

# REQUEST FOR PROPOSAL

## West Virginia State Treasurer's Office

### Professional Advertising, Marketing and Promotional Services

#### Attachment A: Cost Sheet

Provide cost information as detailed below and submit it in a separate sealed envelope. Cost should be clearly marked.

Bids for hourly rates must include ALL expenses, including travel, overhead, media buys, and markup for third-party subcontracted vendors. Vendor may only charge subcontractor vendor costs when agreed upon ahead of time by the Agency. Vendor must provide a quote comparison for two or more third-party vendors whenever possible, with the exception of media buys. The Agency shall not pay any other fees or costs.

Insert the hourly rate bids in the chart below. Multiply the estimated hours by the hourly rate bids. Enter the total at the bottom.

The Vendor understands that all services will be provided and billed for based upon actual hours. Estimated hours noted on the Cost Sheet are for evaluation purposes only. The Agency makes no guarantee to the actual quantity of service hours that will be required by the Agency.

Services/Category	Estimated Hours	Hourly Rate	TOTAL
Account Management	200	\$ 150	\$ 30,000
Campaign Strategy	300	\$ 150	\$ 45,000
Creative Services	500	\$ 200	\$ 100,000
Advertisement Placement	100	\$ 150	\$ 15,000
<b>FINAL TOTAL:</b>	1,100 Hours	—	\$ 190,000

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WV PUBLIC ACCOUNTING



**Request for Proposal: Marketing and Advertising Services**

**Submitted by: InnerAction Media**

**Date: September 15, 2025**

## Cost Sheet Submission

**Request for Proposal:** Marketing and Advertising Services

**RFP Number:** CRFP STO2600000001

**Submitted by:**

InnerAction Media, LLC

1451 Earl L. Core Rd., Suite 2

Morgantown, WV 26505

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

**Contact:**

Nicklaus Hart, Business Development Manager

Email: [nick@inneractionmedia.com](mailto:nick@inneractionmedia.com)

Phone: 304-241-4959

**Authorized Signature:**  \_\_\_\_\_

**Name:** Nicklaus Hart

**Title:** Business Development Manager

**Date:** 9/12/2025

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## Attachment A: Cost Sheet

*All hourly rates are fully burdened and inclusive of all related costs, including travel, administrative time, production resources, media fees, subcontractor expenses, and technology platforms.*

Services / Category	Estimated Hours	Hourly Rate	Total
Account Management	200	\$150	\$30,000
Campaign Strategy	300	\$150	\$45,000

Creative Services	500	\$200	\$100,000
Advertisement Placement	100	\$150	\$15,000
<b>FINAL TOTAL (1,100 hours)</b>			<b>\$190,000</b>

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## MEDIA PLACEMENT & MARKUP POLICY

- InnerAction Media places all paid media **at net cost** — we do **not apply markups or commissions**.
- All vendor invoices will be accompanied by documentation and reporting.
- IAM secures **multiple quotes for traditional media buys** (radio, print, TV) and will obtain STO approval prior to placement.

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## MANAGEMENT FEE POLICY

InnerAction Media affirms:

- Our **proposed hourly rates are fixed and inclusive** for the full duration of the contract.
- **No additional management fees** will be added without pre-approval:
  - If additional departments within STO request services, or
  - If current departments expand their scope of work.
- IAM's **fixed-fee structure** is designed to support flexible engagement and full cost transparency.
- All creative assets, campaign data, and materials developed during this contract will be **the sole property of the West Virginia State Treasurer's Office**.

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## COST PROPOSAL CERTIFICATION

## **Statement of Understanding – Cost Submission**

InnerAction Media understands that all services under this contract will be provided and billed based on actual hours worked. The estimated hours listed above are for evaluation purposes only. We further understand that the Agency makes no guarantee regarding the total number of service hours to be required throughout the contract term.

We certify that our proposed hourly rates include all costs necessary to fulfill the contract, including but not limited to administrative overhead, travel, vendor coordination, media planning software, reporting systems, equipment, and personnel time. We will not apply any percentage-based markup to subcontractor services or media purchases. We will always seek client approval prior to vendor commitments and provide documentation when competitive quotes are required.

We affirm that no additional management fees will be added if new departments request services or if existing departments expand their scope. Our fixed-rate model is designed to support flexibility, transparency, and efficient budget use throughout the term of the agreement.

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## **Certification**

I certify that I am authorized to submit this cost proposal on behalf of InnerAction Media. I further certify that we have reviewed the full RFP and agree to comply with all stated requirements, terms, and conditions.

**Date:** September 15, 2025

### **Authorized Signature**



Nicklaus Hart  
Business Development Manager  
InnerAction Media