



THE MANAHAN GROUP

**The West Virginia State Treasurer's Office
Response to RFP No. CRFP STO2600000001**

September 17, 2025

RECEIVED

2025 SEP 17 AM 11:17

WV PURCHASING
DIVISION

The Manahan Group LLC

222 Capitol Street, Suite 200 • Charleston, WV 25301

304-343-2800 (O) • 304-343-2788 (F)

Bethany West 9/17/25

Bethany West, President • bwest@manahangroup.com

Table of Contents

Services	4	Resumes	26
Key Personnel	4	Addendum A: Technical	1-32
Section 4: Project Specifications	6	Addendum B: Strategy – HIV/STD	1
4.1: Background	6	Creative	2
4.2: Scope of Services and Mandatory Requirements	7	Strategy	3
4.2.1: Scope of Services	7	Work Plan	5
4.2.1.1: Account Management	7	Media – Detailed Reporting	7
4.2.1.2: Campaign Strategy (Research, Planning, Budgeting)	8	Media – Digital Reporting	12
4.2.1.2: Creative Services	10	Addendum C: Spec Creative	1-8
4.2.1.3: Comprehensive Marketing and/or Advertising Campaign	11	Addendum D: Comprehensive Marketing Campaign – West Virginia Lottery Holiday 2023	1-57
4.2.1.4: Targeted Digital Advertising Campaign	15	Creative	2
4.2.2: Mandatory Project Requirements	18	Detailed Reporting	5
4.2.2.1.	18	Detailed Reporting – Spot Calendar	10
4.2.2.2.	19	Addendum E: Digital Advertising Campaign – 988	1-28
4.2.2.3.	19	Creative	2
4.2.2.4	19	988 Choozle Contract	10
4.2.2.5	19	Detailed Reporting – Awareness	11
4.3: Qualifications and Experience	19	Detailed Reporting – Engagement	16
4.3.1.1.	21	Digital Out of Home	21
4.3.1.2.	23	Attachment A: Cost Sheet Submitted Separately	
4.3.1.3.	23		
4.3.1.4.	24		
4.3.1.5.	24		
4.3.2: Mandatory Experience Requirements	24		
4.3.2.1.	24		
4.3.2.2.	24		
4.3.2.3.	25		

The Manahan Group LLC is pleased to submit this response to CRFP 1300 STO2600000001 for Professional Advertising, Marketing and Promotional Services. The Manahan Group's response clearly shows that it not only meets, but exceeds, the Agency's requirements:

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

For over two decades, we have worked with a diverse group of clients such as the West Virginia Lottery, Hartford Funds – SMART529 Education Savings Solution, the WV State Treasurer's Office, the West Virginia Department of Transportation, the West Virginia Governor's Highway Safety Program and the West Virginia Departments of Health and Human Services, to name a few.

The Manahan Group LLC has also worked with Treasurer Larry Pack in his capacity as CEO of Stonerise Healthcare LLC, coordinating PR and media efforts for the purchase of Eastbrook and contract negotiations at River Oaks.

The Manahan Group LLC currently has a staff of ten (10) communications professionals, who produce, implement and measure marketing and advertising efforts for a wide variety of clients. Half of TMG's current staff have personally participated in one or more West Virginia State Treasurer's Office services and programs.

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 Telly 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 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. In fiscal year 2024, the West Virginia Lottery was able to top the \$1.32 billion mark in total gross sales for the second consecutive year.

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 and management
- 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

Key Personnel

The Manahan Group LLC recognizes the scope of services as defined in your request and can provide the requested services. We have provided similar services for a number of state agencies over the past twenty years and would welcome the opportunity to provide these services to the West Virginia State Treasurer's Office.

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 previously served as Executive Director of the American Advertising Federation – West Virginia (AAF-WV).

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. Tammy has worked on accounts ranging from the WV Departments of Health and Human Services, the West Virginia Lottery, and the State Treasurer's Office over her career.

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.

RON JARRETT, VICE PRESIDENT + COMPTROLLER

Ron has nearly 20 years of experience working on the business side of advertising. His experience in accounting and business management helps him to ensure that all of the agency's work is completed within budget. Ron has a Bachelor of Science degree in business administration from West Virginia University.

JESSI WEDDINGTON, ACCOUNT MANAGER

Jessi joined The Manahan Group in 2021 as an Account Coordinator from a project management position at OWS Acquisition Co and was promoted to an Account Manager in 2022. She has over fourteen 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.

Additionally, Jessi frequently works on social media campaigns. 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. In 2023, she obtained the Digital Marketing Institute's Certified Digital Marketing Professional and the American Marketing Association's Professional Certified Marketer PCM in Digital Marketing certifications.

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 of 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 conceptualized 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 WV Department of Human Services and WV Lottery. Ally has a bachelor's degree in visual communication design 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 has 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 has planned, placed, and reconciled 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.

Additional staff who we do not anticipate working on this account include Jessica Gamponia Wright, and Susan Manahan.

Section 4: Project Specifications

4.1: Background – The West Virginia State Treasurer's Office (Agency) is located in Charleston, W.Va. with offices at the State Capitol and other locations in town. The Agency manages several public programs and state services that require various advertising and outreach efforts to fulfill requirements designated in state law and to achieve maximum participation and program success. Those services and programs include, but are not limited to: Banking Services (manages the state's operating fund and processes all state receipts and disbursements); the West Virginia Board of Treasury Investments (manages the short-term investment of state and political subdivision funds); the Unclaimed Property Division (collects and holds property deemed abandoned until claimed by rightful owners); the SMART529 Educational Savings Solution program (Internal Revenue Code §529 tax-deferred savings program with mutual fund investment options); the WV457 Retirement Plus program (Internal Revenue Code §457 deferred compensation program for state and political subdivision employees); WVABLE (Internal Revenue Code §529A tax-deferred savings program with investment options for people with disabilities); the West Virginia Jumpstart Savings Program (a career savings program with investment options through the state created under W.Va. Code §18-30A-1, et seq.); the Hope Scholarship Program (an Education Savings Account program created under W.Va. Code §18-31-1, et seq.); Financial Education, including the GET A LIFE budget activity; and various other initiatives.

4.2: Scope of Services and Mandatory Requirements – Throughout the year, the Agency needs advertising and promotional support services and materials for each of its public programs. The actual amounts expended will be determined solely by the Agency and will vary annually. Nothing in the RFP or any contract/purchase order issued shall prohibit the Agency from performing certain or all of the services contemplated in this RFP, nor from obtaining the services from another vendor if in the best interest of the Agency and/or the State of West Virginia. The Vendor should describe its approach and methodology to providing the service or solving the problem described by meeting the goals/objectives identified below. A Vendor's response should include information about how the proposed approach is superior to other possible approaches.

4.2.1: Scope of Services – The successful Vendor will develop and implement comprehensive marketing strategies for various programs designed to increase respective program participation within the State of West Virginia.

The Manahan Group LLC exceeds the minimum requirements as outlined in sections 4.1 and 4.2, specific responses to follow.

4.2.1.1: Account Management – Account management includes administrative hours, consultation meetings, and other administrative costs per project. The Vendor is responsible for weekly progress updates and ad-hoc meetings as needed. Discuss your staff's approach to account management. Include ways your staff develop and manage all projects in a cost-effective manner.

Project Management, Implementation & Schedule

The Manahan Group LLC (TMG) consistently works with clients to define implementation plans satisfactory to their specific needs, including timelines, roles and responsibilities. TMG's process can change to meet each client's needs; as an example, here is a process that we have successfully used with the WV Departments of Health and Human Services:

- The Account Executive (AE) acts as the client's advocate within the agency. When a project is identified, the AE meets with the client to ascertain the scope of the campaign. In more extensive campaigns, the AE and the client may decide to hold an On Target strategy session. (See **Section 4.2.1.2** for more details).
- If the job is a stand-alone task and does not require an On Target information gathering session (such as a copy updates, PowerPoint or banner ad), the AE will gather the information necessary to develop a pre-project budget and work plan.
- The AE will utilize the agency's team to develop a pre-project budget and work plan. It is during this stage that a timeline, which includes all elements of the agreed-upon strategy, implementation timelines and responsibilities/deadlines for all parties, is developed. Additionally, any necessary quotes will be sourced based on project deliverables.
- TMG will submit a pre-project budget and work plan to the client. No work will be performed, and the client will only be charged for services once the client approves the pre-project budget and work plan.
- Once the pre-project budget and work plan are approved, the agency moves to campaign development.
- Campaign development, including a full-blown media buy, digital ads and more, can include a designer, the AE or the entire agency team.
- Once a draft of the work has been completed, the AE and other team members will present it to the Agency.
- Once the draft is approved, the agency's team will implement the plan as directed in the pre-project budget and work plan.

- Throughout the project, reporting and ad-hoc meetings can be scheduled in any increment desired by the Agency.
- At the end of every project/campaign, the agency's team will provide post-campaign reporting, including but not limited to project outcomes, insights and performance data.

The Manahan Group LLC regularly works with a variety of state agencies and understands the importance of putting together a cost-effective, pre-project budget and work plan and gaining approval before any work is undertaken.

The On Target process, as outlined in **Section 4.2.1.2**, is the cornerstone of our agency's approach to defining the initial assessments, goals and objectives. The process allows all stakeholders to have a seat at the table to ensure that the strategies developed achieve Agency goals.

For media projects, a media plan is developed once the overall pre-budget and work plan have been approved by the client. This media summary includes detailed planning showing platforms, ad copy, audience targeting, estimated impressions, goal KPIs, etc. A sample media plan is available in **Addenda B, D & E**. For digital campaigns, TMG continuously optimizes digital ad campaigns throughout a flight, so while the media summary is a starting point, the very nature of digital advertising requires fluidity to adjust to the market in order to optimize advertising dollars.

4.2.1.2: Campaign Strategy (Research, Planning, Budgeting) – *Campaign strategy includes strategic planning sessions, marketing campaign development, project budgeting, internal meetings, surveys, research, analysis, social and traditional media strategies, and implementation. It includes developing advertising and promotional themes and related materials, determining pre-campaign goals, and identifying measurable Key Performance Indicators (KPIs). The Vendor must also provide mid-campaign assessments and post-campaign reports. Discuss how your team consults clients on best strategies and comprehensive campaigns. Discuss your team's ability to analyze and evaluate pre-project and post-project needs. Include ways your team measures campaign success. Provide examples of project budget proposals, campaign strategies, and post-campaign reporting including summaries of project outcomes, insights, performance data and other relevant information.*



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 process sessions. The information generated through these sessions allows us to ensure consistent messaging across all platforms. Whether the project includes a media buy, a multi-media presentation, event, branding or general counsel, TMG works together with clients to find solutions that produce success.

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 goals, budget, KPIs, tactics and timelines are established to achieve Agency goals.

3. Campaign Development – In this phase, TMG will develop a campaign based on decisions made 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 Agency with a proposed pre-project budget and work plan.

4. Campaign Approval – Steps 3 and 4 are interchangeable depending on the client and campaign. Some clients require a pre-project budget and work plan before any work is performed, while others want to see work performed before approval. TMG will provide the agency with a pre-project budget and work plan 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. Campaign success could be measured through qualitative research, ad placement metrics, event participation or earned media reports, for example, depending on the client's goals.

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

This process includes extensive planning and strategy development, approvals, pre-, mid- and post-campaign assessments and reporting allowing optimization throughout the project.

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.

Example project budget proposal, campaign strategy and post campaign reporting can be reviewed in **Addendum B**.

Please note that any material The Manahan Group LLC (TMG) submits as part of this response that was created for other clients is the sole property of those clients and not of the Agency, or any partners.

4.2.1.2: Creative Services – *Creative services include print, digital, audio, and video asset creation. Explain your staff's ability to provide creative services, including commercial-quality designs, copy, graphics, photography, storyboards, audios, videos, print materials, digital assets, and other creative advertising and marketing items. Explain your ability to deliver final professional products including various print products and digital deliverables. If you use third-party subcontractors for any of these services, explain which services may be subcontracted, the benefits to the Agency, and the subcontractor selection process. (Please note there will be no percentage markup rates allowed for subcontracted services charged to the Agency. All Vendor project costs should be included in one of the hourly rate categories and included on pre-project budgets.)*

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 agency was awarded seven (7) Telly awards for its work on behalf of the West Virginia Department of Health, the West Virginia Department of Human Services and the West Virginia Lottery.

The Manahan Group LLC (TMG)'s creative process relies heavily on information gleaned from On Target planning sessions. This provides a baseline look, messaging, timeline, etc. which is optimized throughout the course of a project.

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.

Whether directly or indirectly (through a contracted production company), the agency frequently 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.

The Manahan Group LLC will perform the majority of services outlined in this proposal internally. When project scope requires, we utilize a competitive bidding process to engage cost-effective subcontractors for the following services:

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

All subcontracted costs will be approved via pre-project budget and workplan and billed at no percentage mark-up to the Agency.

4.2.1.3: Comprehensive Marketing and/or Advertising Campaign – Discuss your firm's approach to develop, budget and implement a comprehensive six-week marketing campaign to increase the number of individuals participating in one of the Agency's programs of your choice (i.e.: Jumpstart Savings, Unclaimed Property, etc.). Explain how you will use available funds in an efficient and cost-effective manner. Include your effort to ensure the creative material is relevant to the campaign goals. Discuss your approach in determining the best strategy, including the range of media that would be considered appropriate, such as newspaper/print, broadcast (television/radio), direct mail, and digital (including social media and CTV). Include your methods to place and track media. Detail how you will measure campaign results. Provide at least one example of a similar campaign completed within the last 24 months.

Project Strategy

In order to increase awareness of the Jumpstart Savings Program, it is important to focus on a strategic approach that increases the participation rate and ensures individuals take full advantage of this life-changing opportunity.

As previously outlined in **Section 4.2.1.2**, we prefer to conduct On Target strategy sessions with clients to determine goals and objectives. This strategy was developed at TMG and can take up to a full day to properly outline steps forward in a campaign. Through this approach, the client is fully involved in developing an itemized marketing plan and budget and provides deadlines for each project.

The information generated through these sessions allows us to ensure consistent messaging across all platforms. Whether the project includes a media or social buy, multi-media presentation, event, branding or general counsel, TMG works with clients to find solutions that lead to success.

While we have not yet had the opportunity to sit down with you for an On Target session surrounding this program, the details gleaned from an On Target session allow us to approach all projects in a similar way.

Creative Strategy

We have taken a highly customizable approach in designing the following campaign assets while also keeping in mind the program's goals and the unique needs of the target audience.

First, it needs to be acknowledged that differentiation is a key component of increasing awareness. One of the core objectives of this campaign is to clearly highlight the unique benefits of the Jumpstart Savings Program. Specifically, we would like to emphasize the program's tax advantages and direct impact on workforce development in West Virginia. By focusing on these key points, we aim to set this program apart from other state offerings. At the same time, we are ensuring that our messaging stays aligned with more broad educational initiatives across the state, maintaining a consistent tone throughout.

In terms of visual consistency, we created a distinct identity for the Jumpstart Savings Program while staying true to the state's broader brand guidelines. You can see that we chose career specific icons to visually represent the different career paths the program impacts, which will be integrated into all materials. These icons not only give the program a recognizable look but also create a direct visual connection with the various career paths the program supports, allowing us to communicate a lot of information visually and efficiently.

