22</b> CPM	<b>67.150%</b> VCR	<b>\$0.06</b> CPCV	<b>0</b> Conversions	<b>\$0.00</b> CPA

Ad Group Performance						
Ad Group	Spend	Impressions	Clicks	CTR	Conversions	CPA
1   Cash Pop: 30 Video	\$7,000.00	161,973	137	0.085%	0	\$0.00

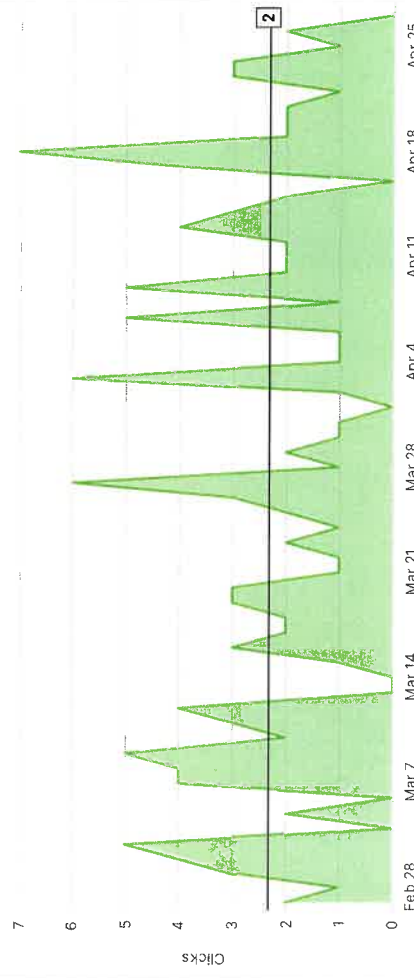
### Impressions



### Spend



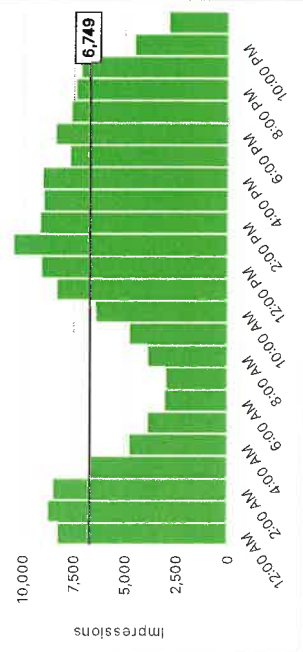
### Clicks



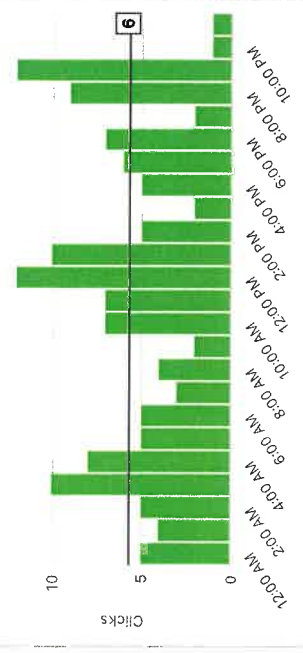
### Conversions



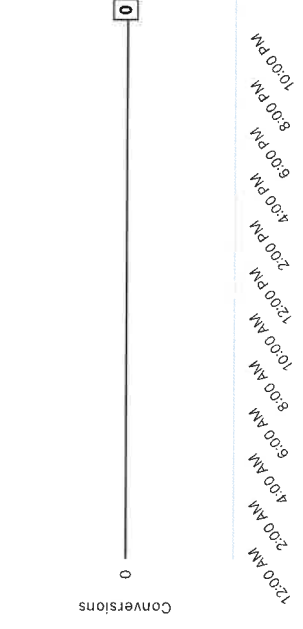
### Impressions Won by Time of Day



### Clicks by Time of Day



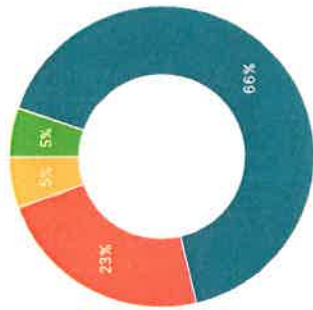
### Conversions by Time of Day



# Top Performing Sites & Apps

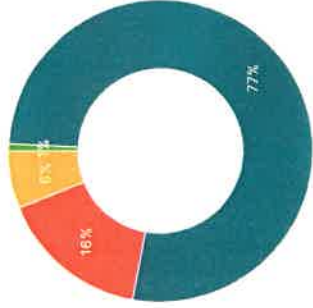
Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1 jp.gocr.smartnews.android	\$1884.68	42,961	22	\$43.87	\$85.67	0.05%
2 com.foxnews.android	\$1,088.66	25,553	6	\$42.60	\$181.44	0.02%
3 www.yahoo.com	\$772.97	17,624	10	\$43.86	\$77.30	0.06%
4 com.rarefied.atmosphere	\$327.81	7,418	0	\$44.19	\$0.00	0.00%
5 com.aol.mobile.aolapp	\$225.95	5,145	0	\$43.92	\$0.00	0.00%
6 www.foxnews.com	\$186.60	4,506	2	\$41.46	\$93.40	0.04%
7 569077959	\$105.72	2,390	13	\$44.23	\$8.13	0.54%
8 579581125	\$101.57	2,243	1	\$45.28	\$101.57	0.04%
9 flipboard.app	\$95.31	2,234	0	\$42.66	\$0.00	0.00%
10 www.aol.com	\$76.64	1,778	0	\$43.11	\$0.00	0.00%
11 news.yahoo.com	\$50.65	1,160	6	\$43.66	\$8.44	0.52%

### Impressions by Device



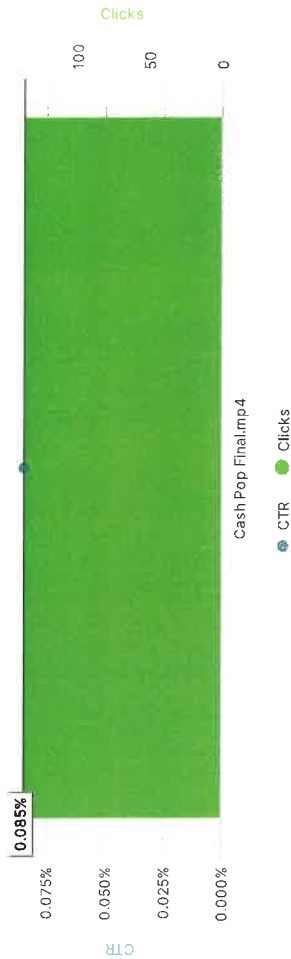
● ConnectedTV ● Mobile ● PC ● Tablet

### Clicks by Device



● ConnectedTV ● Mobile ● PC ● Tablet

### High Performing Creatives



● CTR ● Clicks

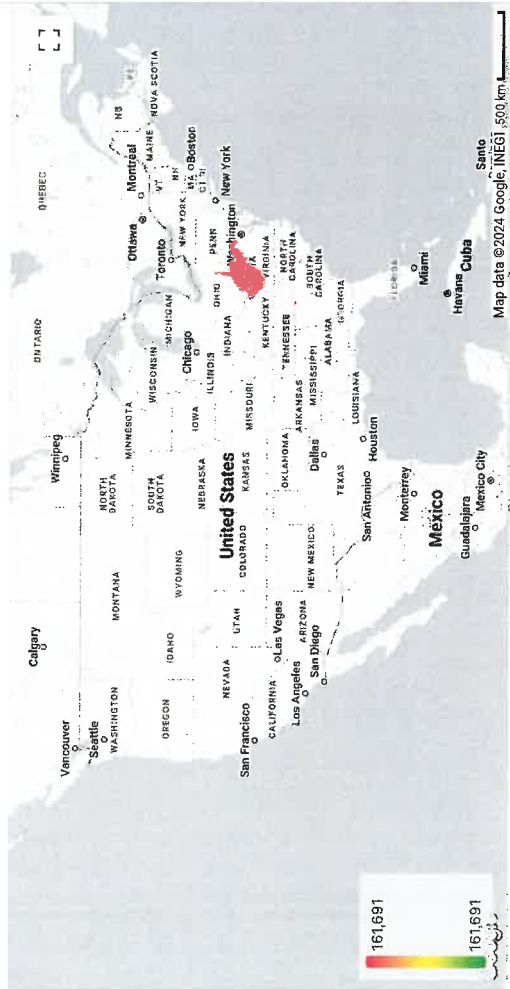
### Creative Sizing Performance



Creative Performance Data

Name: 1 Cash Pop Final.mp4  
 Impressions: 161,973  
 Clicks: \$43.22  
 CTR (%): 0.085%  
 CPC (\$): \$1.09  
 Conversions: 0

Top Performing Geolocations by Impressions



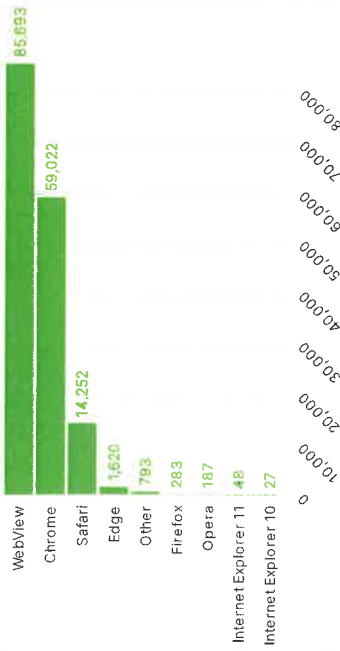
Top Performing Geolocations by Clicks



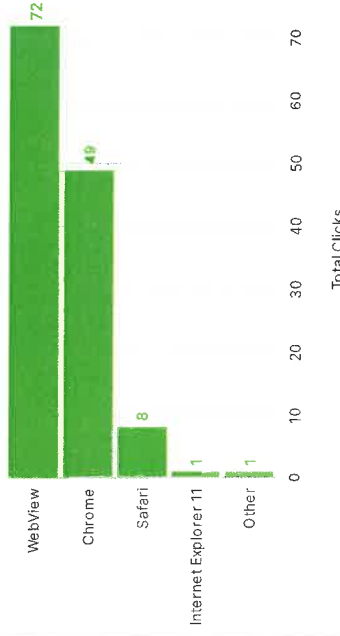
Top Performing Postal Codes

Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1 26554	West Virginia	\$355.92	8,237	4	\$88.96	\$43.20	0.05%
2 26301	West Virginia	\$270.28	6,240	4	\$67.57	\$43.31	0.06%
3 26003	West Virginia	\$247.26	5,759	7	\$35.32	\$42.93	0.12%
4 25801	West Virginia	\$238.71	5,475	3	\$79.57	\$43.60	0.05%
5 26101	West Virginia	\$237.07	5,453	2	\$118.54	\$43.48	0.04%
6 26508	West Virginia	\$203.98	4,713	5	\$40.80	\$43.28	0.11%

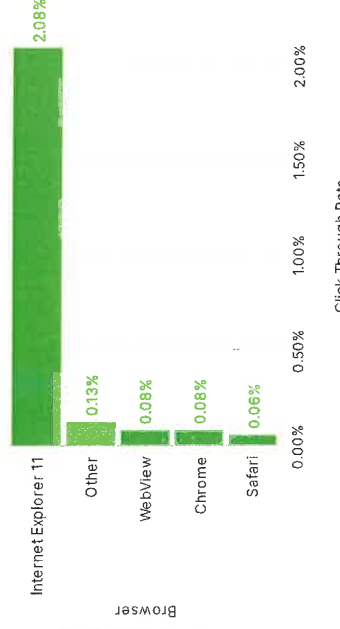
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps



Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 sharethrough	145,182	0.08%	117
2 yahoo exchange	15,670	0.12%	19
3 verizon media video exchan...	805	0.00%	0
4 yieldmo	85	1.18%	1
5 teadstv	72	0.00%	0

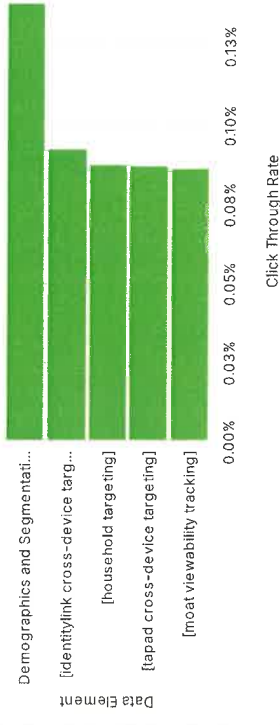
Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 InApp	94,020	0.07%	63
2 Other	67,624	0.10%	68
3 MobileOptimizedWeb	40	0.00%	0

Fold Position Performance

Fold Position	Impressions	CTR	Clicks
1 UNKNOWN	130,753	0.08%	111
2 Above	29,779	0.07%	20
3 Below	1,152	0.00%	0

Top 5 High Performing Segments



Top Performing Private Market Deals

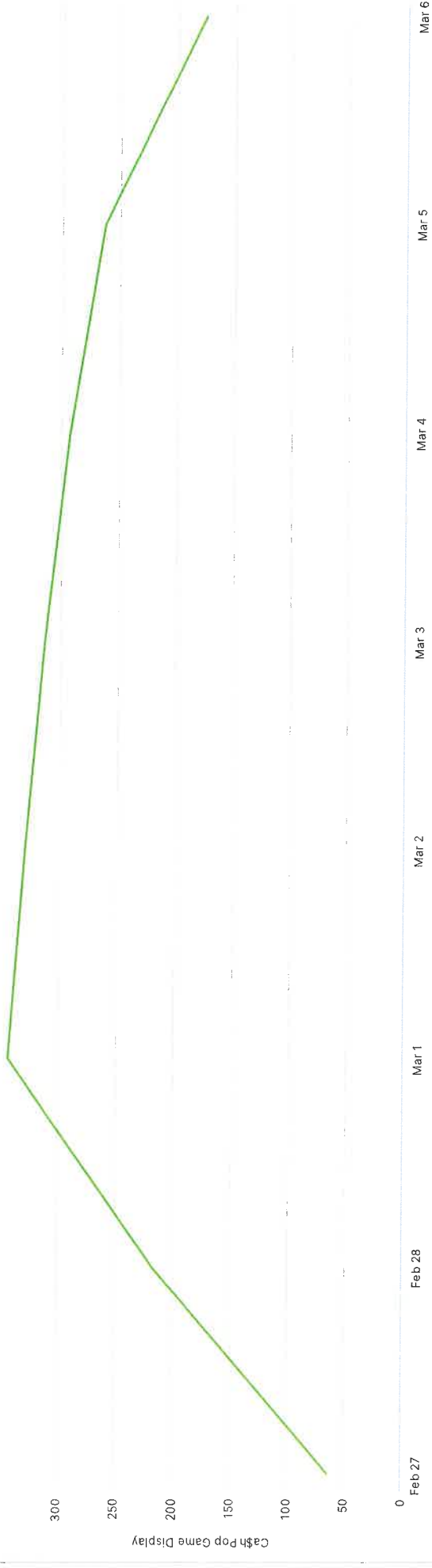
Private Contract Name	Impressions	Spend	VCR
1 Sharethrough - Global - RO...	73,494	\$3,164.80	38.52%
2 Sharethrough - Global - RO...	71,842	\$3,100.58	38.97%
3 Verizon Media - O&O (AOL, ...	16,480	\$727.62	29.71%
4 Penske Media - NAMER - O...	85	\$3.89	20.00%
5 ProgDirect_Advance Local ...	68	\$2.92	39.71%
6 Healthline - All Devices - GL...	4	\$0.17	25.00%
7 Penske Media - US - RON - ...	0	\$0.00	
8 Penske Media - US - RON - ...	0	\$0.00	



Detailed Reporting - Campaign Level

Campaign ID is 84336 Metric Selector is Spend Report Hour UTC Date is from 2022/02/27 until 2022/03/06

Ad Group Performance Trends



**100.00%**  
Overall Pacing

**\$0.00**  
Recommended Daily

**2,000**  
Total Budget

**19.76%**  
Win Rate

**\$1,999.97**  
Spend

**\$7.64**  
CPM

**261,729**  
Impressions

**0**  
VCR

**380**  
Clicks

**0**  
CPCV

**0.145%**  
CTR

**0**  
Conversions

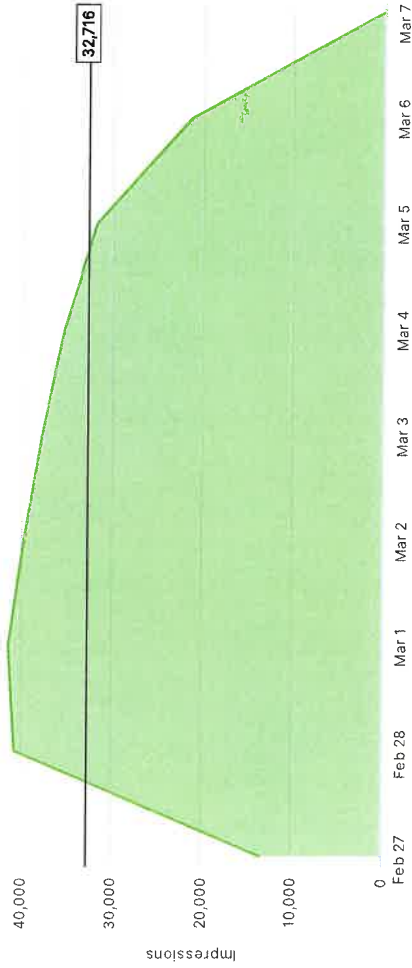
**\$5.26**  
CPC

**\$0.00**  
CPA

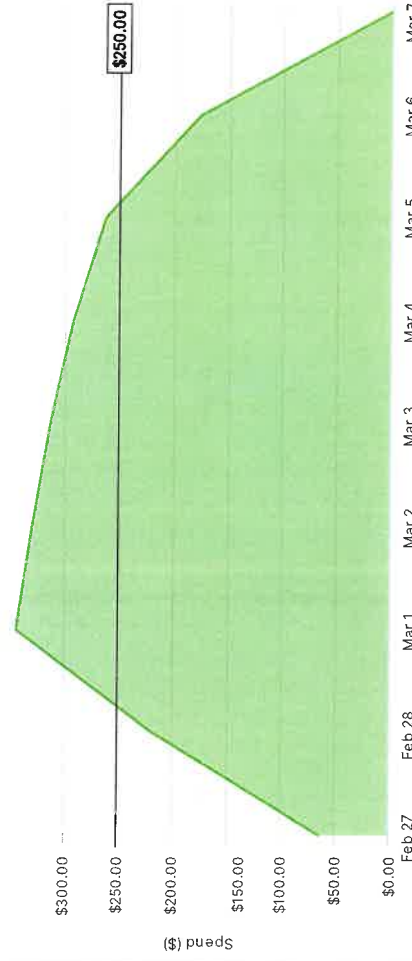
Ad Group Performance

Ad Group	Spend	Impressions	Clicks	CTR	Conversions	CPA
1   Cash Pop Game Display	\$1,999.97	261,729	380	0.145%	0	\$0.00

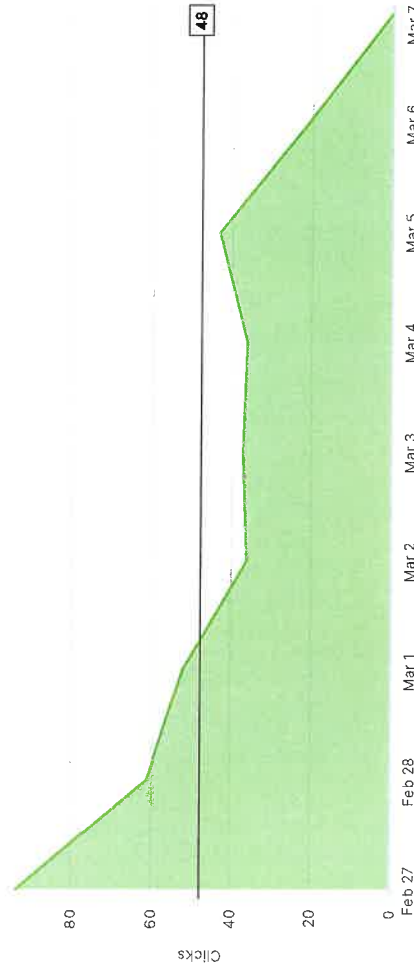
### Impressions



### Spend



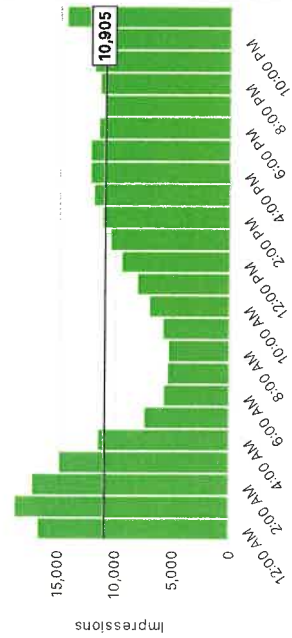
### Clicks



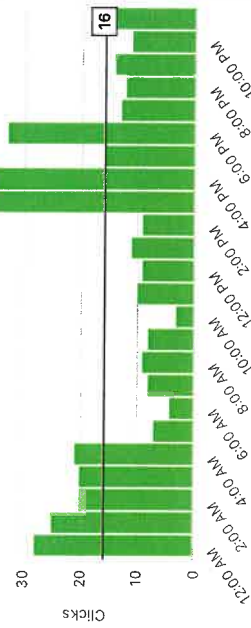
### Conversions



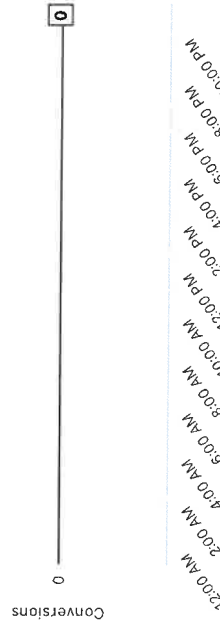
### Impressions Won by Time of Day



### Clicks by Time of Day



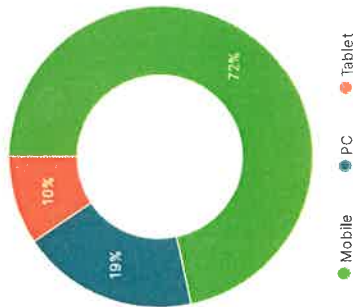
### Conversions by Time of Day



# Top Performing Sites & Apps

Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1 kik.android	\$13113	17,673	11	\$742	\$11.92	0.06%
2 www.yahoo.com	\$9279	12,088	9	\$768	\$10.31	0.07%
3 mail.yahoo.com	\$9080	11,600	4	\$783	\$22.70	0.03%
4 www.foxnews.com	\$6083	8,193	4	\$745	\$15.16	0.05%
5 jp.gocro.smartnews.android	\$6296	7,772	9	\$810	\$7.00	0.12%
6 com.foxnews.android	\$2992	3,886	7	\$770	\$4.27	0.18%
7 com.nmm.trebelmusic	\$2472	3,263	8	\$757	\$3.09	0.25%
8 weather.com	\$2354	3,207	4	\$734	\$5.88	0.12%
9 www.wctv.com	\$2291	3,110	0	\$737	\$0.00	0.00%
10 com.handmark.expressweather	\$2266	2,890	1	\$784	\$22.66	0.03%
11 com.tumblr	\$2181	2,710	1	\$805	\$21.81	0.04%

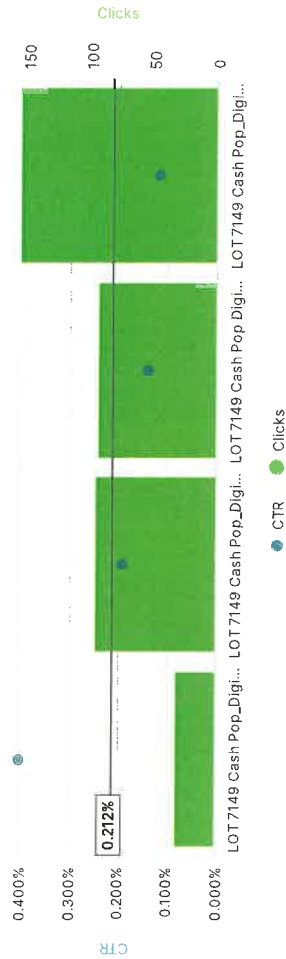
## Impressions by Device



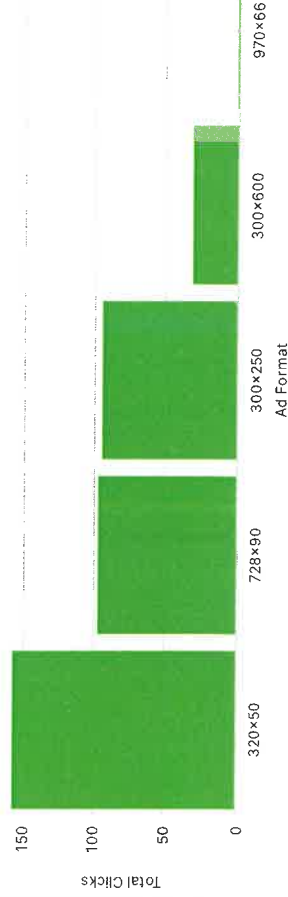
## Clicks by Device



## High Performing Creatives



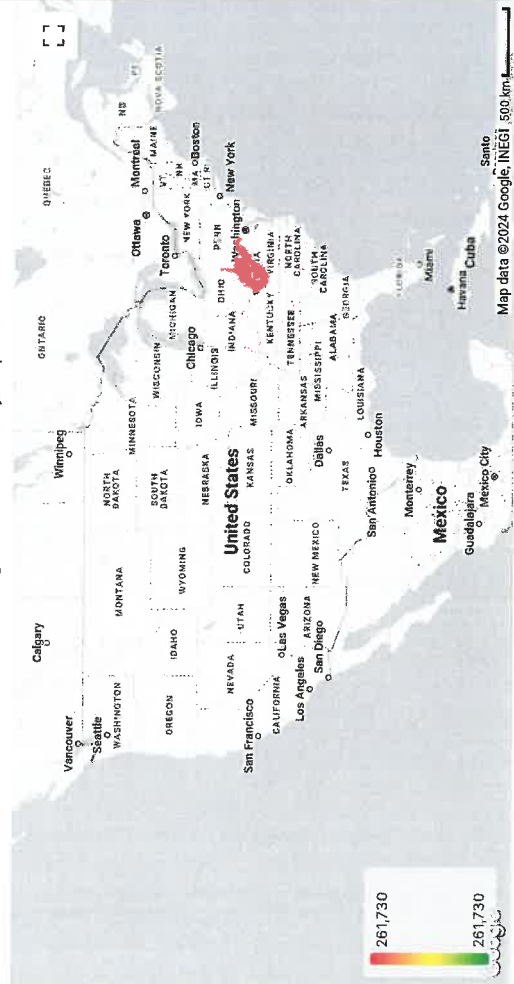
## Creative Sizing Performance



Creative Performance Data

Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1. LOT7149 Cash Pop_Digital Ad_32...	135,227	\$7.58	157	\$6.53	0.116%	0
2. LOT7149 Cash Pop_Digital Ad_300...	68,156	\$7.72	94	\$5.60	0.138%	0
3. LOT7149 Cash Pop_Digital Ad_72...	50,645	\$7.65	96	\$4.03	0.190%	0
4. LOT7149 Cash Pop_Digital Ad_30...	7,684	\$7.92	31	\$1.96	0.403%	0
5. LOT7149 Cash Pop_Digital Ad_97...	15	\$6.80	1	\$0.10	6.677%	0
6. LOT7149 Cash Pop_Digital Ad_128...	2	\$8.17	1	\$0.02	50.000%	0

Top Performing Geolocations by Impressions



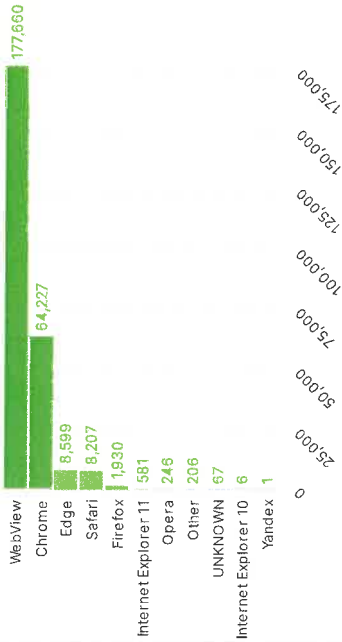
Top Performing Geolocations by Clicks



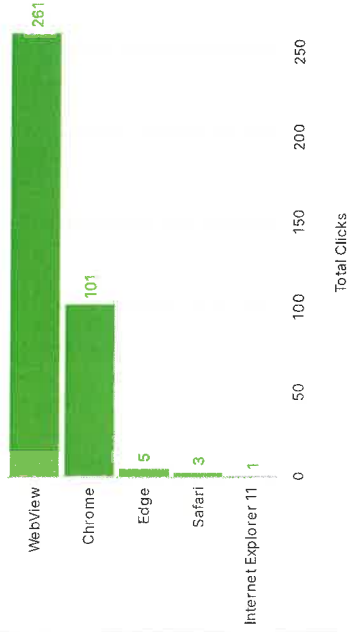
Top Performing Postal Codes

Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1 26003	West Virginia	\$87.25	11,215	24	\$3.64	\$7.78	0.21%
2 26554	West Virginia	\$85.13	11,205	17	\$5.01	\$7.60	0.15%
3 26301	West Virginia	\$78.15	10,163	6	\$13.03	\$7.69	0.06%
4 25801	West Virginia	\$65.52	8,615	14	\$4.68	\$7.60	0.16%
5 26101	West Virginia	\$59.06	7,813	10	\$5.91	\$7.56	0.13%
6 26062	West Virginia	\$60.54	7,805	5	\$12.11	\$7.76	0.06%

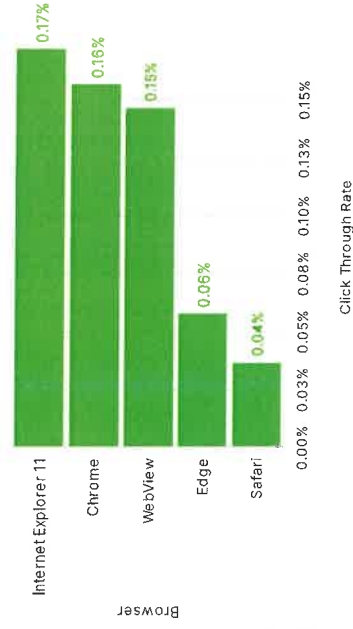
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps



Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 innobi exchange	51,818	0.18%	94
2 pubmatic	36,011	0.11%	40
3 magnite dv+	23,846	0.13%	32
4 index exchange	22,700	0.05%	12
5 triplelift	17,104	0.11%	19
6 sonobi	16,838	0.05%	9

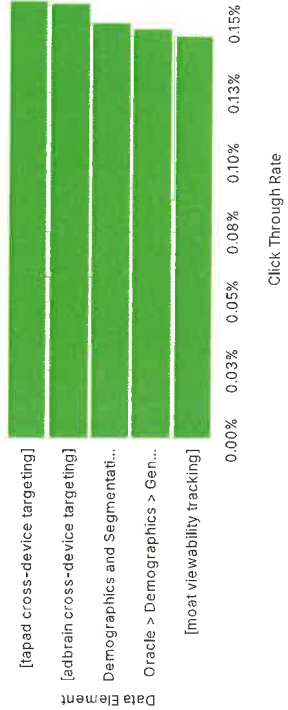
Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 InApp	167,269	0.15%	250
2 Other	79,719	0.13%	101
3 MobileOptimizedWeb	14,742	0.14%	20

Fold Position Performance

Fold Position	Impressions	CTR	Clicks
1 Above	159,692	0.12%	186
2 UNKNOWN	84,865	0.19%	162
3 Below	17,173	0.13%	23

Top 5 High Performing Segments



Top Performing Private Market Deals

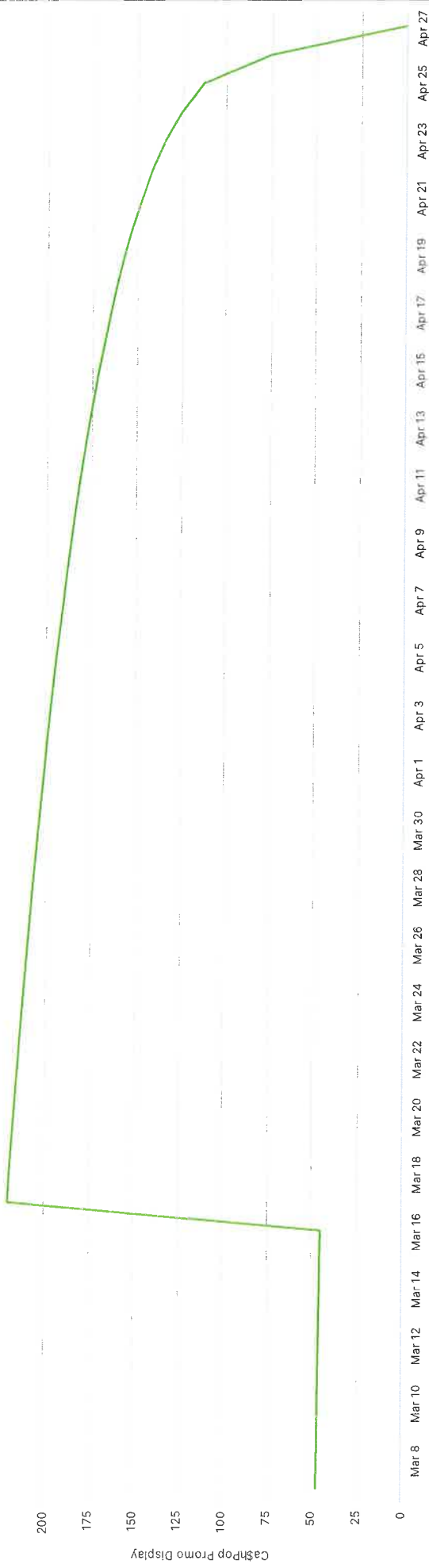
Private Contract Name Impressions Spend VCR

No Results

Detailed Reporting - Campaign Level

Campaign ID is 84335 Metric Selector is Spend Report Hour UTC Date is from 2022/03/07 until 2022/04/28

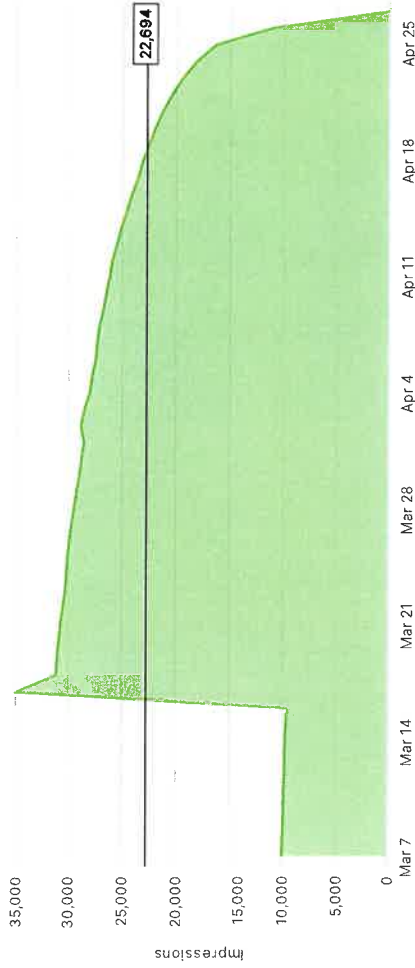
Ad Group Performance Trends



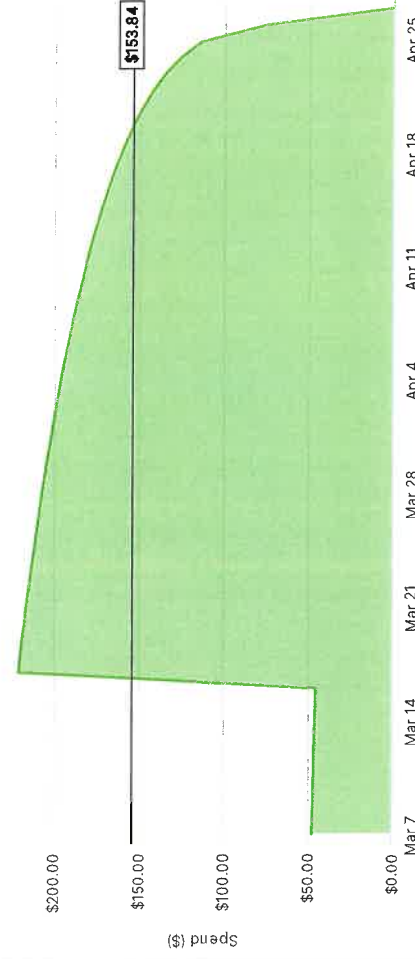
<b>100.00%</b> Overall Pacing	<b>8,000</b> Total Budget	<b>\$7,999.92</b> Spend	<b>1,180,110</b> Impressions	<b>1,451</b> Clicks	<b>0.123%</b> CTR	<b>\$5.51</b> CPC
<b>\$0.00</b> Recommended Daily	<b>19.51%</b> Win Rate	<b>\$6.78</b> CPM	<b>0</b> VCR	<b>0</b> CPCV	<b>0</b> Conversions	<b>\$0.00</b> CPA

