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DIVISION



Request for Proposal: Marketing and Advertising Services

Submitted by: InnerAction Media

Date: September 15, 2025

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To the Evaluation Committee

Department of Administration, Purchasing Division
2019 Washington Street East
Charleston, WV 25305-0130

Dear Evaluation Committee,

InnerAction Media is pleased to submit this proposal for full-service marketing and advertising services in response to CRFP STO2600000001. We believe our experience, capabilities, and commitment to public impact make us an ideal partner for the West Virginia State Treasurer's Office.

As the Agency of Record for the West Virginia Lottery, we currently produce and manage the most comprehensive media campaigns in the state. This client is significantly larger in both budget and scope than STO, and we deliver the full suite of agency services — creative, video production, media buying, digital advertising, and data-driven reporting — entirely in-house. That experience demonstrates our ability to support STO programs without fail, with the same quality and efficiency expected of one of the state's most visible public agencies.

Our Morgantown-based team combines creative production, media strategy, digital performance, and account management in one unified system. We also work alongside WV Digital, our sister agency, to execute advanced media buys across display, OTT, CTV, audio, and search platforms—all with real-time reporting and no third-party markup.

We are enthusiastic about the chance to apply these same tools to your office's initiatives—from Jumpstart Savings to WVABLE, Unclaimed Property, Smart529, and more. Our goal is simple: to ensure every West Virginian understands the benefits, access, and value of the programs you offer—and to make sure those stories are told with clarity, creativity, and measurable success.

We look forward to the opportunity to work with you.

Sincerely,



Nicklaus Hart
Business Development Manager
InnerAction Media

Technical Proposal 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

Contact:

Nicklaus Hart, Business Development Manager

Email: nick@inneractionmedia.com

Phone: 304-241-4959

Authorized Signature:



Name: Nicklaus Hart

Title: Business Development Manager

Date: 9/12/2025

Executive Summary

InnerAction Media is a full-service marketing agency with deep West Virginia roots and a track record of executing results-driven campaigns for statewide institutions. As the Agency of Record for the West Virginia Lottery, we oversee every aspect of creative development, media placement, and performance analytics to help one of the state's most visible public agencies reach, educate, and engage millions of West Virginians. We bring this same philosophy: clear messaging, measurable outcomes, and trusted execution to every campaign we run.

Our goal is not simply to create advertisements, but to tell stories that move people to action. We believe effective public communication blends creativity, strategy, and accountability. It requires a balance of narrative and numbers — the ability to capture attention through story, then prove results through data. That philosophy has guided our work **for more than 15 years**, and it is the foundation of this proposal.

4.2 – Scope of Services and Mandatory Requirements

4.2.1.1 Account Management

IAM provides a dedicated account executive supported by a full internal team of strategists, copywriters, designers, analysts, and producers. Each project includes a kickoff meeting, detailed timeline, assigned task owners, and weekly or biweekly check-ins. We will coordinate closely with STO staff for all approvals and provide transparent documentation through their approved dashboards.

In our Lottery work, account management requires precise scheduling of weekly approvals, rapid turnaround of compliance edits, and real-time reporting through state-approved dashboards. That experience directly transfers to STO programs, where we can scale our model to manage initiatives like Jumpstart Savings, WVABLE, Smart529, and Unclaimed Property simultaneously. Our team has proven capacity to run multiple programs in parallel with transparency, efficiency, and measurable impact.

4.2.1.2 Campaign Strategy (Research, Planning, and Budgeting)

IAM consults clients on best strategies through strategic planning sessions, campaign development, project budgeting, research, surveys, and analysis. We identify pre-campaign KPIs, create advertising themes, and deliver post-campaign reports with performance data and insights.

Our experience planning annual campaigns for the Lottery demonstrates how we can approach STO initiatives. For example, a Jumpstart Savings enrollment campaign would mirror our proven process: upfront research with families and educators, pre-campaign KPIs, channel-mix strategy across CTV, search, and community print, and mid/post-campaign reporting that evaluates cost per acquisition. Similarly, an Unclaimed Property awareness campaign could build on our “forgotten money” work for other clients — pairing SEO, targeted search, and geofenced ads with simple, high-trust creative.