Whether a vehicle representing Automotive Mechanics, a hammer for Carpentry and Construction or chef's hat for culinary careers, these icons drive clear, consistent and engaging messaging that can easily be tailored to individual and collective campaigns, ensuring that our messaging resonates with the audience. To stay within branding guidelines, we chose from the state-approved color palette, typeface and logo, ensuring a cohesive brand experience across all platforms.

Next, in order to speak directly to potential participants but also maintain universal appeal, we have chosen a tagline that can be personal: “Your future. No limits.” This tagline focuses on the possibilities that this program offers but can easily be customized depending on the targeted audience.

To drive the point home, the tagline is followed up by a simple, engaging question: “What path will you choose?” This question invites the audience to reflect on their potential future and creates a sense of ownership in the decision-making process.

Then, to ensure a clear call to action (CTA), we plan for every piece of creative to have a prominent “Learn more” as the main CTA. This direct invitation to act encourages users to dive deeper into the program rather than only asking for an immediate application. Once someone visits the site, they will then be retargeted with a more direct “Apply Now” message, pushing them further down the conversion funnel.

Finally, to ensure cost effectiveness, all the elements of this campaign are highly customizable. This allows the flexibility to scale up or scale down based on needs or budget, to maximize the campaign’s impact in any given scenario.

Social Media

To shine a spotlight on the Jumpstart Savings Program, we suggest focusing content on its own social page and also coordinating shared content with partners and/or stakeholders.

Even though hashtags are losing momentum and are not as necessary with recent algorithm updates, custom hashtags can add another level pertaining to consistency and tracking. It also allows us to view posts from individuals that may not have tagged the program page but included the hashtag. To put faces to this program, testimonials can be used across all platforms to make the program feel like a real possibility for real West Virginians. These testimonials can then be highlighted and archived on the program website to showcase the impact the program has made on participants as a result of this investment in their future.

Paid Media

Our approach to the RFP request was to create a paid media strategy that was easily scalable either up or down, as budget was not included in the instructions to bidders.

This strategy will allow the Jumpstart Savings Program to stand out against other programs the state offers to residents and increase the number of West Virginians taking advantage of this opportunity.

Research shows that West Virginians simply are not planners. The financial decision-making process can be terribly slow, and most families do not think about college until their child is a junior or senior in high school. Adult learners are even more challenging, considering furthering their education only as a last resort.

Consistent paid media campaigns targeted to short windows that align with registration periods can help in keeping costs down while maximizing impact, while more general messaging targeting apprenticeships and trades keep the message alive beyond the high school and community and technical college schedules. By leveraging partners and stakeholders identified in the On Target session, the Jumpstart Savings Program’s message can be amplified in the most organic and cost-effective way.

All elements are fully customizable to work either as a large statewide effort or even narrowed to a specific industry, region or program. The media mix would also adjust to fit the demographics of the intended audience. The reality is that in a state with the geography of West Virginia, there is no one-size-fits-all solution.

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, social 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, Choozle and Sprout Social in concert with subscriptions to ratings data from Nielsen Media Research and TapClicks.

A detailed breakdown of TMG methodology to place and track media, can be reviewed in **Section 4.2.1.4**. Sample media reporting is also available in **Addenda B, D & E**.

For example, if West Virginia were predicted to be impacted by a shortage in certified plumbers and welders beginning in the Fall of 2026, a Jumpstart Savings Program account could make these programs, certifications and the necessary equipment for apprenticeship programs a reality for future plumbers and welders.

Each area of the state would require an individualized media mix with consistent messaging across the board. While digital ads can certainly be placed statewide, the reality is that there are areas of the state where broadband access is still a challenge. Likewise, billboard inventory is very scarce in the Eastern Panhandle, whereas there is an overabundance in the Charleston-Huntington and Morgantown-Clarksburg markets. Additionally, posters are a great tool in reaching most demographics. Meaningful placements at locations where targeted populations gather, such as high schools, unemployment offices, union halls, CTC campuses, etc., ensure that the message is reaching targeted populations around the state.

Digital advertising with a mix of static display and video are also highly effective and can be targeted statewide all the way down to a single zip code. Depending on budget, CTV and digital video can be key in communicating complicated messages to very niche audiences. Should budget allow, animated display ads in DMV locations around the state can also be a great addition. These locations represent a captive audience of all ages and income levels. Employed, unemployed or underemployed, nearly all populations must visit a DMV office at least once a year. While they wait their turn, a QR code quickly takes them to learn more about the program.

Given budget allows, we would also allocate some funds to growing the audiences of Jumpstart Savings Program's social media channels in the first year.

By taking an individualized approach, we can minimize waste and maximize visibility with those most likely to respond.

After combing through current partner and individual posts, it would be beneficial to create a partner toolkit for uniform messaging. This could be as simple as a tagline and hashtag or images and facts about the program, all directing viewers to the website for more information.

This could boost traffic and increase general knowledge. Ideally, stakeholders would receive a toolkit with general and date-specific messaging to align with campaign timelines regarding information such as eligibility, FAQs, deadlines, etc. to ensure accurate and consistent messaging from all involved.

While social media has the potential to reach much of the state's population, paid media is an essential component of the strategy to ensure there are no gaps.

The success of a campaign strategy is a key cornerstone in our On Target strategic planning process. By defining measurement and evaluation tools as the campaign comes together, all stakeholders are on the same page in terms of measurement and evaluation at the onset of a project, and the campaign strategy is created specifically to meet those goals. This goes far beyond post-analysis reporting on paid advertising.

Some of the suggested measurement and evaluation tools include:

- **Research** – Research should be conducted often to ensure baselines are progressing toward defined benchmarks as intended.
- **Website** – Reporting on website traffic analysis affords the ability to track the number of website visitors, unique visitors and the length of time spent on the site. This information can then be used to guide website updates, content, etc.
- **Social media reports** – Social media is measurable far beyond paid ad placements. Monitoring page growth, engagement rates, etc. is just as important for organic efforts as paid. These reports allow us to assess what content is most engaging and optimize future content accordingly. Competitive reporting can also provide insights into what other financial institutions and state programs are finding successful.
- **Ride over reports** – These reports are integral in tracking the performance of Out-of-Home campaigns. We work closely with vendors to monitor which billboard locations remain posted beyond contract dates. Clients see added value and impressions beyond a paid media campaign.
- **Earned media** – Tracking and valuation performed on all earned media coverage using the same data used in planning paid media buys. This allows clients and their stakeholders to see the value and reach of their earned media.

As an example of a previous campaign completed in the past 24 months, please see the following summary from the West Virginia Lottery which took place November-December 2023. The media summary and reporting are available in **Addendum D**.

Spec Creative produced for this RFP can be reviewed in **Addendum C**.

The West Virginia Lottery Holiday Scratch-Off Campaign

RESEARCH

In advance of launching the Holiday Scratch-Off campaign, the West Virginia Lottery approached The Manahan Group (TMG) with a unique creative challenge: celebrate the nostalgia of PAC-MAN, one of the most iconic arcade games of all time.

To ground the concept in authenticity, our team immersed ourselves in PAC-MAN gameplay and revisited original footage to relive the sights, sounds and emotions of the era. This exploration uncovered the key nostalgic triggers – neon-colored mazes, ghost chases, fruit bonuses and the unmistakable soundtrack – that would later shape the campaign’s storytelling.

PLANNING

The creative strategy centered around the power of memory: connecting the joy of PAC-MAN with the warmth of holiday traditions. Our concept featured “Eddy,” who is gifted PAC-MAN Holiday Scratch-Offs from his mom on Christmas morning and is instantly transported back to his childhood, reliving the excitement of Christmas mornings long past.

Campaign Objectives:

1. Reinforce the Lottery’s seasonal brand connection through nostalgia and storytelling.
2. Drive engagement and sales of PAC-MAN Holiday Scratch-Offs.
3. Deliver a strong holiday message that resonates emotionally with audiences of all ages.

The campaign was planned as a multimedia effort, with television as the anchor, supported by programmatic digital advertising to extend reach and frequency.

IMPLEMENTATION

TMG collaborated with a local production company to bring the vision to life. The team recreated a retro atmosphere, carefully transitioning between present day and Eddy's childhood. The final :30 television spot delivered an emotionally resonant experience designed to spark recognition and connection among viewers.

Campaign Deliverables Included:

- One :30 television spot featuring Eddy's holiday memory
- Retro-inspired creative assets and messaging built around the theme "Retro Your Play"
- Programmatic digital campaign designed to amplify reach and engagement

EVALUATION

The campaign performed strongly across television and digital channels, successfully blending nostalgia with holiday sentiment.

Television

- 803 spots aired
- 7.3 million impressions
- 76% reach, 3.4x frequency

Programmatic Digital

- 2.2 million impressions
- 2,653 clicks

4.2.1.4: Targeted Digital Advertising Campaign – Discuss your firm's approach to develop, budget and implement an effective digital marketing campaign. Explain how you will research and target appropriate audiences for program-specific messages and use available funds in an efficient and cost-effective manner. Discuss your ability to successfully use microtargeting to capitalize on consumer data, predict behavior, and develop a hyper-targeted advertising strategy. Including your methods to place media and track results. Detail your effort to ensure the creative material is relevant to the campaign goals. Discuss how you will involve the Agency in finalizing plans. Provide at least one example of a similar campaign completed within the last 24 months.

In today's market, multi-media campaigns have become the norm; now imperative to ensure that creative assets generated for digital platforms are developed with the campaign goal in mind. For instance, if measurement is based solely on account openings, the call to action should be "Open an Account" with a direct link, versus printed materials which might include a "Learn More" tagline with a QR code or web address. Campaign goals are essential when developing an overall strategy for both creative messaging and media placements. The Agency is continually involved throughout our On Target strategic planning process, including the initial meeting, weekly progress updates and any ad-hoc meetings. Ideas for campaign optimizations are shared through these updates to ensure that the client remains involved from start to finish.

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 \$4.5 million in paid media in calendar year 2023 and \$5.6 million in paid media in calendar year 2024. 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, social 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, Choozle and Sprout Social in concert with subscriptions to ratings data from Nielsen Media Research and TapClicks.

TMG's media department regularly works with clients to identify niche audiences and how best to reach them to achieve project goals. This may include a geofencing digital campaign targeting a 1-mile radius of various labor and delivery units around the state with messages about the WIC program. Alternatively, messaging encouraging West Virginians to 'Breakthrough Addiction' may be served through digital ads utilizing consumer data and predictive behavior technology based on retail purchases. These types of strategies allow our clients to hyper-focus their advertising dollars.

Once a client has reviewed and approved a media plan, TMG's media department begins 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, engagement and conversions of digital and social advertising, and reviewing all necessary materials to determine if the placement was implemented as indicated by TMG and the client. 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 across multiple platforms.

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.

The Manahan Group LLC (TMG) conducts post-buy analysis and provides 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 track KPIs based on each specific tactic's audience and compare that 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 timeframe as 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.

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 make us superior to other media services.

For an example of a previous campaign completed in the past 24 months, please see the following summary from the West Virginia Department of Human Services which took place November 2024-April 2025. The media summary and reporting are available in **Addendum E**.

988 Suicide & Crisis Lifeline Awareness Campaign

RESEARCH

In advance of launching a statewide awareness campaign for the 988 Suicide & Crisis Lifeline, The Manahan Group (TMG) partnered with the West Virginia Department of Human Services to conduct comprehensive research focused on message delivery, audience behavior and communication gaps. Primary research included interviews and facilitated strategy sessions with key stakeholders, including behavioral health professionals, regional mental health agencies and community advocates. These sessions identified core communication challenges such as public unfamiliarity with 988, cultural stigma surrounding mental health, and a lack of accessible messaging for rural and underserved populations.

Secondary research encompassed CDC suicide prevalence data, state reports on behavioral health trends, and national case studies from early 988 rollouts in other states. The team also conducted a comparative analysis of past mental health campaigns to identify effective message framing techniques. This research guided the campaign's voice, tone and media targeting.

PLANNING

Campaign planning prioritized inclusion, empathy and visibility. The primary goal was to increase awareness and understanding of 988 Lifeline as a trusted, 24/7 support resource, especially among at-risk groups. Identified audiences included youth, veterans, individuals in rural communities and people with limited access to behavioral health services.

SMART Objectives:

1. Deliver at least 1.2 million impressions through out-of-home (OOH) media placements.
2. Generate a minimum of 2.5 million impressions and 2,000+ clicks through digital ads.
3. Provide outreach toolkits to a minimum of 100 community organizations.
4. Use inclusive messaging that reduces stigma and encourages help-seeking behavior.

A four-part strategic framework was developed: (1) Multimedia advertising, (2) Community partner engagement, (3) Toolkit development and (4) Measurement and adaptation.

IMPLEMENTATION

TMG designed and deployed a multimedia campaign that emphasized clarity, inclusivity and emotional connection. Based on research findings, all creative assets featured real people in relatable settings, with diverse representation across race, age, gender and geography. Messages avoided clinical language and instead used direct, stigma-reducing calls to action such as “Talk to someone” and “You’re not alone.”

Campaign Deliverables Included:

- Three distinct television spots tailored to general audiences, youth and veterans
- Three radio ads for statewide broadcast and streaming platforms
- Six billboard designs for partners to place based on areas with high incident rates.
- Digital out-of-home (college campuses, bars and restaurants), digital display and digital video placed by TMG in November and December 2024
- Over 20 digital ad variations used in paid social and programmatic display campaigns
- All assets including posters, flyers and social media content for distribution through a community toolkit

Research-driven tactics included message testing, audience-specific adaptations and geotargeting of ads using ZIP-code-level health and demographic data. Assets were distributed through partner organizations to extend reach.

EVALUATION

Campaign outcomes were tracked using multiple methods. Media performance metrics showed the following:

- Out-of-Home placements generated over 1.4 million verified impressions
- Digital ads delivered 2.99 million impressions and resulted in 2,475 clicks to the 988-program website. When combined with the digital out-of-home campaign that ran Thanksgiving through January, this effort generated over 3.9 million impressions, targeting West Virginia’s most vulnerable populations on campuses, in restaurants, around town, and most personally – on their cell phones.
- Toolkits were distributed to over 100 community organizations

Evidence that objectives were met or exceeded:

- Objective 1 (OOH impressions) – EXCEEDED
- Objective 2 (Digital impressions & clicks) – EXCEEDED
- Objective 3 (Toolkit development) – MET

Measurement methods included impression tracking via vendor reports for click-through rates and structured post-campaign partner interviews.

4.2.2: Mandatory Project Requirements

4.2.2.1: *The vendor must be capable of providing or securing a full range of advertising services for multiple STO programs simultaneously, prior to reimbursement by the STO.*

In a similar scope to that outlined in the RFP, the West Virginia Department of Health is currently a client with a number of different programs each reaching niche audiences with unique messaging. Previously, our work with the West Virginia Lottery was also similar in that they have a number of different games targeted at various audiences. The Manahan Group has helped each of these state agencies to collaborate and share resources to streamline efficiencies.