Ad Group Performance						
Ad Group	Spend	Impressions	Clicks	CTR	Conversions	CPA
1 CashPop Promo Display	\$7,999.92	1,180,110	1,451	\$5.51	0	\$0.00
					0.123%	

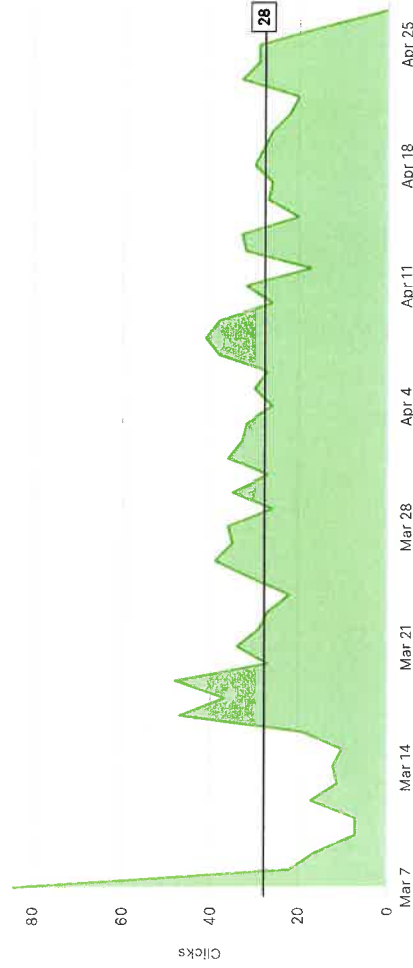
### Impressions



### Spend



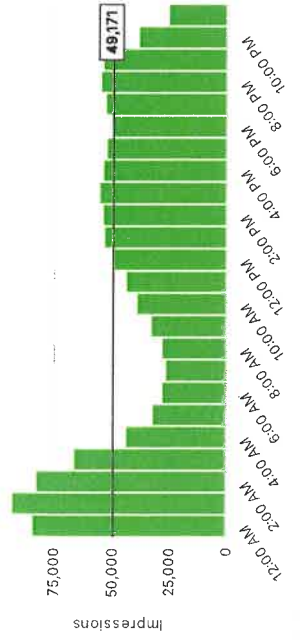
### Clicks



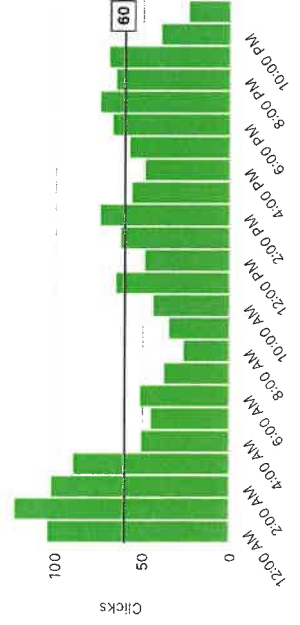
### Conversions



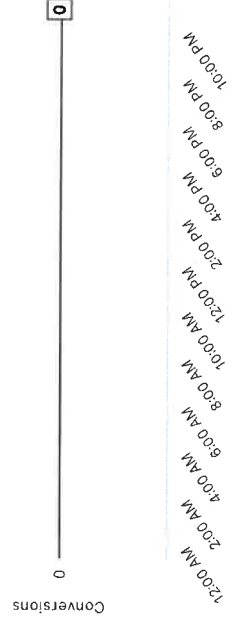
### Impressions Won by Time of Day



### Clicks by Time of Day



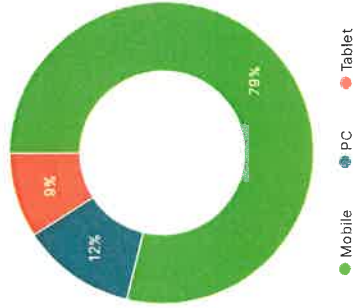
### Conversions by Time of Day



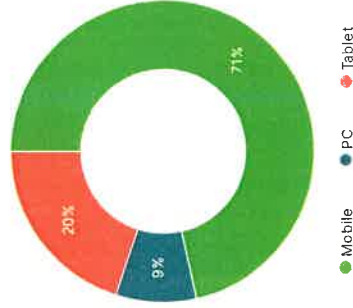
## Top Performing Sites & Apps

Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1 kik.android	\$789.79	118,975	48	\$6.64	\$16.45	0.04%
2 weather.com	\$403.34	58,691	20	\$6.87	\$20.17	0.03%
3 ip.gocro.smartnews.android	\$166.28	23,847	47	\$6.97	\$3.54	0.20%
4 www.foxnews.com	\$152.29	22,265	8	\$6.84	\$19.04	0.04%
5 com.tumblr	\$146.10	21,510	5	\$6.79	\$29.22	0.02%
6 com.foxnews.android	\$120.84	17,629	30	\$6.85	\$4.03	0.17%
7 com.handmark.expressweather	\$114.62	16,386	11	\$6.99	\$10.42	0.07%
8 www.yahoo.com	\$100.36	16,310	12	\$6.15	\$8.36	0.07%
9 com.immm.trebeimusic	\$98.02	14,518	59	\$6.75	\$1.66	0.41%
10 mail.yahoo.com	\$87.17	13,602	14	\$6.41	\$6.23	0.10%
11 com.aws.android	\$90.66	12,921	10	\$7.02	\$9.07	0.08%

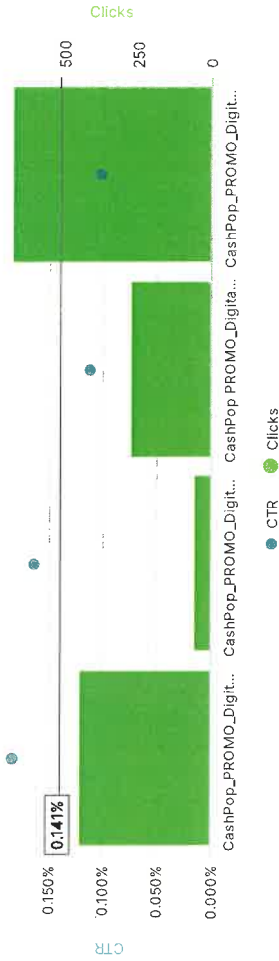
### Impressions by Device



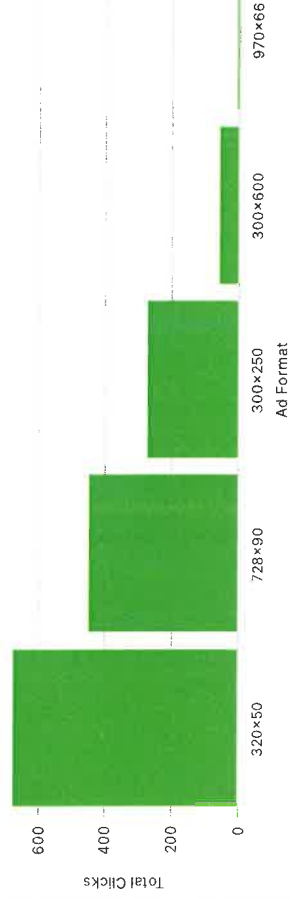
### Clicks by Device



### High Performing Creatives



### Creative Sizing Performance





### Creative Performance Data

Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1 CashPop_PROMO_Digital Ad_320x...	663,277		\$6.75	675	\$6.64	0.102%
2 CashPop_PROMO_Digital Ad_300x...	242,001		\$6.78	272	\$6.03	0.112%
3 CashPop_PROMO_Digital Ad_728x...	241,754		\$6.84	446	\$3.71	0.184%
4 CashPop_PROMO_Digital Ad_300x...	32,982		\$6.85	54	\$4.19	0.164%
5 CashPop_PROMO_Digital Ad_970x...	90		\$6.62	3	\$0.20	3.333%
6 CashPop_PROMO_Digital Ad_1280x...	6		\$6.79	1	\$0.04	16.667%

### Top Performing Geolocations by Impressions



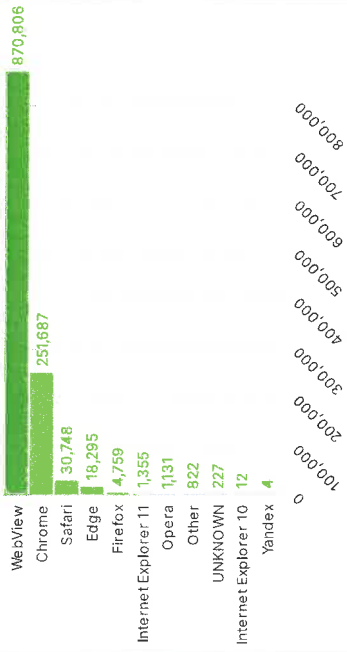
### Top Performing Geolocations by Clicks



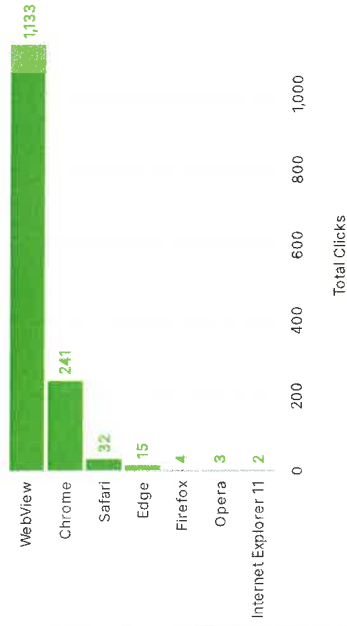
### Top Performing Postal Codes

Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1 26554	West Virginia	\$418.61	61,588	82	\$5.11	\$6.80	0.13%
2 26301	West Virginia	\$325.28	47,799	55	\$5.91	\$6.81	0.12%
3 26003	West Virginia	\$321.89	47,325	55	\$5.85	\$6.80	0.12%
4 26101	West Virginia	\$260.42	38,436	54	\$4.82	\$6.78	0.14%
5 25801	West Virginia	\$235.68	34,897	41	\$5.75	\$6.75	0.12%
6 25314	West Virginia	\$213.10	31,157	35	\$6.09	\$6.84	0.11%

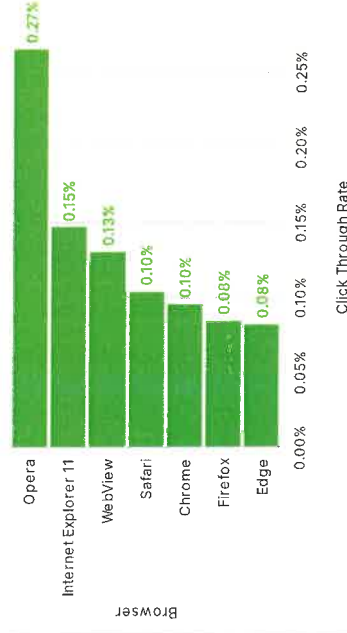
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps



Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 immobiliexchange	261,759	0.17%	438
2 pubmatic	157,151	0.13%	197
3 triplelift	93,132	0.09%	85
4 magnite dv+	92,862	0.09%	88
5 index exchange	81,210	0.10%	81
6 sonobi	78,003	0.06%	45

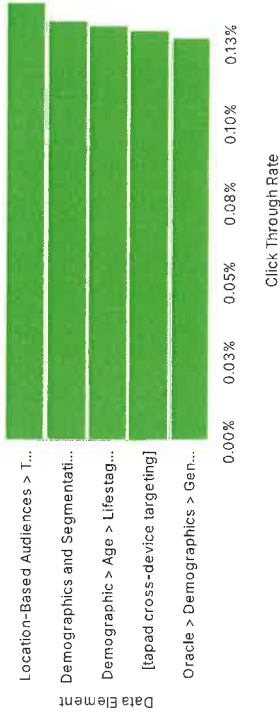
Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 InApp	835,470	0.14%	1,139
2 Other	270,696	0.09%	237
3 MobileOptimizedWeb	72,929	0.07%	54

Fold Position Performance

Fold Position	Impressions	CTR	Clicks
1 Above	646,878	0.12%	806
2 UNKNOWN	471,536	0.12%	587
3 Below	60,681	0.06%	37

Top 5 High Performing Segments



Top Performing Private Market Deals

Private Contract Name | Impressions | Spend | VCR

No Results



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Bluefield WV-VA</b>				
<b>EVNS-TV</b>				
MTuWThF 11:00p-11:30p	\$4.25	30	2 2 2 2	8
DAILY MAIL				
Affiliation: FOX				
Q1 2022 EVNS Comscore (sell) - ACTUAL Feb/2021 Mo-Fr 11:00p-11:30p TIME PERIOD ON EVNS				
MTuWThF 4:30p- 5:00p	\$8.50	30	2 1 2 1	6
JUDGE JUDY				
Q1 2022 EVNS Comscore (sell) - ACTUAL Feb/2021 Mo-Fr 4:30p-5:00p TIME PERIOD ON EVNS				
MTuWThF 4:00p- 4:30p	\$8.50	30	1 1 2 1	5
JUDGE JUDY				
Q1 2022 EVNS Comscore (sell) - ACTUAL Feb/2021 Mo-Fr 4:00p-4:30p TIME PERIOD ON EVNS				
F 4:17p- 4:47p	\$8.50	30	1 0 0 0	1
4:30 PM-5:00 PM				
Su 10:00p-10:30p	\$34.00	30	2 1 2 1	6
59 NEWS @ 10P				
Q1 2022 EVNS Comscore (sell) - ACTUAL Feb/2021 Sun 10:00p-10:30p TIME PERIOD ON EVNS				
<b>Total Spots:</b>			8 5 8 5	26
<b>Total Cost:</b>	\$340.00			26
<b>WOAY-TV</b>				
MTuWThF 7:00p- 7:30p	\$21.25	30	2 2 2 2	8
TWO & HALF MEN				
01/07/2021-02/03/2021				
<b>Total Spots:</b>			2 2 2 2	8
<b>Total Cost:</b>	\$170.00			8
<b>WVNS-TV</b>				
Su 6:30p- 7:00p	\$34.00	30	1 1 1 1	4
CBS EVENING NEWS				
Affiliation: CBS				



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV\_L1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 2/28 3/7 3/14 3/21	Total Spots
<b>Bluefield WV-VA</b>				
<b>WVNS-TV</b>				
Affiliation: CBS				
Q1 2022 WVNS Comscore (sell) - ACTUAL Feb/2021 Sun 6:30p-7:00p TIME PERIOD ON WVNS				
Su 6:00p-6:30p	\$34.00	30	1 1 1 1	4
59 NEWS WEEKEND				
Q1 2022 WVNS Comscore (sell) - ACTUAL Feb/2021 Sun 6:00p-6:30p TIME PERIOD ON WVNS				
Sa 11:00p-11:30p	\$34.00	30	1 0 1 1	3
WEEKEND LIVE @ 11P				
Q1 2022 WVNS Comscore (sell) - ACTUAL Feb/2021 Sat 11:00p-11:30p TIME PERIOD ON WVNS				
Sa 11:03p-11:33p	\$34.00	30	0 1 0 0	1
11:00 PM-11:30 PM				
MTuWThF 5:00a-6:00a	\$17.00	30	1 2 1 2	6
59 NEWS THIS MORNING @ 5A				
Q1 2022 WVNS Comscore (sell) - ACTUAL Feb/2021 Mo-Fr 5:00a-6:00a TIME PERIOD ON WVNS				
<b>Total Cost:</b>	<b>\$510.00</b>		<b>Total Spots: 4 5 4 5</b>	<b>18</b>
				<b>18</b>
<b>WVVA-TV</b>				
Su 11:30p-12:00a	\$38.25	30	1 1 1 1	4
Investigate TV				
CS-Sep-2021 adj. CS-Feb-2021				
Su 11:30p-12:00a	\$38.25	30	1 0 0 0	1
Investigate TV				
MTuWThF 10:00a-11:00a	\$29.75	30	2 1 2 1	6
Today Show with Hoda and Jenna				
CS-Sep-2021 adj. CS-Feb-2021				



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks			Total Spots
			2/28	3/7	3/14	3/21
<b>Bluefield WV-VA</b>						
<b>WVVA-TV</b>						
MTuWThF 12:00p-12:30p WVVA News at Noon	\$42.50	30	2	1	2	1
CS-Sep-2021 adj. CS-Feb-2021						
MTuWThF 5:00a- 6:00a WVVA Early Today	\$21.25	30	1	2	1	2
CS-Sep-2021 adj. CS-Feb-2021						
MTuWThF 7:00a- 8:00a Today Show	\$97.75	30	2	2	2	2
CS-Sep-2021 adj. CS-Feb-2021						
SaSu 11:00p-11:30p WVVA News Weekend	\$89.25	30	1	1	1	1
CS-Sep-2021 adj. CS-Feb-2021						
MTuWThF 6:00p- 6:30p WVVA News @ 6	\$191.25	30	1	2	1	2
CS-Sep-2021 adj. CS-Feb-2021						
<b>Total Cost:</b>	<b>\$3,038.75</b>		<b>11</b>	<b>10</b>	<b>10</b>	<b>10</b>
						<b>41</b>
						<b>41</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA  
 Description: WVL\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM  
 Buyer: Bethany West

Separation between spots: 30

Station	Total Spots	STN Net	PCT
EVNS-TV	26	\$340.00	8%
WOAY-TV	8	\$170.00	4%
WVNS-TV	18	\$510.00	13%
WVVA-TV	41	\$3,038.75	75%
<b>Market Total:</b>	<b>93</b>	<b>\$4,058.75</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA  
 Description: WV\_L\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	2/28	3/7	3/14	3/21	Total
EVNS-TV					
	8	5	8	5	26
SPOTS	\$110.50	\$59.50	\$110.50	\$59.50	\$340.00
STN Net					
WOAY-TV					
	2	2	2	2	8
SPOTS	\$42.50	\$42.50	\$42.50	\$42.50	\$170.00
STN Net					
WVNS-TV					
	4	5	4	5	18
SPOTS	\$119.00	\$136.00	\$119.00	\$136.00	\$510.00
STN Net					
WVVA-TV					
	11	10	10	10	41
SPOTS	\$718.25	\$820.25	\$680.00	\$820.25	\$3,038.75
STN Net					
<b>Total</b>	25	22	24	22	93
SPOTS	\$990.25	\$1,058.25	\$952.00	\$1,058.25	\$4,058.75
STN Net					



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV

Description: WV\_L\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM

Separation between spots: 30  
 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Charleston, WV</b>				
<b>DCHS-TV</b>				
MTuWThF 7:00a- 8:00a Eyewitness News This Morning	\$25.50	30	1 1 1 1	4
Su 7:00p- 7:30p Simpsons	\$63.75	30	1 1 1 1	4
Sa 7:00p- 8:00p Big Bang/Two and a Half Men	\$63.75	30	0 0 1 1	2
Tu 7:00p- 8:00p Big Bang Theory 2	\$63.75	30	1 0 0 0	1
W 7:00p- 8:00p Big Bang Theory 2	\$63.75	30	1 0 0 0	1
Su 7:30p- 8:00p Bob's Burgers	\$63.75	30	1 0 0 0	1
Su 9:00p-10:00p FOX-Bobs Burgers (Sunday)	\$63.75	30	1 1 0 0	2
Su 9:00p-10:00p FOX-Family Guy (Sunday)	\$63.75	30	0 0 0 1	1
<b>Total Cost:</b>	<b>\$867.00</b>		<b>6 3 3 4</b>	<b>16</b>
<b>Total Spots:</b>			<b>6 3 3 4</b>	<b>16</b>
<b>WCBS-TV</b>				
Affiliation: ABC				
Su 8:00a- 9:00a Good Morning America Sunday	\$46.75	30	1 1 1 1	4
MTuWThF 11:00p-11:35p Eyewitness News at 11PM	\$85.00	30	2 2 0 2	6
MTuWThF 3:00p- 4:00p Kelly Clarkson	\$34.00	30	0 2 2 0	4
MTuWThF 11:35p-12:37a Jimmy Kimmel Live	\$25.50	30	2 2 2 2	8





# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Charleston, WV</b>				
<b>WCHS-TV</b>				
MTuWThF 7:00a-9:00a	\$63.75	30	2 2 2 2	8
Good Morning America				
Sa 11:30p-12:00a	\$21.25	30	0 1 0 1	2
Full Measure with Sharyl Attkisson				
Sa 11:45p-12:15a	\$21.25	30	1 0 1 0	2
News-Full Measure With Sharyl Attkisson				
Sa 8:00a-10:00a	\$55.25	30	1 1 1 1	4
Good Morning America Saturday				
MTuWThF 4:00p-5:00p	\$63.75	30	2 0 2 0	4
Judge Judy				
ThF 7:00a-9:00a	\$0.00	30	3 0 0 0	3
Run/Not Purchased Buy-in Bonus. 3/31/22				
<b>Total Cost:</b>	\$2,108.00		<b>Total Spots:</b> 14 11 11 9	45
				45
<b>WQCW-TV</b>				
MTuWThF 10:00a-11:00a	\$12.75	30	2 2 2 2	8
Funny You Should Ask				
CS-Feb/2021				
MTuWThF 11:00a-12:00p	\$12.75	30	1 1 1 1	4
Chicago Fire				
CS-Feb/2021				
<b>Total Cost:</b>	\$153.00		<b>Total Spots:</b> 3 3 3 3	12
				12



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Wks			Total Spots		
		Dur	2/28	3/7		3/14	3/21
<b>Charleston, WV</b>							
<b>WSAZ-TV</b>							
MTuWThF 4:30a-5:00a NEWS CHANNEL 3 WAKE UP CS-Mar-2021	\$42.50	30	2	2	2	8	
MTuWThF 7:00a-9:00a TODAY SHOW CS-Mar-2021	\$297.50	30	0	2	0	2	4
MTuWThF 5:30a-6:00a NEWS CHANNEL 3 EARLY CS-Mar-2021	\$170.00	30	1	2	1	2	6
<b>Total Cost:</b>	<b>\$2,550.00</b>		<b>3</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>18</b>
<b>Total Spots:</b>			<b>3</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>18</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	Total Spots	STN Net	PCT
DCHS-TV	16	\$867.00	15%
WCHS-TV	45	\$2,108.00	37%
WQCW-TV	12	\$153.00	3%
WSAZ-TV	18	\$2,550.00	45%
<b>Market Total:</b>	<b>91</b>	<b>\$5,678.00</b>	



# Buy Detail Report Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	2/28	3/7	3/14	3/21	Total
DCHS-TV					
	6	3	3	4	16
SPOTS	\$344.25	\$153.00	\$153.00	\$216.75	\$867.00
STN Net					
WCHS-TV					
	14	11	11	9	45
SPOTS	\$599.25	\$539.75	\$497.25	\$471.75	\$2,108.00
STN Net					
WQCW-TV					
	3	3	3	3	12
SPOTS	\$38.25	\$38.25	\$38.25	\$38.25	\$153.00
STN Net					
WSAZ-TV					
	3	6	3	6	18
SPOTS	\$255.00	\$1,020.00	\$255.00	\$1,020.00	\$2,550.00
STN Net					
<b>Total</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>91</b>
STN Net	\$1,236.75	\$1,751.00	\$943.50	\$1,746.75	\$5,678.00



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV\_L1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Clarksburg</b>				
<b>EBOY-TV</b>				
Sa 8:00a-10:00a	\$21.25	30	1 1 1 0	3
GOOD MORNING AMERICA				
Jan/2021L1				
Sa 11:30p-12:00a	\$12.75	30	0 0 1 1	2
YOUNG SHELDON				
Feb/2021L1				
Sa 11:38p-12:08a	\$12.75	30	1 0 0 0	1
Young Sheldon				
Sa 7:00p- 8:00p	\$21.25	30	1 1 1 1	4
BIG BANG THEORY				
Mar/2021L1				
<b>Total Cost:</b>	<b>\$187.00</b>		<b>3 2 3 2</b>	<b>10</b>
				<b>10</b>

<b>WBOY-TV</b>				
MTuWThF 5:00p- 5:30p	\$191.25	30	0 2 2 0	4
12 NEWS FIRST EDITION				
Jan/2021L1				
MTuWThF 12:00p-12:30p	\$63.75	30	2 2 0 2	6
12 NEWS AT NOON				
Jan/2021L1				
MTuWThF 7:00a- 9:00a	\$157.25	30	2 0 2 2	6
TODAY SHOW				
Jan/2021L1				
MTuWThF 7:30p- 8:00p	\$165.75	30	0 2 0 2	4
WHEEL OF FORTUNE				
Jan/2021L1				



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots		
			2/28	3/7	3/14	3/21
<b>Clarksburg</b>						
<b>EBOY-TV</b>						
Sa 8:00a-10:00a	\$21.25	30	1	1	1	0
GOOD MORNING AMERICA						
Jan/2021L1						
Sa 11:30p-12:00a	\$12.75	30	0	0	1	1
YOUNG SHELDON						
Feb/2021L1						
Sa 11:38p-12:08a	\$12.75	30	1	0	0	0
Young Sheldon						
Sa 7:00p- 8:00p	\$21.25	30	1	1	1	1
BIG BANG THEORY						
Mar/2021L1						
<b>Total Cost:</b>	<b>\$187.00</b>		<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Total Spots:</b>			<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>

<b>WBOY-TV</b>						
MTuWThF 5:00p- 5:30p	\$191.25	30	0	2	2	0
12 NEWS FIRST EDITION						
Jan/2021L1						
MTuWThF 12:00p-12:30p	\$63.75	30	2	2	0	2
12 NEWS AT NOON						
Jan/2021L1						
MTuWThF 7:00a- 9:00a	\$157.25	30	2	0	2	2
TODAY SHOW						
Jan/2021L1						
MTuWThF 7:30p- 8:00p	\$165.75	30	0	2	0	2
WHEEL OF FORTUNE						
Jan/2021L1						



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WV\_L\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots		
			2/28	3/7	3/14	3/21
<b>Clarksburg</b>						
<b>EBOY-TV</b>						
Sa 8:00a-10:00a	\$21.25	30	1	1	1	0
GOOD MORNING AMERICA						
Jan/2021L1						
Sa 11:30p-12:00a	\$12.75	30	0	0	1	1
YOUNG SHELDON						
Feb/2021L1						
Sa 11:38p-12:08a	\$12.75	30	1	0	0	0
Young Sheldon						
Sa 7:00p- 8:00p	\$21.25	30	1	1	1	1
BIG BANG THEORY						
Mar/2021L1						
<b>Total Cost:</b>	<b>\$187.00</b>		<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>WBOY-TV</b>						
MTuWThF 5:00p- 5:30p	\$191.25	30	0	2	2	0
12 NEWS FIRST EDITION						
Jan/2021L1						
MTuWThF 12:00p-12:30p	\$63.75	30	2	2	0	2
12 NEWS AT NOON						
Jan/2021L1						
MTuWThF 7:00a- 9:00a	\$157.25	30	2	0	2	2
TODAY SHOW						
Jan/2021L1						
MTuWThF 7:30p- 8:00p	\$165.75	30	0	2	0	2
WHEEL OF FORTUNE						
Jan/2021L1						
<b>Total Spots:</b>			<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Total Cost:</b>	<b>\$187.00</b>					



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks			Total Spots
			2/28	3/7	3/14	
<b>Clarksburg</b>						
<b>WBOY-TV</b>						
MTuWThF 7:00p- 7:30p	\$165.75	30	2	0	2	4
JEOPARDY						
Jan/2021L1						
			<b>Total Spots:</b>			24
	<b>Total Cost:</b>	<b>\$3,417.00</b>	6	6	6	24
<b>WDTV-TV</b>						
MTuWThF 12:00p-12:30p	\$63.75	30	2	2	0	6
5 NEWS WV @ MIDDAY						
CS-Feb/2021						
MTuWThF 5:00p- 5:30p	\$114.75	30	0	0	2	2
FIRST NEWS @ 5 PM						
CS-Feb/2021						
MTuWThF 7:00a- 9:00a	\$55.25	30	2	0	2	4
CBS THIS MORNING 2 HR						
CS-Feb/2021						
MTuWThF 5:00a- 5:30a	\$34.00	30	0	2	2	6
CBS MORNING NEWS						
CS-Feb/2021						
MTuWThF 7:30p- 7:58p	\$63.75	30	2	0	2	6
INSIDE EDITION						
CS-Feb/2021						
MTuWThF 4:30p- 5:00p	\$63.75	30	0	2	1	3
JUDGE JUDY						
CS-Feb/2021						
MTuW 4:00p- 4:30p	\$63.75	30	0	0	1	1
JUDGE JUDY						





# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 2/28 3/7 3/14 3/21	Total Spots
<b>Clarksburg</b>				
<b>WBOY-TV</b>				
MTuWThF 7:00p- 7:30p	\$165.75	30	2 0 2 0	4
JEOPARDY				
Jan/2021L1				
<b>Total Cost:</b>	<b>\$3,417.00</b>		<b>6 6 6 6</b>	<b>24 24</b>
<b>WDTV-TV</b>				
MTuWThF 12:00p-12:30p	\$63.75	30	2 2 0 2	6
5 NEWS WV @ MIDDAY				
CS-Feb/2021				
MTuWThF 5:00p- 5:30p	\$114.75	30	0 0 2 0	2
FIRST NEWS @ 5 PM				
CS-Feb/2021				
MTuWThF 7:00a-9:00a	\$55.25	30	2 0 2 0	4
CBS THIS MORNING 2 HR				
CS-Feb/2021				
MTuWThF 5:00a- 5:30a	\$34.00	30	0 2 2 2	6
CBS MORNING NEWS				
CS-Feb/2021				
MTuWThF 7:30p- 7:58p	\$63.75	30	2 0 2 2	6
INSIDE EDITION				
CS-Feb/2021				
MTuWThF 4:30p- 5:00p	\$63.75	30	0 2 1 0	3
JUDGE JUDY				
CS-Feb/2021				
MTuW 4:00p- 4:30p	\$63.75	30	0 0 1 0	1
JUDGE JUDY				



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks			Total Spots
			2/28	3/7	3/14 3/21	
<b>Clarksburg</b>						
<b>WDTV-TV</b>						
Sa 6:00p- 6:30p	\$63.75	30	1	0	0	1
FIRST NEWS @ 6 PM						
CS-Feb/2021						
F 7:00p- 7:30p	\$63.75	30	0	1	0	0
Entertainment Tonight						
Su 6:00p- 7:00p	\$127.50	30	0	1	0	0
NCAA BB CHAMP SELECTION SHOW						
CS-Feb/2021						
<b>Total Cost:</b>	<b>\$1,993.25</b>		<b>7</b>	<b>8</b>	<b>10</b>	<b>7</b>
<b>Total Spots:</b>						<b>32</b>
						<b>32</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Clarksburg

**Description:** WV\_L\_Q1\_2022\_General\_TV

**Flight Start Date:** 12/27/2021 03:00 AM

**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
EBOY-TV	10	\$187.00	3%
WBOY-TV	24	\$3,417.00	61%
WDTV-TV	32	\$1,993.25	36%
<b>Market Total:</b>	<b>66</b>	<b>\$5,597.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	2/28	3/7	3/14	3/21	Total
EBOY-TV					
SPOTS	3	2	3	2	10
STN Net	\$55.25	\$42.50	\$55.25	\$34.00	\$187.00
WBOY-TV					
SPOTS	6	6	6	6	24
STN Net	\$773.50	\$841.50	\$1,028.50	\$773.50	\$3,417.00
WDTV-TV					
SPOTS	7	8	10	7	32
STN Net	\$429.25	\$514.25	\$663.00	\$386.75	\$1,993.25
<b>Total</b>	16	16	19	15	66
STN Net	\$1,258.00	\$1,398.25	\$1,746.75	\$1,194.25	\$5,597.25



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg  
 Description: WV\_L\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	2/28	3/7	3/14	3/21	Total
EBOY-TV					
	3	2	3	2	10
SPOTS	\$55.25	\$42.50	\$55.25	\$34.00	\$187.00
STN Net					
WBOY-TV					
	6	6	6	6	24
SPOTS	\$773.50	\$841.50	\$1,028.50	\$773.50	\$3,417.00
STN Net					
WDTV-TV					
	7	8	10	7	32
SPOTS	\$429.25	\$514.25	\$663.00	\$386.75	\$1,993.25
STN Net					
<b>Total</b>	16	16	19	15	66
STN Net	\$1,258.00	\$1,398.25	\$1,746.75	\$1,194.25	\$5,597.25



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Parkersburg-Marietta</b>				
<b>WTAP-TV</b>				
MTuWThF 9:00a-10:00a LIVE! WITH KELLY	\$42.50	30	2 2 2 2	8
Affiliation: NBC				
CS-Sep/2021				
MTuWThF 12:30p- 1:00p INSIDE EDITION	\$51.00	30	2 2 2 2	8
CS-Sep/2021				
Sa 11:35p- 1:00a SATURDAY NIGHT LIVE	\$63.75	30	1 0 1 0	2
CS-Sep/2021				
MTuWThF 7:00a- 9:00a TODAY SHOW	\$110.50	30	2 2 2 2	8
CS-Sep/2021				
Su 6:00p- 6:30p WTAP NEWS AT SIX	\$123.25	30	1 0 0 0	1
CS-Sep/2021				
WThF 5:00p- 5:30p WTAP AT FIVE	\$123.25	30	0 0 0 1	1
Sa 6:00p- 6:30p WTAP NEWS @ SIX	\$123.25	30	0 1 0 1	2
CS-Sep/2021				
<b>Total Cost:</b>	<b>\$2,252.50</b>		<b>8 7 7 8</b>	<b>30</b>
				<b>30</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	Total Spots	STN Net	PCT
WTAP-TV	30	\$2,252.50	100%
<b>Market Total:</b>	<b>30</b>	<b>\$2,252.50</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	2/28	3/7	3/14	3/21	Total
WTAP-TV					
SPOTS	8	7	7	8	30
STN Net	\$595.00	\$531.25	\$471.75	\$654.50	\$2,252.50
SPOTS	8	7	7	8	30
STN Net	\$595.00	\$531.25	\$471.75	\$654.50	\$2,252.50





# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks			Total Spots
			2/28	3/7	3/14	
<b>Washington, DC</b>						
<b>WDVM-TV</b>						
MTuWThF 5:30p-6:00p	\$63.75	30	2	2	2	8
Affiliation: Independent						
WEST VIRGINIA TONIGHT						
CS-Feb/2020	\$25.50	30	1	1	1	4
Sa 5:30a-6:00a						
INSIDE WEST VIRGINIA POLITICS						
CS-Feb/2020	\$42.50	30	1	1	1	4
Sa 10:00a-11:00a						
MOUNTAINEER GAME DAY LIVE						
CS-Feb/2020	\$42.50	30	1	1	1	4
Sa 11:00a-12:00p						
WVU COACHES SHOW						
CS-Feb/2020	\$8.50	30	1	0	1	3
Su 5:30p-6:00p						
INSIDE WV POLITICS						
CS-Feb/2020	\$8.50	30	0	1	0	1
Su 5:00p-6:00p						
5:30 PM-6:00 PM						
<b>Total Cost:</b>	<b>\$986.00</b>		<b>6</b>	<b>6</b>	<b>6</b>	<b>24</b>
						<b>24</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WDVM-TV	24	\$986.00	100%
<b>Market Total:</b>	<b>24</b>	<b>\$986.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	2/28	3/7	3/14	3/21	Total
WDVM-TV					
	6	6	6	6	24
SPOTS	6	6	6	6	24
STN Net	\$246.50	\$246.50	\$246.50	\$246.50	\$986.00
<b>Total</b>	6	6	6	6	24
SPOTS	6	6	6	6	24
STN Net	\$246.50	\$246.50	\$246.50	\$246.50	\$986.00



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling

Description: WVL\_Q1\_2022\_General\_TV  
 Flight Start Date: 12/27/2021 03:00 AM  
 Flight End Date: 3/27/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			2/28 3/7 3/14 3/21	
<b>Wheeling</b>				
<b>ETOV-TV</b>				
Sa 5:00p- 7:00p	\$17.00	30	1 0 0 0	1
College Basketball: Teams TBD Affiliation: FOX				
Sa 6:00p- 6:30p	\$21.25	30	0 1 0 0	1
BIG EAST Tournament Final Pregame				
MTuWThF 8:00a- 9:00a	\$17.00	30	2 2 2 2	8
NEW S9 SUNRISE 8A				
MTuWThF 6:00a- 7:00a	\$8.50	30	2 2 2 2	8
NEW S9 SUNRISE 6A				
MTuWThF 10:00p-11:00p	\$51.00	30	3 2 3 3	11
NEWS9 AT TEN				
M 10:00p-11:00p	\$51.00	30	1 0 0 0	1
News-News9 at Ten				
<b>Total Cost:</b>	<b>\$854.25</b>	<b>Total Spots:</b>	<b>9 7 7 7</b>	<b>30</b>
<b>WTOV-TV</b>				
MTuWThF 12:00p-12:30p	\$85.00	30	2 2 0 2	6
NEW S9 MIDDAY Affiliation: NBC				
MTuWThF 11:35p-12:35a	\$38.25	30	0 2 2 0	4
TONIGHT SHOW STARRING JIMMY FALLON				
MTuWThF 7:00a- 9:00a	\$72.25	30	1 2 1 2	6
THE TODAY SHOW				
MTuWThF 5:00a- 6:00a	\$34.00	30	1 2 1 2	6
NEW S9 SUNRISE 5A				
MTuWThF 6:00a- 7:00a	\$72.25	30	2 1 2 1	6
NEW S9 SUNRISE 6A				
<b>Total Cost:</b>	<b>\$1,734.00</b>	<b>Total Spots:</b>	<b>6 9 6 7</b>	<b>28</b>
				<b>28</b>



# Buy Detail Report

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks				Total Spots
			2/28	3/7	3/14	3/21	
<b>Wheeling</b>							
<b>WTRF-TV</b>							
MTuWThF 12:00p-12:30p 7 NEWS @ 12P	\$25.50	30	2	2	2	2	8
Affiliation: CBS							
CS-Feb/2021 adj.CS-Feb/2021							
MTuWThF 5:00p- 5:30p 7 NEWS @ 5P	\$42.50	30	2	2	2	2	8
CS-Feb/2021 adj.CS-Feb/2021							
MTuWThF 6:00a- 7:00a 7 NEWS @ 6A	\$17.00	30	2	2	0	2	6
CS-Feb/2021 adj.CS-Feb/2021							
<b>Total Cost:</b>	<b>\$646.00</b>		<b>6</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>22</b>
							<b>22</b>
<b>Estimate Totals:</b>			<b>Total Spots:</b>				<b>384</b>
	<b>\$21,806.75</b>		<b>102</b>	<b>96</b>	<b>93</b>	<b>93</b>	<b>384</b>
<b>All Market Monthly Summary</b>							
MAR 22	\$21,806.75						384
<b>Total Cost:</b>	<b>\$21,806.75</b>						<b>384</b>



# Buy Detail Report

## Summary by Station/System

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling  
**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Beithany West

Station	Total Spots	STN Net	PCT
ETOV-TV	30	\$854.25	26%
WTOV-TV	28	\$1,734.00	54%
WTRF-TV	22	\$646.00	20%
<b>Market Total:</b>	<b>80</b>	<b>\$3,234.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 2/27/2022 To 3/27/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV\_L\_Q1\_2022\_General\_TV  
**Flight Start Date:** 12/27/2021 03:00 AM  
**Flight End Date:** 3/27/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	2/28	3/7	3/14	3/21	Total
ETOV-TV					
	9	7	7	7	30
SPOTS	\$272.00	\$174.25	\$204.00	\$204.00	\$854.25
STN Net					
WTOV-TV					
	6	9	6	7	28
SPOTS	\$420.75	\$531.25	\$327.25	\$454.75	\$1,734.00
STN Net					
WTRF-TV					
	6	6	4	6	22
SPOTS	\$170.00	\$170.00	\$136.00	\$170.00	\$646.00
STN Net					
<b>Total</b>	21	22	17	20	80
SPOTS	\$862.75	\$875.50	\$667.25	\$828.75	\$3,234.25
STN Net					



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots				
				3/28	4/4	4/11	4/18	4/25
<b>Bluefield WV-VA</b>								
<b>WOAY-TV</b>								
Affiliation: ABC								
MTuWThF 7:00p- 7:30p	\$21.25	30	2	2	2	2	2	2
TWO & HALF MEN								
04/01/2021-06/30/2021								
MTuWThF 7:30p- 8:00p	\$25.50	30	2	2	2	2	2	2
FAMILY FEUD								
04/01/2021-06/30/2021								
<b>Total Cost:</b>	<b>\$467.50</b>			<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>WVNS-TV</b>								
Affiliation: CBS								
MTuWThF 6:00p- 6:30p	\$97.75	30	0	2	0	2	0	0
59 NEWS AT 6P								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Mo-Fr 6:00p-6:30p TIME PERIOD ON WVNS								
MTuWThF 7:30p- 8:00p	\$76.50	30	2	1	2	1	2	2
JEOPARDY								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Mo-Fr 7:30p-8:00p TIME PERIOD ON WVNS								
MTuWThF 7:00p- 7:30p	\$76.50	30	1	2	1	2	1	1
WHEEL OF FORTUNE								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Mo-Fr 7:00p-7:30p TIME PERIOD ON WVNS								
MTuWThF 11:00a-12:00p	\$42.50	30	1	1	0	0	0	1
PRICE IS RIGHT								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Mo-Fr 11:00a-12:00p TIME PERIOD ON WVNS								
W 10:59a-11:00a	\$42.50	30	0	0	1	0	0	0
Price is Right								
F 10:58a-12:00p	\$42.50	30	0	0	0	0	1	0
Price is Right								





# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA

Description: WVL\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Wks				Total Spots
				3/28	4/4	4/11	4/18	4/25
<b>Bluefield WV-VA</b>								
<b>WVNS-TV</b>								
MTuWThF 6:00a- 7:00a	\$42.50	30	Affiliation: CBS	2	2	2	2	2
59 NEWS THIS MORNING @ 6A								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Mo-Fr 6:00a-7:00a TIME PERIOD ON WVNS	\$25.50	30		0	1	1	1	1
Su 6:00p- 6:30p								
59 NEWS WEEKEND								
Q2 2022 WVNS COMSCORE (sell) - ACTUAL May/2021 Sun 6:00p-6:30p TIME PERIOD ON WVNS	\$25.50	30		1	0	0	0	0
Su 6:00p- 7:00p								
59News @ 6p Su								
<b>Total Cost:</b>	<b>\$2,303.50</b>			<b>7</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>7</b>
<b>Total Spots: 39</b>								
<b>39</b>								
<b>WVVA-TV</b>								
MTuWThF 6:00p- 6:30p	\$191.25	30	Affiliation: NBC	2	0	2	0	2
WVVA News @ 6								
CS-Nov-2021 adj.CS-May-2021								
Su 11:00p-11:30p	\$85.00	30		1	1	1	1	1
WVVA News @ 11 Weekend								
CS-Nov-2021 adj.CS-May-2021								
Su 11:30p-12:00a	\$29.75	30		1	1	1	1	1
Investigate TV								
CS-Nov-2021 adj.CS-May-2021								
<b>Total Cost:</b>	<b>\$1,721.25</b>			<b>4</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>4</b>
<b>Total Spots: 16</b>								
<b>16</b>								



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA

Description: WVL\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
WOAY-TV	20	\$467.50	10%
WVNS-TV	39	\$2,303.50	51%
WVVA-TV	16	\$1,721.25	38%
<b>Market Total:</b>	<b>75</b>	<b>\$4,492.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
WOAY-TV						
SPOTS	4	4	4	4	4	20
STN Net	\$93.50	\$93.50	\$93.50	\$93.50	\$93.50	\$467.50
WVNS-TV						
SPOTS	7	9	7	9	7	39
STN Net	\$382.50	\$578.00	\$382.50	\$578.00	\$382.50	\$2,303.50
WVVA-TV						
SPOTS	4	2	4	2	4	16
STN Net	\$497.25	\$114.75	\$497.25	\$114.75	\$497.25	\$1,721.25
<b>Total</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>15</b>	<b>75</b>
<b>STN Net</b>	<b>\$973.25</b>	<b>\$786.25</b>	<b>\$973.25</b>	<b>\$786.25</b>	<b>\$973.25</b>	<b>\$4,492.25</b>



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV  
 Separation between spots: 30  
 Buyer: Bethany West

Description: WV\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Daypart Program	STN Net	Dur	Wks	3/28 4/4 4/11 4/18 4/25				Total Spots
<b>Charleston, WV</b>								
<b>DCHS-TV</b>								
Th 9:00p-9:30p Call Me Kat	\$127.50	30	1	1	1	1	1	0
<b>Total Spots:</b>			<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>
<b>Total Cost:</b>	<b>\$510.00</b>							
<b>WCHS-TV</b>								
SaSu 6:00p-6:30p Eyewitness News at 6pm Weekend	\$148.75	30	1	1	1	1	1	0
Su 6:00p-7:00p Sports-ABC NBA 2	\$148.75	30	0	0	0	0	0	1
<b>Total Spots:</b>			<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Total Cost:</b>	<b>\$743.75</b>							
<b>WOWK-TV</b>								
MTuWThFSaSu 11:00p-11:35p Late News ROS	\$55.25	30	2	0	2	0	0	2
CS-Apr/2021 adj.CS-Apr/2021								
MTuWThFSaSu 5:00p-7:30p EARLY NEWS ROS	\$46.75	30	0	2	0	2	0	0
CS-Apr/2021 adj.CS-Apr/2021								
MTuWThF 4:30a-9:00a MORNING NEWS ROS	\$21.25	30	2	2	2	2	2	1
CS-Apr/2021 adj.CS-Apr/2021								
F 4:29a-9:00a EM M-F 4a-9a	\$21.25	30	0	0	0	0	0	1



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
Media: TV  
Product: Branding  
Market: Charleston, WV

Description: WV\_Q2\_2022\_General\_TV  
Flight Start Date: 3/28/2022 03:00 AM  
Flight End Date: 6/26/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots				
			3/28	4/4	4/11	4/18	4/25	
<b>Charleston, WV</b>								
<b>WOWK-TV</b>								
Su 6:00p-6:35p	\$51.00	30	0	0	1	1	1	3
13 NEWS WKND SUN 6P								
Affiliation: CBS								
CS-Apr/2021 adj.CS-Apr/2021								
Su 6:10p-7:45p	\$51.00	30	1	0	0	0	0	1
6:00 PM-6:35 PM								
Su 11:00p-12:00a	\$46.75	30	0	1	0	0	0	1
1st News @11p Sa/Su								
Sa 6:00p-6:30p	\$42.50	30	1	0	1	0	0	2
13 NEWS WKND SAT 6p								
CS-Apr/2021 adj.CS-Apr/2021								
Sa 6:03p-6:33p	\$42.50	30	0	0	0	1	0	1
6:00 PM-6:30 PM								
Sa 11:00p-12:00a	\$46.75	30	0	1	0	0	0	1
1st News @11p Sa/Su								
Sa 6:05p-6:35p	\$42.50	30	0	0	0	0	1	1
6:00 PM-6:30 PM								
<b>Total Cost:</b>	<b>\$1,198.50</b>		<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>30</b>
<b>Total Spots:</b>			<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>30</b>
<b>WQCW-TV</b>								
MTuWThF 8:00a-9:00a	\$55.25	30	2	2	2	2	2	10
Affiliation: CW								
WSAZ News @ 8AM on the CW								
CS-Jan/2022 adj.CS-May/2021								
MTuWThF 7:00a-8:00a	\$29.75	30	2	2	2	2	2	10
WSAZ News @ 7AM on the CW								
CS-Jan/2022 adj.CS-May/2021								



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks					Total Spots
			3/28	4/4	4/11	4/18	4/25	
<b>Charleston, WV</b>								
<b>WQCW-TV</b>								
TuWThFSa 12:00a-12:30a	\$12.75	30	1	0	1	1	0	3
Two Broke Girls								
CS-Jan/2022 adj.CS-May/2021								
<b>Total Cost:</b>	\$888.25		5	4	5	5	4	23
Affiliation: CW								
<b>WSAZ-TV</b>								
Sa 7:00a- 9:00a	\$170.00	30	1	1	1	1	1	5
Saturday Today								
CS-May-2021								
Sa 5:00a- 7:00a	\$127.50	30	1	1	1	1	1	5
WSAZ Saturday Morning								
CS-May-2021								
MTuWThF 4:30a- 5:00a	\$42.50	30	2	2	2	2	2	10
NEWS CHANNEL 3 WAKE UP								
CS-May-2021								
<b>Total Cost:</b>	\$1,912.50		4	4	4	4	4	20
								20



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
DCHS-TV	4	\$510.00	10%
WCHS-TV	5	\$743.75	14%
WOWK-TV	30	\$1,198.50	23%
WQCW-TV	23	\$888.25	17%
WSAZ-TV	20	\$1,912.50	36%
<b>Market Total:</b>	<b>82</b>	<b>\$5,253.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
<b>DCHS-TV</b>						
SPOTS	1	1	1	1	0	4
STN Net	\$127.50	\$127.50	\$127.50	\$127.50	\$0.00	\$510.00
<b>WCHS-TV</b>						
SPOTS	1	1	1	1	1	5
STN Net	\$148.75	\$148.75	\$148.75	\$148.75	\$148.75	\$743.75
<b>WOWK-TV</b>						
SPOTS	6	6	6	6	6	30
STN Net	\$246.50	\$229.50	\$246.50	\$229.50	\$246.50	\$1,198.50
<b>WQCW-TV</b>						
SPOTS	5	4	5	5	4	23
STN Net	\$182.75	\$170.00	\$182.75	\$182.75	\$170.00	\$888.25
<b>WSAZ-TV</b>						
SPOTS	4	4	4	4	4	20
STN Net	\$382.50	\$382.50	\$382.50	\$382.50	\$382.50	\$1,912.50
<b>Total</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>15</b>	<b>82</b>
<b>STN Net</b>	<b>\$1,088.00</b>	<b>\$1,058.25</b>	<b>\$1,088.00</b>	<b>\$1,071.00</b>	<b>\$947.75</b>	<b>\$5,253.00</b>





# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots			
				3/28	4/4	4/11	4/18 4/25
<b>Clarksburg</b>							
<b>WBOY-TV</b>							
MTuWThF 6:00p-6:30p	\$318.75	30	2	2	2	2	2
12 NEWS AT 6							
CS-Apr/2021 adj.CS-Apr/2021							
MTuWThF 9:00a-10:00a	\$42.50	30	2	2	2	2	2
TODAY SHOW 2							
CS-Apr/2021 adj.CS-Apr/2021							
Su 11:00p-11:30p	\$204.00	30	1	1	1	1	1
12 NEWS LATE WEEKEND							
CS-Apr/2021 adj.CS-Apr/2021							
<b>Total Cost:</b>	<b>\$4,632.50</b>			<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>
<b>Total Spots:</b>				<b>25</b>	<b>25</b>	<b>25</b>	<b>25</b>

<b>WDTV-TV</b>							
MTuWThF 12:00p-12:30p	\$63.75	30	2	2	2	2	2
5 NEWS WV @ MIDDAY							
CS-May/2021							
Su 6:00p- 6:30p	\$63.75	30	0	0	1	1	1
FIRST NEWS @ 6 PM							
CS-May/2021							
MTuWThF 12:00p-12:30p	\$63.75	30	0	1	0	0	0
5 News WV Midday							
Su 6:00p- 7:00p	\$63.75	30	1	0	0	0	0
Sa 7:00p- 8:00p	\$63.75	30	0	1	0	0	0
Sa 6:00p- 6:30p	\$63.75	30	1	0	1	1	0
FIRST NEWS @ 6 PM							
CS-May/2021							
<b>Total Cost:</b>				<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Total Spots:</b>				<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WV\_L\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks					Total Spots
			3/28	4/4	4/11	4/18	4/25	
<b>Clarksburg</b>								
<b>WDTV-TV</b>								
Sa 6:00p-6:31p	\$63.75	30	0	0	0	0	1	1
Affiliation: CBS							20	20
<b>Total Spots:</b>			4	4	4	4	4	
<b>Total Cost:</b>							\$1,275.00	
<b>WVFX-TV</b>								
Th 9:00p-10:00p	\$102.00	30	1	1	1	1	0	4
Affiliation: FOX								
CALL ME KAT/WELCOME TO FLATCH								
CS-May/2021								
Sa 6:30p-7:00p	\$17.00	30	1	0	0	0	0	1
MOM								
CS-May/2021								
Sa 5:30p-10:00p	\$8.50	30	0	2	0	0	0	2
Soccer on Fox								
Sa 6:30p-7:00p	\$17.00	30	0	0	1	0	0	1
United by Football								
<b>Total Spots:</b>			2	3	2	1	0	8
<b>Total Cost:</b>							\$459.00	8



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WBOY-TV	25	\$4,632.50	73%
WDTV-TV	20	\$1,275.00	20%
WVFX-TV	8	\$459.00	7%
<b>Market Total:</b>	<b>53</b>	<b>\$6,366.50</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
WBOY-TV						
SPOTS	5	5	5	5	5	25
STN Net	\$926.50	\$926.50	\$926.50	\$926.50	\$926.50	\$4,632.50
WDTV-TV						
SPOTS	4	4	4	4	4	20
STN Net	\$255.00	\$255.00	\$255.00	\$255.00	\$255.00	\$1,275.00
WVFX-TV						
SPOTS	2	3	2	1	0	8
STN Net	\$119.00	\$119.00	\$119.00	\$102.00	\$0.00	\$459.00
<b>Total</b>	11	12	11	10	9	53
STN Net	\$1,300.50	\$1,300.50	\$1,300.50	\$1,283.50	\$1,181.50	\$6,366.50



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_LQ2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	4/4	4/11	4/18	4/25	Total Spots
<b>Parkersburg-Marietta</b>								
<b>WIYE-TV</b>								
Sa 6:00p- 6:30p	\$17.00	30	0	0	1	1	1	3
Outdoor America								
Sa 11:00p-11:30p	\$17.00	30	0	1	0	0	0	1
Inside Edition								
Sa 6:00p- 7:00p	\$17.00	30	1	0	0	0	0	1
Su 7:00p- 8:00p	\$153.00	30	1	0	1	1	0	3
60 MINUTES								
CS-Dec/2021 adj.CS-May/2021								
Su 8:00p- 9:00p	\$153.00	30	0	1	0	0	0	1
<b>Total Spots:</b>			<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>9</b>
<b>Total Cost:</b>	<b>\$697.00</b>							<b>9</b>
<b>WTAP-TV</b>								
MTuWThF 12:30p- 1:00p	\$51.00	30	1	2	1	2	1	7
INSIDE EDITION								
CS-Dec/2021 adj.CS-May/2021								
MTuWThF 7:00a- 9:00a	\$110.50	30	3	3	3	3	3	15
TODAY SHOW								
CS-Dec/2021 adj.CS-May/2021								
MTuWThF 11:59a-12:30p	\$106.25	30	2	2	1	1	2	8
WTAP NEWS AT NOON								
CS-Dec/2021 adj.CS-May/2021								
M 11:00p-12:00a	\$106.25	30	0	0	1	0	0	1
Tu 11:00p-12:00a	\$106.25	30	0	0	0	1	0	1
SaSu 11:00p-11:35p	\$246.50	30	1	1	1	1	1	5
WTAP NEWS AT ELEVEN								



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks				Total Spots	
Parkersburg-Marietta			3/28	4/4	4/11	4/18	4/25	
WTAP-TV			Affiliation: NBC					
CS-Dec/2021 adj.CS-May/2021			Total Spots:					37
<b>Total Cost:</b>	\$4,309.50		7	8	7	8	7	37



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WIYE-TV	9	\$697.00	14%
WTAP-TV	37	\$4,309.50	86%
<b>Market Total:</b>	<b>46</b>	<b>\$5,006.50</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
WIYE-TV						
SPOTS	2	2	2	2	1	9
STN Net	\$170.00	\$170.00	\$170.00	\$170.00	\$17.00	\$697.00
WTAP-TV						
SPOTS	7	8	7	8	7	37
STN Net	\$841.50	\$892.50	\$841.50	\$892.50	\$841.50	\$4,309.50
SPOTS	9	10	9	10	8	46
STN Net	\$1,011.50	\$1,062.50	\$1,011.50	\$1,062.50	\$858.50	\$5,006.50





# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks				Total Spots
			3/28	4/4	4/11	4/18	
<b>Washington, DC</b>							
<b>WDVM-TV</b>							
MTuWThF 6:00a- 7:00a	\$63.75	30	2	2	2	2	10
WDVM NEWS @ 6a							
CS-Feb/2020							
MTuWThF 4:00p- 4:30p	\$63.75	30	2	2	2	2	8
KING OF QUEENS							
CS-Feb/2020							
MTuWThF 4:30p- 5:00p	\$63.75	30	2	2	2	2	8
SEINFELD							
CS-Feb/2020							
MTuWThF 5:30p- 6:00p	\$63.75	30	3	3	3	3	15
WEST VIRGINIA TONIGHT							
CS-Feb/2020							
Su 5:30p- 6:00p	\$8.50	30	1	1	1	1	5
INSIDE WV POLITICS							
CS-Feb/2020							
<b>Total Cost:</b>	<b>\$2,656.25</b>		<b>10</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>46</b>
							<b>46</b>



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WDVM-TV	46	\$2,656.25	100%
<b>Market Total:</b>	46	\$2,656.25	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WVL\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
WDVM-TV						
	10	10	10	10	6	46
SPOTS						
STN Net	\$582.25	\$582.25	\$582.25	\$582.25	\$327.25	\$2,656.25
<b>Total</b>	10	10	10	10	6	46
SPOTS						
STN Net	\$582.25	\$582.25	\$582.25	\$582.25	\$327.25	\$2,656.25



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling

Description: WVL\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Wks				Total Spots
			3/28	4/4	4/11	4/18	4/25	
<b>Wheeling</b>								
<b>WTOV-TV</b>								
MTuWThF 6:00p-6:30p	\$233.75	30	2	2	2	2	2	10
NEWS9 AT SIX								
<b>Total Spots:</b>			2	2	2	2	2	10
<b>Total Cost:</b>	\$2,337.50							
<b>WTRF-TV</b>								
Su 6:00p-6:30p	\$34.00	30	0	0	0	1	0	1
7 NEWS @ 6P SUNDAY								
CS-May/2021								
Su 6:30p-7:00p	\$34.00	30	1	0	0	0	0	1
6:00 PM-6:30 PM								
Su 6:50p-7:20p	\$34.00	30	0	1	0	0	0	1
6:00 PM-6:30 PM								
Su 6:11p-6:41p	\$34.00	30	0	0	1	0	0	1
6:00 PM-6:30 PM								
Su 6:00p-7:00p	\$34.00	30	0	0	0	0	1	1
6:00 PM-6:30 PM								
MTuWThF 6:00p-6:30p	\$51.00	30	2	2	2	2	2	10
7 NEWS @ 6P								
CS-May/2021								
MTuWThF 11:00p-11:35p	\$42.50	30	2	2	2	2	2	10
7 NEWS @ 11P								
CS-May/2021								
Su 11:00p-11:30p	\$38.25	30	0	0	1	1	1	3
7 NEWS @ 11P SUNDAY								
CS-May/2021								
Su 11:05p-11:35p	\$38.25	30	1	0	0	0	0	1
11:00 PM-11:30 PM								



# Buy Detail Report

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling  
**Description:** WV\_L\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks					Total Spots
			3/28	4/4	4/11	4/18	4/25	
<b>Wheeling</b>								
<b>WTRF-TV</b>								
Su 11:00p-12:00a	\$38.25	30	0	1	0	0	0	1
11:00 PM-11:30 PM								
MTuWThF 10:00a-11:00a	\$8.50	30	2	2	2	2	2	10
DREW BARRYMORE SHOW								
CS-May/2021								
<b>Total Cost:</b>	<b>\$1,381.25</b>		<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>40</b>
<b>Total Spots:</b>			<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>40</b>
<b>Estimate Totals:</b>			<b>72</b>	<b>73</b>	<b>72</b>	<b>72</b>	<b>63</b>	<b>352</b>
<b>Total Cost:</b>	<b>\$27,493.25</b>							<b>352</b>
<b>All Market Monthly Summary</b>								
APR 22	\$22,461.25							289
MAY 22	\$5,032.00							63
<b>Total Cost:</b>	<b>\$27,493.25</b>							<b>352</b>



# Buy Detail Report

## Summary by Station/System

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling  
 Description: WVL\_Q2\_2022\_General\_TV  
 Flight Start Date: 3/28/2022 03:00 AM  
 Flight End Date: 6/26/2022 02:59 AM

Buyer: Bethany West

Separation between spots: 30

Station	Total Spots	STN Net	PCT
WTOV-TV	10	\$2,337.50	63%
WTRF-TV	40	\$1,381.25	37%
<b>Market Total:</b>	<b>50</b>	<b>\$3,718.75</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 3/28/2022 To 4/26/2022

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling  
**Description:** WVL\_Q2\_2022\_General\_TV  
**Flight Start Date:** 3/28/2022 03:00 AM  
**Flight End Date:** 6/26/2022 02:59 AM

**Separation between spots:** 30 **Buyer:** Bethany West

Station	3/28	4/4	4/11	4/18	4/25	Total
WTOV-TV						
SPOTS	2	2	2	2	2	10
STN Net	\$467.50	\$467.50	\$467.50	\$467.50	\$467.50	\$2,337.50
WTRF-TV						
SPOTS	8	8	8	8	8	40
STN Net	\$276.25	\$276.25	\$276.25	\$276.25	\$276.25	\$1,381.25
SPOTS	10	10	10	10	10	50
STN Net	\$743.75	\$743.75	\$743.75	\$743.75	\$743.75	\$3,718.75

# NASCAR CREATIVE







West Virginia Lottery — NASCAR Promotion  
Outdoor Advertising



West Virginia Lottery — NASCAR Promotion  
Digital Advertising



West Virginia Lottery — NASCAR Promotion Gemini  
 Touch Attract Screen (GT24 and GT28)  
 Machine dispenses draw game and scratch-off tickets

WEST VIRGINIA  
**POWERBALL**  
 POWERPLAY

# VICTORY LAP

COLLECT 'N WIN



www.wvlottery.com  
 Please play responsibly.

**PLAY POWERBALL® WITH POWER PLAY®  
 AND RECEIVE A COUPON TO ENTER!**

**GRAND PRIZE DRAWING: JULY 12, 2023**

- ONE (1) \$50,000
- TWO (2) \$20,000
- THREE (3) \$10,000
- FOUR (4) \$5,000
- FIVE (5) \$1,000



**COLLECT 6 SYMBOLS  
 FOR A CHANCE TO WIN**



NASCAR, used with expressed permission. NASCAR, LLC is not a sponsor of this promotion.

You will be automatically entered into the multi-state  
**NASCAR POWERBALL PLAYOFF™ 2023**  
 for a chance to win a VIP trip to the

**NASCAR CUP SERIES CHAMPIONSHIP  
 WEEKEND AT PHOENIX RACEWAY**  
 AND A CHANCE TO WIN  
**\$1 MILLION**



**Download the  
 Collect 'N Win  
 app to enter**



Available on the App Store



Get it on Google Play

**PURCHASE ANY POWERBALL®  
 TICKET WITH POWER PLAY®!**

**MAY 22 - JULY 11, 2023**

Each coupon may only be entered once to receive collectible symbols, regardless of the dollar amount of that ticket.

**ENTER YOUR COUPON\***

Visit [wvlottery.com](http://wvlottery.com) and click on the  
**POWER PLAY® VICTORY LAP**  
 Collect 'N Win image to enter.

or  
 Download the WV Collect 'N Win  
 mobile app on your smart phone to enter.

\*The Lottery does not sell or use your information for any other purpose than as a convenience for your entry into Lottery promotions, and as contact information should you win or for information emails. Only valid internet/app entries will be accepted. Hand delivered, courier, emailed, facsimile, or email entries will be disqualified.  
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West Virginia Lottery — NASCAR Promotion  
 Point of Sale Poster - Print



West Virginia Lottery — NASCAR Promotion  
Digital Advertising

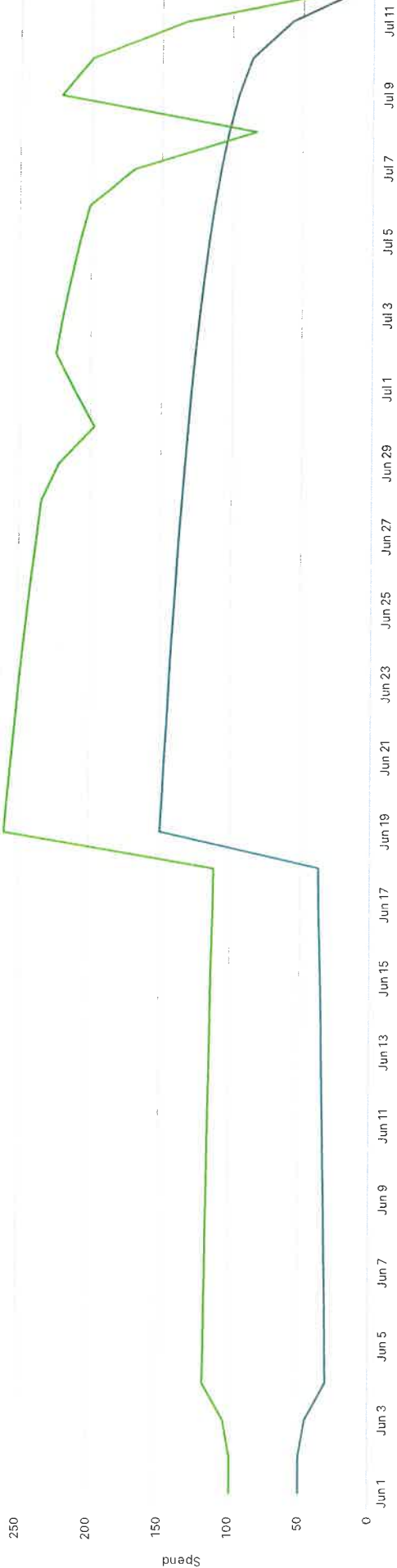
# NASCAR MEDIA



Detailed Reporting - Campaign Level

Campaign ID is 206439 Metric Selector is Spend Report Hour UTC Date is from 2023/06/01 until 2023/07/13

Ad Group Performance Trends



**100.00%**  
Overall Pacing

10,500  
Total Budget

\$10,499.91  
Spend

1,901,143  
Impressions

2,333  
Clicks

0.123%  
CTR

\$4.50  
CPC

**\$0.00**  
Recommended Daily

6.83%  
Win Rate

\$5.52  
CPM

24.837%  
VCR

\$0.22  
CPCV

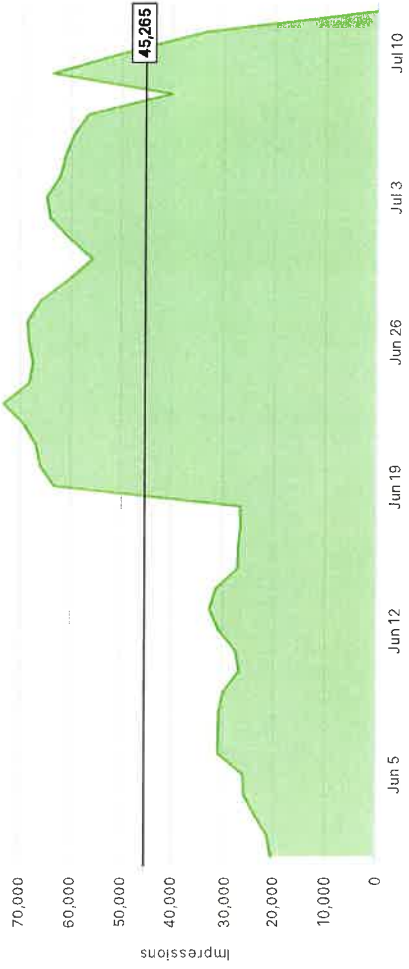
0  
Conversions

\$0.00  
CPA

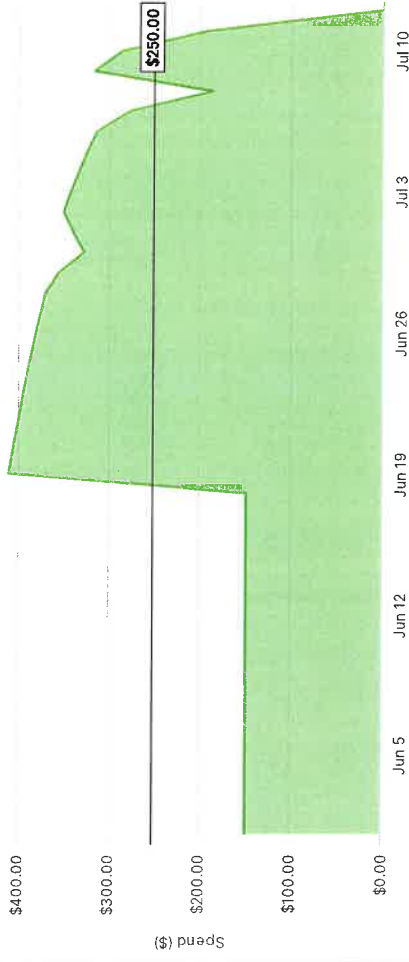
Ad Group Performance

Ad Group	Spend	Impressions	Clicks	CPM	CPC	CTR	Conversions	CPA
1 Display	\$6,999.89	1,635,323		1,689	\$4.27	\$4.14	0	\$0.00
2 OTT	\$3,500.02	262,820		644	\$13.32	\$5.43	0	\$0.00