To demonstrate our ability to scope and manage campaign budgets, we provide both planning models and live reporting samples. For instance, in **August 2025, IAM executed the Jurassic campaign for the West Virginia Lottery with a total spend of \$74,392.86.** This six-week campaign included allocations across Display, CTV, DOOH, Streaming Audio, and Social.

Budget Example (August 2025 – Jurassic Campaign)

- Display: 5.48M impressions, 0.18% CTR, 9,066 clicks
- CTV: 729K impressions, 80.48% completion rate
- DOOH: 1.43M impressions with premium placements near WVU Football events
- Streaming Audio: 415K impressions
- Social (Meta/Snapchat): 2.4M+ impressions and 25K+ clicks at a 0.64% CTR

We provided the Lottery with detailed mid-campaign and post-campaign reports showing spend vs. outcome by channel, city, and audience segment. For example, Charleston delivered 690 clicks, Martinsburg 584, and Huntington 497 — proving balanced statewide engagement. This type of granular tracking ensures STO can see not only where funds were invested, but exactly how they performed.

4.2.1.3 Creative Services

We offer a full suite of in-house creative capabilities, including:

- **Video Production** – Commercials, testimonials, explainers, and educational series. We direct and produce all current WV Lottery commercials through our agency's in-house capabilities.
- **Graphic & Website Design** – Static, animated, and print-ready creative in all formats
- **HTML5 and Digital Ads** – Optimized for CTR, performance, and accessibility
- **Media Buying** – In partnership with WV Digital, we manage more than \$1.5M annually in recurring programmatic placements
- **Data Analytics** – Campaign dashboards, attribution models, CRM integration, and actionable reporting to tie results back to KPIs
- **Audio and Photography** – Professional capture and post-production

IAM recently completed a **six-week Jurassic World campaign in August 2025** for the West Virginia Lottery, fully produced and deployed in-house. This campaign included creative design for digital display (728x90 leaderboards, 300x250 mediums), paid social (Facebook and Snapchat), and complementary placements in statewide newspapers and OTT/CTV inventory such as ESPN, CNN, and FOX Sports.

Measured Outcomes (August 2025 – Jurassic Campaign)

- Total Spend: \$74,392.86
- 7.54M total impressions delivered
- 9,336 clicks at a blended CTR of 0.12%
- Meta delivered 2.3M impressions, 14,589 clicks, 0.64% CTR
- Snapchat drove 146K impressions with a 7.72% CTR (11,337 clicks)
- DOOH takeovers in Martinsburg (364K impressions) and Morgantown (324K impressions) maximized local impact

The campaign demonstrates IAM's ability to build creative aligned with campaign goals, distribute across diverse media (social, display, print, CTV, DOOH), and deliver a full reporting package that measures both reach and conversions. This aligns with STO's requirement for campaigns that are specific, measurable, and adaptable.

InnerAction Media is uniquely positioned as the first direct agency in West Virginia to manage both video production and digital advertising in-house for a statewide client. With the Lottery, this has allowed us to integrate creative storytelling with real-time campaign optimization, eliminating third-party markups and ensuring quality control from storyboard through analytics. STO programs will benefit from that same efficiency — cinematic video, compliant digital assets, print collateral, and audio production created under one roof and deployed strategically.

4.2.1.4 Comprehensive Marketing and/or Advertising Campaign

At IAM, campaigns are not just a collection of tactics, they are **living narratives**. Each campaign is a story told with intention: grounded in research, shaped by creative, fueled by programmatic precision, and measured with the discipline of data. We believe people do not simply buy into products or programs; they respond to meaning, clarity, and trust. That's why every campaign we build blends artistry and analytics.

Our process for campaign research and targeting begins with segmentation: identifying likely participants through first-party and third-party data, then refining placements by geography, interest, and behavior. We apply **microtargeting** to capitalize on consumer data, predict behavior, and build **hyper-targeted advertising strategies** that maximize ROI.