4.2.2.2: *For each strategy or project, the Vendor must develop and submit an itemized plan and project budget for Agency approval. The Vendor may come in under budget for any project. The Vendor must not charge for additional hours outside of an approved project budget unless a revised project budget is agreed upon and approved by the Agency PRIOR to the commencement of that work. It is the sole discretion of the Agency to allow for a project budget to be amended after it is approved. The Agency and Vendor shall mutually determine time frames and deadlines for each project. All materials and campaigns must be approved in advance by the Agency before work commences.*

The Manahan Group LLC will submit an itemized project plan and budget for Agency approval before any work begins.

A sample work plan created for an HIV/STD awareness campaign on behalf of the West Virginia Department of Health can be reviewed in **Addendum B**. Creative and media documentation for similar campaigns during the past 24 months can be reviewed in **Addenda D and E**.

4.2.2.3: *For each strategy or project, the Vendor must develop and present a post-project summary report with outcomes, insights, performance data and other relevant information within 45 days after the conclusion of a campaign or project.*

The Manahan Group LLC will develop and present a post-project summary report with outcomes, insights, performance data and other relevant information within 45 days after the conclusion of a campaign or project.

4.2.2.4: *When necessary, the Vendor is responsible for finding low-cost subcontractors and negotiating favorable rates for advertising and other third-party purchases. Whenever possible, a minimum of three (3) detailed cost estimates from three (3) different subcontractors should be presented for review and final approval from the Agency, with the exception of media buys. The vendor shall remit payment to the subcontractors within 45 days of receipt of invoice from the subcontractor, regardless of whether the vendor has yet to be reimbursed by the Agency.*

The Manahan Group LLC will provide the Agency with three competitive bids from three individual subcontractors for Agency approval. TMG will also negotiate favorable rates for advertising and other third-party purchases.

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 4.2.2.4**.

4.2.2.5: *All materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time, including after the contract expires or is terminated.*

The Manahan Group LLC (TMG) materials and campaigns produced for the Agency will become the property of the Agency and may be used at any time, including after the contract expires or is terminated.

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 should include, but is not limited to, staff certifications or degrees applicable to this proposal, 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 were 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 Manahan Group LLC (TMG) exceeds the minimum requirements as outlined in **Section 4.3**. The following responses outline several projects that were completed successfully, including services and problem-solving tasks similar to those requested in this RFP. Proposed staffing plans are available for review in **Section 4.3.2**.

For those staff members who are anticipated to work on this account, bios can be found on **pages 4-6**, and full resumes, including staff certifications and degrees applicable to this proposal, can be reviewed on **pages 26-37**.

Finally, below are references for prior projects, including client name, project manager with contact information, project type, goals and objectives and measurement/successes.

Client References

Client: West Virginia Department of Health

Project Manager: Shannon McBee, MPH, CHES

Phone: 304-352-5260 • **Email:** shannon.m.mcbee@wv.gov

Location: West Virginia, Statewide

Project Type: HIV/STD – Digital marketing design, Placement strategy, Optimization and measurement

Project Goals: Increase traffic to multiple CDC testing sites, educating the public on symptoms, testing locations, etc.

Success: The ad campaign served over 22 million impressions and generated over 19,000 clicks by West Virginia residents over a nine-month period.

Client: West Virginia Lottery

Project Manager: Sara Harpold

Phone: 304-558-0500 ext. 267 • **Email:** sharpold@wvlottery.com

Project Type: Branding, Marketing, Digital, Media placements and measurement, Budget control, Creative development and implementation

Location: West Virginia, Statewide

Project Goals: Increase ticket sales and product awareness statewide

Success: In fiscal year 2024, the West Virginia Lottery was able to top the \$1.32 billion mark in total gross sales for the second consecutive year.

Client: West Virginia Department of Health, Breathe Easy program

Project Manager: Robert Wines

Phone: 304-352-6266 • **Email:** robert.l.wines@wv.gov

Location: West Virginia, Statewide

Project Type: Brand Development and Implementation, Creative development and execution, media strategy and reporting, Website design and development, budget control

Project Goals: Educate the public on the importance of Fall respiratory vaccination and encourage them to find a location near them by driving traffic to the program website.

Success: The state agency was extremely pleased with site visits and engagement on their new website breatheeasy.wv.gov. More than 34 million impressions were served through a multi-media campaign including print, radio, digital, DMV advertising, billboards and college football sponsorships.

Client: Hartford Funds – SMART529 Education Savings Program

Project Manager: Justine Bartholomew

Phone: 484-515-9112 • **Email:** justine.bartholomew@icloud.com

Location: West Virginia, Statewide

Project Type: Hartford Smart529 – Digital marketing, Event planning and execution, Database management, Creative development and execution, Media strategy, negotiation and placement, Social media management, and Public relations.

Project Goals: Increase number of essay contest entries annually.

Success: While the program had its share of challenges due to inclement weather, teacher strikes, pandemic, etc., overall, the When I Grow Up contest was able to achieve an average 4,000 entries per year, in addition to the media attention the announcement event garnered year after year, expanding awareness of the product.

Client: West Virginia Outdoor

Project Manager: Frank Williams

Phone: 304-342-0932 • **Email:** fwilliams@wvoutdoor.com

Project Type: Branding, Website design and functionality, Media strategy, negotiation and placement, Post buy analysis/ added-value

Location: West Virginia, Regional

Project Goals: Increase visibility of local outdoor advertising company.

Success: 2024 saw record sales volume increase company-wide.

The Manahan Group LLC exceeds the minimum requirements as outlined in **Section 4.3**, specific responses to follow.

4.3.1.1: *Detail Vendor company information, including company description, legal structure, ownership, staffing numbers, organizational chart, pending contracts to merge or sell any portion of the firm and any information that will assist in evaluation.*

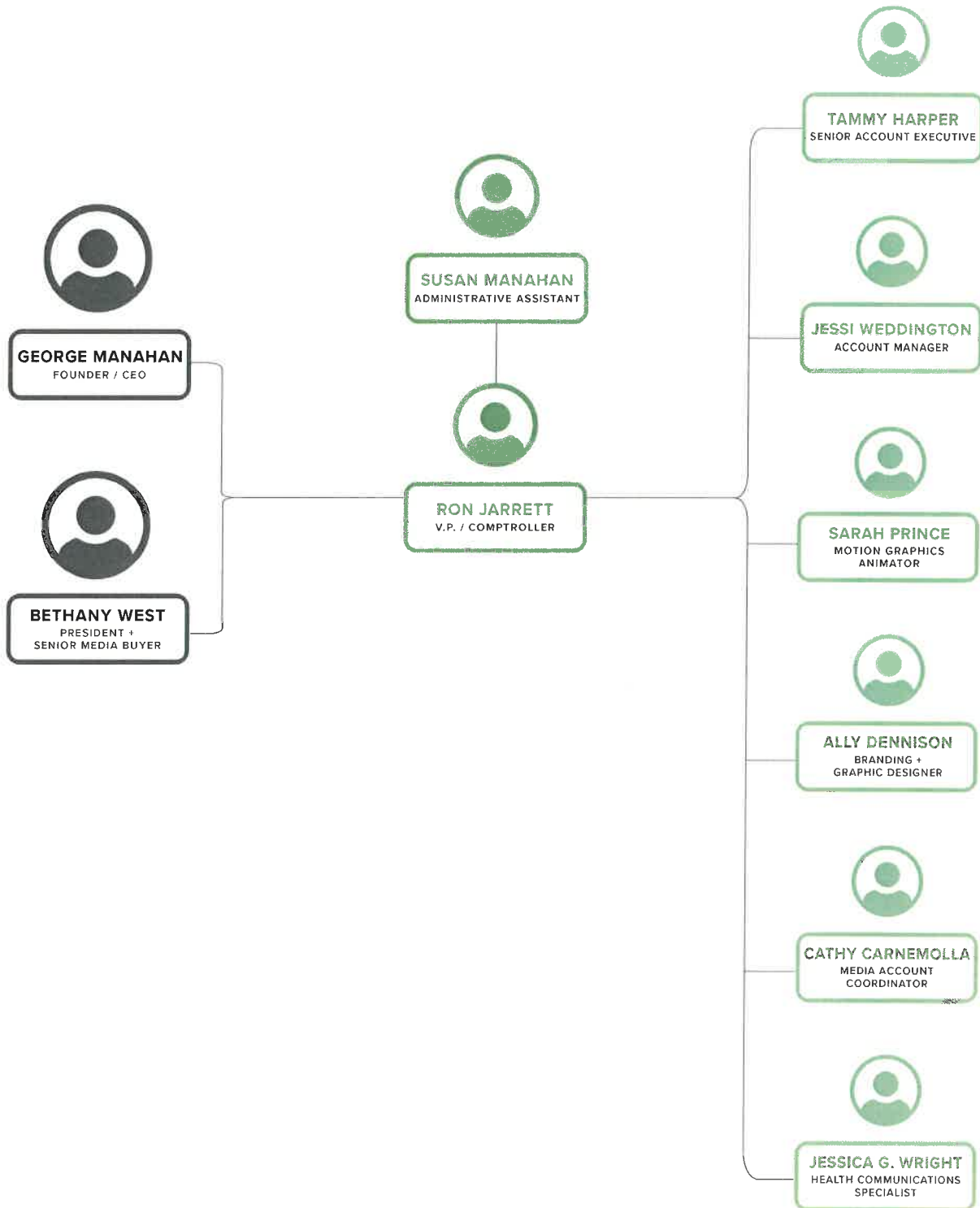
The Manahan Group is one of West Virginia’s most experienced full-service advertising, marketing and public relations agency with its main office in downtown Charleston. The Manahan Group LLC (TMG) is owned by George Manahan and is a Limited Liability Corporation (LLC) that has been in business over 20 years.

Throughout our 20 years, we have worked with a diverse group of clients like the West Virginia Lottery, Hartford Funds – SMART529 Education Savings Solution, the WV State Treasurer’s Office, the West Virginia Department of Transportation, the West Virginia Governor’s Highway Safety Program and the West Virginia Departments of Health and Human Services, to name a few.

There are no current pending contracts to merge or sell any portion of the agency.

The Manahan Group LLC currently has a staff of ten (10) communications professionals, who produce, implement and measure marketing and advertising efforts for a wide variety of clients.

ORGANIZATIONAL CHART



THE MANAHAN GROUP



4.3.1.2: Describe the scope and length of experience of your firm in providing services similar to those requested in this RFP. In your discussion, please include:

A. Size and types of engagements handled by your firm;

B. In-house capabilities;

C. Location from which services will be provided; and

D. Any other information you believe distinguishes your firm.

A. The Manahan Group LLC engages with a number of different clients that range in size and type. Those most similar to this RFP include WV Lottery (\$5,198,948.81 in spend 2024), WV Department of Health (\$1,034,497.87 in spend 2024), and WV Department of Human Services (\$2,649,240.20 in spend 2024).

B. Full list of in-house services and capabilities is available on **page 4**.

C. Our offices are located in downtown Charleston at 222 Capitol Street.

D. 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 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. In fiscal year 2024, the Lottery was able to top the \$1.32 billion mark in total gross sales for the second consecutive year.

4.3.1.3: Identify the person who will have overall, hands-on account management responsibilities for the services, who will be known as the account executive. Provide a resume for this individual, including his or her qualifications, experience, expertise with similar projects, number of years with your firm and primary work location.

If awarded this account, Tammy Harper will serve in the role of Account Executive for the State Treasurer's Office:

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. Tammy has worked on accounts ranging from the WV Department of Health and Human Resources, the West Virginia Lottery, and the State Treasurer's Office over her career.

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.

A full resume is available on **page 31**.

4.3.1.4: *Identify the person(s) in your firm, other than the account executive, who will generally be assigned to provide the services. Describe the role of each person listed and provide a brief resume of each person listed which includes his or her qualifications, experience, expertise with similar projects, and number of years with your firm.*

If awarded this account, services will be provided by a great team of professionals including:

Bethany West • President + Sr. Media Buyer • Strategy

George Manahan • Founder + CEO • Public Relations

Ron Jarrett • Vice President + Comptroller • Finance

Sarah Prince • Motion Graphics Animator • Creative

Ally Dennison • Branding + Graphic Designer • Creative

Cathy Carnemolla • Media Account Coordinator • Media

Bios available on pages 4-6.

Full resumes available on pages 26-37.

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

The Manahan Group LLC (TMG) is proud to have a great retention rate among staff. On average, our current staff has been with the company 11.6 years. In the event of turnover, we work quickly to replace staff, and the remaining staff share responsibilities until such openings are filled so that there is no interruption in service.

4.3.2: Mandatory 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.*

4.3.2.1: *The Vendor must have a managing member or director with a minimum of five (5) years of previous management-level experience in providing the advertising services requested to agencies or companies with similar needs.*

The Manahan Group LLC (TMG)'s Founder + CEO, George Manahan, exceeds the requirement outlined in

4.3.2.1. as noted in **bios on pages 4-6 and resumes on pages 26-37.**

4.3.2.2: *Vendor must have a managing member or director who has managed or directed at least two (2) previous engagements with annual billings of more than \$200,000 within the last three years. Vendor should describe each qualifying engagement, listing the managing member or director, the name of the client, the length of the relationship, and the services provided.*

The Manahan Group LLC (TMG)'s Senior Account Manager, Tammy Harper exceeds the requirement outlined in **4.3.2.2.** as noted in sample project summaries on **pages 14 and 17.** Harper has handled accounts of more than \$200,000 in 2024 alone for clients including the West Virginia Lottery, the West Virginia Department of Health and the West Virginia Department of Human Services.

The Manahan Group LLC (TMG)'s Founder + CEO, George Manahan, exceeds the requirement outlined in

4.3.2.1. as noted in **bios on pages 4-6 and resumes on pages 26-37.**

4.3.2.3: *Vendor's supervising staff member assigned to this account must possess a bachelor's degree, or five (5) years of related experience in lieu of a degree, in the areas of advertising, communications, or a related field such as journalism or marketing/sales. If the Vendor substitutes staff for this account, the experience, and qualification levels must be of a similar quality. The Agency reserves the right to approve and/or reject the Vendor's staff recommended to work on the account.*

If awarded this account, Tammy Harper will serve as the supervising staff member for the State Treasurer's Office.

GEORGE MANAHAN

gmanahan@manahangroup.com

George Manahan is one of West Virginia's top public relations and advertising professionals. A former radio and TV news reporter and anchor, he served as press secretary to former Governor Gaston Caperton. He started his own agency in 1993 and has over the years grown, merged and purchased-back the company. Now in its 22nd year, The Manahan Group is the Agency of Record (AoR) for the three new entities formerly known as the West Virginia Department of Health and Human Resources, among others.

George and his company are known for its charitable work in the community, volunteering thousands of hours for groups such as Mountain Mission, Capitol Market, and Charleston Parkinson's Support Group, among others.

EXPERIENCE

CEO/FOUNDER

The Manahan Group • Charleston, WV • 8/2003-Present

George is the owner of The Manahan Group, one of West Virginia's premiere advertising and public relations firm. The company is located in Charleston, WV and has a strong history of creating results-based marketing, advertising and public relations initiatives for clients of all sizes.