### Impressions



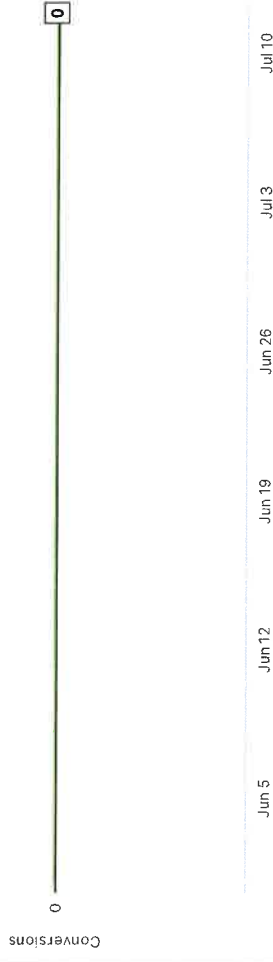
### Spend



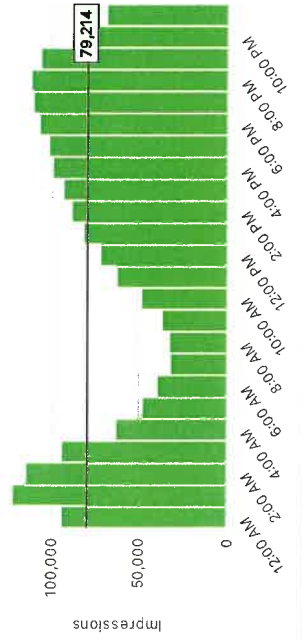
### Clicks



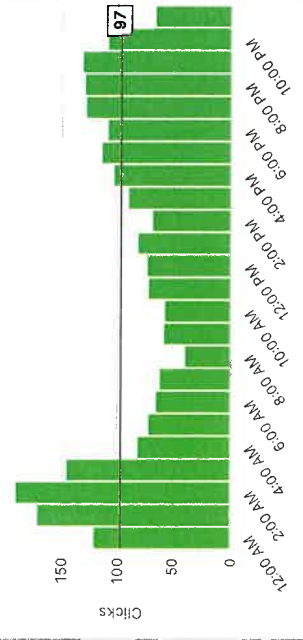
### Conversions



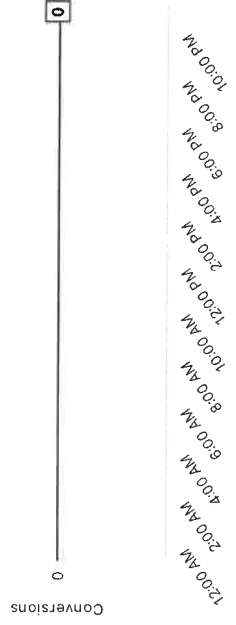
### Impressions Won by Time of Day



### Clicks by Time of Day



### Conversions by Time of Day

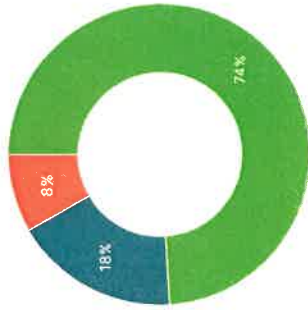




## Top Performing Sites & Apps

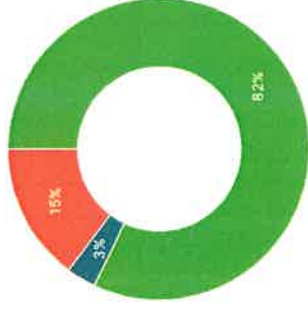
Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1   www.yahoo.com	\$751.28	146,756	40	\$5.12	\$18.78	0.03%
2   kik.android	\$571.86	113,782	18	\$5.03	\$31.77	0.02%
3   www.foxnews.com	\$446.80	62,836	19	\$7.11	\$23.52	0.03%
4   jp-go-cro-smartnews.android	\$559.10	56,841	46	\$9.84	\$12.15	0.08%
5   mail.yahoo.com	\$322.87	52,122	5	\$6.19	\$64.57	0.01%
6   com.gimica.solitaire.verse	\$154.20	42,185	88	\$3.66	\$1.75	0.21%
7   com.particlenews.newsbreak	\$214.21	34,987	53	\$6.12	\$4.04	0.15%
8   com.tumblr	\$207.00	33,174	1	\$6.24	\$207.00	0.00%
9   com.littleengine.wordpal	\$142.86	27,670	20	\$5.16	\$7.14	0.07%
10   314716233	\$161.75	24,852	39	\$6.51	\$4.15	0.16%
11   wmetronews.com	\$115.55	24,760	9	\$4.67	\$12.84	0.04%

### Impressions by Device



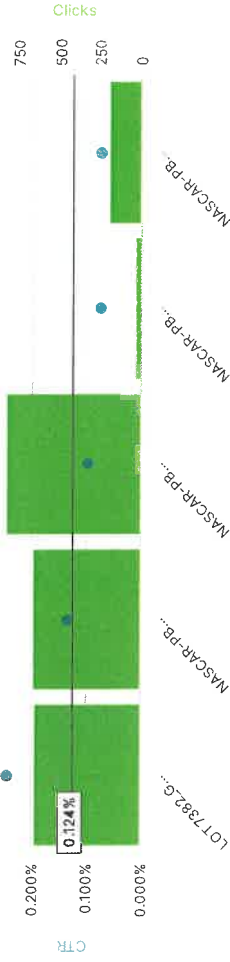
● Mobile ● PC ● Tablet

### Clicks by Device

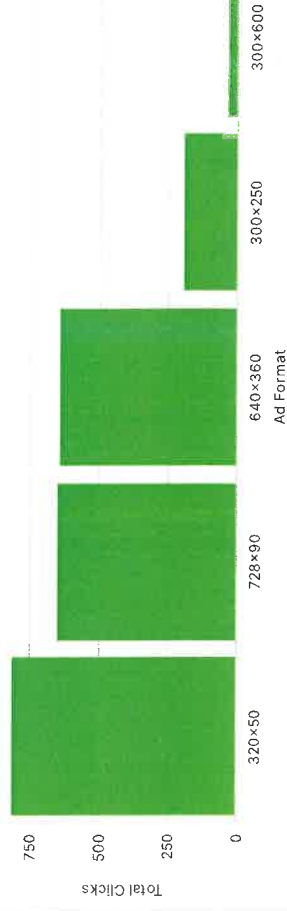


● Mobile ● PC ● Tablet

### High Performing Creatives



### Creative Sizing Performance



### Creative Performance Data

Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1 NASCAR-PB_DigitalAd_320x50_Fl...	848,011	\$4.33	817	\$4.50	0.096%	0
2 NASCAR-PB_DigitalAd_728x90_Fl...	487,060	\$4.05	653	\$3.02	0.134%	0
3 NASCAR-PB_DigitalAd_300x250_Fl...	263,388	\$4.39	190	\$6.09	0.072%	0
4 LOT_7382_Goif_TV_NASCAR-EndTa...	262,820	\$13.32	644	\$5.43	0.245%	0
5 NASCAR-PB_DigitalAd_300x600_F...	39,645	\$4.97	29	\$6.80	0.073%	0
6 NASCAR-PB_DigitalAd_970x66_Fl...	219	\$3.61	0	\$0.00	0.000%	0
7 NASCAR-PB_DigitalAd_1280x100...	0	\$0.00	0	\$0.00	0.000%	0

### Top Performing Geolocations by Impressions



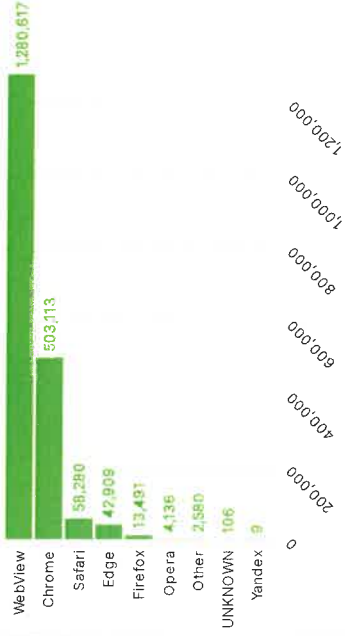
### Top Performing Geolocations by Clicks



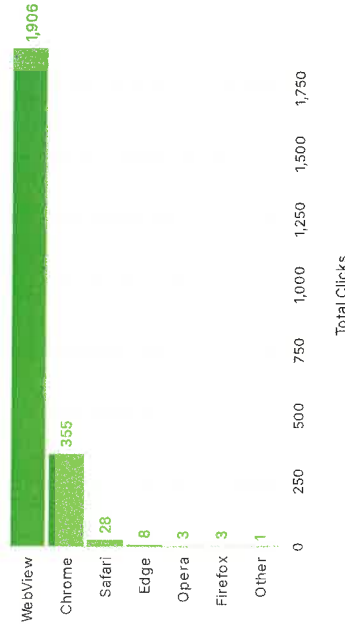
### Top Performing Postal Codes

Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1 26101	West Virginia	\$398.23	71,809	135	\$2.95	\$5.55	0.19%
2 26505	West Virginia	\$312.20	56,613	46	\$6.79	\$5.51	0.08%
3 26003	West Virginia	\$297.25	51,707	60	\$4.95	\$5.75	0.12%
4 25801	West Virginia	\$279.32	51,268	51	\$5.48	\$5.45	0.10%
5 26554	West Virginia	\$228.75	40,135	38	\$6.02	\$5.70	0.09%
6 26508	West Virginia	\$217.42	39,167	39	\$5.57	\$5.55	0.10%

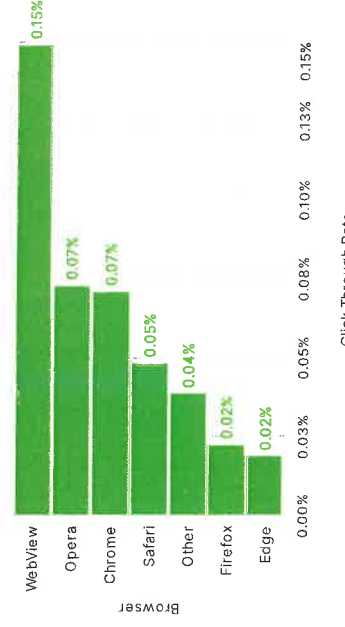
### Impressions by Browser & Apps



### Clicks by Browser & Apps



### CTR by Browser & Apps



### Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 imobieexchange	750,595	0.16%	1,168
2 pubmatic	340,612	0.18%	617
3 magnite dv+	235,955	0.05%	125
4 yieldmo	182,673	0.06%	101
5 index exchange	136,029	0.06%	75
6 triplelift	74,530	0.04%	31

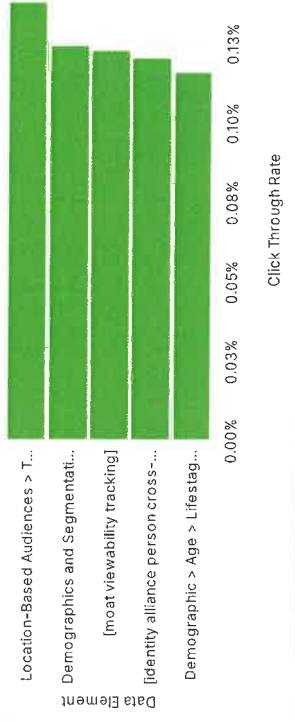
### Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 InApp	1,302,290	0.15%	1,968
2 Other	424,020	0.04%	154
3 MobileOptimized/Web	174,833	0.10%	177

### Fold Position Performance

Fold Position	Impressions	CTR	Clicks
1 Above	1,201,449	0.12%	1,489
2 UNKNOWN	549,247	0.14%	761
3 Below	150,447	0.03%	49

### Top 5 High Performing Segments



### Top Performing Private Market Deals

Private Contract Name Impressions Spend VCR

No Results



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date : 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WV/L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Bluefield WV-VA</b>				
<b>EVNS-TV</b>			6/5 6/12 6/19	
MTuWThF 12:00p- 6:00p	\$4.25	30	3 3 3	9
VARIOUS				
Affiliation: FOX				
Q2 2023 EVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 12:00p-6:00p TIME PERIOD ON EVNS   Nascar was				
MTuWThF 12:00p- 6:00p	\$4.25	30	0 1 0	1
VARIOUS				
MG spot for the preempt from the Nascar moving dates.				
MTuWThF 10:00p-11:00p	\$42.50	30	2 0 0	2
AVG - ALL WKS<				
Q2 2023 EVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 10:00p-11:00p TIME PERIOD ON EVNS				
M 8:00p- 9:00p	\$106.25	30	0 1 0	1
911-FOX				
Q2 2023 EVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mon 8:00p-9:00p TIME PERIOD ON EVNS				
<b>Total Spots:</b>			5 5 3	13
<b>Total Cost:</b>	\$233.75			13
<b>EVVA-TV</b>				
MTuWThF 9:00a-10:00a	\$8.50	30	2 2 1	5
STEVE WILKOS				
May-2022L1				
Affiliation: CW				
<b>Total Spots:</b>			2 2 1	5
<b>Total Cost:</b>	\$42.50			5
<b>WOAY-TV</b>				
MTuWThF 11:35p-12:37a	\$8.50	30	3 3 3	9
J KIMMEL-ABC<				
CS-Apr-2022				
MTuWThF 5:30p- 6:00p	\$12.75	30	1 2 1	4
FAMILY FEUD				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Bluefield WV-VA

**Description:** WV L Q2 TV 2023

**Flight Start Date:** 3/27/2023 03:00 AM

**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Bluefield WV-VA</b>				
<b>WOAY-TV</b>				
CS-Apr-2022 Affiliation: ABC				
MTuWThF 2:00p- 3:00p GENRL HOSPITAL	\$21.25	30	1 2 0	3
CS-Apr-2022				
Su 6:00p- 6:30p NEWSWATCH AT 6	\$42.50	30	1 0 1	2
CS-Apr-2022				
MTuWThF 7:00a- 9:00a GD MRN AMR-ABC	\$21.25	30	2 0 1	3
CS-Apr-2022				
MTuWThF 12:00p-12:30p NWSWATCH-NOON	\$25.50	30	0 1 0	1
CS-Apr-2022				
<b>Total Cost:</b>	<b>\$365.50</b>		<b>8 8 6</b>	<b>22 22</b>
<b>WVNS-TV</b>				
Affiliation: CBS				
MTuWThF 12:00p-12:30p 59 NEWS @ 12P	\$29.75	30	1 1 1	3
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WVNS				
MTuWThF 7:30p- 8:00p JEOPARDY	\$76.50	30	2 1 0	3
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 7:30p-8:00p TIME PERIOD ON WVNS				
MTuWThF 7:00p- 7:30p WHEEL-FORTNE	\$76.50	30	0 0 2	2
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 7:00p-7:30p TIME PERIOD ON WVNS				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WVLT Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Bluefield WV-VA</b>				
<b>WVNS-TV</b>				
MTuWThF 11:00a-12:00p	\$42.50	30	0 1 0	1
Affiliation: CBS				
PRICE-RT 1-CBS/PRICE-RT 2-CBS				
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 11:00a-12:00p TIME PERIOD ON WVNS	\$42.50	30	0 1 0	1
Th 10:00a-11:00a				
Price is Right	\$42.50	30	0 0 1	1
Th 10:00a-11:00a				
Price is Right	\$63.75	30	2 0 0	2
MTuWThF 5:30p- 6:00p				
WEST VA TONIGHT				
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Mo-Fr 5:30p-6:00p TIME PERIOD ON WVNS   spot preempted on	\$170.00	30	0 1 0	1
W 8:00p- 9:00p				
SURVIVOR-CBS				
Q2 2023 WVNS COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL May/2022 Wed 8:00p-10:00p TIME PERIOD ON WVNS				
<b>Total Cost:</b>	<b>\$896.75</b>		<b>5 5 4</b>	<b>14</b>
<b>WVVA-TV</b>				
Su 11:00p-11:30p	\$85.00	30	1 1 1	3
Affiliation: NBC				
NBC SUN-FTBL/AVG. ALL WKS				
May-2022L1				
MTuWThF 5:00a- 6:00a	\$21.25	30	3 3 2	8
WVVA EARLY NWS				
May-2022L1				
Tu 6:00p- 7:00p	\$255.00	30	0 0 1	1
MTuWThF 5:30p- 6:00p	\$85.00	30	0 0 2	2
INSIDE EDITION				
May-2022L1				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Bluefield WV-VA</b>				
WVVA-TV				
Su 6:00p- 6:30p	\$106.25	30	0 0 1	1
AVG. ALL WKS				
May-2022L1				
MTuWThF 4:00p- 5:00p	\$29.75	30	1 1 0	2
DR. PHIL				
May-2022L1				
MTuWThF 6:00p- 6:30p	\$255.00	30	0 2 0	2
WVVA NEWS @ 6				
May-2022L1				
W 6:00a- 7:00a	\$21.25	30	0 0 1	1
Tu 8:00p-10:00p	\$191.25	30	1 0 1	2
America's Got Talent				
<b>Total Cost:</b>	<b>\$1,929.50</b>	<b>Total Spots:</b>	<b>6 7 9</b>	<b>22 22</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV -VA

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
EVNS-TV	13	\$233.75	7%
EVVA-TV	5	\$42.50	1%
WOAY-TV	22	\$365.50	11%
WVNS-TV	14	\$896.75	26%
WVVA-TV	22	\$1,929.50	56%
<b>Market Total:</b>	<b>76</b>	<b>\$3,468.00</b>	





# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Bluefield WV-VA

**Description:** WV L Q2 TV 2023

**Flight Start Date:** 3/27/2023 03:00 AM

**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	6/5	6/12	6/19	Total
EVNS-TV				
SPOTS	5	5	3	13
STN Net	\$97.75	\$123.25	\$12.75	\$233.75
EVVA-TV				
SPOTS	2	2	1	5
STN Net	\$17.00	\$17.00	\$8.50	\$42.50
WOAY-TV				
SPOTS	8	8	6	22
STN Net	\$144.50	\$119.00	\$102.00	\$365.50
WVNS-TV				
SPOTS	5	5	4	14
STN Net	\$310.25	\$361.25	\$225.25	\$896.75
WVVA-TV				
SPOTS	6	7	9	22
STN Net	\$369.75	\$688.50	\$871.25	\$1,929.50
<b>Total</b>	<b>SPOTS 26</b>	<b>27</b>	<b>23</b>	<b>76</b>
	<b>STN Net \$939.25</b>	<b>\$1,309.00</b>	<b>\$1,219.75</b>	<b>\$3,468.00</b>



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Charleston, WV</b>				
<b>DCHS-TV</b>				
W 8:00p- 9:00p FOX-Masterchef (Wednesday)	\$127.50	30	0 1 0	1
MTuWThF 5:00p- 6:00p Family Feud	\$63.75	30	2 0 2	4
<b>Total Cost:</b>	<b>\$382.50</b>	<b>Total Spots:</b>	<b>2 1 2</b>	<b>5 5</b>
<b>WCHS-TV</b>				
Affiliation: ABC				
SaSu 6:00p- 6:30p Eyewitness News at 6pm Weekend	\$148.75	30	0 1 0	1
MTuWThF 6:00p- 6:30p Eyewitness News at 6pm	\$191.25	30	1 0 2	3
Tu 10:00p-11:00p ABC-Shark Tank (Tuesday)	\$191.25	30	0 0 1	1
<b>Total Cost:</b>	<b>\$913.75</b>	<b>Total Spots:</b>	<b>1 1 3</b>	<b>5 5</b>
<b>WOWK-TV</b>				
Affiliation: CBS				
Su 7:00p- 8:00p 60 MINUTES	\$340.00	30	0 0 1	1
Q2 2022 - CHARLESTON-HUNTINGTON				
Sa 6:00p- 6:30p 13 NEWS WKND SAT 6p	\$42.50	30	0 0 1	1
Q2 2022 - CHARLESTON-HUNTINGTON				
Sa 6:00p- 6:30p 13 NEWS WKND SAT 6p	\$42.50	30	0 1 0	1
Su 9:00a-10:30a CBS SUNDAY MORNING	\$46.75	30	1 0 1	2
Q2 2022 - CHARLESTON-HUNTINGTON				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Charleston, WV</b>				
<b>WOWK-TV</b>				
MTuWThF 11:00a-12:00p	\$85.00	30	1 0 0	1
Affiliation: CBS				
PRICE IS RIGHT				
Q2 2022 - CHARLESTON-HUNTINGTON				
<b>Total Cost:</b>	<b>\$603.50</b>		<b>2 1 3</b>	<b>6 6</b>
<b>WQCW-TV</b>				
Affiliation: CW				
Sa 10:00p-11:00p	\$46.75	30	0 1 0	1
WSAZ NEWS @ 10 SAT				
May/2022LP				
MTuWThF 10:00p-11:00p	\$42.50	30	2 0 2	4
WSAZ NEWS @ 10				
May/2022LP				
<b>Total Cost:</b>	<b>\$216.75</b>		<b>2 1 2</b>	<b>5 5</b>
<b>WSAZ-TV</b>				
MTuWThF 6:00p- 6:30p	\$680.00	30	1 0 1	2
NEWSCHANNEL 3 @ 6				
CS-May-2022				
MTuWThF 7:00p- 7:30p	\$425.00	30	0 1 0	1
Wheel of Fortune				
CS-May-2022				
MTuWThF 6:00a- 7:00a	\$340.00	30	1 0 0	1
NEWS CHANNEL 3 TODAY				
CS-May-2022				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Wks			Total Spots
		Dur	6/5	6/12	
<b>Charleston, WV</b>					
<b>WSAZ-TV</b>					
Sa 7:00a- 8:30a Saturday Today CS-May-2022	\$127.50	30	0	1	0
Sa 6:00a- 7:00a WSAZ SAT AM NEWS	\$127.50	30	1	0	1
<b>Total Cost:</b>	<b>\$2,507.50</b>	<b>Total Spots:</b>	<b>3</b>	<b>2</b>	<b>2</b>
					<b>7</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV  
**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
DCHS-TV	5	\$382.50	8%
WCHS-TV	5	\$913.75	20%
WOWK-TV	6	\$603.50	13%
WQCW-TV	5	\$216.75	5%
WSAZ-TV	7	\$2,507.50	54%
<b>Market Total:</b>	<b>28</b>	<b>\$4,624.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV  
 Description: WWL Q2 TV 2023  
 Flight Start Date: 3/27/2023 03:00 AM  
 Flight End Date: 6/25/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/5	6/12	6/19	Total
DCHS-TV				
	SPOTS 2	1	2	5
	STN Net \$127.50	\$127.50	\$127.50	\$382.50
WCHS-TV				
	SPOTS 1	1	3	5
	STN Net \$191.25	\$148.75	\$573.75	\$913.75
WOWK-TV				
	SPOTS 2	1	3	6
	STN Net \$131.75	\$42.50	\$429.25	\$603.50
WQCW-TV				
	SPOTS 2	1	2	5
	STN Net \$85.00	\$46.75	\$85.00	\$216.75
WSAZ-TV				
	SPOTS 3	2	2	7
	STN Net \$1,147.50	\$552.50	\$807.50	\$2,507.50
<b>Total</b>	<b>SPOTS 10</b>	<b>6</b>	<b>12</b>	<b>28</b>
	<b>STN Net \$1,683.00</b>	<b>\$918.00</b>	<b>\$2,023.00</b>	<b>\$4,624.00</b>



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/5 6/12 6/19	
<b>Clarksburg</b>				
<b>EBOY-TV</b>				
Su 8:00a- 9:00a	\$21.25	30	1 0 1	2
GOOD MORNING AMERICA				
CS-Mar/2022 adj.CS-Mar/2022 - CLARKSBURG-WESTON - ACTUAL CS-Mar/2022 Sun 8:00a-9:00a TIME PERIOD ON EBOY				
<b>Total Spots:</b>			1 0 1	2
<b>Total Cost:</b>	\$42.50			2
<b>WBOY-TV</b>				
MTuWThF 5:00p- 7:00p	\$191.25	30	2 1 3	6
EARLY NEWS ROTATION				
CS-Jun/2022 adj.CS-Jun/2022 - CLARKSBURG-WESTON - ACTUAL CS-Jun/2022 Mo-Fr 5:00p-7:00p TIME PERIOD ON WBOY				
Su 11:00p-11:30p	\$191.25	30	1 0 0	1
12 NEWS LATE WEEKEND				
CS-Mar/2022 adj.CS-Mar/2022 - CLARKSBURG-WESTON - ACTUAL CS-Mar/2022 Sun 11:00p-11:30p TIME PERIOD ON WBOY				
MTuWThF 7:00a- 9:00a	\$157.25	30	0 2 0	2
TODAY SHOW				
CS-Jun/2022 adj.CS-Jun/2022 - CLARKSBURG-WESTON - ACTUAL CS-Jun/2022 Mo-Fr 7:00a-9:00a TIME PERIOD ON WBOY				
MTuWThF 6:00a- 7:00a	\$157.25	30	1 0 0	1
12 NEWS TODAY				
CS-May/2022 adj.CS-May/2022 - CLARKSBURG-WESTON - ACTUAL CS-May/2022 Mo-Fr 6:00a-7:00a TIME PERIOD ON WBOY				
MTuWThF 12:00p- 12:30p	\$63.75	30	0 2 0	2
12 NEWS AT NOON				
CS-Mar/2022 adj.CS-Mar/2022 - CLARKSBURG-WESTON - ACTUAL CS-Mar/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WBOY				
<b>Total Spots:</b>			4 5 3	12
<b>Total Cost:</b>	\$1,938.00			12
<b>WDTV-TV</b>				
MTuWThF 5:00p- 5:30p	\$114.75	30	2 0 0	2
FIRST NEWS @ 5 PM				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Clarksburg</b>				
WDTV-TV Affiliation: CBS				
May/2022L1				
MTuWThF 5:30p- 6:00p	\$106.25	30	0 2 0	2
FIRST NEWS @ 5:30 PM				
May/2022L1				
MTuWThF 12:30p- 1:30p	\$68.00	30	0 2 0	2
YOUNG & RESTLESS				
May/2022L1				
M 8:00p-11:00p	\$212.50	30	1 0 0	1
CBS Special Movie				
MTuWThF 11:00a-12:00p	\$85.00	30	2 1 0	3
PRICE IS RIGHT				
May/2022L1				
MTuWThF 7:00p- 7:30p	\$63.75	30	0 2 0	2
ENTERTAINMENT TONIGHT				
May/2022L1				
<b>Total Cost:</b>	<b>\$1,173.00</b>		<b>Total Spots: 5 7 0</b>	<b>12</b>
				<b>12</b>

<b>WVFX-TV</b>				
Affiliation: FOX				
M 9:00p-10:00p	\$93.50	30	0 1 0	1
Crime Scene Kitchen				
MTuWThF 10:00p-10:30p	\$63.75	30	0 0 2	2
WVFX NEWS @10				
May/2022L1				





# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
		6/5	6/12	6/19
<b>Clarksburg</b>				
WDTV-TV				
Affiliation: CBS				
May/2022L1				
MTuWThF 5:30p-6:00p	\$106.25	30	0 2 0	2
FIRST NEWS @ 5:30 PM				
May/2022L1				
MTuWThF 12:30p-1:30p	\$68.00	30	0 2 0	2
YOUNG & RESTLESS				
May/2022L1				
M 8:00p-11:00p	\$212.50	30	1 0 0	1
CBS Special Movie				
MTuWThF 11:00a-12:00p	\$85.00	30	2 1 0	3
PRICE IS RIGHT				
May/2022L1				
MTuWThF 7:00p-7:30p	\$63.75	30	0 2 0	2
ENTERTAINMENT TONIGHT				
May/2022L1				
<b>Total Cost:</b>	<b>\$1,173.00</b>		<b>Total Spots: 5 7 0</b>	<b>12 12</b>

<b>WVFX-TV</b>				
Affiliation: FOX				
M 9:00p-10:00p	\$93.50	30	0 1 0	1
Crime Scene Kitchen				
MTuWThF 10:00p-10:30p	\$63.75	30	0 0 2	2
WVFX NEWS @10				
May/2022L1				



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 6/5 6/12 6/19	Total Spots
<b>Clarksburg</b>				
<b>WVFX-TV</b>				
MTuWThF 12:30p- 1:00p JUDGE JUDY May/2022L1	\$20.40	30	0 2 0	2
Affiliation: FOX				
MTuWThF 12:00p-12:30p 5 NEWS WV @ MIDDAY May/2022L1	\$17.00	30	0 2 0	2
<b>Total Cost:</b>	<b>\$295.80</b>		<b>Total Spots:</b> 0 5 2	7 7



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
EBOY-TV	2	\$42.50	1%
WBOY-TV	12	\$1,938.00	56%
WDTV-TV	12	\$1,173.00	34%
WVFX-TV	7	\$295.80	9%
<b>Market Total:</b>	<b>33</b>	<b>\$3,449.30</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WWL Q2 TV 2023  
 Flight Start Date: 3/27/2023 03:00 AM  
 Flight End Date: 6/25/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/5	6/12	6/19	Total
EBOY-TV				
	SPOTS 1	0	1	2
	STN Net \$21.25	\$0.00	\$21.25	\$42.50
WBOY-TV				
	SPOTS 4	5	3	12
	STN Net \$731.00	\$633.25	\$573.75	\$1,938.00
WDTV-TV				
	SPOTS 5	7	0	12
	STN Net \$612.00	\$561.00	\$0.00	\$1,173.00
WVFX-TV				
	SPOTS 0	5	2	7
	STN Net \$0.00	\$168.30	\$127.50	\$295.80
<b>Total</b>	SPOTS 10	17	6	33
	STN Net \$1,364.25	\$1,362.55	\$722.50	\$3,449.30



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Separation between spots:** 30  
**Buyer:** Bethany West

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

Daypart Program	STN Net	Dur	Wks			Total Spots
			6/5	6/12	6/19	
<b>Parkersburg-Marietta</b>						
<b>WIYE-TV</b>						
Su 7:00p- 8:00p -60 MINUTES Nov/2022LS-Apr/2022LS	\$153.00	30	1	0	0	1
Affiliation: CBS						
Sa 6:00p- 7:00p	\$17.00	30	0	1	0	1
Su 9:00a-10:30a CBS SUNDAY MORNING Nov/2022LS-Apr/2022LS	\$51.00	30	1	0	1	2
MTuWThF 12:30p- 1:30p YOUNG & amp; RESTLESS Nov/2022LS-Apr/2022LS	\$51.00	30	2	0	2	4
MTuWThF 3:00p- 4:00p JUDGE JUDY Nov/2022LS-Apr/2022LS	\$51.00	30	2	0	0	2
<b>Total Cost:</b>	<b>\$578.00</b>	<b>Total Spots:</b>	<b>6</b>	<b>1</b>	<b>3</b>	<b>10</b>

<b>WOVA-TV</b>						
Sa 1:00p- 2:00p ACCESS HOLLYWOOD WEEKEND Nov/2022LS-Apr/2022LS	\$25.50	30	0	1	0	1
Affiliation: FOX						
<b>Total Cost:</b>	<b>\$25.50</b>	<b>Total Spots:</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>

<b>WTAP-TV</b>						
MTuWThF 5:30p- 5:59p INSIDE EDITION Nov/2022LS-Apr/2022LS	\$123.25	30	0	2	0	2
Affiliation: NBC						



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Parkersburg-Marietta  
 Separation between spots: 30

Description: WV L Q2 TV 2023  
 Flight Start Date: 3/27/2023 03:00 AM  
 Flight End Date: 6/25/2023 02:59 AM

Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks 6/5 6/12 6/19	Total Spots
<b>Parkersburg-Marietta</b>				
<b>WTAP-TV</b>				
MTuWThF 7:00p- 7:30p WHEEL OF FORTUNE	\$148.75	30	1 0 1	2
Nov/2022LS-Apr/2022LS	\$42.50	30	1 0 1	2
Su 11:35p-12:05a INVESTIGATE TV	\$123.25	30	0 0 1	1
Nov/2022LS-Apr/2022LS	\$110.50	30	2 0 0	2
Su 6:00p- 6:30p WTAP NEWS AT SIX	\$382.50	30	1 0 0	1
MTuWThF 7:00a- 9:00a TODAY SHOW	\$340.00	30	0 2 0	2
Nov/2022LS-Apr/2022LS	\$106.25	30	2 0 2	4
Th 9:00p-10:00p LAW AND ORDER: SVU (THU)				
MTuWThF 10:59p-11:35p WTAP NEWS AT ELEVEN				
Nov/2022LS-Apr/2022LS				
MTuWThF 11:59a-12:30p WTAP NEWS AT NOON				
Nov/2022LS-Apr/2022LS				
<b>Total Cost:</b>	<b>\$2,460.75</b>		<b>Total Spots: 7 4 5</b>	<b>16</b>
				<b>16</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV Lottery  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM  
**Buyer:** Bethany West

Separation between spots: 30

Station	Total Spots	STN Net	PCT
WVYE-TV	10	\$578.00	19%
WOVA-TV	1	\$25.50	1%
WTAP-TV	16	\$2,460.75	80%
<b>Market Total:</b>	<b>27</b>	<b>\$3,064.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Parkersburg-Marietta

Description: WV L Q2 TV 2023  
 Flight Start Date: 3/27/2023 03:00 AM  
 Flight End Date: 6/25/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/5	6/12	6/19	Total
WYE-TV				
	SPOTS 6	1	3	10
	STN Net \$408.00	\$17.00	\$153.00	\$578.00
WOVA-TV				
	SPOTS 0	1	0	1
	STN Net \$0.00	\$25.50	\$0.00	\$25.50
WTAP-TV				
	SPOTS 7	4	5	16
	STN Net \$1,007.25	\$926.50	\$527.00	\$2,460.75
<b>Total</b>	<b>SPOTS 13</b>	<b>6</b>	<b>8</b>	<b>27</b>
	<b>STN Net \$1,415.25</b>	<b>\$969.00</b>	<b>\$680.00</b>	<b>\$3,064.25</b>





# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WWL Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Daypart Program	STN Net	Dur	Wks	Total Spots
Washington, DC			6/5 6/12 6/19	
WDVM-TV				
MTuWThF 11:30p-12:00a	\$55.25	30	0 2 2	4
WV TONIGHT				
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Mo-Fr 11:30p-12:00a TIME PERIOD ON WDV				
<b>Total Spots:</b>			0 2 2	4
<b>Total Cost:</b>	\$221.00			4



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Washington, DC

**Description:** WV L Q2 TV 2023

**Flight Start Date:** 3/27/2023 03:00 AM

**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WDVM-TV	4	\$221.00	100%
<b>Market Total:</b>	<b>4</b>	<b>\$221.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WWL Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	6/5	6/12	6/19	Total
WDVM-TV				
	SPOTS	0	2	2
	STN Net	\$0.00	\$110.50	\$110.50
<b>Total</b>	SPOTS	0	2	2
	STN Net	\$0.00	\$110.50	\$110.50
				4
				\$221.00
				4
				\$221.00



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
		6/5	6/12	6/19
<b>Wheeling</b>				
ETOV-TV				
MTuWThF 7:00a- 8:00a	Affiliation: FOX	30	0	0
NEWS9 SUNRISE 7A			3	3
<b>Total Spots:</b>		0	0	3
<b>Total Cost:</b>	\$63.75			3

<b>ETRF-TV</b>				
Su 10:00p-10:30p		30	0	0
7 New s at 10p			1	1
CS-Apr/2022 - WHEELING-STEUBENVILLE - ACTUAL	CS-Apr/2022 Sun 10:00p-10:30p TIME PERIOD ON ETRF			
Sa 7:00p- 8:00p		30	1	1
Big Bang Theory				
CS-Apr/2022 - WHEELING-STEUBENVILLE - ACTUAL	CS-Apr/2022 Sat 7:00p-8:00p TIME PERIOD ON ETRF			
MTuWThF 10:00p-11:00p		30	0	3
7 New s at 10p				
CS-Apr/2022 - WHEELING-STEUBENVILLE - ACTUAL	CS-Apr/2022 Mo-Fr 10:00p-11:00p TIME PERIOD ON ETRF			
W 8:00p-10:00p		30	1	0
Dateline				
CS-Apr/2022 - WHEELING-STEUBENVILLE - ACTUAL	CS-Apr/2022 Wed 8:00p-10:00p TIME PERIOD ON ETRF			
<b>Total Spots:</b>		2	4	3
<b>Total Cost:</b>	\$40.80			9

<b>GTRF-TV</b>				
MTuWThF 5:00p- 6:00p	Affiliation: ABC	30	1	2
JUDGE JUDY			0	0
Apr/2022LS - WHEELING-STEUBENVILLE				
<b>Total Spots:</b>		1	2	0
<b>Total Cost:</b>	\$25.50			3