For STO, this means developing program-specific messaging (e.g., Smart529 for parents and educators, WVABLE for caregivers and disability advocates, Unclaimed Property for general population) and distributing creative across the right mix of digital and traditional channels. We ensure efficient spend by balancing broad awareness channels (CTV, newspapers, statewide digital) with highly efficient conversions (retargeting, social micro-audiences).

IAM places media at **net cost**, providing transparency into every dollar spent. Campaigns are tracked in real time, with dashboards that break down impressions, clicks, CTR, video completion rates, and conversions by city, channel, and audience segment. The **August 2025 Jurassic Campaign** illustrates this approach:

— **Example (August 2025 – Jurassic Campaign, West Virginia Lottery)**

- \$74,392.86 total spend
- 7.54M impressions, 9,336 clicks, 0.12% CTR
- Strongest engagement from Meta (0.64% CTR, 14,589 clicks) and Snapchat (7.72% CTR, 11,337 clicks)
- DOOH takeovers delivered more than 364K impressions in Martinsburg and 324K in Morgantown
- Conversion tracking at retail partners like Christine's Hot Spot (4,599 conversions) and Par Mar Oil (3,788 conversions)

These results demonstrate IAM's ability to deploy creative that is relevant to campaign goals, involve the client in plan approval and finalization, and deliver measurable outcomes. By combining storytelling with microtargeted placement, we ensure STO campaigns resonate with audiences and achieve cost-effective, documented results.

Below are several campaign examples that illustrate how these capabilities can be applied to STO initiatives.

Smart529 – Comprehensive Campaign

Audience: Families, educators, grandparents

Strategy:

- Digital awareness through CTV, pre-roll, and banner ads
- Retargeting families who visit the Smart529 site

- Print handouts for school events and outreach
- Social media assets for participating agencies

KPI Goals: Increase plan signups and engagement; cost per qualified click under \$1.00

Outcome: An integrated, measurable performance campaign that combined narrative storytelling with programmatic reach. The campaign married high-emotion creative (grandparent testimonials, student success stories) with advanced targeting, proving that clarity of message and precision of delivery can exist in the same breath.

Unclaimed Property – Targeted Digital Campaign

Audience: General public

Strategy:

- Paid search optimized for “forgotten money” terms
- Geotargeted banners and streaming audio ads
- Organic video content for social media platforms

KPI Goals: Claim form submissions, return of property, increased site interaction

Outcome: A high-ROI campaign focused on one core conversion objective. By pairing a clear, trust-driven message with tightly focused digital placements, IAM achieved efficient engagement at scale. The work illustrates our philosophy: people are more likely to act when the creative resonates at both an emotional and practical level, and when the delivery is personalized to their digital journey.

WVABLE – Inclusive Empowerment Campaign

Audience: West Virginians with disabilities and their families

Strategy:

- Story-driven testimonial videos highlighting independence and financial empowerment
- CTV placements during lifestyle and community programming
- Paid social microtargeting to caregivers, advocates, and disability support groups
- Partnerships with local nonprofits for grassroots distribution

KPI Goals: Increase new account signups, broaden program awareness, establish WVABLE as a trusted household resource

Outcome: By combining personal stories with accessible creative and inclusive targeting, this campaign would build not only participation but also trust. It embodies our philosophy that effective marketing is both empathetic and measurable — the message must honor its audience while the placement ensures it is seen at the right time and in the right context.

4.2.1.5 Targeted Digital Advertising Campaigns

As detailed in previous sections, IAM excels in microtargeting. With the Lottery, we deploy audience segmentation, retargeting, and attribution tracking across OTT, social, and display. For STO, we can use similar tactics — for instance, serving WV457 ads to employees of municipalities, or Smart529 content to parents browsing school resources. We will provide post-campaign reports detailing CTR, CPC, conversions, and cost-per-qualified-lead to demonstrate efficiency and ROI.