FOUNDER/DIRECTOR

Charleston Parkinson's Support Group • Charleston, WV • 5/2010-Present

After being diagnosed with Parkinson's disease in 2010, George founded a local support group, exercise classes, and advocacy campaign for people suffering from the disease.

SENIOR VICE-PRESIDENT

thembcgroup • Charleston and Wheeling, WV and St. Louis, MO • 8/1999-8/2003

George managed all operations for thembcgroup's Charleston office. He served as account coordinator for the agency's largest account, West Virginia Department of Health and Human Resources (DHHR). During the DHHR contract, George led an agency-client team that developed from scratch the state's award-winning teen anti-tobacco campaign, RAZE. In just three years, the effort led to a 20-percent reduction in teen tobacco use and was recognized by the Center for Disease Control (CDC) as one of the nation's top campaigns.

PRESIDENT/CEO

Manahan & Company • Charleston, WV • 1/1993-8/1999

George established his own public relations and government relations agency providing services to more than 25 clients in West Virginia and Washington, DC. In August 1999, George merged his company with thembcgroup.

PRESS SECRETARY

WV Governor's Office • Charleston, WV • 6/1990-1/1993

George served as press secretary to former Governor Gaston Caperton. He coordinated the Governor's PR efforts, including message development, answering all media inquiries, and coordinating a staff of five. His efforts led to the improvement of the Governor's approval rating from 18 to 60 percent and paved the way for the Governor's re-election.

OTHER POSITIONS HELD:

Director of PR, Willard & Associates

Reporter/Anchor, WSAZ-TV

Capital Bureau Chief, MetroNews Radio Network

Reporter/Anchor, West Virginia Public Radio

Reporter/Anchor, WQBE-Radio



EDUCATION

Bethany College • Bethany, WV • 1983

Bachelor of Arts Communications

AWARDS

2022: The Michael J. Fox Foundation National Advocate of the Year

2022: PRSA • WV Hall of Fame

2019: West Virginia Executive Magazine Sharp Shooter

2016: The State Journal Who's Who Award

2013: Lifetime Achievement Award • Public Relations Society of America, WV

2012: Community Service Award, Charleston Vandalia Rotary Club

2010: WV PR Practitioner of the Year, Public Relations Society of America, WV

2011: Chapter Service Award, Public Relations Society of America, WV

VOLUNTEER ACTIVITIES

1989–Present: Member, Public Relations Society of America-WV

2006– Present: Member, Charleston Vandalia Rotary Club

2009–2024: Member, Capitol Market Board of Directors

2012–2023: Coordinator, Fox Trot for Parkinson's Research

2013–Present: Director, Charleston Parkinson's Support Group

BETHANY WEST

bwest@manahangroup.com

Experienced media buyer with a demonstrated history of working in the marketing and advertising industry.

Skilled in Integrated Marketing, Advertising, Media Buying, and Media Relations.

Strong marketing professional with a Bachelor of Business Administration(BBA) focused in Marketing from Marshall University.

EXPERIENCE

PRESIDENT AND SENIOR MEDIA BUYER

The Manahan Group • Charleston, WV • 2/2003-Present

VICE PRESIDENT AND SENIOR MEDIA BUYER

The Manahan Group • Charleston, WV • 2/2002-2/2003

SENIOR MEDIA BUYER

The Manahan Group • Charleston, WV • 10/2003-2/2022

MEDIA BUYER

thembcgroup • Charleston, WV • 5/2002-8/2003

ADMINISTRATIVE ASSISTANT

thembcgroup • Charleston and Wheeling, WV and St. Louis, MO • 10/2001-5/2002

EDUCATION

Marshall University • Huntington, WV • 1997-2000

Bachelor of Business Administration (BBA), Marketing

SKILLS

Media Strategy

Digital Strategy

Omni-Channel Marketing

CERTIFICATIONS

Digital Buyer

Print Planner & Buyer

Spot Finance Manager

SBMS Digital Invoicing for Finance Managers

Media Fundamentals

RONALD JARRETT

rjarrett@manahangroup.com

With more than eleven years of experience in the accounting field, I am extremely knowledgeable in the use of computerized record keeping with most of the standard accounting systems, which includes Peachtree, QuickBooks, and Quicken.

I also have extensive experience using all Microsoft Office Programs, including: Word, Excel, Outlook, Publisher, PowerPoint and Access. I am also familiar with WordPerfect, Quattro Pro, Lotus 1-2-3, Lotus Approach and the Adobe product line of document editing and creation. Additionally, I have experience being a computer network administrator.

EXPERIENCE

VICE PRESIDENT AND COMPTROLLER

The Manahan Group • Charleston, WV • 8/2005-Present

SPECIAL PROJECTS OFFICER

Cabin Creek Health Systems • Cabin Creek, WV • 2/2005-8/2005

Developed an expansion plan to add two new federally qualified health centers to the Cabin Creek Health Systems organization. This included working on a complete overhaul of financial and billing systems and developing the organization's infrastructure to meet the needs of a much larger organization. Also developed new ways of tracking visits, provider hours, charges, receipts, and adjustments. Also worked on various renovation projects with the purpose of increasing business and improving the public's perception of the facilities.

STAFF ACCOUNTANT

Cabin Creek Health Center, Inc. • Cabin Creek, WV • 9/2002-3/2004

Developed the organization's first true grant based accounting system. Duties and responsibilities included payroll and payroll tax preparation, balance sheet, income/loss statements, general ledger adjustments, multi-grant reporting, and statistical reporting.

CONTROLLER/BOOKKEEPER

Mid Atlantic Regional Council of Carpenters • WV Area • 5/1998-5/2002

General accounting responsibilities included maintaining General ledger using Peachtree Complete Accounting, accounts payable, accounts receivable, purchasing, bank reconciliation, payroll tax preparation, monthly financial reports, and audit preparation. Also responsible for breaking down incoming receivable and allocating them to various sub-entities, solving member health and welfare problems, preparing member pension applications, filing death claims and funeral donations, filing federal and state prevailing wage forms with the Department of Labor, worked on national team of office administrators developing, implementing, and maintaining a national computer system bringing all local unions online under one uniform record keeping system.

ACCOUNTANT

Regency Place & Greystone Landing • Teays Valley, WV • 8/1997-5/1998

Performed controller duties for two personal care home facilities located in Teays Valley and Lewisburg. Responsibilities included maintaining general ledger, accounts payable, accounts receivable, private insurance billing, budget preparation, submitted monthly reports to board of directors, conducted new employee orientation, was human resources contact for benefits, and oversaw payroll processing.

FISCAL OFFICER

Construction Trades Training and Advancement Program • Charleston, WV • 10/1994-4/1997

Duties and responsibilities included writing and executing Federal Job Training Partnership Act grants, writing subcontract agreements, maintaining general ledger using Client Ledger Systems software, payroll administration, payroll tax preparation, monthly federal/state audit preparation, multiple grant cost allocation reports, and public speaking.

EDUCATION

West Virginia University • Morgantown, WV • 1989-1994

Bachelors of Science in Business Administration, College of Business and Economics

- Major in Human Resource Management with a strong emphasis in Accounting

Herbert Hoover High School • Clendenin, WV • 1985-1989

High School Diploma

TAMMY HARPER

tharper@manahangroup.com

EXPERIENCE

SENIOR ACCOUNT MANAGER

The Manahan Group • Charleston, WV • 10/2009-Present

Coordinate and manage multiple advertising and marketing client accounts for the agency. Develop and implement advertising and public relations initiatives, including event coordination and media relations for clients.

CLIENT SERVICES MANAGER

The Arnold Agency • Charleston WV • 8/1999-2/2008

Responsible for daily client interaction, managing projects from start to finish, event planning, public relations, government relations and media relations.

ASSISTANT EXECUTIVE DIRECTOR

West Virginia Cable Telecommunications Association • Charleston, WV • 1/2006-2/2008

Worked with the Executive Director in annual event planning, meeting planning, mailings and record keeping of yearly membership dues.

EDUCATION

West Virginia University • Morgantown, WV • 1/2009-1/2010

Regents of Bachelor Arts e-Distance Learning

Concord College • Athens, WV • 1989-1990

College Core Classes

Charleston Catholic High School • Charleston, WV • 1985-1989

High School Diploma

AFFILIATIONS AND ASSOCIATIONS

Public Relations Society of America

Tammy is Past-President of the Public Relations Society of America West Virginia Chapter and has served the community in a variety of charitable efforts. She has served on the Marketing Committee for Kanawha/ Putnam Habitat for Humanity, past board member of Rea of Hope, past board member of the Kanawha Charleston Humane Association, past host for the Kanawha Charleston Humane Association's monthly library channel show, PAWS-TV, past Family Resource Committee Member for Kanawha/Putnam Habitat for Humanity and past West Virginia event volunteer for The Humane Society of the United States

AWARDS

Public Relations Society of America West Virginia Chapter • Chapter Service Award

JESSI WEDDINGTON

jweddington@manahangroup.com

Aspiring marketing professional with 14 years of experience across the entertainment, travel, education and health sectors.
Highly trained and efficient project manager who has successfully managed and/or led 100+ projects in her career.
Exposure to a wide range of marketing activities, from planning and strategy to end-to-end campaign management.
Well-rounded background, ranging from a Master's degree in public relations to international work experience in Australia.

CORE COMPETENCIES

Complex Project Management • Nationwide Promotional Events • Website Content Management
Strong Writing Skills • Marketing Strategy and Planning • Marketing KPI-Driven • Marketing Campaign Management
Market Research • Budget Management

PROFESSIONAL PROFILE

Successfully managed dozens of projects, many with a marketing focus, in verticals ranging from entertainment to healthcare.
Launched numerous marketing and promotions campaigns targeting business and consumer audiences.
Spearheaded campaign development from start to finish, from concept all the way through successful launch and tracking.
Designed and ran regional promotional events in order to drive subscriber activations; staffed more than 30 events nationwide.
Created digital promotions strategies that boosted earned media impressions.
Managed annual campaign budgets of up to \$350K.
Cultivated writing and content creation skills: marketing plans, collateral, ad copy, research reports, social media content, email marketing copy, scripts (TV and radio), press releases, etc.
Conducted market research and summarized findings, ranging from identifying demographics to sourcing strategic partnerships.
Managed content updates through a CMS for a national TV network's website.

EXPERIENCE

ACCOUNT MANAGER

The Manahan Group • Charleston, WV • 2021-Present

ADMINISTRATIVE PROJECT COORDINATOR

OWS Acquisitions Co (*acquired EnerVest Operating Feb 2021*) • Charleston WV • 2018-2021

TRAVEL SPECIALIST

National Travel • Charleston, WV • 2017-2018

ADMINISTRATIVE ASSISTANT

Eastern Suburbs Private Hospital • Randwick, Australia • 2017

MARKETING ASSISTANT

ISPT • Sydney, Australia • 2016

AFFILIATE MARKETING COORDINATOR

INSP • Indian Land, SC • 2012-2015

MARKETING AND PROMOTIONS COORDINATOR

Halogen TV • Indian Land, SC • 2011-2012

RESEARCH ASSISTANT

Marshall University Center for Business and Economic Research • Huntington, WV • 2010-2011

EDUCATION

Marshall University • Huntington, WV • 2010

Master of Arts in Journalism • Concentration: Public Relations

Marshall University • Huntington, WV • 2008

Bachelor of Business Administration • Concentration: Marketing • Minor: Economics

International Business Program at the Université Catholique de Lyon • France • Completed 2007

SKILLS

Design: Adobe Photoshop (beginner), InDesign (beginner)

Social Media: Fluent across all social media platforms

Web Tools/CMS: WordPress, Google Analytics Certified, Choozle

Business Productivity: Microsoft Office, Basecamp, Workamajig, G-Suite

SELECT ACCOMPLISHMENTS

Achieved Certified Digital Marketing Professional and AMA Professional Certified Marketing PCM in Digital marketing certifications from the Digital Marketing Institute + American Marketing Association

Led three retention and acquisition campaigns per year (including a nominee for the CableFAXIES Award) for an independent national television network, contributing to a 12% increase in audience footprint to over 90MM homes.

Conceived and ran more than six subscriber acquisition campaigns in the television industry, netting up to 50K subscribers each.

Developed and executed the digital promotions strategy for TV affiliates at INSP that generated over \$700K in earned media.

Collaborated on Halogen TV's first full-fledged acquisition and retention campaign, yielding a 10% increase in audience footprint.

Maximized campaign budget ROI by consistently coming in at 15% under budget.

Created a marketing plan for a commercial real estate firm in Sydney, Australia in order to broad their potential customer reach; presented the new strategy to senior management.

Supported a community campaign at Halogen TV in partnership with Real Salt Lake, Salt Lake City's MLS football team.

Launched and evolved Marshall University's first-ever branding and marketing strategy for the school's study abroad programs, boosting participation by over 20%.

SARAH PRINCE

sprince@manahangroup.com

EXPERIENCE

DESIGNER & MOTION GRAPHICS ANIMATOR

The Manahan Group • Charleston, WV • 5/2021-Present

Graphic Design – Flyers, posters, brochures, banner-ups, booklets, magazines, storyboards for animations, logo design and more.
Motion Graphics – 2D Animation of WIC tutorial videos; LPP online stock footage commercial; Connecting Kids to Coverage motion graphics/live footage videos; Harm Reduction motion graphics animation; Animation of end tags for TV spots; 2D animation of Lottery GT Attract Screens and more. Proficient in Adobe Creative Suite and Microsoft Office.

MARKETING & GRAPHIC DESIGNER

Gino's Pizza & Spaghetti House & Tudor's Biscuit World • Charleston WV • 12/2019-4/2021

Working closely with co-workers creating illustrations and animations to promote and brand the company's products.

"THE BIRDS" MOVIE TITLE INTRO

Savannah College of Art and Design • Savannah, GA • 5/2019

Reimagined a title intro for Alfred Hitchcock's film "The Birds". Digitally painted and 2-D animated. Concept was inspired by a scene from the film.

COMMISSION

Venture Lanes • Charleston, WV • 12/2018

Collaborated with client to design a custom banner for their New Years Eve event.

"THE WINTER HAUNTING" ANIMATION

Bowling Green State University • Bowling Green, OH • 8/2017-5/2018

Collaborated closely with a team of 3 other students to create this animation. I 3D modeled portions of the environment and some of the assets. I also animated specific sections of the piece.

EDUCATION

Bowling Green State University • Bowling Green, OH • Graduated May 2018

Bachelor of Fine Arts in Digital Arts, Cum Laude Honors

Savannah College of Art and Design • Savannah, GA • Graduated August 2020

Masters in Motion Media and Design

SKILLS

Motion Graphics

Graphic Design

2D Animation

3D Animation

3D Modeling

Cinematography

Storyboarding



CATHY CARNEMOLLA

ccarnemolla@manahangroup.com

EXPERIENCE

MEDIA ACCOUNT COORDINATOR

The Manahan Group • Charleston, WV • 3/2021-Present

Utilize my background in media buying and sales. Supportive team member of the media department. Negotiate ad buys and contracts. Cross-reference affidavits and reconcile invoices. Work with clients such as WV Department of Health Women, Infants & Children Program and WV Department of Human Services State Opioid Response Program.