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
		6/5	6/12	6/19
<b>Wheeling</b>				
<b>WTOV-TV</b>				
Affiliation: NBC				
MTuWThF 6:00p- 6:30p	\$191.25	30	1 0 2	3
NEWS9 AT SIX				
MTuWThF 7:00p- 7:30p	\$148.75	30	0 2 0	2
JEOPARDY				
MTuWThF 7:30p- 8:00p	\$127.50	30	0 2 0	2
WHEEL OF FORTUNE				
MTuWThF 12:00p-12:30p	\$72.25	30	3 0 0	3
NEWS9 MIDDAY				
<b>Total Cost:</b>	<b>\$1,343.00</b>		<b>4 4 2</b>	<b>10</b>
<b>WTRF-TV</b>				
Affiliation: CBS				
MTuWThF 11:00a-12:00p	\$38.25	30	3 0 0	3
THE PRICE IS RIGHT				
Apr/2022LS - WHEELING-STEUBENVILLE				
Su 8:00p-11:00p	\$59.50	30	1 1 1	3
SUNDAY PRIME ROTATION				
Apr/2022LS - WHEELING-STEUBENVILLE				
MTuWThF 7:30p- 8:00p	\$25.50	30	0 2 0	2
INSIDE EDITION				
Apr/2022LS - WHEELING-STEUBENVILLE				
<b>Total Cost:</b>	<b>\$344.25</b>		<b>4 3 1</b>	<b>8</b>
<b>Total Spots:</b>			<b>4 3 1</b>	<b>8</b>
<b>Estimate Totals:</b>				
<b>Total Cost:</b>	<b>\$16,643.85</b>		<b>70 71 60</b>	<b>201</b>
<b>Total Spots:</b>			<b>70 71 60</b>	<b>201</b>



# Buy Detail Report

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV L Q2 TV 2023  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Wheeling</b>				
<b>All Market Monthly Summary</b>				
	JUN 23		6/5 6/12 6/19	201
	<b>Total Cost:</b>	\$16,643.85		201
		\$16,643.85		



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling

Description: WV L Q2 TV 2023  
 Flight Start Date: 3/27/2023 03:00 AM  
 Flight End Date: 6/25/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
EVOV-TV	3	\$63.75	4%
ETRF-TV	9	\$40.80	2%
GTRF-TV	3	\$25.50	1%
WTOV-TV	10	\$1,343.00	74%
WTRF-TV	8	\$344.25	19%
<b>Market Total:</b>	<b>33</b>	<b>\$1,817.30</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 6/25/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV Lottery  
**Flight Start Date:** 3/27/2023 03:00 AM  
**Flight End Date:** 6/25/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	6/5	6/12	6/19	Total
ETOV-TV				
SPOTS	0	0	3	3
STN Net	\$0.00	\$0.00	\$63.75	\$63.75
ETRF-TV				
SPOTS	2	4	3	9
STN Net	\$8.50	\$18.70	\$13.60	\$40.80
GTRF-TV				
SPOTS	1	2	0	3
STN Net	\$8.50	\$17.00	\$0.00	\$25.50
WTOV-TV				
SPOTS	4	4	2	10
STN Net	\$408.00	\$552.50	\$382.50	\$1,343.00
WTRF-TV				
SPOTS	4	3	1	8
STN Net	\$174.25	\$110.50	\$59.50	\$344.25
<b>Total</b>	<b>SPOTS</b>	<b>11</b>	<b>13</b>	<b>33</b>
	<b>STN Net</b>	<b>\$599.25</b>	<b>\$698.70</b>	<b>\$519.35</b>
				<b>\$1,817.30</b>





# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WV NA SCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			7/3 7/10	
<b>Bluefield WV-VA</b>				
<b>0977 SHENTEL, Optimum/McDowell-Wyoming Count-Cable</b>				
Su 2:30p- 6:00p	\$4.25	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$4.25	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$25.50</b>		<b>3 3</b>	<b>6 6</b>
<b>1620 ALTICE, Optimum/Beckley, WV-Cable</b>				
Su 2:30p- 6:00p	\$10.20	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$10.20	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$61.20</b>		<b>3 3</b>	<b>6 6</b>
<b>2239 ALTICE, Optimum/Princeton, WV-Cable</b>				
Su 2:30p- 6:00p	\$5.10	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$5.10	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$30.60</b>		<b>3 3</b>	<b>6 6</b>
<b>7890 ALTICE, Optimum/Beckley-Bluefield Int,-Cable</b>				
Su 2:30p- 6:00p	\$5.10	30	0 3	3



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Bluefield WV-VA</b>				
7890 ALTICE, Optimum/Beckley-Bluefield I nt.-Cable			7/3 7/10	
USA New Hampshire	\$5.10	30	3 0	3
Su 7:00p-10:30p				
USA Atlanta				6
<b>Total Cost:</b>	<b>\$30.60</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: Cable  
 Product: Branding  
 Market: Bluefield WV-VA

Description: WV NASCAR Series 2023 Cable  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/30/2023 02:59 AM

Buyer: Bethany West

Separation between spots: 30

Station	Total Spots	STN Net	PCT
0977 SHENTEL, Optimum/McDowell-Wyoming Count-Cable	6	\$25.50	17%
1620 ALTICE, Optimum/Beckley, WV-Cable	6	\$61.20	41%
2239 ALTICE, Optimum/Princeton, WV-Cable	6	\$30.60	21%
7890 ALTICE, Optimum/Beckley-Bluefield Int.-Cable	6	\$30.60	21%
<b>Market Total:</b>	<b>24</b>	<b>\$147.90</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	7/3	7/10	Total
0977 SHENTEL, Optimum/McDow ell-Wyoming Count-Cable			
SPOTS	3	3	6
STN Net	\$12.75	\$12.75	\$25.50
1620 ALTICE, Optimum/Beckley, WV -Cable			
SPOTS	3	3	6
STN Net	\$30.60	\$30.60	\$61.20
2239 ALTICE, Optimum/Princeton, WV -Cable			
SPOTS	3	3	6
STN Net	\$15.30	\$15.30	\$30.60
7890 ALTICE, Optimum/Beckley-Bluefield Int.-Cable			
SPOTS	3	3	6
STN Net	\$15.30	\$15.30	\$30.60
<b>Total</b>	<b>SPOTS</b>	<b>12</b>	<b>24</b>
	<b>STN Net</b>	<b>\$73.95</b>	<b>\$147.90</b>



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 7/3 7/10	Total Spots
<b>Charleston, WV</b>				
1320 ALTICE, Optimum/Logan, WV -Cable				
Su 2:30p- 6:00p	\$6.80	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$6.80	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$40.80</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>
<b>2309 ALTICE, Optimum/Charleston, WV-Cable</b>				
Su 2:30p- 6:00p	\$19.55	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$19.55	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$117.30</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>
<b>5716 ALTICE, Optimum/Pt. Pleasant, WV-Cable</b>				
Su 2:30p- 6:00p	\$19.55	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$19.55	30	3 0	3
USA Atlanta				
<b>Total Cost:</b>	<b>\$117.30</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>
<b>6482 ALTICE, Optimum/Teays Valley, WV-Cable</b>				
Su 2:30p- 6:00p	\$11.90	30	0 3	3



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: Cable  
 Product: Branding  
 Market: Charleston, WV  
 Description: WVLA NASCAR Series 2023 Cable  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/30/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks 7/3 7/10	Total Spots
<b>Charleston, WV</b>				
<b>6482 ALTICE, Optimum/Teays Valley, WV-Cable</b>				
USA New Hampshire				
Su 7:00p-10:30p	\$11.90	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6 6</b>
<b>Total Cost:</b>	<b>\$71.40</b>			
<b>7694 ALTICE, Optimum/Tug Valley, WV-Cable</b>				
Su 2:30p- 6:00p	\$8.50	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$8.50	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6 6</b>
<b>Total Cost:</b>	<b>\$51.00</b>			
<b>8640 COMCAST, Optimum/Huntington, WV-Cable</b>				
Su 2:30p- 6:00p	\$6.80	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$6.80	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6 6</b>
<b>Total Cost:</b>	<b>\$40.80</b>			



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: Cable  
 Product: Branding  
 Market: Charleston, WV

Description: WV NASCAR Series 2023 Cable  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/30/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
1320 ALTICE, Optimum/Logan, WV-Cable	6	\$40.80	9%
2309 ALTICE, Optimum/Charleston, WV-Cable	6	\$117.30	27%
5716 ALTICE, Optimum/Pt. Pleasant, WV-Cable	6	\$117.30	27%
6482 ALTICE, Optimum/Teays Valley, WV-Cable	6	\$71.40	16%
7694 ALTICE, Optimum/Tug Valley, WV-Cable	6	\$51.00	12%
8640 COMCAST, Optimum/Huntington, WV-Cable	6	\$40.80	9%
<b>Market Total:</b>	<b>36</b>	<b>\$438.60</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: Cable  
 Product: Branding  
 Market: Charleston, WV  
 Description: WV NASCAR Series 2023 Cable  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/30/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	7/3	7/10	Total
1320 ALTICE, Optimum/Logan, WV-Cable			
SPOTS	3	3	6
STN Net	\$20.40	\$20.40	\$40.80
2309 ALTICE, Optimum/Charleston, WV-Cable			
SPOTS	3	3	6
STN Net	\$58.65	\$58.65	\$117.30
5716 ALTICE, Optimum/Pt. Pleasant, WV-Cable			
SPOTS	3	3	6
STN Net	\$58.65	\$58.65	\$117.30
6482 ALTICE, Optimum/Teays Valley, WV-Cable			
SPOTS	3	3	6
STN Net	\$35.70	\$35.70	\$71.40
7694 ALTICE, Optimum/Tug Valley, WV-Cable			
SPOTS	3	3	6
STN Net	\$25.50	\$25.50	\$51.00
8640 COMCAST, Optimum/Huntington, WV-Cable			
SPOTS	3	3	6
STN Net	\$20.40	\$20.40	\$40.80
<b>Total</b>	<b>18</b>	<b>18</b>	<b>36</b>
STN Net	\$219.30	\$219.30	\$438.60





# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 7/3 7/10	Total Spots
<b>Clarksburg</b>				
0584 ALTICE Optimum/Harrisville, WV-Cable				
Su 2:30p-6:00p USA New Hampshire	\$1.70	30	0 3	3
Su 7:00p-10:30p USA Atlanta	\$1.70	30	3 0	3
<b>Total Cost:</b>	<b>\$10.20</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>
<b>2729 SPECTRUM, Optimum/Spectrum-Clarksburg, WV-Cable</b>				
Su 2:30p-6:00p USA New Hampshire	\$5.95	30	0 3	3
Su 7:00p-10:30p USA Atlanta	\$5.95	30	3 0	3
<b>Total Cost:</b>	<b>\$35.70</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>
<b>3270 RAPID COMMUNICATIONS, WV-Cable</b>				
Su 2:30p-6:00p USA New Hampshire	\$5.95	30	0 3	3
Su 7:00p-10:30p USA Atlanta	\$5.95	30	3 0	3
<b>Total Cost:</b>	<b>\$35.70</b>		<b>Total Spots: 3 3</b>	<b>6 6</b>



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			7/3 7/10	
<b>Clarksburg</b>				
<b>3613 ALTICE, Optimum/Buckhannon, WV-Cable</b>				
Su 2:30p-6:00p	\$5.95	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$5.95	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6</b>
<b>Total Cost:</b>	<b>\$35.70</b>			<b>6</b>
<b>3614 ALTICE, Optimum/Elkins, WV-Cable</b>				
Su 2:30p-6:00p	\$4.25	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$4.25	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6</b>
<b>Total Cost:</b>	<b>\$25.50</b>			<b>6</b>
<b>9254 CITY OF SHINNISTON, Optimum/Shinnston, WV-Cable</b>				
Su 2:30p-6:00p	\$1.70	30	0 3	3
USA New Hampshire				
Su 7:00p-10:30p	\$1.70	30	3 0	3
USA Atlanta				
<b>Total Spots:</b>			<b>3 3</b>	<b>6</b>
<b>Total Cost:</b>	<b>\$10.20</b>			<b>6</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: Cable  
 Product: Branding  
 Market: Clarksburg

Description: WV NASCAR Series 2023 Cable  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/30/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
0584 ALTICE, Optim um/Harrisville, WV-Cable	6	\$10.20	7%
2729 SPECTRUM, Optim um/Spectrum-Clarksburg, W-Cable	6	\$35.70	23%
3270 RAPID COMMUNICATIONS, Optim um/Weston, WV-Cable	6	\$35.70	23%
3613 ALTICE, Optim um/Buckhannon, WV-Cable	6	\$35.70	23%
3614 ALTICE, Optim um/Elkins, WV-Cable	6	\$25.50	17%
9254 CITY OF SHINNSTON, Optim um/Shinnston, WV-Cable	6	\$10.20	7%
<b>Market Total:</b>	<b>36</b>	<b>\$153.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	7/3	7/10	Total
0584 ALTICE, Optimum/Harrisville, WV-Cable			
SPOTS	3	3	6
STN Net	\$5.10	\$5.10	\$10.20
2729 SPECTRUM, Optimum/Spectrum-Clarksburg, W-Cable			
SPOTS	3	3	6
STN Net	\$17.85	\$17.85	\$35.70
3270 RAPID COMMUNICATIONS, Optimum/Weston, WV-Cable			
SPOTS	3	3	6
STN Net	\$17.85	\$17.85	\$35.70
3613 ALTICE, Optimum/Buckhammon, WV-Cable			
SPOTS	3	3	6
STN Net	\$17.85	\$17.85	\$35.70
3614 ALTICE, Optimum/Elkins, WV-Cable			
SPOTS	3	3	6
STN Net	\$12.75	\$12.75	\$25.50
9254 CITY OF SHINNSTON, Optimum/Shinnton, WV-Cable			
SPOTS	3	3	6
STN Net	\$5.10	\$5.10	\$10.20
<b>Total</b>	<b>18</b>	<b>18</b>	<b>36</b>
<b>STN Net</b>	<b>\$76.50</b>	<b>\$76.50</b>	<b>\$153.00</b>



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Parkersburg-Marietta</b>				
<b>0605 ALTICE, Optimum/Parkersburg, WV-Cable</b>				
Su 2:30p- 6:00p USA New Hampshire	\$5.10	30	0 3	3
Su 7:00p-10:30p USA Atlanta	\$5.10	30	3 0	3
	<b>Total Spots:</b>		3 3	6
	<b>Total Cost:</b>	\$30.60		6



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
0605 ALTICE, Optimum/Parkersburg, WV-Cable	6	\$30.60	100%
<b>Market Total:</b>	<b>6</b>	<b>\$30.60</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/1/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	7/3	7/10	Total
0605 ALTICE, Optimum/Parkersburg, WV-Cable			
SPOTS	3	3	6
STN Net	\$15.30	\$15.30	\$30.60
<b>Total</b>	<b>3</b>	<b>3</b>	<b>6</b>
STN Net	\$15.30	\$15.30	\$30.60



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Pittsburgh  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			7/3 7/10	
<b>Pittsburgh</b>				
8037 COMCAST, Effectv/Morgantown, WV-Cable				
Su 7:00p-10:30p USA Atlanta	\$46.75	30	3 0	3
Su 2:30p- 6:00p USA New Hampshire	\$38.25	30	0 3	3
<b>Total Cost:</b>	<b>\$255.00</b>	<b>Total Spots:</b>	<b>3 3</b>	<b>6 6</b>





# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Pittsburgh

**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
8037 COMCAST, Effectv/Morgantown, WV-Cable	6	\$255.00	100%

**Market Total:** 6      \$255.00



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Pittsburgh  
**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	7/3	7/10	Total
8037 COMCAST, Effectv/Morgantown, WV-Cable			
SPOTS	3	3	6
STN Net	\$140.25	\$114.75	\$255.00
<b>Total</b>	<b>3</b>	<b>3</b>	<b>6</b>
STN Net	\$140.25	\$114.75	\$255.00



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 7/3	7/10	Total Spots
<b>Washington, DC</b>					
<b>8149 COMCAST, Effectv/Keyser, WV-Cable</b>					
Su 7:00p-10:30p	\$12.75	30	3	0	3
USA Atlanta					
Su 2:30p- 6:00p	\$5.95	30	0	3	3
USA New Hampshire					
<b>Total Cost:</b>	<b>\$56.10</b>		<b>3</b>	<b>3</b>	<b>6</b>
<b>8150 COMCAST, Effectv/Martinsburg, WV-Cable</b>					
Su 7:00p-10:30p	\$41.65	30	3	0	3
USA Atlanta					
Su 2:30p- 6:00p	\$21.25	30	0	3	3
USA New Hampshire					
<b>Total Cost:</b>	<b>\$188.70</b>		<b>3</b>	<b>3</b>	<b>6</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
8149 COMCAST, Effectv/Keyser, WV -Cable	6	\$56.10	23%
8150 COMCAST, Effectv/Martinsburg, WV -Cable	6	\$188.70	77%
<b>Market Total:</b>	<b>12</b>	<b>\$244.80</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	7/3	7/10	Total
8149 COMCAST, Effectv/Keyser, WV-Cable			
SPOTS	3	3	6
STN Net	\$38.25	\$17.85	\$56.10
8150 COMCAST, Effectv/Martinsburg, WV-Cable			
SPOTS	3	3	6
STN Net	\$124.95	\$63.75	\$188.70
<b>Total</b>	<b>6</b>	<b>6</b>	<b>12</b>
	\$163.20	\$81.60	\$244.80



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date : 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 7/3	7/10	Total Spots
<b>Wheeling</b>					
<b>0348 COMCAST, Effectv/Wheeling, WV-Cable</b>					
Su 2:30p-6:00p	\$29.75	30	0	3	3
USA New Hampshire					
Su 7:00p-10:30p	\$34.00	30	3	0	3
USA Atlanta					
<b>Total Cost:</b>	<b>\$191.25</b>		<b>Total Spots:</b>	<b>3 3</b>	<b>6 6</b>
<b>2831 ALTICE, Optimum/New Martinsville, W</b>					
<b>V-Cable</b>					
Su 2:30p-6:00p	\$2.55	30	0	3	3
USA New Hampshire					
Su 7:00p-10:30p	\$2.55	30	3	0	3
USA Atlanta					
<b>Total Cost:</b>	<b>\$15.30</b>		<b>Total Spots:</b>	<b>3 3</b>	<b>6 6</b>
<b>3271 COMCAST, Effectv/Weirton, WV-Cable</b>					
Su 2:30p-6:00p	\$17.00	30	0	3	3
USA New Hampshire					
Su 7:00p-10:30p	\$17.00	30	3	0	3
USA Atlanta					
<b>Total Cost:</b>	<b>\$102.00</b>		<b>Total Spots:</b>	<b>3 3</b>	<b>6 6</b>
<b>Estimate Totals:</b>					
<b>Total Cost:</b>					<b>\$1,578.45</b>
<b>Total Spots:</b>					<b>69 69</b>
					<b>138</b>
					<b>138</b>



# Buy Detail Report

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV/L NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Wheeling</b>				
<b>All Market Monthly Summary</b>				
JUL 23	\$1,578.45		7/3 7/10	138
<b>Total Cost:</b>	<b>\$1,578.45</b>			<b>138</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Wheeling  
**Description:** WV NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
0348 COMCAST, Effectv/Wheeling, WV-Cable	6	\$191.25	62%
2831 ALTICE, Optimum/New Martinsville, WV-Cable	6	\$15.30	5%
3271 COMCAST, Effectv/Weirton, WV-Cable	6	\$102.00	33%
<b>Market Total:</b>	18	\$308.55	





# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** Cable  
**Product:** Branding  
**Market:** Wheeling

**Description:** WWL NASCAR Series 2023 Cable  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/30/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	7/3	7/10	Total
0348 COMCAST, Effectv/Wheeling, WV-Cable			
SPOTS	3	3	6
STN Net	\$102.00	\$89.25	\$191.25
2831 ALTICE, Optimum/New Martinsville, WV-Cable			
SPOTS	3	3	6
STN Net	\$7.65	\$7.65	\$15.30
3271 COMCAST, Effectv/Weirton, WV-Cable			
SPOTS	3	3	6
STN Net	\$51.00	\$51.00	\$102.00
<b>Total</b>	<b>9</b>	<b>9</b>	<b>18</b>
	<b>\$160.65</b>	<b>\$147.90</b>	<b>\$308.55</b>



# Buy Detail Report

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA

**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks			Total Spots
			6/5	6/19	6/26	
<b>Bluefield WV-VA</b>						
<b>EVNS-TV</b>						
Su 3:00p- 7:00p Sonoma	\$191.25	30	3	0	0	3
			<b>Total Spots:</b>			3
<b>Total Cost:</b>						3
						3
<b>WVVA-TV</b>						
Su 5:00p- 9:00p Chicago	\$255.00	30	0	3	0	3
Su 7:00p-11:00p Nashville	\$255.00	30	0	0	3	3
			<b>Total Spots:</b>			6
<b>Total Cost:</b>						6
						6



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
EVNS-TV	3	\$573.75	27%
WVVA-TV	6	\$1,530.00	73%
<b>Market Total:</b>	<b>9</b>	<b>\$2,103.75</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Bluefield WV-VA

**Description:** WWL NASCAR TV 23

**Flight Start Date:** 5/22/2023 03:00 AM

**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	6/5	6/19	6/26	Total
EVNS-TV				
	SPOTS 3	0	0	3
	STN Net \$573.75	\$0.00	\$0.00	\$573.75
WVVA-TV				
	SPOTS 0	3	3	6
	STN Net \$0.00	\$765.00	\$765.00	\$1,530.00
<b>Total</b>	SPOTS 3	3	3	9
	STN Net \$573.75	\$765.00	\$765.00	\$2,103.75



# Buy Detail Report

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Charleston, WV

**Description:** WV NASCAR TV 23

**Flight Start Date:** 5/22/2023 03:00 AM

**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/5 6/19 6/26	
<b>Charleston, WV</b>				
<b>DCHS-TV</b>				
Su 3:00p-7:00p	\$340.00	30	3 0 0	3
Sonoma				
<b>Total Spots:</b>			3 0 0	3
<b>Total Cost:</b>	\$1,020.00			3
<b>WSAZ-TV</b>				
Su 5:00p-9:00p	\$382.50	30	0 2 0	2
Chicago				
Su 9:00p-10:00p	\$382.50	30	0 1 0	1
NASCAR Race				
Su 7:00p-11:00p	\$382.50	30	0 0 3	3
Nashville				
<b>Total Spots:</b>			0 3 3	6
<b>Total Cost:</b>	\$2,295.00			6



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV  
 Description: WV NASCAR TV 23  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/2/2023 02:59 AM

Separation between spots: 30  
 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
DCHS-TV	3	\$1,020.00	31%
WSAZ-TV	6	\$2,295.00	69%
<b>Market Total:</b>	<b>9</b>	<b>\$3,315.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV

Description: WWL NASCAR TV 23  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/2/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/5	6/19	6/26	Total
DCHS-TV				
	SPOTS 3	0	0	3
	STN Net \$1,020.00	\$0.00	\$0.00	\$1,020.00
WSAZ-TV				
	SPOTS 0	3	3	6
	STN Net \$0.00	\$1,147.50	\$1,147.50	\$2,295.00
<b>Total</b>	<b>SPOTS 3</b>	<b>3</b>	<b>3</b>	<b>9</b>
	<b>STN Net \$1,020.00</b>	<b>\$1,147.50</b>	<b>\$1,147.50</b>	<b>\$3,315.00</b>



# Buy Detail Report

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 6/5 6/19 6/26	Total Spots
<b>Clarksburg</b>				
<b>WBOY-TV</b>				
Su 7:00p-11:00p Nashville	\$425.00	30	0 3 0	3
Su 5:00p-9:00p Chicago	\$297.50	30	0 0 3	3
		<b>Total Spots:</b>	0 3 3	6
	<b>Total Cost:</b>	\$2,167.50		6
<b>WVFX-TV</b>				
Su 3:00p-7:00p Sonoma	\$148.75	30	3 0 0	3
		<b>Total Spots:</b>	3 0 0	3
	<b>Total Cost:</b>	\$446.25		3





# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WBOY-TV	6	\$2,167.50	83%
WVFX-TV	3	\$446.25	17%
<b>Market Total:</b>	<b>9</b>	<b>\$2,613.75</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	6/5	6/19	6/26	Total
WBOY-TV				
	0	3	3	6
SPOTS	\$0.00	\$1,275.00	\$892.50	\$2,167.50
STN Net				
WVFX-TV				
	3	0	0	3
SPOTS	\$446.25	\$0.00	\$0.00	\$446.25
STN Net				
<b>Total</b>	3	3	3	9
SPOTS	\$446.25	\$1,275.00	\$892.50	\$2,613.75
STN Net				



# Buy Detail Report

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Parkersburg-Marietta

**Description:** WV NASCAR TV 23

**Flight Start Date:** 5/22/2023 03:00 AM

**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
<b>Parkersburg-Marietta</b>				
WOVA-TV Affiliation: FOX				
Su 3:00p- 7:00p	\$501.50	30	3 0 0	3
Sonoma				
<b>Total Cost:</b>	<b>\$1,504.50</b>		<b>3 0 0</b>	<b>3</b>
<b>WTAP-TV</b>				
Affiliation: NBC				
Su 5:00p- 9:00p	\$425.00	30	0 3 0	3
Nashville				
Su 7:00p-11:00p	\$425.00	30	0 0 1	1
Chicago				
Su 5:00p- 6:00p	\$425.00	30	0 0 1	1
Su 6:00p- 7:00p	\$425.00	30	0 0 1	1
<b>Total Cost:</b>	<b>\$2,550.00</b>		<b>0 3 3</b>	<b>6</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta

**Description:** WWL NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
WOVA-TV	3	\$1,504.50	37%
WTAP-TV	6	\$2,550.00	63%
<b>Market Total:</b>	<b>9</b>	<b>\$4,054.50</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Parkersburg-Marietta

Description: WV NASCAR TV 23  
 Flight Start Date: 5/22/2023 03:00 AM  
 Flight End Date: 7/2/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/5	6/19	6/26	Total
WOVA-TV				
	SPOTS 3	0	0	3
	STN Net \$1,504.50	\$0.00	\$0.00	\$1,504.50
WTAP-TV				
	SPOTS 0	3	3	6
	STN Net \$0.00	\$1,275.00	\$1,275.00	\$2,550.00
<b>Total</b>	<b>SPOTS 3</b>	<b>3</b>	<b>3</b>	<b>9</b>
	<b>STN Net \$1,504.50</b>	<b>\$1,275.00</b>	<b>\$1,275.00</b>	<b>\$4,054.50</b>



# Buy Detail Report

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV/L NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 6/5 6/19 6/26	Total Spots
<b>Wheeling</b>				
ETOV-TV Affiliation: FOX				
Su 3:00p- 7:00p Sonmoo	\$106.25	30	3 0 0	3
<b>Total Cost:</b>	<b>\$318.75</b>			<b>3</b>
<b>WTOV-TV</b>				
Affiliation: NBC				
Su 7:00p-11:00p Nashville	\$106.25	30	0 3 0	3
Su 5:00p- 9:00p Chicago	\$106.25	30	0 0 3	3
<b>Total Cost:</b>	<b>\$637.50</b>		<b>Total Spots: 0 3 3</b>	<b>6</b>
<b>Total Cost:</b>	<b>\$13,043.25</b>		<b>Total Spots: 15 15 15</b>	<b>45</b>
<b>Estimate Totals:</b>				
<b>All Market Monthly Summary</b>				
JUN 23	\$8,644.50			30
JUL 23	\$4,398.75			15
<b>Total Cost:</b>	<b>\$13,043.25</b>			<b>45</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
ETOV-TV	3	\$318.75	33%
WTOV-TV	6	\$637.50	67%
<b>Market Total:</b>	<b>9</b>	<b>\$956.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/1/2023 To 7/2/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV/NASCAR TV 23  
**Flight Start Date:** 5/22/2023 03:00 AM  
**Flight End Date:** 7/2/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	6/5	6/19	6/26	Total
ETOV-TV				
SPOTS	3	0	0	3
STN Net	\$318.75	\$0.00	\$0.00	\$318.75
WTOV-TV				
SPOTS	0	3	3	6
STN Net	\$0.00	\$318.75	\$318.75	\$637.50
<b>Total</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>9</b>
STN Net	\$318.75	\$318.75	\$318.75	\$956.25





# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA

Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30  
 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks 6/26 7/3 7/10	Total Spots
<b>Bluefield WV-VA</b>				
<b>EVNS-TV</b>				
Su 10:00p-10:30p	\$25.50	30	0 1 0	1
59 NEWS @ 10P				
Affiliation: FOX				
Q3 2023 EVNS Conscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Jul/2022 Sun 10:00p-10:30p TIME PERIOD ON EVNS				
F 7:00p- 8:00p	\$85.00	30	0 0 1	1
Fri Prime Special				
MTuWThF 5:30p- 6:00p	\$12.75	30	2 0 2	4
JUDGE JUDY				
Q3 2023 EVNS Conscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Jul/2022 Mo-Fr 5:30p-6:00p TIME PERIOD ON EVNS				
<b>Total Spots:</b>			<b>2 1 3</b>	<b>6</b>
<b>Total Cost:</b>	<b>\$161.50</b>			<b>6</b>
<b>WOAY-TV</b>				
Affiliation: ABC				
Su 9:00p-10:00p	\$102.00	30	0 1 0	1
CELEBRITY FAMILY FEUD				
CS-Aug-2022				
Su 6:00p- 6:30p	\$34.00	30	1 0 1	2
NEWSWATCH AT 6 SUNDAY				
CS-Aug-2022				
MTuWThF 2:00p- 3:00p	\$21.25	30	2 0 2	4
GENERAL HOSPITAL				
CS-Aug-2022				
MTuWThF 7:00p- 7:30p	\$21.25	30	0 2 0	2
TWO AND A HALF MEN				
CS-Aug-2022				
<b>Total Spots:</b>			<b>3 3 3</b>	<b>9</b>
<b>Total Cost:</b>	<b>\$297.50</b>			<b>9</b>



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Bluefield WV-VA</b>				
<b>WWNS-TV</b>				
MTuWThF 7:00p- 7:30p	\$76.50	30	0 2 0	2
Affiliation: CBS				
WHEEL OF FORTUNE				
Q3 2023 WWNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Jul/2022 Mo-Fr 7:00p-7:30p TIME PERIOD ON WWNS				
MTuWThF 6:00p- 6:30p	\$97.75	30	2 0 2	4
59 NEWS AT 6P				
Q3 2023 WWNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Jul/2022 Mo-Fr 6:00p-6:30p TIME PERIOD ON WWNS				
MTuWThFSaSu 8:00p- 11:00p	\$85.00	30	2 2 0	4
PRIME ROTA TOR				
Q3 2023 WWNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL				
MTuWThF 12:00p-12:30p	\$29.75	30	2 0 2	4
59 NEWS AT NOON				
Q3 2023 WWNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Jul/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WWNS				
<b>Total Spots:</b>			6 4 4	14
<b>Total Cost:</b>	\$1,003.00			14
<b>WWVA-TV</b>				
SaSu 6:00p- 6:30p	\$85.00	30	1 0 1	2
Affiliation: NBC				
WWVA News @ 6 Weekend				
CS-Jul/2022				
SaSu 6:00p- 6:30p	\$85.00	30	0 0 1	1
WWVA News @ 6 Weekend				
Tu 8:00p-10:00p	\$131.75	30	0 1 0	1
MACY'S 4TH OF JULY (2023)				
CS-Jul/2022				
Tu 8:00p-10:00p	\$276.25	30	0 0 1	1
AMERICAS GOT TALENT (TUE)				
CS-Jul/2022				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Bluefield WV-VA  
**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks 6/26 7/3 7/10	Total Spots
<b>Bluefield WV-VA</b>				
<b>WVVA-TV</b>				
MTuWThF 5:00p- 5:30p WVVA New s @ 5 CS-Jul/2022	\$85.00	30	2 2 2	6
MTuWThF 7:00p- 7:30p Entertainment Tonight CS-Jul/2022	\$63.75	30	2 0 2	4
MTuWThF 12:00p-12:30p WVVA New s at Noon CS-Jul/2022	\$34.00	30	0 2 0	2
<b>Total Cost:</b>		<b>\$1,496.00</b>	<b>Total Spots:</b> 5 5 7	17 17



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Bluefield WV-VA

Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
EVNS-TV	6	\$161.50	5%
WOAY-TV	9	\$297.50	10%
WVNS-TV	14	\$1,003.00	34%
WVVA-TV	17	\$1,496.00	51%
<b>Market Total:</b>	<b>46</b>	<b>\$2,958.00</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/1/2023

Date: 10/10/2024

**Client:** WV Lottery

**Media:** TV

**Product:** Branding

**Market:** Bluefield WV-VA

**Description:** WVL Q3 TV 23

**Flight Start Date:** 6/26/2023 03:00 AM

**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30

**Buyer:** Bethany West

Station	6/26	7/3	7/10	Total
EVNS-TV				
	SPOTS 2	1	3	6
	STN Net \$25.50	\$25.50	\$110.50	\$161.50
WOAY-TV				
	SPOTS 3	3	3	9
	STN Net \$76.50	\$144.50	\$76.50	\$297.50
WVNS-TV				
	SPOTS 6	4	4	14
	STN Net \$425.00	\$323.00	\$255.00	\$1,003.00
WVVA-TV				
	SPOTS 5	5	7	17
	STN Net \$382.50	\$369.75	\$743.75	\$1,496.00
<b>Total</b>	SPOTS 16	13	17	46
	STN Net \$909.50	\$862.75	\$1,185.75	\$2,958.00



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV  
 Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM  
 Buyer: Bethany West

Separation between spots: 30

Daypart Program	STN Net	Dur	Wks	Total Spots
		6/26	7/3	7/10
<b>Charleston, WV</b>				
<b>WCBS-TV</b>				
MTuWThF 6:00p- 6:30p	\$191.25	30	1 2 0	3
Eyewitness News at 6pm				
MTuWThF 4:00p- 5:00p	\$72.25	30	2 0 2	4
Judge Judy				
MTuWThF 7:30p- 8:00p	\$97.75	30	2 0 0	2
Entertainment Tonight				
MTuWThF 6:00a- 7:00a	\$63.75	30	0 2 0	2
Eyewitness News This Morning				
<b>Total Cost:</b>	<b>\$1,185.75</b>		<b>5 4 2</b>	<b>11 11</b>
<b>WOWK-TV</b>				
MTuWThF 11:00a-12:00p	\$85.00	30	0 1 0	1
PRICE IS RIGHT				
Q3 2022 - CHARLESTON-HUNTINGTON				
M 10:00a-11:00a	\$85.00	30	0 1 0	1
Price is Right				
Sa 6:00p- 6:30p	\$42.50	30	1 1 0	2
13 NEWS WKND SAT 6p				
Q3 2022 - CHARLESTON-HUNTINGTON				
Sa 11:00p-11:35p	\$51.00	30	1 0 0	1
13 NEWS WKND SAT 11P				
Q3 2022 - CHARLESTON-HUNTINGTON				
MTuWThF 11:00p-11:35p	\$55.25	30	2 0 2	4
13 NEWS AT 11				
Q3 2022 - CHARLESTON-HUNTINGTON				
<b>Total Cost:</b>	<b>\$527.00</b>		<b>4 3 2</b>	<b>9 9</b>



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Charleston, WV

**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Charleston, WV</b>				
<b>WQOW-TV</b>				
Sa 10:00p-11:00p	\$63.75	30	1 1 1	3
WSAZ NEWS @ 10 SAT				
CS-May-2022				
<b>Total Cost:</b>	<b>\$191.25</b>			<b>3</b>
<b>WSAZ-TV</b>				
Sa 6:00p-6:30p	\$297.50	30	1 0 0	1
NEWSCHANNEL 3 @ 6 WKND SAT				
CS-Sep-2022				
Sa 6:00p-6:31p	\$297.50	30	0 0 1	1
WSAZ News 3 @ 6p Sa				
MTuWThF 7:00p-7:30p	\$425.00	30	0 2 0	2
Wheel of Fortune				
CS-Sep-2022				
Su 11:00p-11:35p	\$340.00	30	0 1 0	1
NewsChannel 3 @ 11 WKND Sun				
CS-Sep-2022				
MTuWThF 5:30p-6:00p	\$382.50	30	2 0 2	4
WSAZ 5:30 EDITION				
CS-Sep-2022				
<b>Total Cost:</b>	<b>\$3,315.00</b>		<b>3 3 3</b>	<b>9 9</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV

Description: WWL Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30  
 Buyer: Bethany West

Station	Total Spots	STN Net	PCT
WCHS-TV	11	\$1,185.75	23%
WOWK-TV	9	\$527.00	10%
WGCW-TV	3	\$191.25	4%
WSAZ-TV	9	\$3,315.00	64%
<b>Market Total:</b>	<b>32</b>	<b>\$5,219.00</b>	





# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/1/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Charleston, WV

Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/26	7/3	7/10	Total
<b>WCHS-TV</b>				
SPOTS	5	4	2	11
STN Net	\$531.25	\$510.00	\$144.50	\$1,185.75
<b>WOWK-TV</b>				
SPOTS	4	3	2	9
STN Net	\$204.00	\$212.50	\$110.50	\$527.00
<b>WQQW-TV</b>				
SPOTS	1	1	1	3
STN Net	\$63.75	\$63.75	\$63.75	\$191.25
<b>WSAZ-TV</b>				
SPOTS	3	3	3	9
STN Net	\$1,062.50	\$1,190.00	\$1,062.50	\$3,315.00
SPOTS	13	11	8	32
STN Net	\$1,861.50	\$1,976.25	\$1,381.25	\$5,219.00
<b>Total</b>				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
		6/26	7/3	7/10
<b>Clarksburg</b>				
EBOY-TV	Affiliation: ABC			
Sa 6:30p- 7:00p	\$21.25	30	1 0 0 0	1
YOUNG-SHELDON				
CS-Sep/2022 - CLARKSBURG-WESTON - ACTUAL CS-Sep/2022 Sat 6:30p-7:00p TIME PERIOD ON EBOY				
<b>Total Spots:</b>			1 0 0 0	1
<b>Total Cost:</b>	\$21.25			1

<b>WBOY-TV</b>				
	Affiliation: NBC			
MTuWThF 5:00p- 7:00p	\$191.25	30	2 2 2 2	6
EARLY NEWS ROTATION				
CS-Aug/2022 - CLARKSBURG-WESTON - ACTUAL CS-Aug/2022 Mo-Fr 5:00p-7:00p TIME PERIOD ON WBOY				
MTuWThF 12:00p-12:30p	\$63.75	30	2 2 2 2	6
12 NEWS AT NOON				
CS-Aug/2022 - CLARKSBURG-WESTON - ACTUAL CS-Aug/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WBOY				
Su 6:00p- 6:30p	\$63.75	30	0 0 0 1	1
12 NEWS WEEKEND				
CS-Aug/2022 - CLARKSBURG-WESTON - ACTUAL CS-Aug/2022 Sun 6:00p-6:30p TIME PERIOD ON WBOY				
Su 6:00p- 9:00p	\$63.75	30	0 1 0 0	1
US Open Women's Golf				
Sa 7:00a- 9:00a	\$63.75	30	0 1 0 0	1
Saturday Today Show				
Su 5:00p- 6:00p	\$63.75	30	1 0 0 0	1
Sunday Golf				
MTuWThF 7:00p- 7:30p	\$165.75	30	0 1 1 1	2
JEOPARDY				
CS-Jul/2022 - CLARKSBURG-WESTON - ACTUAL CS-Jul/2022 Mo-Fr 7:00p-7:30p TIME PERIOD ON WBOY				
Sa 6:00p- 6:30p	\$63.75	30	1 0 0 0	1
12 NEWS WEEKEND				
CS-Jul/2022 - CLARKSBURG-WESTON - ACTUAL CS-Jul/2022 Sat 6:00p-6:30p TIME PERIOD ON WBOY				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg

**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Clarksburg</b>				
<b>WBOY-TV</b>				
Affiliation: NBC				
Sa 6:00p- 7:00p	\$63.75	30	0 0 1	1
Sa 6-630p				
Su 9:00p-11:00p	\$382.50	30	0 0 1	1
America's Got Talent				
CS-Sep/2022 - CLARKSBURG-WESTON - ACTUAL CS-Sep/2022 Sun 9:00p-11:00p TIME PERIOD ON WBOY				
<b>Total Cost:</b>	<b>\$2,626.50</b>		<b>Total Spots: 6 7 8</b>	<b>21 21</b>

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>WDTV-TV</b>				
Affiliation: CBS				
MTuWThF 7:30p- 7:58p	\$68.00	30	0 2 2	4
INSIDE EDITION				
Mar/2023L1-Sep/2022L1				
MTuWThF 12:00p-12:30p	\$61.20	30	2 0 2	4
5 NEWS WV @ MIDDAY				
Mar/2023L1-Sep/2022L1				
MTuWThF 12:30p- 1:30p	\$68.00	30	2 2 0	4
YOUNG & RESTLESS				
Mar/2023L1-Sep/2022L1				
Su 6:00p- 6:30p	\$61.20	30	1 1 1	3
FIRST NEWS @ 6 PM				
Mar/2023L1-Sep/2022L1				
MTuWThF 7:00p- 7:30p	\$68.00	30	2 0 0	2
ENTERTAINMENT TONIGHT				
Mar/2023L1-Sep/2022L1				
MTuWThF 11:00a-12:00p	\$85.00	30	0 2 0	2
PRICE IS RIGHT				
Mar/2023L1-Sep/2022L1				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WWL Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Clarksburg</b>				
<b>WDTV-TV</b>				
Sa 11:00p-11:35p	\$85.00	30	1 0 1	2
5 NEWS @ 11P				
Mar/2023L1-Sep/2022L1				
Su 11:00p-11:35p	\$85.00	30	0 1 0	1
5 NEWS @ 11P				
Mar/2023L1-Sep/2022L1				
F 9:00p-10:00p	\$212.50	30	1 0 0	1
FIRE COUNTRY				
Mar/2023L1-Sep/2022L1				
Sa 7:00p- 8:00p	\$47.60	30	0 1 0	1
ENTERTAINMENT TONIGHT				
Mar/2023L1-Sep/2022L1				
<b>Total Cost:</b>	<b>\$1,793.50</b>		<b>Total Spots: 9 9 6</b>	<b>24 24</b>
<b>WVFX-TV</b>				
MTuWThF 12:00p-12:30p	\$17.00	30	2 0 2	4
5 NEWS WV@ MIDDAY				
Mar/2023L1-Sep/2022L1				
F 8:00p-10:00p	\$102.00	30	1 0 0	1
FRIDAY NIGHT SMACKDOWN				
Mar/2023L1-Sep/2022L1				
<b>Total Cost:</b>	<b>\$170.00</b>		<b>Total Spots: 3 0 2</b>	<b>5 5</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Clarksburg  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
EBOY-TV	1	\$21.25	0%
WBOY-TV	21	\$2,626.50	57%
WDTV-TV	24	\$1,793.50	39%
WVFX-TV	5	\$170.00	4%
<b>Market Total:</b>	<b>51</b>	<b>\$4,611.25</b>	



# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Clarksburg

Description: WWL Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Station	6/26	7/3	7/10	Total
EBOY-TV				
	SPOTS 1	0	0	1
	STN Net \$21.25	\$0.00	\$0.00	\$21.25
WBOY-TV				
	SPOTS 6	7	8	21
	STN Net \$637.50	\$803.25	\$1,185.75	\$2,626.50
WDTV-TV				
	SPOTS 9	9	6	24
	STN Net \$753.10	\$635.80	\$404.60	\$1,793.50
WVFX-TV				
	SPOTS 3	0	2	5
	STN Net \$136.00	\$0.00	\$34.00	\$170.00
<b>Total</b>	<b>SPOTS 19</b>	<b>16</b>	<b>16</b>	<b>51</b>
	<b>STN Net \$1,547.85</b>	<b>\$1,439.05</b>	<b>\$1,624.35</b>	<b>\$4,611.25</b>



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Daypart Program	STN Net	Dur	Wks			Total Spots
			6/26	7/3	7/10	
<b>Parkersburg-Marietta</b>						
<b>WTAP-TV</b>						
MTuWThF 7:00p- 7:30p WHEEL OF FORTUNE CS-Apr/2023	\$148.75	30	1	2	1	4
MTuWThF 5:59p- 6:30p WTAP NEWS @ SIX CS-Apr/2023	\$369.75	30	2	0	2	4
Sa 7:00p- 7:30p SAT. WHEEL OF FORTUNE CS-Apr/2023	\$51.00	30	1	0	1	2
MTuWThF 5:30p- 5:59p INSIDE EDITION CS-Apr/2023	\$123.25	30	0	2	0	2
<b>Total Cost:</b>	<b>\$2,422.50</b>		<b>4</b>	<b>4</b>	<b>4</b>	<b>12</b>
						<b>12</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date : 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	Total Spots	STN Net	PCT
WTAP-TV	12	\$2,422.50	100%
<b>Market Total:</b>	<b>12</b>	<b>\$2,422.50</b>	





# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Parkersburg-Marietta  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Station	6/26	7/3	7/10	Total
WTAP-TV				
	4	4	4	12
SPOTS	4	4	4	12
STN Net	\$939.25	\$544.00	\$939.25	\$2,422.50
<b>Total</b>	4	4	4	12
SPOTS	4	4	4	12
STN Net	\$939.25	\$544.00	\$939.25	\$2,422.50



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM  
**Buyer:** Bethany West

**Separation between spots:** 30

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Washington, DC</b>				
<b>WDVM-TV</b>				
MTuWThF 11:30p-12:00a	\$55.25	30	3 3 3	9
WV TONIGHT				
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Mo-Fr 11:30p-12:00a TIME PERIOD ON WDVM				
Sa 5:30a-6:00a	\$21.25	30	1 1 1	3
INSIDE WEST VIRGINIA POLITICS				
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Sat 5:30a-6:00a TIME PERIOD ON WDVM				
<b>Total Cost:</b>	<b>\$561.00</b>		<b>Total Spots: 4 4 4</b>	<b>12 12</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC

**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Belhany West

Station	Total Spots	STN Net	PCT
WDVM-TV	12	\$561.00	100%
<b>Market Total:</b>	12	\$561.00	



# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Washington, DC  
**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	6/26	7/3	7/10	Total
WDVM-TV				
	4	4	4	12
SPOTS	\$187.00	\$187.00	\$187.00	\$561.00
STN Net	4	4	4	12
SPOTS	\$187.00	\$187.00	\$187.00	\$561.00
STN Net				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling

Description: WV LQ3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Wheeling</b>				
<b>EVOV-TV</b>				
Affiliation: FOX				
MTuWThF 10:00p-11:00p	\$38.25	30	2 0 2	4
NEWS9 AT TEN				
F 7:00p- 8:00p	\$42.50	30	0 1 0	1
Sports-FOX WWE SmackDown Live				
MTuWThF 6:00a- 7:00a	\$8.50	30	2 2 2	6
NEWS9 SUNRISE 6A				
<b>Total Cost:</b>	<b>\$246.50</b>		<b>4 3 4</b>	<b>11 11</b>

<b>WTOV-TV</b>				
Affiliation: NBC				
MTuWThF 6:00p- 6:30p	\$170.00	30	2 2 0	4
NEWS9 AT SIX				
MTuWThF 7:00p- 7:30p	\$127.50	30	0 1 2	3
JEOPARDY				
Tu 8:00p-10:00p	\$102.00	30	0 1 0	1
MACY'S 4TH OF JULY				
Sa 6:00p- 6:30p	\$76.50	30	1 0 0	1
NEWS9 AT SIX (SAT)				
MTuWTh 11:00p-11:35p	\$102.00	30	0 2 0	2
NEWS9 TONIGHT				
MTuWThF 12:00p-12:30p	\$59.50	30	0 2 0	2
NEWS9 MIDDAY				
Sa 11:00p-11:35p	\$42.50	30	1 1 1	3
NEWS9 TONIGHT (SAT)				
MTuWThF 6:00a- 7:00a	\$68.00	30	2 0 2	4
NEWS9 SUNRISE 6A				
MTuWThF 1:00p- 2:00p	\$17.00	30	0 2 0	2
NBC NEWS DAILY				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

Client: WV Lottery  
 Media: TV  
 Product: Branding  
 Market: Wheeling

Description: WV L Q3 TV 23  
 Flight Start Date: 6/26/2023 03:00 AM  
 Flight End Date: 9/24/2023 02:59 AM

Separation between spots: 30 Buyer: Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Wheeling</b>				
WTOV-TV Affiliation: NBC				
MTuWThF 12:30p- 1:00p	\$34.00	30	2 0 2	4
25 WORDS OR LESS				
<b>Total Cost:</b>	<b>\$2,133.50</b>		<b>8 11 7</b>	<b>26</b>
<b>WTRF-TV</b>				
Affiliation: CBS				
W 8:00p- 9:00p	\$93.50	30	0 1 0	1
BIG BROTHER				
Sep/2022LS - WHEELING-STEUBENVILLE				
Su 7:00p- 8:00p	\$85.00	30	0 0 1	1
60 MINUTES				
Sep/2022LS - WHEELING-STEUBENVILLE				
Su 6:00p- 6:30p	\$34.00	30	1 0 1	2
7 NEWS @ 6P SUNDAY				
Sep/2022LS - WHEELING-STEUBENVILLE				
Th 8:00p- 9:00p	\$63.75	30	1 0 0	1
YOUNG SHELDON / GHOSTS				
Sep/2022LS - WHEELING-STEUBENVILLE				
MTuWThF 11:00a-12:00p	\$34.00	30	0 2 0	2
THE PRICE IS RIGHT				
Sep/2022LS - WHEELING-STEUBENVILLE				
MTuWThF 6:00p- 6:30p	\$38.25	30	2 1 2	5
7 NEWS @ 6P				
Sep/2022LS - WHEELING-STEUBENVILLE				
MTuWThF 7:00p- 8:00p	\$21.25	30	2 2 2	6
ENT. TONIGHT - INSIDE EDITION				
Sep/2022LS - WHEELING-STEUBENVILLE				



# Buy Detail Report

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV/Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Daypart Program	STN Net	Dur	Wks	Total Spots
			6/26 7/3 7/10	
<b>Wheeling</b>				
<b>WTRF-TV</b>				
Affiliation: CBS				
MTuWThF 12:00p-12:30p	\$21.25	30	2 0 0	2
7 NEWS @ 12P				
Sep/2022LS - WHEELING-STEUBENVILLE				
M 8:00p-11:00p	\$38.25	30	0 1 0	1
MONDAY PRIME ROTATION				
Sep/2022LS - WHEELING-STEUBENVILLE				
MTuWThF 11:00p-11:35p	\$29.75	30	2 0 0	2
7 NEWS @ 11P				
Sep/2022LS - WHEELING-STEUBENVILLE				
<b>Total Cost:</b>	<b>\$837.25</b>		<b>Total Spots: 10 7 6</b>	<b>23</b>
				<b>23</b>

<b>Estimate Totals:</b>			<b>Total Spots: 78 69 66</b>	<b>213</b>
	<b>Total Cost: \$18,989.00</b>			<b>213</b>
<b>All Market Monthly Summary</b>				
JUL 23	\$18,989.00			213
<b>Total Cost:</b>	<b>\$18,989.00</b>			<b>213</b>



# Buy Detail Report

## Summary by Station/System

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling  
**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	Total Spots	STN Net	PCT
ETOV-TV	11	\$246.50	8%
WTOV-TV	26	\$2,133.50	66%
WTRF-TV	23	\$837.25	26%
<b>Market Total:</b>	<b>60</b>	<b>\$3,217.25</b>	





# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/11/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WV L Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30      **Buyer:** Bethany West

Station	6/26	7/3	7/10	Total
<b>EVOV-TV</b>				
SPOTS	4	3	4	11
STN Net	\$93.50	\$59.50	\$93.50	\$246.50
<b>WTOV-TV</b>				
SPOTS	8	11	7	26
STN Net	\$663.00	\$969.00	\$501.50	\$2,133.50
<b>WTRF-TV</b>				
SPOTS	10	7	6	23
STN Net	\$318.75	\$280.50	\$238.00	\$837.25
<b>Total</b>	<b>22</b>	<b>21</b>	<b>17</b>	<b>60</b>
<b>STN Net</b>	<b>\$1,075.25</b>	<b>\$1,309.00</b>	<b>\$833.00</b>	<b>\$3,217.25</b>



# Buy Detail Report

## Summary by Station/Week

Period From 6/26/2023 To 7/1/2023

Date: 10/10/2024

**Client:** WV Lottery  
**Media:** TV  
**Product:** Branding  
**Market:** Wheeling

**Description:** WWL Q3 TV 23  
**Flight Start Date:** 6/26/2023 03:00 AM  
**Flight End Date:** 9/24/2023 02:59 AM

**Separation between spots:** 30  
**Buyer:** Bethany West

Station	6/26	7/3	7/10	Total
ETOV-TV				
	4	3	4	
SPOTS				11
STN Net	\$93.50	\$59.50	\$93.50	\$246.50
WTOV-TV				
	8	11	7	
SPOTS				26
STN Net	\$663.00	\$969.00	\$501.50	\$2,133.50
WTRF-TV				
	10	7	6	
SPOTS				23
STN Net	\$318.75	\$280.50	\$238.00	\$837.25
<b>Total</b>				
	22	21	17	
SPOTS				60
STN Net	\$1,075.25	\$1,309.00	\$833.00	\$3,217.25

# BREATHE EASY CREATIVE





West Virginia Department of Health — Immunization Services  
Outdoor Advertising



West Virginia Department of Health — Immunization Services  
Outdoor Advertising



West Virginia Department of Health — Immunization Services  
Outdoor Advertising



West Virginia Department of Health — Immunization Services  
Breathe Easy Digital Advertising

**BREATHE**  
*easy*  
WEST VIRGINIA

**BREATHEASY.WV.GOV**

**Find a Vaccine**

**BREATHE** *easy*  
WEST VIRGINIA

**BREATHEASY.WV.GOV**

West Virginia Department of Health — Immunization Services  
Breathe Easy DMV Advertising

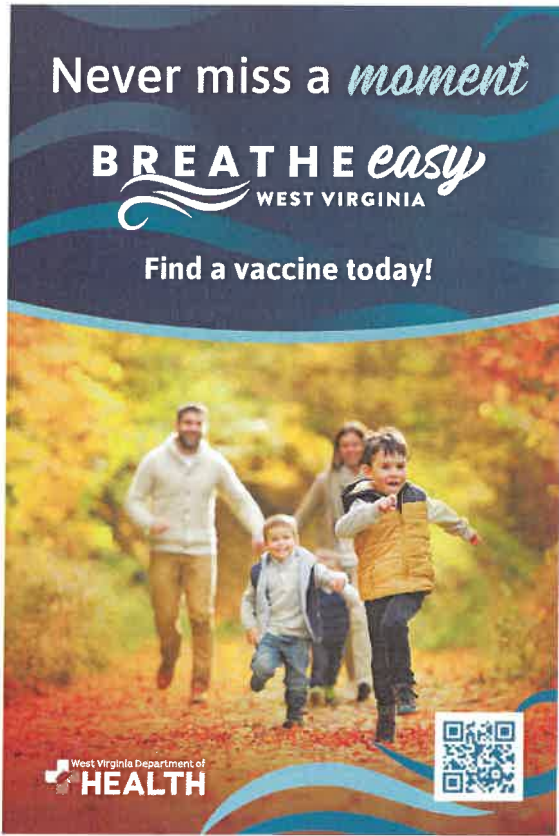




West Virginia Department of Health — Immunization Services  
Breathe Easy Poster — Print



West Virginia Department of Health — Immunization Services  
Breathe Easy acrylic stand with business card holder



West Virginia Department of Health — Immunization Services  
Breathe Easy Table Tent

West Virginia Department of Health — Immunization Services  
Breathe Easy TV and Radio Script



THE MANAHAN GROUP



**Breathe Easy :30**

**VISUAL**

We open on a drone shot rising over the hills of West Virginia. Fall colors are abundant and beautiful.

We cut to a couple rock climbing as our illustrated 'breathe easy' lines coalesce around them, seemingly helping boost them over the cliff's edge.

We cut to a dolly shot of a woman jogging through a beautiful park in the fall. Illustrated 'breathe easy' lines trail behind her as she runs.

We cut to a drone shot over a small West Virginia town. As the drone travels across the landscape, type lockups that read "COVID-19, RSV, Flu" pass by the camera.

We cut to a close-up of a man or woman before cutting wider to reveal...

...them alongside their family.

We cut to an older gentleman at an outdoor family gathering. The 'breathe easy' lines pass through the frame.

We cut to a close-up of a couple holding hands outside by a campfire. The 'breathe easy' lines swiftly glide into the frame before encircling their hands.

We cut to a tracking shot, moving backward as two kids run toward the camera.

We cut to a portrait of a man or woman as the "Breathe Easy" logo builds on next to them.

We cut to a WV Dept. of Health CTA with url etc.

**VO**

Hey, West Virginia...

...need extra defense?

This season, don't let respiratory illness slow you down.

Vaccines are your best defense this fall.

Because your health...

...protects their future.

So you can celebrate safely...

...get closer with confidence...

...and never miss a moment.

Breathe Easy West Virginia. Find out how by going to [breatheeasy.wv.gov](http://breatheeasy.wv.gov)

West Virginia Department of Health — Immunization Services  
Breathe Easy:30 TV Spot Script



West Virginia Department of Health — Immunization Services  
Breathe Easy :30 TV Spot

# BREATHE EASY MEDIA



**Breathe Easy WV Media Summary**  
**10/7/24 - 12/29/24**

	<b>Net Totals</b>	
Digital	\$	74,133.94
Learfield	\$	31,000.00
MVN		\$23,103.00
Television		
Broadcast	\$	158,321.00
Cable	\$	23,438.08
Radio	\$	128,400.00
Billboards	\$	161,625.00
	\$	600,021.02

**Breathe Easy WV Digital Ad Breakdown  
10/7/24 - 12/29/24**

	<b>Platform</b>	<b>Targeting</b>	<b>Ad Type</b>	<b>Estimated Impressions</b>	<b>Average CPM</b>	<b>Net Total</b>
Streaming Video Digital, OTT & CTV		West Virginians who are likely to consider vaccines, are caregivers to those who need vaccines (young & old), are likely to consider vaccines for themselves or loved ones, have purchased OTC Cold, Flu, or upper respiratory medicines.	:15 & :30 Video	1,428,571	\$ 35.00	\$ 50,000.00
Programmatic	Choozle		728 x 90, 300 x 600, 300 x 250 :15 & :30 Videos	2,413,394	\$ 10.00	\$ 24,133.94
<b>Digital Totals</b>				<b>3,841,965</b>		<b>\$ 74,133.94</b>



**Breathe Easy WV Learfield Breakdown**  
**10/7/24 - 12/29/24**

	<b>Game</b>	<b>Ad Type</b>	<b>Estimated Impressions</b>	<b>Net Total</b>
WVU	12-Oct Iowa State	:30 Video Pre-game (In-stadium)	240,000	\$ 25,000.00
	19-Oct Kansas State			
	16-Nov Baylor			
	23-Nov UCF			
MU	5-Oct Appalachian State	:30 Video In-game (In-Stadium)	120,000	\$ 6,000.00
	17-Oct Georgia State			
	2-Nov LA-Monroe			
	16-Nov Coastal Carolina			
<b><i>In-game Totals</i></b>			<b>360,000</b>	<b>\$ 31,000.00</b>

**Breathe Easy WV MVN Breakdown  
10/7/24 - 12/29/24**

<b>DMV LOCATIONS</b>	<b>Quarterly Visitors</b>	<b>Net Total</b>
Morgantown	32,313	\$1,224.00
Bridgeport-Clarksburg	32,029	\$1,224.00
Martinsburg	28,187	\$1,224.00
Kearneysville	24,999	\$1,224.00
Moundsville	20,809	\$1,071.00
Elkins	18,591	\$1,071.00
Princeton	16,782	\$1,071.00
Lewisburg	14,486	\$918.00
Weirton	12,590	\$918.00
Flatwoods-Sutton	11,331	\$765.00
Moorefield	10,616	\$765.00
Whitehall-Fairmont	4,903	\$306.00
Franklin	3,784	\$306.00
Romney	10,664	\$765.00
Parkersburg	28,645	\$1,224.00
Pt. Pleasant	9,450	\$612.00
Spencer	8,109	\$612.00
Summersville	8,960	\$612.00
Kanawha City	49,363	\$1,530.00
Hurricane	32,302	\$1,224.00
Huntington	28,598	\$1,224.00
Beckley	22,884	\$1,071.00
Welch	8,191	\$612.00
Logan	14,819	\$918.00
Williamson	7,561	\$612.00
	<b>460,961</b>	<b>\$23,103.00</b>

Contracts include: One (5) Five-second Brand Spotlight & (30) Thirty-second News Sponsorship every 30 minutes in addition to your (30) Thirty-second Broadcast  
**4,160 Total Ads**

**Breathe Easy WV Broadcast TV  
10/7/24 - 12/29/24**

Market	Station	# Spots	Net	Adult 18+
Beckley/ Bluefield	WVNS	145	\$10,336.00	
	EVNS	134	\$1,776.50	84.7
	WVVA	67	\$14,110.00	16.3
Charleston/ Huntington	WOAY	36	\$3,170.50	
	WCHS	66	\$2,116.50	
	WOWK	90	\$3,459.50	
	WSAZ	206	\$33,787.50	99
Clarksburg	DCHS	74	\$1,105.00	
	WDTV	66	\$6,691.20	
	WBOY	234	\$10,098.00	
	EBOY	197	\$2,698.75	99
	EVFX	19	\$68.00	19.2
Parkersburg	WVFX	84	\$1,679.60	
	WTAP	204	\$26,579.50	
	WIYE	72	\$3,799.50	92.6
	WOVA	138	\$4,743.00	18.5
Eastern Panhandle	WDVM	168	\$10,149.00	
	WTRF	341	\$11,966.30	
Wheeling	GTRF	109	\$993.65	
	ETOV	90	\$1,666.00	86
	WTOV	121	\$7,327.00	17.0

2,661 \$ 158,321.00

**\*\*\*Actual placements may vary based on inventory available at time of approval.**

Breathe Easy WV Cable TV  
10/7/24 - 12/29/24

Provider	System	Networks*	# Spots	Net	
	Beckley		393	\$ 2,067.16	
	Princeton		400	\$ 1,264.59	
	Bluefield		400	\$ 932.65	
	Charleston		387	\$ 2,037.61	
	Clarksburg		360	\$ 1,878.04	
	Logan		398	\$ 898.00	
Altice/Optimum	McDowell/ Wyoming		353	\$ 811.39	
	Parkersburg		400	\$ 1,476.34	
	Point Pleasant	AMC, CNN, DISC, ESPN, FXNC, HGTV, HIST, TBS, TNT, USA	400	\$ 1,276.01	
	New Martinsville		400	\$ 826.58	
	Teays Valley		400	\$ 1,485.16	
	Tug Valley		400	\$ 914.16	
	Huntington		360	\$ 1,155.54	
	Comcast	Weirton	857	\$ 1,387.23	
	Comcast	Wheeling	579	\$ 2,054.47	
	Comcast	Martinsburg	489	\$ 2,062.49	
	Comcast	Keyser	563	\$ 910.66	
				7,539	\$ 23,438.08

**Breathe Easy WV Radio Ad Breakdown**  
**10/7/24 - 12/29/24**

<b>Market</b>	<b>Station</b>	<b># Spots</b>	<b>Net</b>
Statewide	WV MetroNews	21,392	\$ 128,400.00

\$ 128,400.00

**Breathe Easy Billboard Locations List  
10/7/24 - 12/29/24**

#	Panel	Location	City	Facing	IL	EOI	Style	Posting Date	# Cycles	Net Total
1	K1119	Academy Drive @ Wal-Mart	Ripley	N	Yes	59,165	Bulletin	10/7/2024	3	\$ 4,100.00
2	K1122	.8 Mi N. of CR 1 Jct	Summersville	S	Yes	47,847	Bulletin	10/7/2024	3	\$ 4,100.00
	A9020-									
3	A9027	US 219 & 250 (.8 MILE N/O Glenmore Loop)	Elkins	N	Yes	33,376	Digital	10/7/2024	3	\$ 2,025.00
4	A5007	I-79 @ Exit 117 (Anmore Exit)		S	Yes	159,055	Bulletin	11/11/2024	2	\$ 2,300.00
5	A7003	Rt 33 / Corridor H @ Smitty's	Buckhannon	W	Yes	53,838	Bulletin	10/7/2024	3	\$ 4,100.00
	A5020-									
6	A5027	Route 50 (320 W. Main St @ Leasons)	Bridgeport	W	Yes	103,238	Digital	10/7/2024	3	\$ 2,025.00
	A5040-									
7	A5047	Rt. 20 Nutter Fort @ Pintti PT	Nutter_Fort	N	Yes	54,287	Digital	10/7/2024	3	\$ 2,025.00
8	A0004	Rt 51 & 11 (5113 Gerrardstown Rd)	Inwood	W	Yes	39,357	Bulletin	11/11/2024	2	\$ 2,300.00
9	K1800	I-77 North (7 miles n/o I-77/Rt 460 interchange)	Princeton	S	Yes	-	Bulletin	10/7/2024	3	\$ 4,100.00
10	K134	Falling Rock US 119 Hill	Glendenin	S	No	14,981	Poster	10/7/2024	3	\$ 1,115.00
11	K220	100' w OF Starlite Club, Rand	Rand	E	No	53,902	Poster	10/7/2024	3	\$ 1,115.00
12	K439	Rt. 61 west of Turnpike Overpass (backside of stack)	Marmet	W	Yes	13,036	Poster	10/7/2024	3	\$ 1,115.00
13	K508	E/S Rt 21 Bonham Bridge @ Culvert	Charleston	S	No	18,472	Poster	10/7/2024	3	\$ 1,115.00
14	K531	3631 7TH AVENUE (Mt. Mission Thrift)	Charleston	E	Yes	62,666	Poster	10/7/2024	3	\$ 1,115.00
15	K616	US 119 Corridor G N/O Hewitt Creek	Little Hewett Creek	S	No	36,503	Poster	10/21/2024	3	\$ 1,115.00
16	K730	St. Albans US 60 .6 Mi E/O C/L	St Albans	W	Yes	74,233	Poster	10/7/2024	3	\$ 1,115.00
17	K754	S/S US 35 .1 Mi S/O Scary Road	St Albans	N	Yes	59,566	Poster	10/7/2024	3	\$ 1,115.00
18	K776	4158 Teays Valley Rd. @ KFC	Teays Valley	W	Yes	105,169	Poster	10/7/2024	3	\$ 1,115.00
19	K810	Nitro WV 25 Hill East	Nitro	E	No	55,508	Poster	10/7/2024	3	\$ 1,115.00
20	K856	RT. 62 BUFFALO ROAD IN CURVE	Buffalo	N	No	10,004	Poster	10/7/2024	3	\$ 1,115.00
21	K864	WV 62 @ STOREALL N/S RT. 62 CROSS LANES	Cross Lanes	W	Yes	23,924	Poster	10/7/2024	3	\$ 1,115.00
22	K873	WV 817 (@ 5 & 20 Mile Cr Rd - Frazier's Bottom - near BP)	Winfield	N	No	6,067	Poster	10/7/2024	3	\$ 1,115.00
23	K901	US 60 2 MI W/O MONTGOMERY BRIDGE	Smithers	W	No	31,531	Poster	10/7/2024	3	\$ 1,115.00

24	K913	WV 61 near Morris Creek	Montgomery	W	No	12,327	Poster	10/7/2024	3	\$	1,115.00
25	K916	US 60 Fort Defiance	Gauley Bridge	E	No	19,766	Poster	10/7/2024	3	\$	1,115.00
26	K921	US 60 Curve East	Ansted	E	No	13,033	Poster	10/28/2024	3	\$	1,115.00
27	K925	US 60 RR East (half mile east of Rainelle)	Rainelle	W	No	17,609	Poster	10/7/2024	3	\$	1,115.00
28	K936	WV 3 Greenbrier Bridge	Hinton	E	No	26,570	Poster	10/14/2024	3	\$	1,115.00
29	K972	RT. 62 WEST 1 MI W/O C/L	Ripley	E	No	34,959	Poster	10/7/2024	3	\$	1,115.00
30	R5119	Waverly Rd W/O Piedmont Rd	Westmoreland	W	Yes	32,793	Poster	11/11/2024	2	\$	765.00
31	R5145	WV 2 at 5271 A Ohio River Rd	Huntington	N	No	22,645	Poster	10/7/2024	3	\$	1,115.00
32	R5202	US 60 E Barboursville @ Mall Road	Barboursville	W	Yes	67,096	Poster	10/7/2024	3	\$	1,115.00
33	R5260	6998 US 152 B Wayne	Wayne	S	Yes	20,920	Poster	11/4/2024	2	\$	765.00
34	R5316	US 60 West Kenova	Kenova	W	No	39,811	Poster	10/28/2024	3	\$	1,115.00
35	R5506	3316 Rt 60 East #2	Huntington	W	Yes	145,381	Poster	10/7/2024	3	\$	1,115.00
36	R5571	439 4th Avenue - B	Huntington	W	Yes	10,169	Poster	10/7/2024	3	\$	1,115.00
37	R5299	Rt 86 Country Corner Storage	Danville	E	Yes	35,141	Poster	10/7/2024	3	\$	1,115.00
38	R5478	Rt 62 North	Pt. Pleasant	S	Yes	25,606	Poster	10/7/2024	3	\$	1,115.00
39	R5266	4664 US Rt 152 Lavalette	Lavalette	S	Yes	57,763	Poster	10/7/2024	3	\$	1,115.00
40	R5196	.5 mile from Jct rt 3 & 214	Yawkey	E	Yes	13,190	Poster	11/4/2024	2	\$	765.00
41	R53109	Rt 60, 1.3 W of Cabell Midland High School	Milton	W	Yes	45,577	Poster	10/28/2024	3	\$	1,115.00
42	R54111	RT. 37 (.3 MILE W/O US 52)	FORT GAY	W	Yes	39,072	Poster	10/28/2024	3	\$	1,115.00
43	K353	Virginia Street RR Crossing	Charleston	N	No	7,113	Poster	10/7/2024	3	\$	1,115.00
44	R90701	Rt. 68; (.3 mile n/o Rt. 2)	Ravenswood	N	Yes	33,443	Poster	10/7/2024	3	\$	1,115.00
45	A0510	RT. 19-S PLEASANT ST @ WESTOVER BRIDGE (HILL)	Morgantown	S	No	33,324	Poster	10/7/2024	2	\$	765.00
46	A0312	RT. 220 NORTH @ BARN (LOC 2)	Moorefield	S	Yes	16,271	Poster	10/7/2024	3	\$	1,115.00
47	A0104	RT. 220 SOUTH (LOC 3)	Petersburg	S	No	13,025	Poster	10/7/2024	3	\$	1,115.00
48	A0305	RT. 220 SOUTH NEAR EXXON	Moorefield	N	Yes	41,323	Poster	10/7/2024	3	\$	1,115.00
49	A0811	RT. 26 SOUTH OF KINGWOOD	Kingwood	S	No	14,675	Poster	10/7/2024	3	\$	1,115.00
50	A0900	RT. 33 & RT. 32 & RT. 52 JUNCTION	Harman	E	No	6,011	Poster	10/7/2024	3	\$	1,115.00
51	A0400	RT. 42 IN TURN @ BRIDGE TO KITZMILLER	Blaine	E	No	4,816	Poster	10/21/2024	3	\$	1,115.00
52	A0416	RT. 46 EAST LOC 2 IN TURN	Keyser	E	No	17,652	Poster	10/7/2024	3	\$	1,115.00
53	A0207	RT. 50 @ ROMNEY AUCTION	Romney	E	No	20,077	Poster	10/7/2024	3	\$	1,115.00
54	A0217	RT. 50 EAST NEAR VA LINE	Capon Bridge	E	Yes	28,297	Poster	10/28/2024	3	\$	1,115.00
55	A0817	RT. 50 EAST OF MARYLAND ST LINE	Aurora	E	No	4,894	Poster	10/7/2024	3	\$	1,115.00