4.2.2 Mandatory Requirements

IAM confirms compliance with all mandatory RFP requirements:

- We are capable of running multiple STO programs simultaneously, as demonstrated by our ongoing management of dozens of Lottery sub-campaigns.
 - Itemized plans and budgets will be delivered for each STO initiative, with strict adherence to pre-approved scopes before additional hours are incurred.
 - All post-project summaries will include insights, outcomes, and performance data within the required 45 days.
 - We will secure competitive subcontractor estimates where applicable, while noting that IAM's in-house production minimizes outsourcing.
 - All creative materials produced for STO will remain the property of the Agency.
-

4.3 – Qualifications and Experience

IAM has more than 15 years of experience serving West Virginia institutions with marketing campaigns that blend creative services, media placement, and results reporting. As the current Agency of Record for the West Virginia Lottery, we produce all creative assets, manage all advertising budgets, and serve as a primary public communications vendor. Our work includes print, digital, OTT, programmatic, broadcast, and event-driven campaigns.

We actively manage campaigns for up to 30 clients at a time, demonstrating our capacity to support multiple brands with consistent, high-quality marketing engagement.

4.3.1.3 – Account Executive

Dylan Sheldon, Vice President of Operations, will serve as Account Executive. He has 11 years at IAM, several of them in upper management, and directs the daily execution of multi-channel campaigns. Dylan ensures client communication, workflow efficiency, and timely delivery across all project phases.

4.3.2.1 – Management Experience

Dylan also meets the requirement of 5+ years of management-level experience, having directed campaigns for statewide clients including the Lottery, WVU Medicine, and major regional economic development initiatives.

4.3.2.2 – \$200,000+ Billings

Brian Jarvis, Vice President of IAM and President of WV Digital, qualifies through his leadership of multiple engagements exceeding \$200,000 annually. He oversees complex

cross-channel campaigns, including more than \$1.5M in annual media placements. Brian also holds ownership in IAM and WV News, underscoring his credibility and financial management expertise.

4.3.2.3 – Education Requirements

- **Dylan Sheldon** — BS in Communication and Media Studies
- **Nicklaus Hart** — BA in Communications
- **Alex Kraus** — Master's in Digital Advertising (WVU)
- **Matt Daniels** — BS in Digital Advertising (WVU)
- **Jim Matuga** — Graduate of the Reed School of Media and Communications (WVU)

These credentials meet or exceed the mandatory degree/experience qualifications outlined in the RFP.

Company Information and Key Staff

- **Business Name:** InnerAction Media, LLC
- **Address:** 1451 Earl L. Core Rd., Suite 2, Morgantown, WV 26505
- **Ownership:** Independently owned
- **Size:** 12 full-time staff, 100% WV-based
- **Legal Status:** LLC
- **Mergers/Acquisitions:** None pending or expected

Key Project Team

— **Jim Matuga, President**

Provides senior strategic counsel and executive oversight for all campaigns. Leads agency relationships with state entities and ensures alignment with public service goals and messaging integrity.

— **Brian Jarvis, Vice President of IAM & President of WV Digital**

Directs cross-channel media planning and campaign strategy. Oversees budget allocation, performance tracking, and digital advertising execution across platforms, including display, search, OTT/CTV, and geotargeted placements.

— **Dylan Sheldon, Vice President of Operations**

Manages day-to-day project workflow, production timelines, and team coordination. Ensures deliverables are completed on schedule and within scope. Serves as operational lead for reporting, compliance, and documentation.

— **Liza Heiskell, Creative Director**

Leads creative vision and execution for all video campaign assets. Specializes in educational storytelling and public awareness messaging.

— **Nicklaus Hart, Business Development Manager**

Serves as the Account Manager and primary liaison between InnerAction Media and the West Virginia Lottery. Oversees all relational strategy and client acquisition.

— **Alex Kraus, Digital Advertising Specialist**

Oversees and executes targeted media buys across a variety of programmatic venues, including but not limited to Google Ads, Meta, LinkedIn, and audio/video platforms.

— **Matthew Daniels, Digital Marketing Manager**

Leads campaign analytics, CRM integration, SEM/SEO strategy, and performance reporting.

Work Samples and Case Studies

West Virginia Lottery (Flagship Example)

As the official Agency of Record for the West Virginia Lottery, IAM leads comprehensive campaigns across digital, broadcast, video, and out-of-home platforms. Our strategy aligns with WVU's required scope: geotargeting, multichannel placement, content targeting, remarketing, attribution, and ROI-focused reporting.