MEDICAL ASSISTANT

Dr. Gibert Goliath • South Charleston, WV • 10/2013-8/2016

Greet and check-in patients. Scheduling for office appointments, specialist referrals and out-patient procedures. Maintain medical records. Obtain pre-authorization for specialists and out-patient procedures. Collect patient billing. Assist billing manager regarding payment issues with insurance and private pay. Answer incoming calls.

LOCAL SALES ASSISTANT

WCHS-TV • Charleston, WV • 9/2011-9/2013

As part of my position, I serve as a supportive team member to several departments within our station. I work closely with account executives, local sales managers and our general manager to conduct an efficient and profitable sales force. My responsibilities include contract/order entry, communicating with clients to ensure quality customer service, timely payments and accuracy in commercial air schedules and billing. I developed a working knowledge of our commercial traffic system and business office practices. I communicate with each of these departments daily. I'm well versed in Microsoft Word, Excel and Outlook.

ACCOUNT EXECUTIVE

WQCW-TV, The Tri-State's CW • Charleston, WV • 2/2008-12/2010

As an original staff team member of the station's Charleston office, I was instrumental in establishing new business relationships which led to steady revenue growth. I developed and presented customized advertising business plans to business owners and advertising agencies.

MEDIA BUYER

Charles Ryan Associates, Inc. • Charleston, WV • 12/2004-3/2007

Negotiated and purchased advertising in several media outlets including broadcast and cable television, radio, newspaper, billboard and magazine. Executed effective local, regional and national media buys based on thorough research of the product and demographic while adhering to specified budgetary goals. Developed media planning strategies working collaboratively with the agency's staff and clients. Determined post buy analysis to ensure media plan accuracy. Utilized media buying software to design television schedules, and research demographics.

PRODUCER / MEDIA BUYER

Image Associates • Charleston, WV • 1/2004-12/2004

Negotiated and purchased advertising in several media outlets including broadcast and cable television, radio and newspaper. Produced commercial advertisements and 30-minute programs. Provided administrative support as front office receptionist answering multi-line phone system and greeting guests.

SALES COORDINATOR

Residence Inn by Marriott • Charleston, WV • 5/2002–1/2004

Achieved 126 REVPAR, (revenue per available room), index in 2002, exceeding the market's share of rate and occupancy by 26%, indexed at 138 in 2003, exceeding our market share of rate and occupancy by 38%. Realized 22% market growth compared to 11% growth among competitors in 2003. Successfully prospected and booked several new business accounts through cold calls and leads. Maintained new and existing client relationships. Presented sales activity to management in weekly meetings. Prepared quarterly sales critiques and forecasts. Successfully completed management-level sales training seminars. Guided tours of the hotel.

EDUCATION

West Virginia State University • Institute, WV • Graduated December 2001

Bachelor of Science in Communications

Belmont University • Nashville, TN

Business Management

ALLY DENNISON

allydennison@manahangroup.com

EXPERIENCE

BRANDING AND GRAPHIC DESIGN

The Manahan Group • Charleston, WV • 5/2023-Present

Design brands, logos, advertisements, billboards, banners, t-shirts, graphics for social media, newsletters and digital advertisements for multiple clients including West Virginia Department of Health, West Virginia Women, Infants and Children, West Virginia State Opioid Response, West Virginia State Office of Rural Health, Joey Garcia, Kanawha County Public Library and West Virginia Lottery. Proficient in Adobe Creative Suite.

CREATIVE COORDINATION AND DESIGN

West Virginia Department of Commerce • Charleston, WV • 10/2018-2/2023

Worked with the Director of Creative Services and Operations and interdisciplinary project teams to interpret written and verbal information into visual concepts and collateral including, but not limited to annual reports; print and digital advertising; brochures; invitations; holiday cards; social media graphics; web graphics; logo design; branding; and any other print or digital materials for multiple State agencies, including, but not limited to WV State Parks; WV Division of Natural Resources, WV Governor's Office; WV Division of Tourism; WV Forestry, WV Small Business Development Center; and other agencies under the WV Department of Commerce.

DESIGN

AGD Collective Works • Charleston, WV • 12/2014-10/2018

Collaborated and led team projects as well as work independently to create various printed media, digital advertising, web design, motion graphics and develop messaging and strategy behind brands and campaigns. Designed and produced digital campaign for Dulles International Airport

CREATIVE DIRECTION AND DESIGN

Moen • North Olmstead, Ohio • 5/2017-7/2017

Freelance co-creative direction, strategy and graphic design for Moen's spotify channel.

MARKETING/DESIGN INTERN

Charleston Area Medical Center Marketing and Public Affairs • Charleston, WV 5/2014-7/2014

Designed medical related posters, brochures, postcards, customer service booklets and attend creative sessions.

DESIGN INTERN

Pat Butner Interiors • Charleston, WV • 5/2010-8/2010

Worked closely with head designer to produce designs and draw floor plans for home and office design.

DESIGN ASSISTANT

Pat Bibbee Designs • Charleston, WV • 5/2007-10/2009

Assisted CEO with organization of fabric samples and choosing finishes for interiors including the governor's mansion.

EDUCATION

Kent State University • Kent, OH • 2010-2014

Bachelor of Fine Arts in Visual Communication Design, College of Communication and Information

• Photo Illustration Minor



ADDENDUM A

TECHNICAL



Table of Contents

Designated Contact & Certification & Signature	Page 1
Section 6.8 Certifying Review of Proposal	Page 2
Disclosure of Interested Parties	Pages 3 - 4
Insurance Policies	Pages 5 - 6
Final CRFP 1300 STO2600000001 3	Pages 7 - 9
Addendum Acknowledgement Form (Attachment C)	Page 10 - 20
Proof of Registration with WV Department of Admin	Pages 21 - 23
WV Business Registration	Pages 24 - 25
Purchasing Affidavit	Pages 26
In-State Vendor Preference	Page 27
Small, Women-Owned, Minority Owned Business	Pages 28 - 32

**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) RON TARRETT, VP - COMPTROLLER

(Address) 222 CAPITOL ST. CHARLESTON, WV 25301

(Phone Number) / (Fax Number) 304.343.2800 / 304.343.2788

(email address) R.TARRETT@MANAHANGROUP.COM

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

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

THE MANAHAN GROUP LLC

(Company)

(Signature of Authorized Representative)

BETHANY WEST, PRESIDENT 9/8/2025

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

304.343.2800 / 304.343.2788

(Phone Number) (Fax Number)

B.WEST@MANAHANGROUP.COM

(Email Address)

Section 6.8 Certifying Review

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.

THE MANAHAN GROUP LLC

(Company)

BETHANY WEST, PRESIDENT

Bethany West

(Representative Name, Title)

304.343.2800 / BWest@MANAHAN GROUP.COM

(Contact Phone/Email)

9/8/2025

(Date)

Disclosure of Interested Parties to Contracts

West Virginia Ethics Commission



Disclosure of Interested Parties to Contracts

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

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

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

"Interested party" or "Interested parties" means:

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

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

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

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

Name of Authorized Agent: BETHANY WEST Address: (SAME)

Contract Number: STO26A1 Contract Description: MARKETING/ADVERTISING

Governmental agency awarding contract: WVSTO

☐ Check here if this is a Supplemental Disclosure

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

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

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

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

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

100% GEORGE MANAHAN

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

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

Signature: Bethany West Date Signed: 9/8/25

Notary Verification

State of West Virginia, County of Kanawha:

I, 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 8th day of September 2025.



Bridgette A. Poteet
Notary Public's Signature

To be completed by State Agency:

Date Received by state agency: _____

Date submitted to Ethics Commission: _____

Governmental agency submitting Disclosure: _____

Insurance Policies

**Commercial General Liability,
Automobile Liability,
& Workers Compensation**



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
09/05/2025

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

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

PRODUCER Automatic Data Processing Insurance Agency, Inc. 1 Adp Boulevard Roseland NJ 07068		CONTACT NAME: Automatic Data Processing Insurance Agency, Inc. PHONE (A/C, No, Ext): 1-800-524-7024 FAX (A/C, No): E-MAIL ADDRESS:	
INSURED The Manahan Group LLC 222 Capitol St Ste 400 Charleston WV 25301		INSURER(S) AFFORDING COVERAGE INSURER A: Twin City Fire Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	
		NAIC # 29459	

COVERAGES **CERTIFICATE NUMBER:** 4530185 **REVISION NUMBER:**

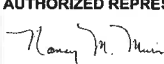
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE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

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	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 \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					EACH OCCURRENCE \$ AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N Y	N/A N 76WEGGB4885	10/15/2024	10/15/2025	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER 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)

CERTIFICATE HOLDER

CANCELLATION

<p>WV State Treasurer's Office, Attn: Purchasing Capitol Bldg 1, Room E-145 1900 Kanawha Blvd E Charleston WV 25305</p>	<p>SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.</p> <p>AUTHORIZED REPRESENTATIVE </p>
---	--



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
9/5/2025

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

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

PRODUCERCAPITAL INSURANCE GROUP
216 WASHINGTON ST W
CHARLESTON, WV 25302-2346**CONTACT NAME:****PHONE**
(A/C. No. Ext.): (888) 661-3938**FAX**
(A/C. No. Ext.): (877) 872-7604**E-MAIL ADDRESS:** service.center@travelers.com**INSURED**THE MANAHAN GROUP
222 CAPITOL ST
CHARLESTON, WV 25301**INSURER(S) AFFORDING COVERAGE****NAIC #****INSURER A :** TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA**INSURER B :** TRAVELERS CASUALTY INSURANCE COMPANY OF AMERICA**INSURER C :** TRAVELERS PROPERTY CASUALTY COMPANY OF AMERICA**INSURER D :****INSURER E :****INSURER F :****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 INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS			
A	<input checked="" type="checkbox"/>	COMMERCIAL GENERAL LIABILITY					680-0L282488-25-42	07/30/2025	07/30/2026	EACH OCCURRENCE	\$1,000,000	
	<input type="checkbox"/>	CLAIMS-MADE	<input checked="" type="checkbox"/>	OCCUR						DAMAGE TO RENTED PREMISES (Ea Occurrence)	\$300,000	
	<input type="checkbox"/>										MED EXP (Any one person)	\$5,000
	GEN'L AGGREGATE LIMIT APPLIES PER:									PERSONAL & ADV INJURY	\$1,000,000	
	<input checked="" type="checkbox"/>	POLICY	<input type="checkbox"/>	PROJECT	<input type="checkbox"/>	LOC				GENERAL AGGREGATE	\$2,000,000	
	<input type="checkbox"/>	OTHER								PRODUCTS -- COMP/OP AGG	\$2,000,000	
B	<input checked="" type="checkbox"/>	AUTOMOBILE LIABILITY					BA-2N945226-25-42	07/30/2025	07/30/2026	COMBINED SINGLE LIMIT (Ea accident)	\$1,000,000	
	<input type="checkbox"/>	ANY AUTO								BODILY INJURY (Per person)	\$	
	<input type="checkbox"/>	OWNED AUTOS ONLY	<input type="checkbox"/>	SCHEDULED AUTOS						BODILY INJURY (Per accident)	\$	
	<input type="checkbox"/>	HIRED AUTOS ONLY	<input type="checkbox"/>	NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	\$	
	<input type="checkbox"/>										\$	
	<input type="checkbox"/>										\$	
C	<input checked="" type="checkbox"/>	UMBRELLA LIAB	<input checked="" type="checkbox"/>	OCCUR			CUP-1L212693-25-42	07/30/2025	07/30/2026	EACH OCCURRENCE	\$1,000,000	
	<input type="checkbox"/>	EXCESS LIAB	<input type="checkbox"/>	CLAIMS-MADE						AGGREGATE	\$1,000,000	
	<input type="checkbox"/>	DED	<input checked="" type="checkbox"/>	RETENTION \$ 5000								
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY											
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)			Y/N	N/A							
	If yes, describe under DESCRIPTION OF OPERATIONS BELOW											

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

CERTIFICATE HOLDER**CANCELLATION**WV STATE TREASURER'S OFFICE
PURCHASING
CAPITOL BLDG 1, ROOM E-145
1900 KANAWHA BLVD E
CHARLESTON, WV 25305

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

Renan M. Beltran

Final CFRP 1300 STO2600000001 3

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

Proc Folder: 1767636

Doc Description: Addendum No 2 - Advertising/Marketing/PR

Reason for Modification:

Addendum No 2 is issued to
publish a questions and answers

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2025-09-11	2025-09-17 13:30	CRFP 1300 STO2600000001	3

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: 109305

Vendor Name: THE MANAHAN GROUP LLC

Address: 222 CAPITAL ST

Street:

City: CHARLESTON

State: WV

Country: USA

Zip: 25301

Principal Contact: BETHANY WEST

Vendor Contact Phone: 304.343.2800

Extension:

FOR INFORMATION CONTACT THE BUYER

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

Vendor
Signature X

Bethany West

FEIN# 20-0201317

DATE 9/11/2025

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

ADDITIONAL INFORMATION

Addendum No 2 is issued for the following reasons:

1) To publish a copy of questions with the Agency responses.

--no other changes--

**** Online responses and/or submission through wvoasis have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.l.welch@wv.gov.

The Purchasing Division will not accept bids, modifications of bids, or addendum acknowledgment forms via e-mail.

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE CHARLESTON WV 25304 US	WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Professional Advertising, Marketing, and promotional Service				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Professional Advertising, Marketing, and Promotional Services:

Vendors MUST fill out and submit Exhibit A Cost Sheet which is included herein and separate from the technical proposal. Labeling each part respectively. See Section 5 of the Instructions to Bidders

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

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2025-09-03

	Document Phase	Document Description	Page 3
STO2600000001	Final	Addendum No 2 - Advertising/ Marketing/PR	

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

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

Proc Folder: 1767636			Reason for Modification: Addendum No 2 is issued to publish a questions and answers
Doc Description: Addendum No 2 - Advertising/Marketing/PR			
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2025-09-11	2025-09-17 13:30	CRFP 1300 STO2600000001	3

BID RECEIVING LOCATION

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

VENDOR

Vendor Customer Code: 109305
Vendor Name: THE MANAHAN GROUP LLC
Address: 222 CAPITOL ST
Street :
City: CHARLESTON
State: WV Country: USA Zip: 25301
Principal Contact: BETHANY WEST
Vendor Contact Phone: 304.343.2800 Extension:

FOR INFORMATION CONTACT THE BUYER

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

Vendor
Signature X

Bethany West

FEIN#

20-0201317

DATE

9/11/25

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

ADDITIONAL INFORMATION

Addendum No 2 is issued for the following reasons:

1) To publish a copy of questions with the Agency responses.

--no other changes--

**** Online responses and/or submission through wvoasis have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.i.welch@wv.gov.

The Purchasing Division will not accept bids, modifications of bids, or addendum acknowledgment forms via e-mail.

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE CHARLESTON WV 25304 US	WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Professional Advertising, Marketing, and promotional Service				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Professional Advertising, Marketing, and Promotional Services:

Vendors MUST fill out and submit Exhibit A Cost Sheet which is included herein and separate from the technical proposal. Labeling each part respectively. See Section 5 of the Instructions to Bidders

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

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2025-09-03

SOLICITATION NUMBER: CRFP STO2600000001
Addendum Number: 2

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

Applicable Addendum Category:

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

Description of Modification to Solicitation:

Addendum No 2 is issued for the following reasons:

- 1) To publish a copy of questions with the Agency responses.