56	A0602	RT. 522 @ GREEN GATE RD.	Berkley Springs	N	No	41,991	Poster	10/7/2024	3	\$	1,115.00
57	A0533	RT. 7 DELLSLOW @ PIONEER ROCK	Morgantown	E	No	40,439	Poster	10/7/2024	3	\$	1,115.00
58	A0816	RT. 7 WEST OF TERRA ALTA (LOC 4)	Terra Alta	W	No	12,887	Poster	10/7/2024	3	\$	1,115.00
59	A0523	RT. 705 BELOW CHESTNUT RIDGE RD (LANITA)	Morgantown	E	Yes	58,007	Poster	10/7/2024	3	\$	1,115.00
60	A0551	RT. 857-N CHEAT LAKE @ BYPASS	Morgantown	N	Yes	16,475	Poster	10/7/2024	3	\$	1,115.00
61	K5	US 33 (.5 mile w/o WV 14 jct)	Spencer	E	No	12,203	Poster	10/7/2024	3	\$	1,115.00
62	K7	Rt 16 between Clay and High School	Clay	N	No	5,891	Poster	10/7/2024	3	\$	1,115.00
63	K13	5 w/o Sandfork	Glenville	E	No	14,735	Poster	11/4/2024	2	\$	765.00
64	K982	US 19 Against Hill	Sutton	W	No	52,987	Poster	10/7/2024	3	\$	1,115.00
65	P446	7th St W/O Jeanette St	Parkersburg	E	Yes	66,550	Poster	10/7/2024	3	\$	1,115.00
66	P498	Rt 47 .3 Mile W/O I-77	Parkersburg	W	No	38,987	Poster	10/7/2024	3	\$	1,115.00
67	P503	WV Rt 2 .6 Mile N/O Middle Isl Creek	St. Marys	N	Yes	32,388	Poster	11/18/2024	2	\$	765.00
68	P623	Rt 95 NL .4 Mile W/O Rt 14	Parkersburg	E	No	18,751	Poster	10/7/2024	3	\$	1,115.00
69	P653	Blizzard Drive N/O 19th St	Parkersburg	S	No	39,066	Poster	10/7/2024	3	\$	1,115.00
70	A5000	US 50 e/o Bridgeport @ Maple Valley Meat Market	Bridgeport	E	Yes	23,985	Poster	10/7/2024	3	\$	1,115.00
71	A4000	US 50 w/o Grafton (.8 m from Tygart River Bridge)	Grafton	E	Yes	26,378	Poster	10/7/2024	3	\$	1,115.00
72	A0820	RT. 7 (18140 VETERANS HIGHWAY NEAR WAL-MART)	Kingwood	E	Yes	31,964	Poster	10/7/2024	3	\$	1,115.00
73	A6012	Rt. 33 / Corridor H at Hardman Trucking between Weston and Buckhannon	Weston	W	Yes	72,089	Poster	10/7/2024	3	\$	1,115.00
74	A0557	RT. 857 GREEN BAG RD ADJ GRADE SCHOOL	Morgantown	N	No	33,208	Poster	10/7/2024	3	\$	1,115.00
75	LBL1512	Robert C Byrd Drive N/o Central/3rd Ave	Beckley	S	Yes	84,664	Digital	10/7/2024	3	\$	6,600.00
76	LBL7007	9508 Seneca Trail	Lewisburg	SW	Yes	37,451	Digital	10/7/2024	3	\$	6,600.00
77	LBL237	Robert C Byrd Dr, S/o Oakwood Ave	Beckley	SE	No	110,009	Poster	10/7/2024	3	\$	1,925.00
78	LBL1563	US 460 East of Cumberland Rd Exit (Bottom)	Bluefield	E	Yes	99,088	Bulletin	10/7/2024	3	\$	4,900.00
79	LBL5017	I-77 @ Smith Services	Bluefield	S	Yes	158,391	Bulletin	10/7/2024	3	\$	6,400.00
80	LBL5013	Rt 460 Behind Acme Wood (Bottom)	Princeton	E	Yes	132,775	Bulletin	10/7/2024	3	\$	5,800.00
81	LAL35110	Rt 45 (Queen St) 50 ft. E/o Commerce	Kearneysville	N	No	12,176	Poster	10/7/2024	3	\$	1,325.00
82	LAL36000	Old Charleston Rd, 800' from Grapevine Dr (Top)	Martinsburg	E	No	4,940	Poster	10/7/2024	3	\$	1,325.00



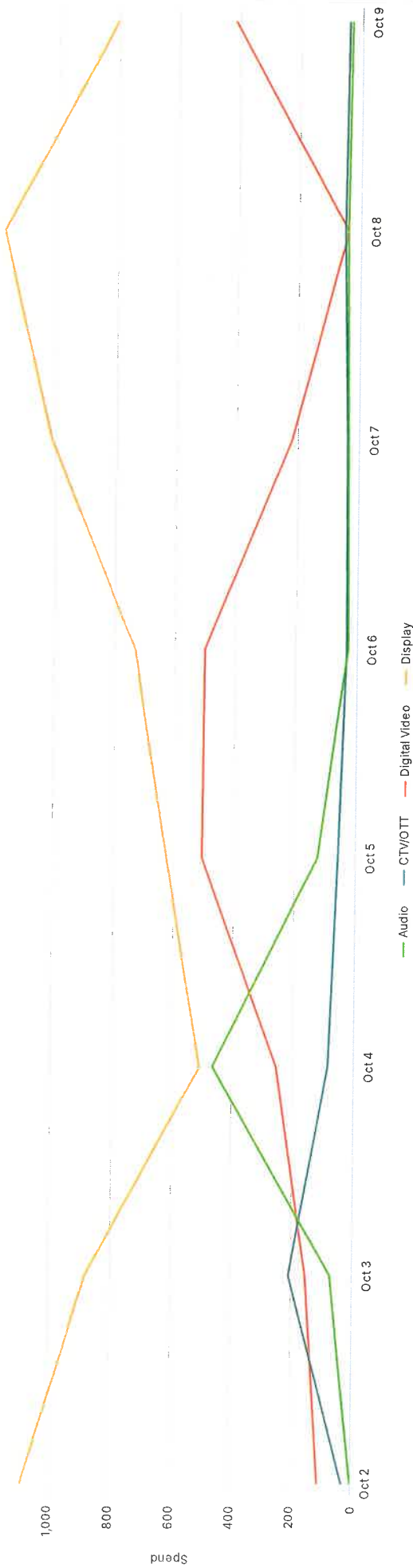
56	A0602	RT. 522 @ GREEN GATE RD.	Berkley Springs	N	No	41,991	Poster	10/7/2024	3	\$	1,115.00
57	A0533	RT. 7 DELLSLOW @ PIONEER ROCK	Morgantown	E	No	40,439	Poster	10/7/2024	3	\$	1,115.00
58	A0816	RT. 7 WEST OF TERRA ALTA (LOC 4)	Terra Alta	W	No	12,887	Poster	10/7/2024	3	\$	1,115.00
59	A0523	RT. 705 BELOW CHESTNUT RIDGE RD (LANTA)	Morgantown	E	Yes	58,007	Poster	10/7/2024	3	\$	1,115.00
60	A0551	RT. 857-N CHEAT LAKE @ BYPASS	Morgantown	N	Yes	16,475	Poster	10/7/2024	3	\$	1,115.00
61	K5	US 33 (.5 mile w/o WV 14 jct)	Spencer	E	No	12,203	Poster	10/7/2024	3	\$	1,115.00
62	K7	Rt 16 between Clay and High School	Clay	N	No	5,891	Poster	10/7/2024	3	\$	1,115.00
63	K13	5 w/o Sandfork	Glenville	E	No	14,735	Poster	11/4/2024	2	\$	765.00
64	K982	US 19 Against Hill	Sutton	W	No	52,987	Poster	10/7/2024	3	\$	1,115.00
65	P446	7th St W/O Jeanette St	Parkersburg	E	Yes	66,550	Poster	10/7/2024	3	\$	1,115.00
66	P498	Rt 47 .3 Mile W/O I-77	Parkersburg	W	No	38,987	Poster	10/7/2024	3	\$	1,115.00
67	P503	WV Rt 2 .6 Mile N/O Middle Isl Creek	St. Marys	N	Yes	32,388	Poster	11/18/2024	2	\$	765.00
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69	P653	Blizzard Drive N/O 19th St	Parkersburg	S	No	39,066	Poster	10/7/2024	3	\$	1,115.00
70	A5000	US 50 e/o Bridgeport @ Maple Valley Meat Market	Bridgeport	E	Yes	23,985	Poster	10/7/2024	3	\$	1,115.00
71	A4000	US 50 w/o Grafton (.8 m from Tygart River Bridge)	Grafton	E	Yes	26,378	Poster	10/7/2024	3	\$	1,115.00
72	A0820	RT. 7 (18140 VETERANS HIGHWAY NEAR WAL-MART)	Kingwood	E	Yes	31,964	Poster	10/7/2024	3	\$	1,115.00
73	A6012	Rt. 33 / Corridor H at Hardman Trucking between Weston and Buckhannon	Weston	W	Yes	72,089	Poster	10/7/2024	3	\$	1,115.00
74	A0557	RT. 857 GREEN BAG RD ADJ GRADE SCHOOL	Morgantown	N	No	33,208	Poster	10/7/2024	3	\$	1,115.00
75	LBL1512	Robert C Byrd Drive N/o Central/3rd Ave	Beckley	S	Yes	84,664	Digital	10/7/2024	3	\$	6,600.00
76	LBL7007	9508 Seneca Trail	Lewisburg	SW	Yes	37,451	Digital	10/7/2024	3	\$	6,600.00
77	LBL237	Robert C Byrd Dr, S/o Oakwood Ave	Beckley	SE	No	110,009	Poster	10/7/2024	3	\$	1,925.00
78	LBL1563	US 460 East of Cumberland Rd Exit (Bottom)	Bluefield	E	Yes	99,088	Bulletin	10/7/2024	3	\$	4,900.00
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80	LBL5013	Rt 460 Behind Acme Wood (Bottom)	Princeton	E	Yes	132,775	Bulletin	10/7/2024	3	\$	5,800.00
81	LAL35110	Rt 45 (Queen St) 50 ft. E/o Commerce	Kearneysville	N	No	12,176	Poster	10/7/2024	3	\$	1,325.00
82	LAL36000	Old Charleston Rd, 800' from Grapevine Dr (Top)	Martinsburg	E	No	4,940	Poster	10/7/2024	3	\$	1,325.00

83	LAL36075	Rt 45 Shephardstown Rd, .15 mi. E/o Orchard Rd	Shephardstown	E		Yes	38,277	Poster	10/7/2024	3	\$	1,325.00
84	LW2700	10th St & Market	Wheeling	W		Yes	42,724	Digital	10/7/2024	3	\$	4,800.00
85	LW2900	Cabela Drive @ The Highlands	Triadelphia	W		Yes	18,079	Digital	10/7/2024	3	\$	6,000.00
86	LW9541	WV2 @ Terrace Motel	Moundsville	S		No	44,280	Poster	10/7/2024	3	\$	2,225.00
87	LW3802	WV2 150' North of Russel	Sistersville	N		No	23,790	Poster	10/7/2024	3	\$	1,625.00
88	LH1333	I-64 Exit 1	Ceredo	W		Yes	109,053	Bulletin	10/7/2024	3	\$	4,600.00
89	LH1478	Hal Greer & 8th Ave	Huntington	S		Yes	166,201	Poster	10/7/2024	3	\$	1,325.00
	LH1472	28th St & 8th Avenue	Huntington	W		No	52,651	Poster	10/7/2024	3	\$	1,325.00
90	LH4090	Rt 119 2mi. N/O Elkview	Elkview	NE		No	32,755	Poster	10/7/2024	3	\$	1,325.00
91	LH7241	SR 17, .4 mi. S/O SR85	Madison	S		No	16,904	Jr. Bulletin	10/7/2024	3	\$	1,325.00
	LH4351	RT 25	North Charleston	W		Yes	72,921	Poster	10/7/2024	3	\$	1,325.00
92	MPB1	915 Greenbag Rd @ MPB	Morgantown			Yes	15,000	Digital	10/7/2024	3	\$	1,050.00
93	MPB2	915 Greenbag Rd @ MPB	Morgantown			Yes	15,000	Digital	10/7/2024	3	\$	1,050.00
							<b>3,481,699</b>				<b>\$</b>	<b>161,625.00</b>

Detailed Reporting - Campaign Level

Campaign ID is 255890 Metric Selector is Spend Report Hour UTC Data is from 2024/10/02 until 2024/10/10

Ad Group Performance Trends



**101.37%**  
Overall Pacing

**\$1121.00**  
Recommended Daily

**100,000**  
Total Budget

**\$6.78**  
CPM

**16.57%**  
Win Rate

**\$10,319.70**  
Spend

**39.006%**  
VCR

**\$0.12**  
CPCV

**1,521,716**  
Impressions

**1,520**  
Clicks

**\$0.100%**  
CTR

**\$6.79**  
CPC

**\$0.00**  
CPA

**0**  
Conversions

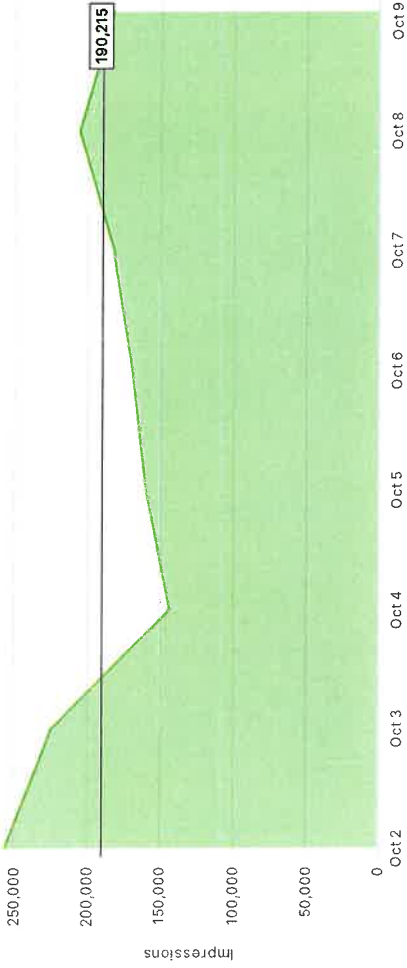
**\$0.00**  
CPC

**0**  
Conversions

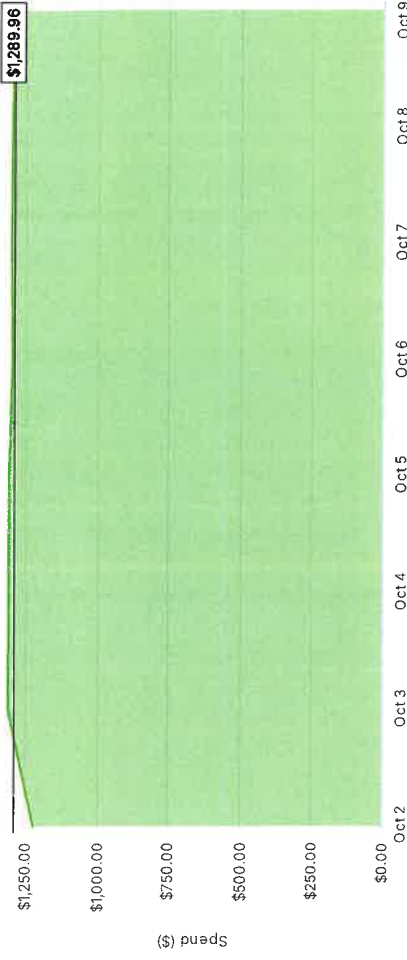
Ad Group Performance

Ad Group	Spend	Impressions	Clicks	CPM	CPC	CTR	Conversions	CPA
1 Display	\$6,812.62	1,295,561	961	\$5.26	\$7.09	0.074%	0	\$0.00
2 Digital Video	\$2,190.60	190,359	549	\$11.51	\$3.99	0.286%	0	\$0.00
3 Audio	\$766.23	19,860	10	\$39.59	\$78.62	0.050%	0	\$0.00
4 CTV/OTT	\$530.25	15,936	0	\$33.27	\$0.00	0.000%	0	\$0.00

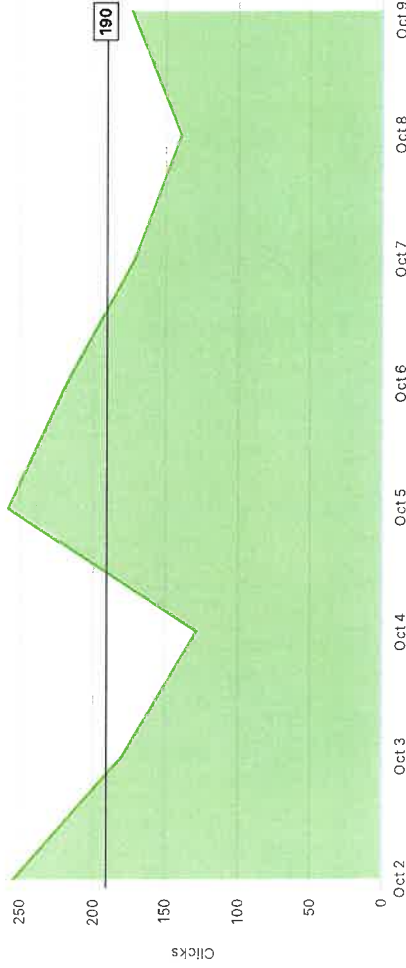
### Impressions



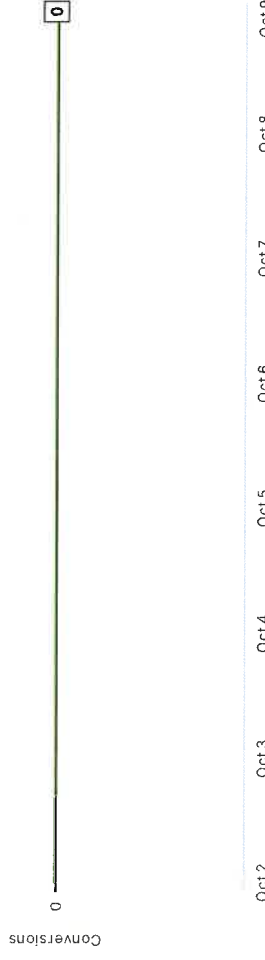
### Spend



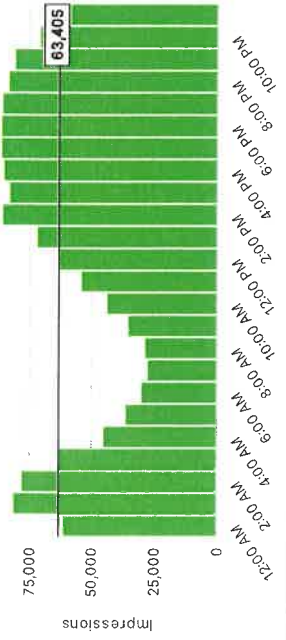
### Clicks



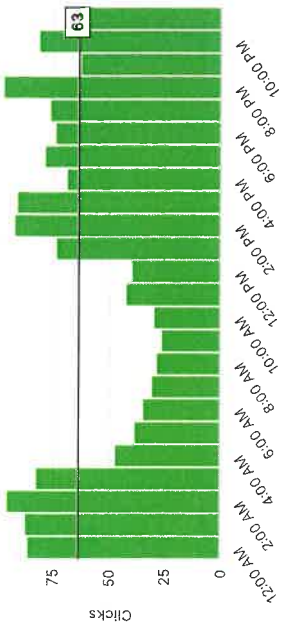
### Conversions



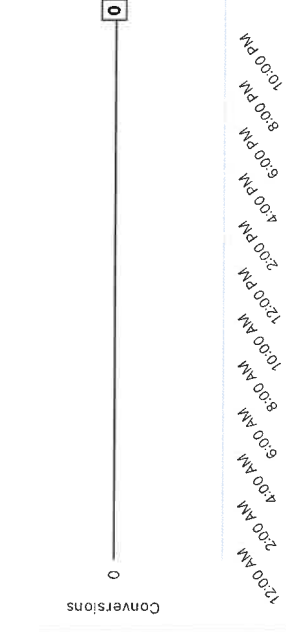
### Impressions Won by Time of Day



### Clicks by Time of Day



### Conversions by Time of Day





Creative Performance Data

Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1   Breathe-Easy-Digital-Ads_320x6...	54,110	\$5.25	544	\$5.22	0.101%	0
2   Breathe-Easy-Digital-Ads_300x2...	370,037	\$5.94	161	\$11.43	0.052%	0
3   Breathe-Easy-Digital-Ads_728x9...	237,030	\$4.52	193	\$5.56	0.081%	0
4   MAN-208-24_BreatheEasyWV.Edi...	190,359	\$11.51	411	\$5.33	0.216%	0
5   Breathe-Easy-Digital-Ads_300x5...	149,641	\$4.87	118	\$6.17	0.079%	0
6   Breathe-Easy-Digital-Ads_300x6...	33,928	\$5.87	55	\$3.62	0.162%	0
7   Breathe-Easy-Digital-Ads_300x6...	23,225	\$5.56	32	\$4.04	0.138%	0
8   Breathe Easy 093024 Radio Mix.m...	19,860	\$39.59	0	\$0.00	0.000%	0
9   MAN-208-24_BreatheEasyWV.Edi...	15,936	\$33.27	0	\$0.00	0.000%	0
10   Breathe-Easy-Digital-Ads_1024x7...	253	\$6.61	2	\$0.84	0.791%	0
11   Breathe-Easy-Digital-Ads_768x1...	183	\$6.90	3	\$0.42	1.639%	0

Top Performing Geolocations by Impressions



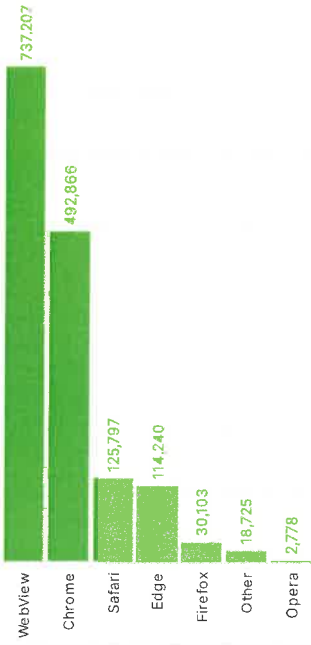
Top Performing Geolocations by Clicks



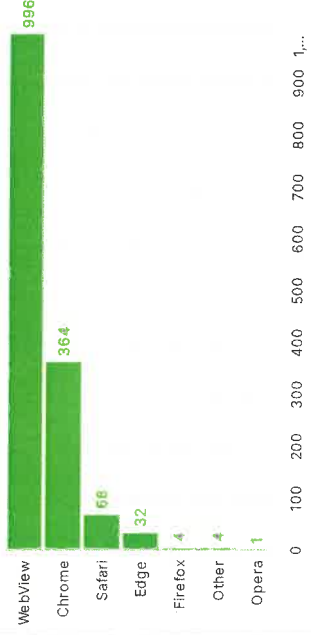
Top Performing Postal Codes

Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1   26101	West Virginia	\$390.98	57,609	53	\$7.38	\$6.79	0.09%
2   25601	West Virginia	\$364.78	52,167	69	\$5.29	\$6.99	0.13%
3   26003	West Virginia	\$321.16	48,111	68	\$4.72	\$6.68	0.14%
4   26554	West Virginia	\$306.03	47,753	39	\$8.52	\$6.96	0.08%
5   26508	West Virginia	\$288.72	45,000	45	\$6.80	\$6.80	0.10%
6   26508	West Virginia	\$288.72	43,156	33	\$8.75	\$6.69	0.08%

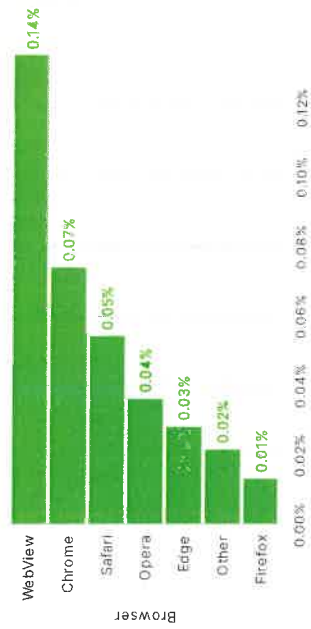
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps



Total Clicks

Click Through Rate

Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 pubmatic	369,843	0.11%	425
2 innomob exchange	293,956	0.17%	491
3 index exchange	229,052	0.05%	104
4 magnite dv+	165,887	0.07%	122
5 google	158,793	0.12%	195
6 crisco commerce-grid	147,594	0.05%	77

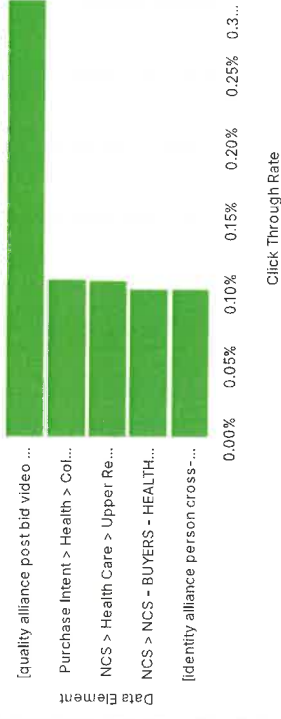
Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 In-App	817,175	0.14%	1,137
2 Other	520,619	0.04%	200
3 MobileOptimizedWeb	183,922	0.07%	132

Fold Position Performance

Fold Position	Impressions	CTR	Clicks
1 UNKNOWN	759,450	0.10%	742
2 Above	611,292	0.11%	659
3 Below	150,974	0.05%	68

Top 5 High Performing Segments



Top Performing Private Market Deals

Private Contract Name	Impressions	Spend	CTR
1 Choozle_TTD.PAROS.Mobil...	10,443	\$420.01	98.03%
2 Choozle_TTD.PAROS.Mobil...	7,354	\$295.34	98.67%
3 CTV - Choozle - Contextual...	5,061	\$132.78	99.20%
4 PM_22_Q4_TTD_Choozle_PT...	3,883	\$101.44	99.34%
5 Pluto - US - Index - Includi...	3,334	\$146.08	99.16%
6 Pluto - No News - Connect...	1,202	\$49.05	98.59%
7 iHeartMedia - US - RON - ...	1,029	\$28.33	99.50%
8 Spotify - US - Audio (Audio ...	410	\$18.41	95.66%
9 Spotify - US - Audio (Audio ...	382	\$17.12	98.44%
10 Plex - Global - RON - CTV (...	375	\$14.22	99.46%
11 Philo - US - RON - Connect...	300	\$14.72	99.68%
12 PM_22_Q4_TTD_Choozle_Cu...	282	\$8.76	98.59%
13 Vevo - US - Magnite CTV - ...	265	\$6.86	97.73%
14 Vizlo - US - RON   Connect...	263	\$12.35	98.48%
15 TuneIn - US - RON - Music ...	172	\$5.40	99.42%
16 AMC Networks - IndexExch...	171	\$7.94	97.09%
17 A&E Networks - US - RON - ...	96	\$4.69	98.96%
18 Philo - US - RON - Connect...	90	\$3.97	100.00%
19 Choozle - Index Exchange - ...	85	\$2.83	100.00%
20 Vizlo-US-ROS/RON-OpenP...	76	\$3.53	100.00%
21 WideOrbit, RON - Audio	64	\$1.46	101.59%

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Bluefield WV-VA  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	M-F	PA	7:00p-7:30p	WHEEL OF FORTUNE	12	30	2	2	\$90.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Mo-Fr 7:00p-7:30p TIME PERIOD ON WVNS					
	M-F	EN	6:30p-7:00p	CBS EVENING NEWS	10	30	2	2	\$130.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON WVNS					
	M-F	EN	5:30p-6:00p	WEST VIRGINIA TONIGHT LIVE	8	30	2	2	\$75.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Mo-Fr 5:30p-6:00p TIME PERIOD ON WVNS					
	M-F	EN	6:00p-6:30p	59 NEWS AT 6P	12	30	1	1	\$125.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON WVNS					
	Sa	PA	7:00p-7:30p	WHEEL OF FORTUNE	8	30	1	1	\$50.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Sat 7:00p-7:30p TIME PERIOD ON WVNS					
	Su	EN	6:30p-7:00p	CBS EVENING NEWS	7	30	2	2	\$50.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Sun 6:30p-7:00p TIME PERIOD ON WVNS					
	Su	EN	6:00p-6:30p	SUNDAY 59 NEWS @ 6	7	30	0	0	\$40.00
				NXST 4Q COMSCORE (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2023 Sun 6:00p-6:30p TIME PERIOD ON WVNS					
<b>Station Total:</b>					<b>122</b>			<b>12</b>	<b>\$1,045.00</b>
WVVA-TV								<b>2</b>	<b>\$300.00</b>
				ACTUAL Nov/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON WVVA.					
Tu	PT		9:00p-10:00p	THE VOICE (TUE)	12	30	0	0	\$325.00
				ACTUAL Nov/2023 Tue 9:00p-10:00p TIME PERIOD ON WVVA.					
Su	LF		12:00a-12:30a	The Song	6	30	2	2	\$40.00
				ACTUAL Nov/2023 Sun 12:00a-12:30a TIME PERIOD ON WVVA.					
Su	RT		8:15p-11:30p	NFL: PHILADELPHIA @ LA RAMS	15	30	0	0	\$650.00
				ACTUAL Nov/2023 Sun 8:15p-11:30p TIME PERIOD ON WVVA.					
Su	RT		8:15p-11:30p	NFL: GREEN BAY @ SEATTLE	15	30	0	0	\$650.00
				ACTUAL Nov/2023 Sun 8:15p-11:30p TIME PERIOD ON WVVA.					
Su	RT		8:15p-11:30p	NFL: LA CHARGERS @ KANSAS CITY	15	30	0	0	\$650.00
				ACTUAL Nov/2023 Sun 8:15p-11:30p TIME PERIOD ON WVVA.					



# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Bluefield WV-VA  
**Flight Date:** 10/7/2024-12/31/2024  
**Estimate:** 241  
**Description:** BEVV\_2024\_TV  
**Survey:** Nov/24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	MP(000)	10/7	10/13	Dur	Total Spots	STN Gross Cost	
	Adults										
	Su	RT	8:15p-11:30p	NFL: DALLAS @ SAN FRANCISCO	15	0	0	30	0	\$750.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: DETROIT @ HOUSTON	15	0	0	30	0	\$650.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: NY JETS @ PITTSBURGH	15	0	0	30	0	\$750.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: MIAMI @ CLEVELAND	15	0	0	30	0	\$650.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: JACKSONVILLE @ PHILADELPHIA	15	0	0	30	0	\$750.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: SAN FRANCISCO @ BUFFALO	15	0	0	30	0	\$650.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: CINCINNATI @ NY GIANTS	15	1	1	30	1	\$750.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	Su	RT	8:15p-11:30p	NFL: INDIANAPOLIS @ NY JETS	15	0	0	30	0	\$650.00	
	ACTUAL Nov/2023L3 Sun 8:15p-11:30p TIME PERIOD ON WVVA.										
	66										
<b>Station Total:</b>										<b>5</b>	<b>\$1,430.00</b>
Spots Per Week										30	
GIMP(000) Per Week										247	
<b>SCHEDULE TOTALS</b>										<b>247</b>	
TOTAL SPOTS:										30	
TOTAL Adults 18+ GIMPs(000):										247	
TOTAL Adults 18+ Reach Pct/Frequency:										51.0%/2.1	



# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Charleston, WV  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	M-F	DT	9:00a-10:00a	Today Show 3rd Hour	57	30	2	2	\$150.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	Sa	EN	6:00p-6:30p	NEWSCHANN EL 3 @ 6 WKND SAT	116	30	0	0	\$350.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	Sa	RT	5:00a-7:00a	WSAZ Saturday Morning	46	30	0	0	\$150.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	RT	5:00a-5:30a	NEWS CHANNEL 3 SUNRISE	46	30	2	2	\$150.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	RT	5:30a-6:00a	NEWS CHANNEL 3 EARLY	61	30	2	2	\$200.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	DT	12:00p-1:00p	NewsChannel 3 Midday	66	30	2	2	\$225.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	DT	10:00a-11:00a	Today With Hoda &amp; Jenna	43	30	0	0	\$150.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	Su	LN	11:00p-11:35p	NewsChannel 3 @ 11 WKND Sun	103	30	1	1	\$400.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	EM	7:00a-9:00a	TODAY SHOW	81	30	2	2	\$350.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	PA	7:00p-7:30p	Wheel of Fortune	108	30	0	0	\$500.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	M-F	PA	7:30p-8:00p	Jeopardy	98	30	2	2	\$500.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
	Sa	RT	7:30p-11:00p	BIG 10 FOOTBALL 2024 PRIME	103	30	1	1	\$650.00
	CS-Sep-2022			- CHARLESTON-HUNTINGTON					
<b>Station Total:</b>								<b>20</b>	<b>\$4,400.00</b>

1183

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations      **Estimate:** 241  
**Media:** TV      **Description:** BEVV\_2024\_TV  
**Product:** Awareness      **Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Market:** Charleston, WV      **Buyer:** Bethany West

**Flight Date:** 10/7/2024-12/31/2024

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
Adults 18+									
								38	
Spots Per Week								38	
GIMP(000) Per Week								1319	1319
<b>SCHEDULE TOTALS</b>									
TOTAL SPOTS:								38	
TOTAL Adults 18+ GIMPs(000):								1,319	
TOTAL Adults 18+ Reach Pct/Frequency:								80.2%/2.0	

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Clarksburg  
**Flight Date:** 10/7/2024-12/31/2024  
**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
EBOY-TV	M-Su	RT	5:00a-2:00a	ROS	3	30	10	10	\$15.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Sa	PA	7:00p-8:00p	BIG BANG THEORY	17	30	0	0	\$25.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M-F	PA	7:00p-8:00p	Big Bang/Young Sheldon	17	30	0	0	\$25.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Sa	PA	6:30p-7:00p	Young Sheldon	17	30	1	1	\$25.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Sa	LF	11:30p-12:00a	YOUNG SHELDON	6	30	1	1	\$10.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Su	RT	8:00a-9:00a	Good Morning America	5	30	1	1	\$25.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Su	RT	11:00p-12:00a	SUJTS	4	30	1	1	\$10.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M-F	EF	4:30p-5:00p	FAMILY FEUD	3	30	2	2	\$15.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	Sa	RT	9:00a-10:00a	Good Morning America	3	30	1	1	\$25.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M	PT	8:00p-10:00p	DANCING WITH THE STARS	5	30	1	1	\$0.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
<b>Station Total:</b>					<b>77</b>			<b>18</b>	<b>\$275.00</b>
EVFX-TV	Sa-Su	RT	10:00p-10:30p	FRIENDS	1	30	1	1	\$4.00
				ACTUAL Nov/2023L1 Sa-Su 10:00p-10:30p TIME PERIOD ON EVFX.					
	Sa	PA	7:30p-8:00p	FRIENDS	3	30	1	1	\$8.00
				ACTUAL Nov/2023L1 Sat 7:30p-8:00p TIME PERIOD ON EVFX.					
<b>Station Total:</b>					<b>4</b>			<b>2</b>	<b>\$12.00</b>
WBOY-TV	M-Su	RT	5:00a-2:00a	ROS	10	30	10	10	\$50.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M-F	RT	5:00a-9:00a	MORNING ROTATION	14	30	1	1	\$75.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M-F	DT	9:00a-10:00a	TODAY SHOW II	12	30	0	0	\$50.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					
	M-F	DT	12:00p-12:30p	12 NEWS AT NOON	11	30	2	2	\$75.00
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON					