Our most complex account, larger in size and scope than STO, with campaigns delivering:

- 15M+ impressions statewide
- 365,000+ video completions at 99% completion rate
- 116,940 verified in-store visits tracked via geo-attribution
- 580,000 DOOH billboard impressions in Tier 1 locations
- Up to 0.43% CTR on digital display

Campaigns ran across Hulu, Amazon, programmatic display, and OTT platforms. Creative was refreshed biweekly, and IAM managed all production and compliance approvals in-house.

Make It. In the Mountains (State of Maryland, Project Manager: Dylan Sheldon)

- Six-part video series promoting outdoor living, local business, and adventure
- 1M+ video views across YouTube, Facebook, and CTV placements
- 500K+ ad impressions, average CPC under \$0.40
- 37% increase in seasonal landing page conversions

Funded and managed through Maryland state economic development, with Dylan Sheldon as Project Manager.

Savage River (Garrett County, MD, Project Manager: Dylan Sheldon)

- National SEM campaign for a high-performance kayak and canoe manufacturer
- Campaign reach across all 50 states

- 1,500+ qualified leads in April–May alone
- 11.37% click-through rate across product ads
- Targeted intent keywords drove conversions to product configurator and contact forms

Managed locally but deployed regionally, with Dylan Sheldon as Project Manager.

Samples available upon request.

References and Differentiators

References

- WVU Medicine – Anthony Condia (anthony.condia@wvumedicine.org)
- West Virginia Lottery – Sara Harpold (sharpold@wvlottery.com)
- WVU Rockefeller Neuroscience Institute – Peter Balistrieri (peter.balistrieri@wvumedicine.org)
- Morgantown Area Partnership – Russ Rogerson (russ@morgantownpartnership.com)

What Sets IAM Apart

InnerAction Media is structured for speed, accountability, and results. From initial concept through optimization, our in-house integration of creative, strategic, and media services allows us to deliver comprehensive marketing campaigns, while maintaining full transparency and efficiency.

We understand the demands of public agencies and complex institutions, and we thrive in environments that require both creative execution and long-term strategic alignment. As a team rooted in West Virginia, we are deeply familiar with the mission, culture, and communication needs of state-level audiences—and we are uniquely positioned to support the West Virginia State Treasurer’s Office in advancing its outreach and impact.

4.4 – Oral Presentation Commitment

IAM is fully prepared to participate in an oral presentation. We will include our media director, creative lead, and account executive in any virtual or in-person walkthrough to provide clarity on process, reporting, and team alignment.

Attachment A: Cost Proposal (Submitted Separately)

IAM's hourly rate card and sample project pricing are included in our Cost Proposal submission. All pricing is transparent, fixed, and compliant with the following terms:

- No added management fees without pre-approval
 - No percentage of spend
 - Rates remain flat across STO departments
 - All assets and media are owned by the State
 - No third-party markups on creative, strategy, or reporting
-

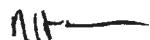
Submission Certification

InnerAction Media certifies that our proposal is accurate, complete, and submitted in accordance with CRFP STO2600000001. We acknowledge and accept all stated terms, conditions, and requirements.

All materials created, developed, or procured during the contract will be the sole property of the West Virginia State Treasurer's Office.

Thank you for your consideration and for the opportunity to serve the State of West Virginia through creative communications that matter.

Sincerely,



Nicklaus Hart
Business Development Manager
InnerAction Media

ADVERTISING & CAMPAIGNS

DIGITAL AND CREATIVE MARKETING ASSETS



OUR TEAM



JIM MATUGA
*PRESIDENT &
FOUNDER*



BRIAN JARVIS
VICE PRESIDENT



DYLAN SHELTON
*VICE PRESIDENT OF
OPERATIONS*



LIZA HEISKELL
CREATIVE DIRECTOR



NICKLAUS HART
*BUSINESS DEVELOPMENT
MANAGER*



ALEX KRAUS
*DIGITAL ADVERTISING
SPECIALIST*



MATT DANIELS
*DIGITAL MARKETING
MANAGER*

**SAMPLE
CREATIVE**

WILD FUN AWAITS
Chance to win up to \$1,000,000!