--no other changes--

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

Terms and Conditions:

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

ATTACHMENT A

Page 13

The Manahan Group LLC
CRFP 1300 STO2600000001 3

Revised 6/8/2012

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

In Section 4.2.1.3, the respondent is asked to "Discuss your firm/s approach to develop, budget and implement a comprehensive six-week marketing campaign to increase the number of individuals participating in one of the Agency's programs of your choice (i.e.: Jumpstart Savings, Unclaimed Property, etc.). Explain how you will use available funds in an efficient and cost-effective manner. Include your effort to ensure the creative material is relevant to the campaign goals. Discuss your approach in determining the best strategy, including the range of media that would be considered appropriate, such as newspaper/print, broadcast (television/radio), direct mail, and digital (including social media and CTV). Include your methods to place and track media. Detail how you will measure campaign results. Provide at least one example of a similar campaign completed within the last 24 months.

- (1) This Section does not explicitly ask for the respondent to provide spec creative for one of the Agency's Programs. Is WVSTO directly requesting spec creative? **No.** If not, can the responding agency include spec creative as a part of their submission? **Yes.**
- (2) If spec creative is not required, will creative samples of the Agency Programs be provided to develop a campaign? **No. The responding Vendor should explain the processes for developing a campaign, but campaign creative samples are not required. The responding Vendor may include creative samples for this portion if they choose, but the responding Vendor will not be evaluated on artwork. Information about all Agency programs may be found at wvtreasury.gov. The respondent may include creative samples when providing at least one example of a similar campaign completed within the last 24 months.**
- (3) Section 4.2.2.5, it states that "All materials and campaigns produced for the Agency will become property of the Agency and may be used at any time, including after the contract expires or is terminated." Since WVSTO owns everything that has been produced by your current agency, will they be allowed to incorporate images owned by WVSTO as a part of their campaign? **Responding Vendors are not restricted in what images they may use in their response.** Would this not give that agency an unfair advantage over the other agencies because they are using property owned by WVSTO that the other agencies do not have access to, specifically the native files of editable layered design files? **Evaluations will be based on strategy for developing, budgeting, implementing, tracking and evaluating the campaign as described.**

On the Cost Sheet, there is not a place for outside expenses or media buying.

- (4) Will this RFP allow outside expenses such as printing and promotional items to be billed at cost, or will the outside expenses need to be converted into labor to cover their cost? **Yes, subcontracted expenses such as printing, media buys, or promotional items that were agreed on in a pre-project budget should be billed to**

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

the Agency at cost. Any additional labor expenses incurred by the responding Vendor must be incorporated into an hourly labor rate.

- (5) Are all outside costs (production, ad placement, promo items) & (talent, craft services, voiceovers) to be included in the required pre-project budget & work plan? Yes. 4.2.2.2. states: "For each strategy or project, the Vendor must develop and submit an itemized plan and project budget for Agency approval." This should include all outside costs including production, ad placement, promo items, talent, craft services and voiceovers. These subcontracted services do not need to be included in the RFP Cost Sheet.
- (6) How are direct media expenses billed? Specifically, if WVSTO is billed \$10,000 Net for digital media, is the successful vendor going to be required to show that they actually paid \$10,000 Net for the media. Yes. The Vendor should include proof of payment with invoices to the Agency.

Film or Video Production is not clearly referenced in the RFP. Section 4.2.1.2. describes Creative Services and mentions "video asset creation".

- (7) Will the responding vendor be required to solicit competing bids on Film Productions? If a project requires film or video production and the responding Vendor does not have in-house film production services or if the Vendor will need to hire contracted staff who are not on the Vendor's payroll, the Vendor should present three detailed cost estimates from three different subcontractors, as stated in 4.2.2.4. Exceptions may be made at the sole discretion of the Agency per strategy or project.
- (8) If the responding vendor is allowed to provide the film production crew in-house, will that production have competing bids, or will it be billed at whatever cost the responding vendor chooses to charge? As stated in 4.2.2.2.: "For each strategy or project, the Vendor must develop and submit an itemized plan and project budget for Agency approval." For in-house film production, the Vendor must charge its hourly rate as submitted under Creative Services on the Cost Sheet. The Agency reserves the right to refuse a project budget proposal from the responding Vendor.
- (9) If the production is done in-house by the responding vendor, how will outside expenses like talent, set decoration, craft services, and voice -overs be billed? As stated in 4.2.2.2.: "For each strategy or project, the Vendor must develop and submit an itemized plan and project budget for Agency approval." This should include all outside costs including talent, set decoration, craft services and voiceovers.

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

Questions about Staffing Requirements

- (10) Section 4.3.1.3. asks for the Account Executive who will manage the account.
Section 4.3.1.4. asks who works under that account executive. Which are the Creative Team, Media Team, and the account assistants. **This section is asking for all persons who will be assigned to provide services for the Agency, in addition to the account executive.**

Section 4.3.2.1 wants to know the Managing Member, which we assume is the person supervising the Account Executive. **This managing member does not need to be a direct supervisor of the Account Executive, but the Vendor must have on staff a senior-level manager or director with a minimum of five (5) years of management-level experience in the field of advertising.**

Section 4.3.2.2. also talks about the Managing Member. So this question is whether or not Section 4.3.2.1 and 4.3.2.2 can be the same person. If not, can you more clearly define what is being asked? **Yes. The managing member or director detailed in 4.3.2.1 and 4.3.2.2. may be the same person.**

- (11) Section 4.3.2.3. talks about the supervising staff member assigned to the account. Is this the same person who is the managing member (4.3.2.1) or is in the account executive(4.3.1.3)? **This should be the Account Executive as detailed in 4.3.1.3.**

4.4 Oral Presentations: *The Agency has the option of requiring oral presentations of all Vendors participating in the RFP process. If this option is exercised, it would be listed in the Schedule of Events (Section 1.3) of this RFP. 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:*

- (12) Can spec creative be introduced in an oral presentation to clarify “firm's approach to develop, budget and implement a comprehensive six-week marketing campaign to increase the number of individuals participating in one of the Agency's programs of your choice (i.e.: Jumpstart Savings, Unclaimed Property, etc.)” as outlined 4.2.1.3. if spec creative was not included in the technical response.
No. Any new material presented at oral presentations cannot be considered by the committee for evaluation.

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

General Questions

- Is preference given to a West Virginia-based company? It depends based on the statutory requirements. There is a process that must be followed to receive this preference. The State of WV Purchasing website should be consulted to determine steps necessary (<https://www.state.wv.us/admin/purchase/>).

Cost Sheet

- In the cost estimate grid, can you define which tasks, in your estimation, fall under each of the service types:
 - Account Management These services are defined in 4.2.1.1.
"Account management includes administrative hours, consultation meetings, and other administrative costs per project. The Vendor is responsible for weekly progress updates and ad-hoc meetings as needed."
 - Campaign Strategy These services are defined in 4.2.1.2.
"Campaign strategy includes strategic planning sessions, marketing campaign development, project budgeting, internal meetings, surveys, research, analysis, social and traditional media strategies, and implementation. It includes developing advertising and promotional themes and related materials, determining pre-campaign goals, and identifying measurable Key Performance Indicators (KPIs). The Vendor must also provide mid-campaign assessments and post-campaign reports."
 - Creative Services These services are defined in 4.2.1.2.
"Creative services include print, digital, audio, and video asset creation." It may also include "commercial-quality designs, copy, graphics, photography, storyboards, audios, videos, print materials, digital assets, and other creative advertising and marketing items."
 - Advertisement Placement
These services include hours spent placing advertising media including, but not limited to: newspaper/print, broadcast (television/radio), direct mail, and digital (including social media and CTV).
- Can you confirm that the winning bidder is not able to markup media or third-party/passthrough services? There is no line for that calculation in the cost sheet. The winning bidder should not markup media or third-party services. These costs to the Vendor should be included in each pre-project budget at an hourly rate.
 - If this is correct, is this an indicator that media/pass-through bills will be paid by WVSTO to the Vendor upon receipt vs. net 30? Payments for goods/services will be made in arrears only upon receipt of a proper invoice, including any passthrough costs. Payments are usually issued within 45-days upon receipt of a proper invoice.

Response Clarification and Formatting

- 4.2.1.4. Targeted digital advertising campaign, should the response address the process of building a targeted digital campaign with examples, or is spec work expected for this answer? Yes, the responding Vendor should address the process of building a targeted digital campaign. Spec work is optional.

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

- 4.3.1.2. A. "Size and types of engagements handled by your firm;" - Can you please clarify how you would like to see this information categorized/presented?

The responding Vendor should summarize in paragraph form the sizes, details, and dollar amounts of various projects they typically produce. The responding Vendor may also include a summary of with which types of clients they routinely engage.

4.3.2.1 "The Vendor must have a managing member or director with a minimum of five (5) years of previous management-level experience in providing the advertising services requested to agencies or companies with similar needs." Do you need the names/titles of these members/directors? Submitting names/titles is preferred.

Jumpstart Program Questions

- What are the steps an account holder takes to upgrade their savings account to the new investment backed account?

The investment option is not currently available, but it is expected to be available later this fall. When the new platform becomes available, existing account holders must upgrade manually by opening an account on the new platform. Instructions will be sent when the new platform is available, walking account holders through the process of closing their current account with United Bank and opening a new account on the new platform.

- How can family member gift funds to a Jumpstart account?

When the new platform goes live, family, friends, and employers can contribute directly to a Jumpstart Savings account using PayPal, Venmo, or an online gift contribution form.

- As of today, how many companies are utilizing the employer matching tax benefit?
None, to the Agency's knowledge.

- As of today:

- How many accounts are opened by high school students vs students currently enrolled in career technical centers? All account owners must be aged 18 or over. We do not have this breakdown of information as the question states.

- How many Jumpstart savings accounts are eligible to transition to the new investment product? There is no transition. All current and prospective Jumpstart account holders must apply for and open a Jumpstart Savings account in the new platform when it goes live.

1. Is there an incumbent agency that will be submitting a response, or is this a new initiative? The incumbent advertising agency is permitted to submit a response.

Vendor Questions

CRFP STO2600000001 Advertising/Marketing/PR

2. May I add rows to Attachment A: Cost Sheet to cover the nine (9) programs that need campaigns to cover the media costs and to demonstrate that we will be offering travel expenses gratis to you, no cost to the budget? **No. All projects should be billed at the same hourly rate per service, regardless of Agency program.**

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP STO26*001

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

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

Addendum Numbers Received:

(Check the box next to each addendum received)

<input checked="" type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input 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
9/11/2025
Date

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

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

Account Summary

My Account

Primary Account Administrator

Name:Ronald Jarrett

Email:rjarrett@manahangroup.com

Phone:304-343-2800

Account Status

Vendor Code:000000109305

Vendor Status:Active

1099 Reportable:true

EFT Information

Account Level EFT Status:N/A

Address Level EFT Available:true

Prevent New Spending

Account Level:- not active

Prevent New Orders

Prevent New Orders:No

Registration Fee Details

Fee Exempt:false

Registration Application Date:09/03/2025

Registration Effective Date:09/11/2025

Registration Expiration Date:09/11/2026

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

Vendor Compliance Holds

Tax Clearance:false

Prevent New Orders:No

Unemployment Insurance:false

Worker's Compensation:false

Secretary of State Registration:false

Federal Debarred:false

Payment Withholding

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

1099 Backup Withholding:No

Ron Jarrett

From: egovconfirmations@wvsto.com
Sent: Wednesday, September 3, 2025 12:20 PM
To: Ron Jarrett
Subject: Payment Confirmation
Attachments: 20250903133338@www.wvoasis.org.pdf



Caution: External (egovconfirmations@wvsto.com)

Sensitive Content [Details](#)

[Report T](#)

Please do not reply to this message. Replies to this message are routed to an unmonitored mailbox. The WV ST is unable to refund any charges, even those submitted in duplicate. All refunds must be originated by the State agency that received payment. The STO does not have access to customer records such as licenses, application or tuition information. Please direct all questions to the State agency to which you made payment. Agency contact information is available at <http://www.wv.gov/Pages/agencies.aspx>

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

WV Oasis

Transaction Number: 20250903133338

Status: CompletedOk

Amount: \$125.00

Company Name: The Manahan Group LLC

Name: Ronald Jarrett

Address: 222 Capitol St Ste 500

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

600027020100000



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.

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

Page 24
The Manahan Group LLC
CRFP 1300 STO2600000001 3

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

Purchasing Affidavit

RFQ No. STO 26A1STATE OF WEST VIRGINIA
Purchasing Division**PURCHASING AFFIDAVIT**

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

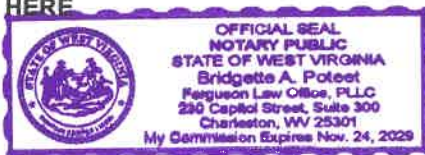
"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:Vendor's Name: THE MANAHAN GROUP LLCAuthorized Signature: [Signature] Date: 9/8/25State of West VirginiaCounty of Kanawha, to-wit:Taken, subscribed, and sworn to before me this 8 day of September, 2025.My Commission expires 11-24-2029, 20 .

AFFIX SEAL HERE



NOTARY PUBLIC

[Signature]

Purchasing Affidavit (Revised 07/01/2012)

In-State Vendor Preference

VENDOR PREFERENCE CERTIFICATE

Certification and application is hereby made for Preference in accordance with **West Virginia Code**, §5A-3-37. (Does not apply to construction contracts). **West Virginia Code**, §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the **West Virginia Code**. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Vendor Preference, if applicable.

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

Bidder is an individual resident vendor and has resided continuously in West Virginia, or bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia, for four (4) years immediately preceding the date of this certification; **or**,



Bidder is a resident vendor partnership, association, or corporation with at least eighty percent of ownership interest of bidder held by another entity that meets the applicable four year residency requirement; **or**,



Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification; **or**,

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

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

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

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

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

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

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

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

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

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

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

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

**8. Application is made for reciprocal preference.**

Bidder is a West Virginia resident and is requesting reciprocal preference to the extent that it applies.

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

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

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

Bidder: THE MANAHAN GROUP LLC

Signed: Bethany West

Date: 9/8/2025

Title: PRESIDENT

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. Vendors supplying sole source goods or services to West Virginia state agencies, **or** competitive purchases of \$5,000 or less annually in aggregate across all state agencies are required to complete the Vendor Registration and Disclosure Statement (WV-1A form). If the amount for competitive purchases exceed \$5,000 in aggregate across all state agencies in any one year, a **\$125.00** annual fee is required. 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 **Part I** of this form in its **ENTIRETY** and return to the state agency listed below for their completion of **Part II**. The agency will forward this form to the West Virginia Purchasing Division for processing. Incomplete forms may not be processed and may be returned to the vendor. **Please return all correspondence to:**

STATE AGENCY: *PURCHASING DIVISION - VENDOR REGISTRATION*

ADDRESS: *2019 WASHINGTON ST EAST*

CITY, STATE, ZIP: *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**.