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Clarksburg  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Juiz4 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
				Adults					
				18+					
				10				2	\$45.00
	M-F	DT	10:00a-11:00a	TODAY SHOW III		30	2		
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON				2	\$40.00
	M-F	DT	11:00a-12:00p	THE KELLY CLARKSON SHOW	7	30	2		
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON				1	\$75.00
	Su	EN	6:00p- 6:30p	12 NEWS WEEKEND	17	30	1		
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON				1	\$10.00
	M-F	RT	1:35a- 2:05a	WBOY 12 NEWS LATE REPLAY	5	30	1		
				NXST 4Q COMSCORE (sell) - CLARKSBURG-WESTON				19	\$980.00
	Su	EN	6:00p- 6:30p	FIRST NEWS @ 6 PM	13	30	1	1	\$80.00
				ACTUAL Nov2023L1 Sun 6:00p-6:30p TIME PERIOD ON WDTV.				2	\$160.00
	M-F	EN	5:00p- 5:30p	FIRST NEWS @ 5 PM	5	30	2		
				ACTUAL Nov2023L1 Mo-Fr 5:00p-5:30p TIME PERIOD ON WDTV.				2	\$88.00
	M-F	RT	5:30a- 7:00a	DAYBREAK	3	30	2		
				ACTUAL Nov2023L1 Mo-Fr 5:30a-7:00a TIME PERIOD ON WDTV.				1	\$120.00
	Sa	LN	11:00p-11:35p	5 NEWS @ 11P	4	30	1		
				ACTUAL Nov2023L1 Sat 11:00p-11:35p TIME PERIOD ON WDTV.				6	\$696.00
	Sa	PT	10:00p-10:30p	SEINFELD	17	30	0	0	\$16.00
				ACTUAL Nov2023L1 Sat 10:00p-10:30p TIME PERIOD ON WVFX.				0	\$24.00
	Su	EN	6:00p- 7:00p	OUTDOOR AMERICA	11	30	0		
				ACTUAL Nov2023L1 Sun 6:00p-7:00p TIME PERIOD ON WVFX.				2	\$24.00
	M-F	EF	4:00p- 5:00p	FIRST NEWS @ 4PM	1	30	2		
				ACTUAL Nov2023L1 Mo-Fr 4:00p-5:00p TIME PERIOD ON WVFX.				1	\$24.00
	M-F	EN	5:00p- 5:30p	FIRST NEWS @ 5P	1	30	1		
				ACTUAL Nov2023L1 Mo-Fr 5:00p-5:30p TIME PERIOD ON WVFX.				2	\$24.00
	M-F	EN	5:30p- 6:00p	FIRST NEWS @ 5:30P	1	30	2		
				ACTUAL Nov2023L1 Mo-Fr 5:30p-6:00p TIME PERIOD ON WVFX.				5	\$120.00

**Station Total:**

WDTV-TV

**Station Total:**

WVFX-TV

**Station Total:**

4

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Clarksburg  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEVV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Belhany West

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	# of SPOTS PER WEEK	Total Spots	STN Gross Cost
					Adults 18+					
					IMP(000)				50	
Spots Per Week									50	
GIMP(000) Per Week									306	

**SCHEDULE TOTALS**  
 TOTAL SPOTS: 50  
 TOTAL Adults 18+ GIMPs(000): 306  
 TOTAL Adults 18+ Reach Pct/Frequency: 68.5%/2.3

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Parkersburg-Marietta  
**Flight Date:** 10/7/2024-12/31/2024  
**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
WIYE-TV	Su	PT	7:00p-8:00p	60 MINUTES	6	30	1	1	\$180.00
	M-F	DT	3:00p-4:00p	JUDGE JUDY	2	30	2	2	\$50.00
	M-F	PA	7:00p-7:30p	ENTERTAINM ENT TONIGHT	3	30	1	1	\$75.00
	Su	RT	9:00a-10:30a	CBS SUNDAY MORNING	3	30	1	1	\$50.00
	Sa	EN	6:00p-6:30p	OUTDOOR AMERICA	2	30	1	1	\$20.00
	M-F	PT	10:00p-10:30p	FOX NW PRKBRG	4	30	2	6	\$425.00
	M-F	LF	11:30p-12:00a	TWO AND A HALF MEN	2	30	2	2	\$30.00
	Sa	PT	10:00p-11:00p	SEINFELD	3	30	0	0	\$20.00
	Sa	PT	11:30p-12:30a	The Floor	0	30	1	1	\$20.00
	M-F	EF	4:00p-5:00p	YOUNG SHELDON	1	30	2	2	\$10.00
	M-F	DT	11:00a-12:00p	JUDGE MATHIS	1	30	2	2	\$10.00
	Su	RT	9:30a-10:00a	GRAY SPORTS	1	30	0	0	\$20.00
	Su	DT	9:30a-10:00a	GAMETIME	0	30	1	1	\$20.00
	Sa	RT	7:00a-8:00a	OUTDOOR AMERICA	1	30	1	1	\$10.00
	M-F	DT	4:00p-5:00p	Young Sheldon	0	30	1	1	\$10.00
	M-F	PT	10:00p-10:30p	FOX NW PRKBRG	0	30	1	1	\$150.00
	M-F	EN	5:59p-6:30p	WTAP NEWS @ SIX	17	30	2	13	\$610.00
								2	\$435.00

**Station Total:**

**Station Total:**



# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Parkersburg-Martetta  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov/24 Proj. (Nov/23 SHR, Jul/24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	# of SPOTS PER WEEK	Total Spots	STN Gross Cost
	M-F	PA	7:00p-7:30p	WHEEL OF FORTUNE	12	30	2		2	\$190.00
	M-F	PA	7:30p-7:57p	JEEPARDY	12	30	0		0	\$175.00
	M-F	EN	5:00p-5:30p	WTAP AT FIVE	9	30	2		2	\$290.00
	Sa-Su	LN	11:00p-11:35p	WTAP NEWS AT ELEVEN	8	30	2		2	\$145.00
	Su	EN	6:00p-6:30p	WTAP NEWS AT SIX	14	30	1		1	\$145.00
	M-F	DT	11:59a-12:30p	WTAP NEWS AT NOON	5	30	0		0	\$125.00
	Sa	EN	6:00p-6:30p	WTAP NEWS @ SIX	12	30	1		1	\$145.00
	M-F	DT	11:00a-11:59a	TODAY SHOW HODA & JENNA	4	30	1		1	\$50.00
	M-F	DT	3:00p-4:00p	KELLY CLARKSON	3	30	2		2	\$85.00
	M-F	EF	4:00p-4:30p	JEEPARDY	3	30	2		2	\$85.00
	M-F	RT	1:35a-2:05a	WTAP NEWS @ 11 REPEAT	2	30	2		2	\$45.00
	Su	RT	3:00p-7:00p	NASCAR CUP: PHOENIX	9	30	0		0	\$300.00
	Su	RT	2:30p-6:00p	NASCAR CUP: CHARLOTTE	8	30	1		1	\$300.00
	Su	RT	2:30p-6:00p	NASCAR CUP: MIAMI	8	30	0		0	\$300.00
	Su	RT	2:30p-6:00p	NASCAR CUP: LAS VEGAS	8	30	0		0	\$300.00

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations      **Estimate:** 241  
**Media:** TV      **Description:** BEVV\_2024\_TV  
**Product:** Awareness      **Survey:** Nov/24 Proj. (Nov/23 HUT, Jul/24 SHR) DMA Nielsen Live+1  
**Market:** Parkersburg-Marietta      **Buyer:** Bethany West  
**Flight Date:** 10/7/2024-12/31/2024

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	F	RT	7:30p-11:00p	BIG10: NEBRASKA @ IOWA	7	30	0	0	\$130.00
				Jul/2024LS-Nov/2023LS - PARKERSBURG - ACTUAL Jul/2024LS Fri 7:30p-11:00p TIME PERIOD ON WTAP ADJUSTED TO THE Nov/2023LS TP HUT LEVEL.					
	Sa	RT	7:30p-11:00p	BIG 10 FOOTBALL: TBA (11/30)	6	30	0	0	\$30.00
				Jul/2024LS-Nov/2023LS - PARKERSBURG - ACTUAL Jul/2024LS Sat 7:30p-11:00p TIME PERIOD ON WTAP ADJUSTED TO THE Nov/2023LS TP HUT LEVEL.					
<b>Station Total:</b>					<b>146</b>			<b>18</b>	<b>\$3,190.00</b>
Spots Per Week								37	
GIMP(000) Per Week								181	

SCHEDULE TOTALS

**TOTAL SPOTS:** 37  
**TOTAL Adults 18+ GIMPs(000):** 181  
**TOTAL Adults 18+ Reach Pct/Frequency:** 72.3%/2.2

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Washington, DC  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Aug24 SHR) DMA Custom Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost	
WDVM-TV	M-F	LF	11:30p-12:00a	WV TONIGHT	0	30	2	2	\$100.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Mo-Fr 11:30p-12:00a TIME PERIOD ON WDWDM.						
	M-F	EM	7:00a-7:30a	DC NEWS NOW @7A	0	30	2	2	\$75.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Mo-Fr 7:00a-7:30a TIME PERIOD ON WDWDM.						
	Sa-Su	LN	11:00p-11:30p	GAME NIGHT	0	30	2	2	\$100.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Sa-Su 11:00p-11:30p TIME PERIOD ON WDWDM.						
	M-F	RT	4:00a-4:30a	AGDAY	0	30	2	2	\$10.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Mo-Fr 4:00a-4:30a TIME PERIOD ON WDWDM.						
	Sa	RT	5:30a-6:00a	INSIDE WEST VIRGINIA POLITICS	0	30	1	1	\$25.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Sat 5:30a-6:00a TIME PERIOD ON WDWDM.						
	M-F	PA	7:00p-7:30p	DC NEW NOW @ 7P	5	30	2	2	\$100.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Mo-Fr 7:00p-7:30p TIME PERIOD ON WDWDM.						
	Sa	RT	11:00a-12:00p	NEAL BROWN SHOW	0	30	1	1	\$50.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Sat 11:00a-12:00p TIME PERIOD ON WDWDM.						
	M-F	LN	11:00p-11:30p	GAME NIGHT	0	30	1	1	\$100.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Mo-Fr 11:00p-11:30p TIME PERIOD ON WDWDM.						
	Su	EN	5:30p-6:00p	INSIDE WV POLITICS	0	30	1	1	\$50.00	
				NXST 4Q NIELSEN (sell) - WASHINGTON, DC (HAGRSTWN) - ACTUAL LPNov/2023LS Sun 5:30p-6:00p TIME PERIOD ON WDWDM.						
								<b>14</b>	<b>\$995.00</b>	

**Station Total:**  
 Spots Per Week: 14  
 GIMP(000) Per Week: 11  
**SCHEDULE TOTALS**  
 TOTAL SPOTS: 14  
 TOTAL Adults 18+ GIMPs(000): 11  
 TOTAL Adults 18+ Reach Pct/Frequency:

# Buy Detail Report

10/9/2024

Client: WV DH - Immunizations  
 Media: TV  
 Product: Awareness  
 Market: Wheeling  
 Flight Date: 10/7/2024-12/31/2024  
 Estimate: 241  
 Description: BEVV\_2024\_TV  
 Survey: (Nov/23 HUT, Jul/24 SHR) DMA Nielsen Live+1  
 Buyer: Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP (000)	Adults 18+	Dur	10/7 10/13	Total Spots	STN Gross Cost
ETOV-TV	M-F	EM	8:00a-9:00a	NEWS9 SNRS@8AM	4	30	30	2	2	\$40.00
	M-F	EM	6:00a-7:00a	NEWS9 SNRS@8AM	2	30	30	2	2	\$20.00
	M-F	DT	9:30a-10:00a	FAMILY FEUD	2	30	30	2	2	\$10.00
	M-F	EM	8:00a-9:00a	NEWS9 SNRS@8AM	4	30	30	0	0	\$35.00
	Su	PT	10:30p-11:00p	AVG. ALL WKS	3	30	30	1	1	\$10.00
	M-F	EM	6:00a-7:00a	NEWS9 SNRS@8AM	2	30	30	0	0	\$25.00
	F	PT	8:00p-9:00p	WWE SMK-FR-FOX	5	30	30	0	0	\$40.00
	F	PT	8:00p-9:00p	WWE SMK-FR-FOX	5	30	30	0	0	\$40.00
<b>Station Total:</b>					<b>21</b>					
GTRF-TV	M-F	LN	11:00p-11:35p	7 NEWS @ 11P	2	30	30	2	7	\$150.00
	M	PT	8:00p-9:00p	CELEBRITY WHEEL OF FORTUNE	4	30	30	0	0	\$45.00
	M-F	EN	5:00p-6:00p	JUDGE JUDY / JUDY JUSTICE	2	30	30	2	2	\$10.00
	Sa	LN	11:00p-11:30p	7 NEWS AT 11P - Saturday	3	30	30	1	1	\$5.00
	M-F	EM	7:00a-9:00a	GOOD MORNING AMERICA	1	30	30	2	2	\$5.00
	Sa	PA	7:00p-8:00p	OUTDOOR AMERICA	4	30	30	0	0	\$25.00
	Sa	RT	8:00a-10:00a	GOOD MORNING AMERICA SATURDAY	1	30	30	1	1	\$5.00
<b>Station Total:</b>					<b>14</b>					
WTOV-TV	M-F	PA	7:00p-7:30p	JEOPARDY	17	30	30	2	8	\$52.00
	M-F	DT	12:00p-12:30p	NWS 9 MIDDAY	9	30	30	0	2	\$200.00
	Su	LN	11:00p-11:35p	NEWS9 TNGHT WK<	9	30	30	1	0	\$100.00
	Sa	LN	11:00p-11:30p	NEWS9 TNGHT WK	10	30	30	0	1	\$90.00
									0	\$80.00

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Wheeling  
**Flight Date:** 10/7/2024-12/31/2024  
**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

## # of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	M-F	DT	10:00a-11:00a	TDY 3RD HR- NBC<	5	30	0	0	\$40.00
	Su	RT	12:00p- 6:00p	AVG. ALL WKS	5	30	2	2	\$20.00
	Sa	RT	12:00p- 6:00p	AVG. ALL WKS	4	30	2	2	\$15.00
	M-F	DT	10:00a-11:00a	TDY 3RD HR- NBC<	5	30	0	0	\$45.00
	Sa	LN	11:00p-11:30p	NEWS9 TNGHTWK	10	30	1	1	\$90.00
	Su	LF	11:35p-12:00a	SPORTS SUNDAY	6	30	0	0	\$50.00
	Tu	PT	8:00p- 8:30p	AM-TLNT-TU- NBC	14	30	0	0	\$150.00
	Sa	EN	6:00p- 6:30p	AVG. ALL WKS	12	30	0	0	\$100.00
	Sa	LN	11:00p-11:30p	NEWS9 TNGHTWK	10	30	0	0	\$85.00
	Su	LF	11:35p-12:00a	SPORTS SUNDAY	6	30	0	0	\$40.00
	Su	LN	11:00p-11:35p	NEWS9 TNGHTWK<	9	30	0	0	\$100.00
	M-F	EF	4:00p- 5:00p	KELLY CLARKSON	5	30	0	0	\$35.00
	M-Th	RT	4:00a- 4:30a	ERLY TDY-B- NBC<	1	30	0	0	\$5.00
	F	RT	4:00a- 4:30a	ERLY TDY-B- NBC	2	30	1	1	\$5.00
	Sa	RT	12:00p- 6:00p	AVG. ALL WKS	4	30	1	1	\$10.00
<b>Station Total:</b> WTRF-TV	Su	PT	7:00p- 8:00p	60 MINUTES	78	30	1	10	\$665.00
	Su	PT	7:00p- 8:00p	60 MINUTES	17	30	1	1	\$175.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Sun 7:00p-8:00p TIME PERIOD ON WTRF.					
	M-F	DT	11:00a-12:00p	THE PRICE IS RIGHT	7	30	2	2	\$65.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Mo-Fr 11:00a-12:00p TIME PERIOD ON WTRF.					
	Su	EN	6:00p- 6:30p	7 NEWS@ 6P SUNDAY	17	30	0	0	\$60.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Sun 6:00p-6:30p TIME PERIOD ON WTRF.					
	Su	WK	12:50p- 4:15p	NFL NY Jets @ Buffalo	38	30	0	0	\$350.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Sun 12:50p-4:15p TIME PERIOD ON WTRF.					
	Su	WK	12:50p- 4:15p	NFL New England@ Buffalo	38	30	0	0	\$350.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Sun 12:50p-4:15p TIME PERIOD ON WTRF.					
	Su	WK	12:50p- 4:15p	NFL Kansas City@ Carolina	38	30	0	0	\$300.00
				Now2023LS - WHEELING-STEUBENVILLE -ACTUAL Nov2023LS Sun 12:50p-4:15p TIME PERIOD ON WTRF.					

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations **Estimate:** 241  
**Media:** TV **Description:** BEVV\_2024\_TV  
**Product:** Awareness **Survey:** Nov/24 Proj. (Nov/23 HUT, Jul/24 SHR) DMA Nielsen Live+1  
**Market:** Wheeling **Buyer:** Bethany West  
**Flight Date:** 10/7/2024-12/31/2024

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	M-F	PA	7:00p-8:00p	ENT. TONIGHT - INSIDE EDITION	7		30	1	1	\$35.00
	M-F	EN	5:00p-6:30p	AFTERNOON NEWS	5		30	2	2	\$45.00
	M-F	PA	7:30p-8:00p	INSIDE EDITION	7		30	1	1	\$35.00
	M-F	PA	7:00p-7:30p	ENTERTAINMENT TONIGHT	7		30	2	2	\$35.00
	M-F	EF	4:00p-5:00p	JUDGE JUDY / JUDY JUSTICE	5		30	0	0	\$23.00
	M-F	EN	6:00p-6:30p	7 NEWS @ 6P	6		30	0	0	\$50.00
	M-F	DT	12:00p-12:30p	7 NEWS @ 12P	5		30	2	2	\$35.00
	M-F	EN	5:00p-5:30p	7 NEWS @ 5P	5		30	2	2	\$45.00
	M-F	EN	5:30p-6:00p	WV TONIGHT LIVE	5		30	2	2	\$40.00
	M-F	EM	7:00a-9:00a	CBS MORNINGS	3		30	2	2	\$18.00
	M-F	LN	11:00p-11:35p	7 NEWS @ 11P	3		30	2	2	\$30.00
	M-F	EM	6:00a-7:00a	7 NEWS @ 6A	3		30	2	2	\$18.00
	M-F	RT	5:00a-6:00a	7 NEWS @ 5A	2		30	2	2	\$10.00
	Sa	EN	6:30p-7:00p	CBS EVENING NEWS SATURDAY	9		30	0	0	\$40.00
	Nov/2023LS	-	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sat 6:30p-7:00p	TIME PERIOD ON WTRF.					

# Buy Detail Report

10/19/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Wheeling  
**Flight Date:** 10/7/2024-12/31/2024

**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Survey:** Nov24 Proj. (Nov23 HUT, Jul24 SHR) DMA Nielsen Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Adults 18+	Dur	10/7 10/13	Total Spots	STN Gross Cost
	Sa	EN	6:00p-6:30p	7 NEWS @ 6P	9	0	30	0	0	\$50.00
				SATURDAY						
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sat 6:00p-6:30p	TIME PERIOD ON WTRF.						
	Su	RT	9:00a-10:30a	CBS SUNDAY MORNING	4	1	30	1	1	\$20.00
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sun 9:00a-10:30a	TIME PERIOD ON WTRF.						
	Sa	PA	7:30p-8:00p	OHIO LOTTERY - Cash Explosion	5	2	30	2	2	\$25.00
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sat 7:30p-8:00p	TIME PERIOD ON WTRF.						
	Su	LN	11:00p-11:30p	7 NEWS @ 11P SUNDAY	4	1	30	1	1	\$30.00
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sun 11:00p-11:30p	TIME PERIOD ON WTRF.						
	Sa	LN	11:00p-11:30p	7 NEWS @ 11P	4	1	30	1	1	\$30.00
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Sat 11:00p-11:30p	TIME PERIOD ON WTRF.						
	M-F	DT	2:00p-3:00p	PRICE IS RIGHT	5	0	30	0	0	\$20.00
	Nov/2023LS -	WHEELING-STEUBENVILLE - ACTUAL	Nov/2023LS Mo-Fr 2:00p-3:00p	TIME PERIOD ON WTRF.						
	M-Su	PT	8:00p-10:00p	VARIOUS HOLIDAY PROGRAMS	0	0	30	0	0	\$72.50
	Th	EM	9:00a-12:00p	MACY'S THANKSGIVIN G DAY PARADE	0	0	30	0	0	\$50.00
	Sa	WK	3:30p-7:30p	BIG 10 COLLEGE FOOTBALL	0	1	30	1	1	\$75.00
<b>Station Total:</b>						<b>144</b>				
Spots Per Week									54	\$1,132.00
GIMP(000) Per Week									257	
<b>SCHEDULE TOTALS</b>										
TOTAL SPOTS:									54	
TOTAL Adults 18+ GIMPs(000):									257	
TOTAL Adults 18+ Reach Pct/Frequency:									49.0%/2.2	

# Summary by Station/System

## Summary by Market

Period From 10/7/2024 To 10/13/2024

Date: 10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Primary Demo:** Adults 18+  
**Separation between spots:** 30  
**Estimate:** 241  
**Description:** BEWV\_2024\_TV  
**Flight Start Date:** 10/7/2024 03:00 AM  
**Flight End Date:** 12/31/2024 02:59 AM  
**Survey:** Various  
**Buyer:** Bethany West

Market	Total Spots	STN Gross	PCT	Adults 18+	GIMP(000)	PCT	Reach Pct / Freq
<b>Bluefield WV-VA</b>	30	\$2,875.00	17%	247	11%	2.1	51.0%
<b>Charleston, WV</b>	38	\$5,090.00	29%	1319	57%	2.0	80.2%
<b>Clarksburg</b>	50	\$2,083.00	12%	306	13%	2.3	68.5%
<b>Parkersburg-Marietta</b>	37	\$4,225.00	24%	181	8%	2.2	72.3%
<b>Washington, DC</b>	14	\$995.00	6%	11	0%		
<b>Wheeling</b>	54	\$1,999.00	12%	257	11%	2.2	49.0%
<b>Estimate Total:</b>	223	\$17,267.00					2320



# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Charleston, WV  
**Flight Date:** 10/7/2024-11/24/2024  
**Estimate:** 248  
**Description:** BEWV\_2024\_Cable1  
**Survey:** Jun24 DMA Custom Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
1320 ALITCE, Optimum/Logan, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	6	6	\$2.25
	M-Su	RT	6:00a-12:00a	CNN	0	30	5	5	\$2.50
	M-Su	RT	6:00a-12:00a	DISC	0	30	5	5	\$2.50
	M-Su	RT	6:00a-12:00a	ESPN	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	FXNC	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	HGTV	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	HIST	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	TBSC	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	TNT	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	USA	0	30	6	6	\$2.50
<b>Station Total:</b>					0			56	\$148.50
2309 ALITCE, Optimum/Charleston, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	6	6	\$5.25
	M-Su	RT	6:00a-12:00a	CNN	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	DISC	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	ESPN	0	30	6	6	\$8.25
	M-Su	RT	6:00a-12:00a	FXNC	0	30	5	5	\$8.25
	M-Su	RT	6:00a-12:00a	HGTV	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	HIST	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	TBSC	0	30	5	5	\$5.75
	M-Su	RT	6:00a-12:00a	TNT	0	30	5	5	\$5.75
	M-Su	RT	6:00a-12:00a	USA	0	30	5	5	\$5.75
<b>Station Total:</b>					0			56	\$346.50
5716 ALITCE, Optimum/Pleasant, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	5	5	\$3.00
	M-Su	RT	6:00a-12:00a	CNN	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	DISC	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	ESPN	0	30	5	5	\$5.00
	M-Su	RT	6:00a-12:00a	FXNC	0	30	6	6	\$5.00
	M-Su	RT	6:00a-12:00a	HGTV	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	HIST	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	TBSC	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	TNT	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	USA	0	30	6	6	\$3.50
<b>Station Total:</b>					0			57	\$213.50

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Charleston, WV  
**Flight Date:** 10/7/2024-11/24/2024

**Estimate:** 248  
**Description:** BEWV\_2024\_Cable1  
**Survey:** Jun24 DMA Custom Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
6462 ALTICE, Optimum/Teays Valley, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	6	6	\$3.75
	M-Su	RT	6:00a-12:00a	CNN	0	30	6	6	\$4.00
	M-Su	RT	6:00a-12:00a	DISC	0	30	6	6	\$4.00
	M-Su	RT	6:00a-12:00a	ESPN	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	FXNC	0	30	6	6	\$5.75
	M-Su	RT	6:00a-12:00a	HGTV	0	30	6	6	\$4.25
	M-Su	RT	6:00a-12:00a	HIST	0	30	5	5	\$4.00
	M-Su	RT	6:00a-12:00a	TBSC	0	30	6	6	\$4.00
	M-Su	RT	6:00a-12:00a	TNT	0	30	5	5	\$4.00
	M-Su	RT	6:00a-12:00a	USA	0	30	6	6	\$4.00
<b>Station Total:</b>					0			58	\$253.00
7694 ALTICE, Optimum/Tug Valley, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	6	6	\$2.25
	M-Su	RT	6:00a-12:00a	CNN	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	DISC	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	ESPN	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	FXNC	0	30	6	6	\$3.50
	M-Su	RT	6:00a-12:00a	HGTV	0	30	5	5	\$2.50
	M-Su	RT	6:00a-12:00a	HIST	0	30	5	5	\$2.50
	M-Su	RT	6:00a-12:00a	TBSC	0	30	5	5	\$2.50
	M-Su	RT	6:00a-12:00a	TNT	0	30	6	6	\$2.50
	M-Su	RT	6:00a-12:00a	USA	0	30	6	6	\$2.50
<b>Station Total:</b>					0			57	\$153.00
8640 COMCAST, Optimum/Huntington, WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0	30	5	5	\$3.00
	M-Su	RT	6:00a-12:00a	CNN	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	DISC	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	ESPN	0	30	6	6	\$5.00
	M-Su	RT	6:00a-12:00a	FXNC	0	30	5	5	\$5.00
	M-Su	RT	6:00a-12:00a	HGTV	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	HIST	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	TBSC	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	TNT	0	30	5	5	\$3.50
	M-Su	RT	6:00a-12:00a	USA	0	30	5	5	\$3.50
<b>Station Total:</b>					0			51	\$192.50

# Buy Detail Report

10/9/2024

Client: WV DH - Immunizations  
 Media: TV  
 Product: Awareness  
 Market: Charleston, WV  
 Flight Date: 10/7/2024-11/24/2024

Estimate: 248  
 Description: BEWV\_2024\_Cable1  
 Survey: Jun24 DMA Custom Live+1  
 Buyer: Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
Spots Per Week							335	335	
GIMP(000) Per Week							0	0	

**SCHEDULE TOTALS**

TOTAL SPOTS: 335  
 TOTAL Adults 18+ GIMPs(000): 0  
 TOTAL Adults 18+ Reach Pct/Frequency:

# Buy Detail Report

10/19/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Washington, DC  
**Flight Date:** 10/7/2024-11/24/2024  
**Estimate:** 248  
**Description:** BEWV\_2024\_Cable1  
**Survey:** Aug24 C-DMA Custom Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+	IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
8149 COMCAST, EffectivKeyser, WV-Cable	M-Su	RT	6:00a-12:00a	AEN	0		30	4	4	\$1.45
	M-Su	RT	6:00a-12:00a	AMC	0		30	5	5	\$1.51
	M-Su	RT	6:00a-12:00a	CNBC	0		30	15	15	\$1.00
	M-Su	RT	6:00a-12:00a	DISC	0		30	2	2	\$1.00
	M-Su	RT	6:00a-12:00a	ENT	0		30	2	2	\$2.00
	M-Su	RT	6:00a-12:00a	ESP2	0		30	1	1	\$1.25
	M-Su	RT	6:00a-12:00a	ESPN	0		30	6	6	\$5.45
	M-Su	RT	6:00a-12:00a	FRFM	0		30	1	1	\$3.00
	M-Su	RT	6:00a-12:00a	FX	0		30	1	1	\$1.00
	M-Su	RT	6:00a-12:00a	FXNC	0		30	6	6	\$2.88
	M-Su	RT	6:00a-12:00a	HGTV	0		30	2	2	\$5.20
	M-Su	RT	6:00a-12:00a	HIST	0		30	5	5	\$2.84
	M-Su	RT	6:00a-12:00a	LIF	0		30	7	7	\$1.00
	M-Su	RT	6:00a-12:00a	MNBC	0		30	12	12	\$1.70
	M-Su	RT	6:00a-12:00a	MINMT	0		30	3	3	\$1.00
	M-Su	RT	6:00a-12:00a	PAR	0		30	2	2	\$1.00
	M-Su	RT	6:00a-12:00a	TLC	0		30	5	5	\$1.50
	M-Su	RT	6:00a-12:00a	TWC	0		30	0	0	\$1.00
	M-Su	RT	6:00a-12:00a	USA	0		30	0	0	\$2.00
<b>Station Total:</b>					0				79	\$154.08
8150 COMCAST, EffectivMartinsburg , WV-Cable	M-Su	RT	6:00a-12:00a	AMC	0		30	6	6	\$5.54
	M-Su	RT	6:00a-12:00a	CNBC	0		30	10	10	\$1.92
	M-Su	RT	6:00a-12:00a	DISC	0		30	3	3	\$6.08
	M-Su	RT	6:00a-12:00a	ESPN	0		30	3	3	\$29.74
	M-Su	RT	6:00a-12:00a	FS1	0		30	1	1	\$1.25
	M-Su	RT	6:00a-12:00a	FXNC	0		30	3	3	\$5.50
	M-Su	RT	6:00a-12:00a	GOLF	0		30	3	3	\$1.33
	M-Su	RT	6:00a-12:00a	HIST	0		30	1	1	\$4.75
	M-Su	RT	6:00a-12:00a	LIF	0		30	5	5	\$2.00
	M-Su	RT	6:00a-12:00a	LMN	0		30	1	1	\$3.00
	M-Su	RT	6:00a-12:00a	MASN	0		30	3	3	\$1.00
	M-Su	RT	6:00a-12:00a	MNBC	0		30	12	12	\$7.00
	M-Su	RT	6:00a-12:00a	MINMT	0		30	1	1	\$1.50
	M-Su	RT	6:00a-12:00a	NFLN	0		30	2	2	\$1.00
	M-Su	RT	6:00a-12:00a	OWN	0		30	5	5	\$1.83

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Washington, DC  
**Flight Date:** 10/7/2024-11/24/2024  
**Estimate:** 248  
**Description:** BEWV\_2024\_Cable1  
**Survey:** Aug24 C-DMA Custom Live+1  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	Adults 18+ IMP(000)	Dur	10/7 10/13	Total Spots	STN Gross Cost
	M-Su	RT	6:00a-12:00a	TV1	0	30	1	1	\$1.00
	M-Su	RT	6:00a-12:00a	TVL	0	30	6	6	\$1.00
	M-Su	RT	6:00a-12:00a	TWC	0	30	2	2	\$1.23
	M-Su	RT	6:00a-12:00a	USA	0	30	2	2	\$14.90
	M-Su	RT	6:00a-12:00a	WETV	0	30	2	2	\$1.00
<b>Station Total:</b>					<b>0</b>			<b>72</b>	<b>\$340.30</b>
<b>Spots Per Week</b>							<b>151</b>	<b>151</b>	
<b>GIMP(000) Per Week</b>							<b>0</b>	<b>0</b>	

**SCHEDULE TOTALS**

**TOTAL SPOTS:** 151  
**TOTAL Adults 18+ GIMPs(000):** 0  
**TOTAL Adults 18+ Reach Pct/Frequency:**

# Buy Detail Report

10/9/2024

**Client:** WV DH - Immunizations  
**Media:** TV  
**Product:** Awareness  
**Market:** Wheeling  
**Flight Date:** 10/7/2024-11/24/2024

**Estimate:** 248  
**Description:** BEWV\_2024\_Cable1  
**Survey:** Aug24 DMA Nielsen Live+3  
**Buyer:** Bethany West

# of SPOTS PER WEEK

Station	Day	DP	Time	Program	IMP(000)	Adults 18+	Dur	10/7 10/13	Total Spots	STN Gross Cost
0348 COMCAST, Effectv/Wheeling, WV-Cable	M-Su	RT	6:00a-11:00p	AMC VARIOUS	0	0	30	8	8	\$2.50
	M-Su	RT	6:00a-11:00p	CNN VARIOUS	0	0	30	8	8	\$3.50
	M-Su	RT	6:00a-11:00p	DISC AVG. ALL WKS<	0	0	30	8	8	\$2.50
	M-Su	RT	6:00a-11:00p	ESPN AVG. ALL WKS<	0	0	30	8	8	\$6.00
	M-Su	RT	6:00a-11:00p	FXNC VARIOUS	0	0	30	8	8	\$5.25
	M-Su	RT	6:00a-11:00p	HGTV AVG. ALL WKS<	0	0	30	9	9	\$6.25
	M-Su	RT	6:00a-11:00p	HIST VARIOUS	0	0	30	9	9	\$2.50
	M-Su	RT	6:00a-11:00p	TBSC VARIOUS	0	0	30	8	8	\$4.75
	M-Su	RT	6:00a-11:00p	TNT VARIOUS	0	0	30	9	9	\$3.75
	M-Su	RT	6:00a-11:00p	USA AVG. ALL WKS	0	0	30	8	8	\$4.75
<b>Station Total:</b>					11				83	\$346.50
3271 COMCAST, Effectv/Wheeling, WV-Cable	M-Su	RT	6:00a-11:00p	AMC VARIOUS	0	0	30	12	12	\$1.25
	M-Su	RT	6:00a-11:00p	CNN VARIOUS	0	0	30	12	12	\$1.75
	M-Su	RT	6:00a-11:00p	DISC AVG. ALL WKS<	0	0	30	12	12	\$1.25
	M-Su	RT	6:00a-11:00p	ESPN AVG. ALL WKS<	0	0	30	12	12	\$2.50
	M-Su	RT	6:00a-11:00p	FXNC VARIOUS	0	0	30	12	12	\$2.50
	M-Su	RT	6:00a-11:00p	HGTV AVG. ALL WKS<	0	0	30	13	13	\$2.50
	M-Su	RT	6:00a-11:00p	HIST VARIOUS	0	0	30	12	12	\$1.25
	M-Su	RT	6:00a-11:00p	TBSC VARIOUS	0	0	30	12	12	\$2.25
	M-Su	RT	6:00a-11:00p	TNT VARIOUS	0	0	30	13	13	\$1.75
	M-Su	RT	6:00a-11:00p	USA AVG. ALL WKS	0	0	30	13	13	\$2.00
<b>Station Total:</b>					9				123	\$234.25
<b>Spots Per Week</b>									206	
<b>GIMP(000) Per Week</b>									19	

**SCHEDULE TOTALS**  
**TOTAL SPOTS:** 206  
**TOTAL Adults 18+ GIMPs(000):** 19  
**TOTAL Adults 18+ Reach Pct/Frequency:**

# Summary by Station/System

## Summary by Market

Period From 10/7/2024 To 10/13/2024

Date: 10/9/2024

**Client:** WV DH - Immunizations **Estimate:** 248  
**Media:** TV **Description:** BEWV\_2024\_Cable1  
**Product:** Awareness **Flight Start Date:** 10/7/2024 03:00 AM  
**Primary Demo:** Adults 18+ **Flight End Date:** 11/24/2024 02:59 AM  
**Separation between spots:** 30 **Survey:** Various  
**Buyer:** Bethany West

Market	Total Spots	STN Gross	PCT	Adults 18+	
				GIMP(000)	PCT
				Reach Pct / Freq	
Charleston, WV	335	\$1,307.00	55%	0	0%
Washington, DC	151	\$494.38	21%	0	0%
Wheeling	206	\$580.75	24%	19	100%
<b>Estimate Total:</b>	692	\$2,382.13			19