WEST VIRGINIA LOTTERY **iPLAY**
PLAY TODAY!

Details at wvlottery.com

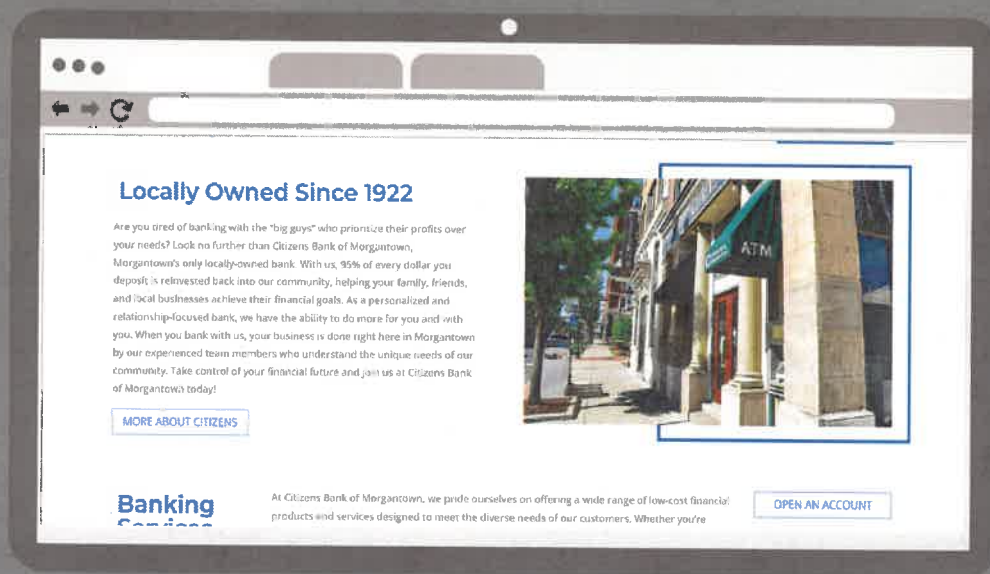
RESPONSIBLY
PLAY RESPONSIBLY

© 2015 West Virginia Lottery, Inc. All Rights Reserved. Game play is subject to the rules of the game.



WEBSITE & MARKETING

The background features a series of overlapping, semi-transparent geometric shapes. On the left, there are several light gray shapes. On the right, there are larger, curved shapes in shades of orange and brown, creating a modern, abstract design.



CITIZENS BANK OF MORGANTOWN





MAKE IT.
IN THE MOUNTAINS



PAST PRODUCTIONS





John Hoffman
Heart Patient
WVU Medicine Transplant Alliance



SCAN TO WATCH

WVU MEDICINE

TRANSPLANT ALLIANCE



SCAN TO WATCH

WVU MEDICINE

HEART & VASCULAR INSTITUTE



David Hayes

Resident | Cumberland Maryland



SCAN TO WATCH

MAKE IT. IN THE MOUNTAINS

REQUEST FOR PROPOSAL
West Virginia State Treasurer's Office
Professional Advertising, Marketing and Promotional Services

- 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.

INNERACTION MEDIA
(Company)

NICKLAUS HART, BUSINESS DEVELOPMENT MANAGER
(Representative Name, Title)

304 940 9403 / ~~XXXXXXXX~~ NICK@INNERACTIONMEDIA.COM
(Contact Phone/Email)

9/12/2025
(Date)

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) NICKLAUS HART, BUSINESS DEVELOPMENT MANAGER

(Address) ~~1451~~ 1451 EARL L. CORE RD., MORRISTOWN, WV 26505

(Phone Number) / (Fax Number) 304 940 9403

(email address) NICK@INTERACTIONMEDIA.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.

INTERACTION MEDIA

(Company)

Nicklaus Hart

(Signature of Authorized Representative)

NICKLAUS HART, BUSINESS DEVELOPMENT MANAGER

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

304 940 9403

(Phone Number) (Fax Number)

NICK@INTERACTIONMEDIA.COM

(Email Address)