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. If you have any questions concerning this **Vendor Registration and Disclosure Statement**, please contact the Purchasing Division at (304) 558-2311.

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

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

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

1. Legal Name of Company/Individual THE MANAHAN GROUP LLC
Ordering Address 222 CAPITOL ST, CHARLESTON, WV 25301
(Please provide a physical address, not a post office box.)
☐ Default Ordering Address
Payment Address (SAME)
City, State, Zip _____
Telephone Number 304.343.2800 Fax Number 304.343.2788
Principle Contact Person RON SARRETO E-mail RSARRETO@MANAHAN GROUP.COM
Contact's Telephone Number (SAME) Contact's Fax Number (SAME)

DBA, if any N/A

Ordering Address _____

Payment Address _____

City, State, Zip _____

Telephone Number _____ Fax Number _____

Principle Contact Person _____ E-mail _____

Contact's Telephone Number _____ Contact's Fax Number _____

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.

25-0201317 EIN
OR

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 **vvOASIS.gov**.

541810

6. What is the latest Dun & Bradstreet number and rating on the vendor (<https://www.dnb.com/duns/duns-lookup.html>)? 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

9/8/2025

Date

**PURCHASING DIVISION
USE ONLY**

Vendor ID: _____

Check No. : _____

Memo No. : _____

Date: _____

Entered by: _____

ADDENDUM B

STRATEGY – HIV/STD



Creative



WEST VIRGINIA DEPARTMENT OF HEALTH – HIV/STD
DIGITAL ADS

STD/HIV Digital Campaign Proposal

In researching the audience of focus for the STD/HIV program, [US Census data](#) estimates that there are 466,000 single West Virginians using dating apps (232k Women, 234k Men). According to a [study](#) by the Williams Institute in 2020, West Virginia has a population of roughly 68,000 LGBTQ residents 13+. Additionally, it is estimated that roughly 91% of all college students nationally are active on a variety of dating apps and websites.

To educate this audience on the availability of STD & HIV testing, symptoms to watch for, and treatment options, The Manahan Group LLC proposes a digital marketing campaign that utilizes existing CDC assets to reach West Virginia residents likely to engage in high-risk sexual behaviors.

This campaign would consist of ads on dating apps including but not limited to Plenty of Fish, Tinder, Grindr, Adam4Adam, Scruff & Jack'd. This deployment strategy will ensure that the messaging reaches the target audience with the least waste – however app users are less likely to click on an advertisement that requires them to leave the app. After all, they are there to meet people.

For this reason, we suggest an accompanying digital ad campaign that will target people in West Virginia who also use dating apps and websites. This increases the chances that users not only see the ads themselves but are served the ad when they are not using the dating app itself. This method creates an additional touchpoint when the audience is more likely to click thru for additional information.

Geographically, this campaign will launch statewide, and should the need arise, we can optimize targeting so that we focus on any 'hot spots' that may arise.

To best utilize your budget and ensure traffic is generated to the CDC site by the targeted populations, we recommend a monthly media placement budget of \$17,000.00 per month which we estimate will generate 1.2 million impressions in each of those months in which you advertise. This ensures that the message is seen with enough frequency to resonate with the audience.

Below is a sample budget breakdown for such an initiative including both placement/expenses and labor costs. This can easily be scaled up & down or divided between funding sources as needed. We discussed an annual campaign so the costs outlined include 12 months of advertising, however we can easily scale back by shortening the timeframe which can be achieved in a few different ways. You could cut the monthly cost in half by running ads every other week, or by running every other quarter. Once we have a better idea of what you are looking to spend, we can assist you in streamlining this plan to achieve your goals within the funding parameters you must work within.

Expenses/Media Placement

	Est. Impressions (Monthly)	Spend (Monthly)	Est Impressions (Total-12mos)	Spend (Total-12mos))
Mobile App Campaign	400,000	\$10,000.00	4,800,000	\$120,000.00
Digital Ad Campaign	800,000	\$ 7,000.00	9,600,000	\$ 84,000.00
	1,200,000	\$17,000.00	14,400,000	\$204,000.00

Strategy (cont.)

STD/HIV Digital Campaign Proposal

Labor				
Service	# Hours (Monthly)	# Hours (Total-12mos)	Cost (Monthly)	Cost (Total-12mos)
Contract Administration	3	36	\$ 315.00	\$3,780.00
Account Services	15	180	\$1,575.00	\$18,900.00
Creative Services	10	20*	\$1,050.00	\$2,100.00
Media Buys	20	240	\$2,100.00	\$25,200.00
	48	576	\$5,040.00	\$49,980.00

**Once the campaign has launched creative services should be minimal, so we've only accounted for it in two months of the annual costs.*

Work Plan

To: Margret Watkins, STD Program Director, Office of Epidemiology & Prevention Services
Shawn Balleydier, WV Director HIV Care, Office of Epidemiology & Prevention Services

From: Jessi Weddington
Bethany West

RE: Work Order for 2023 Digital Ad Campaign

Date: 3/20/23

Statement of Work:

The Manahan Group LLC (TMG) has been asked to assist with placement and management of an annual digital ad campaign to create an awareness about the risk of HIV and various STD infections: symptoms to watch for, testing and treatment options amongst high-risk populations. Year one will be prorated to allow for a May launch and December 2023 end date.

The campaign will utilize existing CDC messaging and using a two-pronged approach will consist of both in-app ads on dating apps & websites including but not limited to Plenty of Fish, Tinder, Grindr, Adam4Adam & Jack'd, as well as a more broad digital campaign reaching audiences that use these apps and websites when they are not using the dating app/website itself.

Geographically this campaign will launch statewide, but should the need arise, will be optimized to address any 'hot-spots' on a smaller scale. Ads will run one-week on, one-week off to stretch the budget and ensure populations don't experience fatigue from seeing the same ad over and over again.

The Manahan Group LLC will coordinate the planning, placement, optimization, and reporting for this campaign.

Timeframe:

April 3, 2023 – December 31, 2023 (*The Manahan Group will honor the terms, conditions, and pricing past the expiration date of the master agreement for this work order.*)

Work Plan (cont.)

Estimated Labor:

The Manahan Group LLC will need a total of 372 labor hours to help plan, coordinate, execute & optimize this campaign. Per the terms of CMA 0506 0506 HHR220000001 1, the breakdown of hours between commodity line items is as follows:

Description	# Hours	Rate	Total
Contract/Administration	27	\$105.00	\$ 2,835.00
Account Service	135	\$105.00	\$ 14,175.00
Design/Copy	30	\$105.00	\$ 3,150.00
Media Buys	180	\$105.00	\$ 18,900.00

Total Labor: \$ 39,060.00

Expenses:

Expenses under this Statement of Work include all costs associated with the placement of digital ads with the requested app providers as well as programmatic ad placements to support it. Per the terms of CMA 0506 0506 HHR220000001 1, all outside costs will be billed under commodity line item "Media Buying Add-on".

Description	Quantity	Total
Media Buying Add-on	Digital Ad Placements	\$ 129,200.00
Media Buying Add-on	Media Mark-up	\$ 6,800.00

Total Outside Costs: \$136,000.00

Work Order Total Not to Exceed: \$ 175,060.00

Submitted by:



Bethany West

The Manahan Group LLC

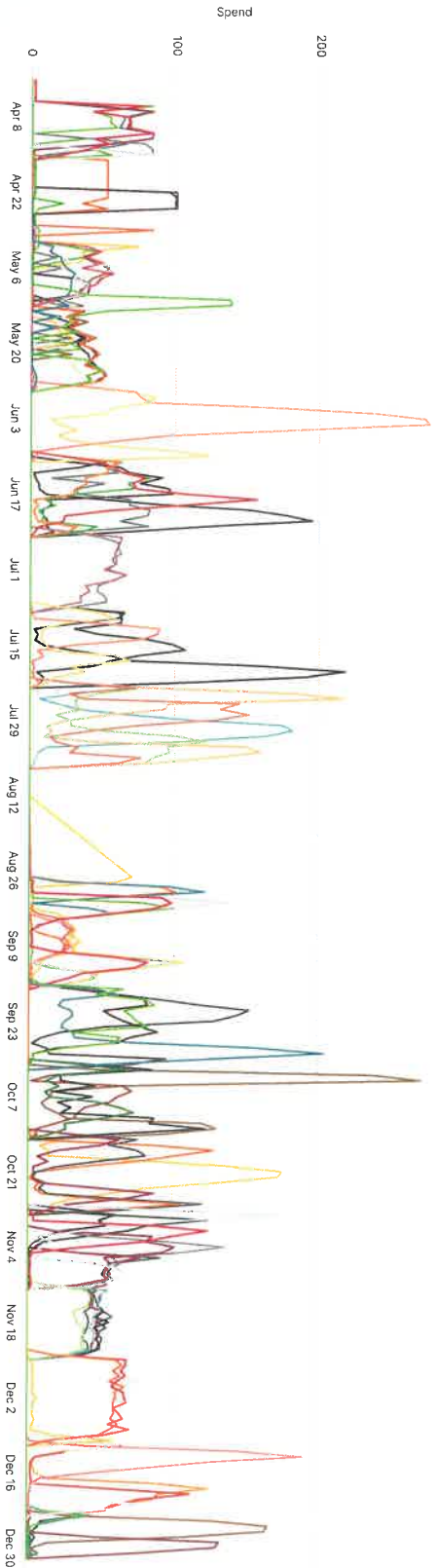


Detailed Reporting - Campaign Level

Campaign ID is 242754 Metric Selector is Spend Report Hour UTC Date is from 2024/04/01 until 2025/01/02



Ad Group Performance Trends



100.00%
Overall Pacing

68,000
Total Budget

\$67,999.59
Spend

22,292,681
Impressions

19,450
Clicks

0.087%
CTR

\$3.50
CPC

\$0.00
Recommended Daily

13.92%
Win Rate

\$3.05
CPM

Ø
VCR

Ø
CPCV

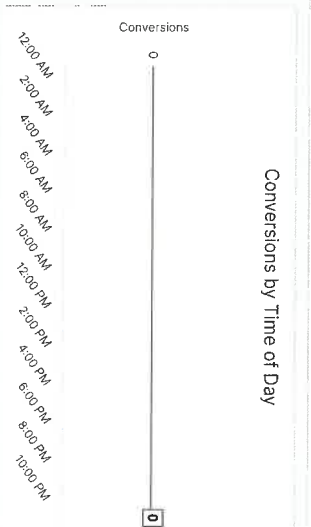
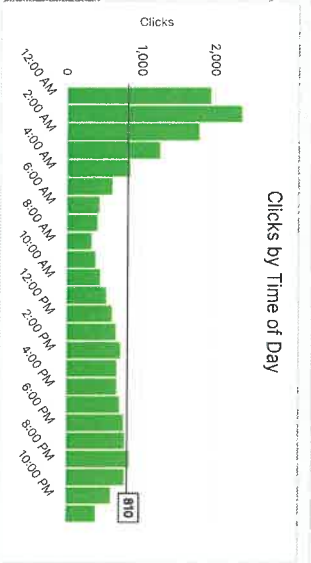
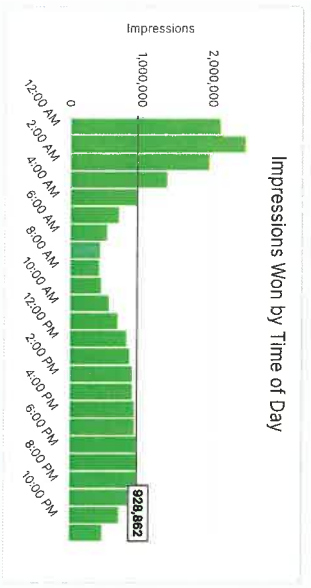
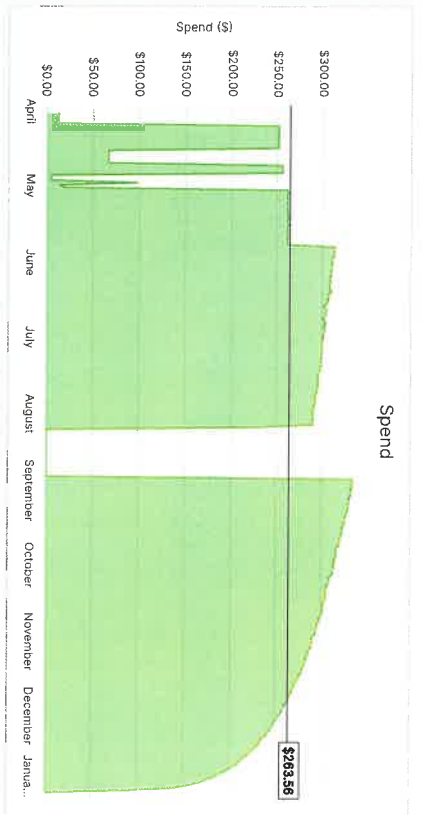
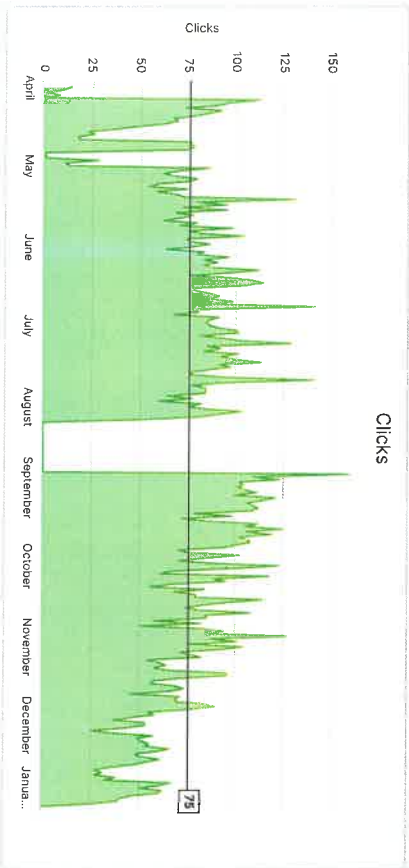
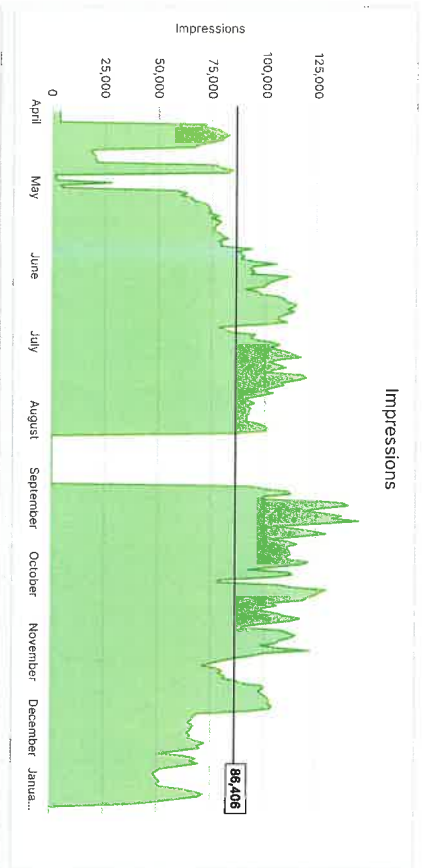
0
Conversions

\$0.00
CPA

Ad Group Performance

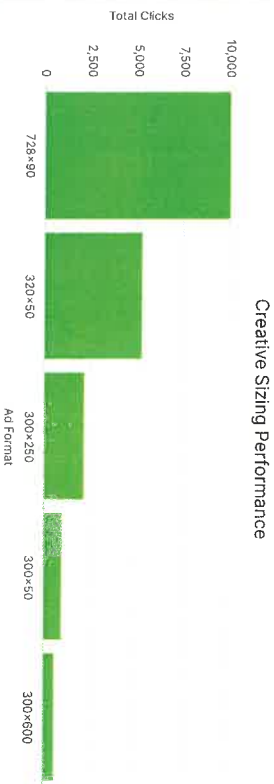
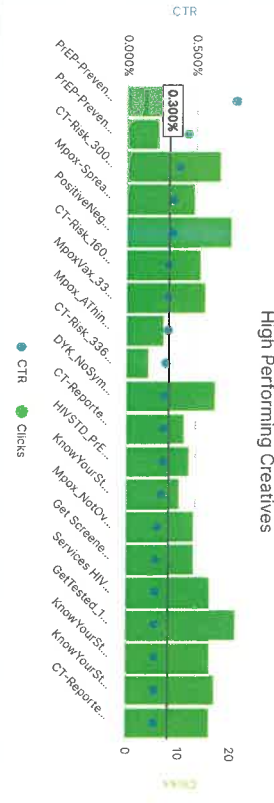
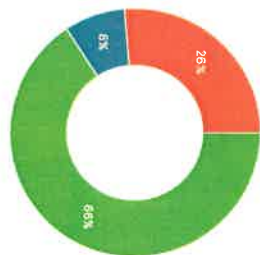
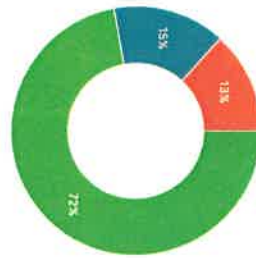
Ad Group	Spend	Impressions	Clicks	CPM	CPC	CTR	Conversions	CPA
1 Mfox-Not Over (Male, LG...	\$2,593.91	871,486	792	\$2.98	\$3.28	0.091%	0	\$0.00
2 GC - Getting Around v2 (G...	\$2,167.67	739,628	610	\$2.96	\$3.59	0.082%	0	\$0.00
3 Mfox Vaxx (Male, LG810+)	\$1,790.31	693,731	659	\$2.58	\$2.72	0.095%	0	\$0.00
4 Mfox-Not Over (General)	\$1,934.78	666,748	564	\$2.90	\$3.43	0.085%	0	\$0.00
5 Mfox Vaxx (General)	\$1,721.79	606,537	544	\$2.84	\$3.17	0.090%	0	\$0.00
6 DFKnow Your Symptom...	\$1,698.11	596,098	566	\$2.84	\$3.00	0.095%	0	\$0.00

Media - Detailed Reporting (cont.)



Media - Detailed Reporting (cont.)

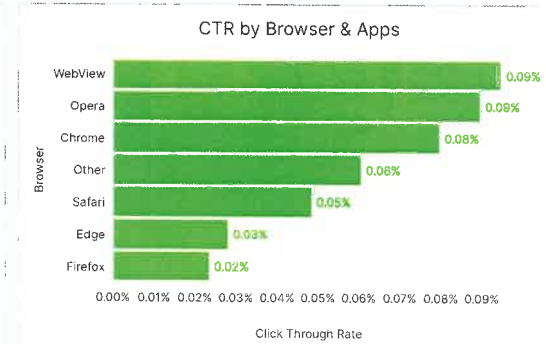
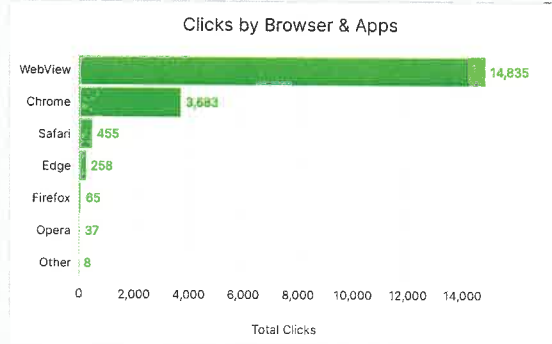
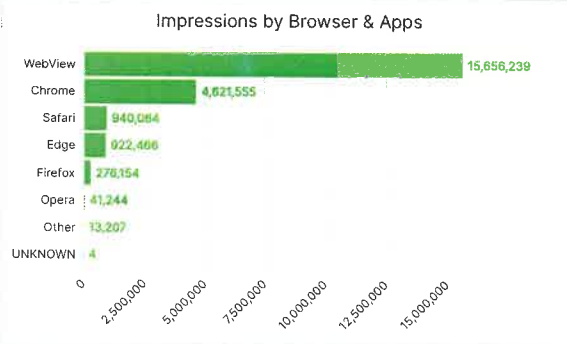
Top Performing Sites & Apps						
Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1 www.yahoo.com	\$3,719.44	1,110,719	284	\$3.35	\$13.10	0.03%
2 com.blockjungle	\$2,527.67	734,175	804	\$3.44	\$3.14	0.11%
3 1617391485	\$1,690.54	636,178	269	\$2.66	\$6.28	0.04%
4 mail.yahoo.com	\$2,117.50	572,371	44	\$3.70	\$46.13	0.01%
5 www.foxnews.com	\$1,432.75	420,632	273	\$3.41	\$5.25	0.06%
6 com.bonnie-trafficscope	\$681.92	349,947	209	\$1.95	\$3.26	0.06%
7 com.cryptogram.puzz	\$869.20	340,490	201	\$2.55	\$4.32	0.06%
8 ktk.android	\$1,255.19	322,758	78	\$3.89	\$16.09	0.02%
9 com.vivastudio.nationg	\$844.12	290,708	356	\$2.90	\$2.37	0.12%
10 com.gametrain.hekasoft	\$865.51	267,263	115	\$2.32	\$5.79	0.04%
11 weather.com	\$998.89	266,091	379	\$3.75	\$2.64	0.14%



Creative Performance Data						
Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1 GC Getting Around V1_320x50.png	1,100,975	\$3.48	801	\$4.78	0.073%	0
2 Mpox_NoOver_320x50.png	882,318	\$2.95	786	\$3.40	0.087%	0
3 Takeaction HIV_3_728x90.jpg	748,564	\$2.15	700	\$2.33	0.094%	0
4 GetScreened HIV_2_2_728x90.jpg	740,358	\$2.72	703	\$2.86	0.095%	0
5 MpoxVax_320x50.png	718,120	\$2.71	573	\$3.39	0.080%	0
6 Takeaction HIV_1_728x90.jpg	666,229	\$2.70	604	\$2.98	0.091%	0
7 DYK_NoSymptoms_320x50.png	581,404	\$3.50	504	\$4.04	0.087%	0
8 PositiveNegative_320x50.png	572,481	\$3.46	440	\$4.51	0.077%	0
9 Mpox-SpreadLove_320x50.png	530,338	\$2.72	448	\$3.22	0.084%	0
10 Get Screened HIV_3_728x90.jpg	468,685	\$2.31	408	\$2.67	0.087%	0
11 Services HIV_2_728x90.jpg	468,180	\$2.58	385	\$3.14	0.082%	0



Top Performing Postal Codes									
	Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR	
1	26101	West Virginia	\$2,907.89	951,633	805	\$3.61	\$3.06	0.08%	
2	25801	West Virginia	\$2,393.54	793,150	738	\$3.27	\$3.02	0.09%	
3	26003	West Virginia	\$2,382.02	782,094	683	\$3.49	\$3.05	0.09%	
4	26508	West Virginia	\$2,204.35	717,593	614	\$3.59	\$3.07	0.09%	
5	26554	West Virginia	\$2,136.99	704,251	571	\$3.74	\$3.03	0.08%	
6	26301	West Virginia	\$1,936.61	643,076	540	\$3.59	\$3.01	0.08%	



Supply Side Performance					Top Performing Private Market Deals			
Supply Vendor	Total Impressions	Click Through Rate	Total Clicks		Private Contract Name	Impressions	Spend	VCR
1 immobili exchange	9,559,719	0.09%	8,583					
2 pubmatic	5,431,881	0.09%	5,123					
3 index exchange	2,118,409	0.04%	858					
4 magnite dv+	1,892,912	0.09%	1,672					
5 google	1,252,562	0.09%	1,175					
6 critico commerce-grid	746,244	0.03%	226					

Ad Environment Performance				No Results
Ad Environment	Impressions	CTR	Clicks	
1 InApp	16,979,623	0.10%	16,153	
2 Other	4,257,884	0.05%	2,255	
3 MobileOptimizedWeb	1,055,174	0.08%	810	

Fold Position Performance			
Fold Position	Impressions	CTR	Clicks
1 Above	12,610,055	0.08%	10,106
2 UNKNOWN	8,543,166	0.10%	8,667
3 Below	1,139,460	0.04%	445

Top 5 High Performing Segments

Segment	Click Through Rate
FieldTest > D2C > Health > Preg...	0.90%
FieldTest > D2C > Health > Preg...	0.85%
Audience Network: Dating > Bra...	0.75%
FieldTest > D2C > Health > Una...	0.35%
Audience Network: Dating > Bra...	0.10%

Generated on January 2, 2025 at 7:37 AM MST

STD/HIV 2024 Digital Advertising

Week	Dates	Ad Copy	Link	Target Population(s)	Geo	Budget	Weekly Total Budget	Impressions	Clicks	CTR
14	4/1-4/7	Mpox-Spread Love	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+	Statewide	\$ 586.67	\$ 3,520.00	186,823	203	0.11%
			https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	General		\$ 586.67		187,515	195	0.10%
		Know Your Status	https://gettested.cdc.gov/?utm_source=KnowYourStatus&utm_medium=digitalad&utm_campaign=KnowYourStatus	General	Statewide	\$ 586.67		173,394	191	0.11%
			https://gettested.cdc.gov/?utm_source=KnowYourStatus&utm_medium=digitalad&utm_campaign=KnowYourStatus	LGBTQ+		\$ 586.67		98,515	99	0.10%
		DYK-No Symptoms	https://gettested.cdc.gov/?utm_source=DYKNoSymptoms&utm_medium=digitalad&utm_campaign=DYKNoSymptoms	General	Statewide	\$ 586.67		178,077	214	0.12%
			https://gettested.cdc.gov/?utm_source=DYKNoSymptoms&utm_medium=digitalad&utm_campaign=DYKNoSymptoms	LGBTQ+		\$ 586.67		32,037	32	0.10%
									-	
16	4/15-4/21	Mpox-Not Over	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+	Statewide	\$ 586.67	\$ 3,520.00	190,865	187	0.10%
			https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	General		\$ 586.67		176,083	185	0.11%
		CT-Reported	https://gettested.cdc.gov/?utm_source=CTReportedWV&utm_medium=digitalad&utm_campaign=CTReportedWV	General	Statewide	\$ 586.67		19,406	29	0.15%
			https://gettested.cdc.gov/?utm_source=CTReportedWV&utm_medium=digitalad&utm_campaign=CTReportedWV	LGBTQ+		\$ 586.67		3,792	14	0.37%
		Positive/ Negative	https://gettested.cdc.gov/?utm_source=PositiveNegative&utm_medium=digitalad&utm_campaign=PositiveNegative	General	Statewide	\$ 586.67		184,091	190	0.10%
			https://gettested.cdc.gov/?utm_source=PositiveNegative&utm_medium=digitalad&utm_campaign=PositiveNegative	LGBTQ+		\$ 586.67		103,961	95	0.09%
18	4/29-5/5	CT-Reported	https://gettested.cdc.gov/?utm_source=CTReportedWV&utm_medium=digitalad&utm_campaign=CTReportedWV	General	Statewide	\$ 586.67	\$ 3,520.00	253,412	220	0.09%
			https://gettested.cdc.gov/?utm_source=CTReportedWV&utm_medium=digitalad&utm_campaign=CTReportedWV	LGBTQ+		\$ 586.67		70,681	61	0.09%
		Mpox-A Thing	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+	Statewide	\$ 586.67		170,029	167	0.10%
			https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	General		\$ 586.67		128,693	137	0.11%
		GC-You're Getting Around v1	https://gettested.cdc.gov/?utm_source=GCGettingAround1&utm_medium=digitalad&utm_campaign=GCGettingAround1	General	Statewide	\$ 586.67		140,563	147	0.10%
			https://gettested.cdc.gov/?utm_source=GCGettingAround1&utm_medium=digitalad&utm_campaign=GCGettingAround1	LGBTQ+		\$ 586.67		123,483	124	0.10%
20	5/13-5/19	CT-Risk	https://gettested.cdc.gov/?utm_source=CTRiskTaker&utm_medium=digitalad&utm_campaign=CTRiskTaker	General	Statewide	\$ 586.67	\$ 3,520.00	177,305	176	0.10%
			https://gettested.cdc.gov/?utm_source=CTRiskTaker&utm_medium=digitalad&utm_campaign=CTRiskTaker	LGBTQ+		\$ 586.67		37,398	64	0.17%
		Mpox Vaxx	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+	Statewide	\$ 586.67		171,940	176	0.10%
			https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	General		\$ 586.67		176,975	176	0.10%
		Get Tested	https://gettested.cdc.gov/?utm_source=GetTested&utm_medium=digitalad&utm_campaign=GetTested	General	Statewide	\$ 586.67		173,796	204	0.12%
			https://gettested.cdc.gov/?utm_source=GetTested&utm_medium=digitalad&utm_campaign=GetTested	LGBTQ+		\$ 586.67		43,418	46	0.11%
22	5/27-6/2	Take Action HIV1	https://gettested.cdc.gov/?utm_source=GetTestedHIV1&utm_medium=digitalad&utm_campaign=GetTestedHIV1	Male, LGBTQ+	Statewide	\$ 561.67	\$ 3,370.00	200,551	194	0.10%
			https://gettested.cdc.gov/?utm_source=GetTestedHIV1&utm_medium=digitalad&utm_campaign=GetTestedHIV1	General		\$ 561.67		366,323	318	0.09%
		Syphilis Preg	https://gettested.cdc.gov/?utm_source=SyphilisPreg&utm_medium=digitalad&utm_campaign=SyphilisPreg	Pregnant Women	Statewide	\$ 1,123.34		1,100	9	0.82%
		GC - You're Getting Around v2	https://gettested.cdc.gov/?utm_source=GCGettingAround2&utm_medium=digitalad&utm_campaign=GCGettingAround2	Male, LGBTQ+	Statewide	\$ 561.67		173,999	125	0.07%
							\$ 561.67	538,479	437	0.08%
24	6/10-6/16	Get Screened HIV1	https://gettested.cdc.gov/?utm_source=GetScreenedHIV1&utm_medium=digitalad&utm_campaign=GetScreenedHIV1	Male, LGBTQ+	Statewide	\$ 561.67	\$ 3,370.00	320,679	275	0.09%
			https://gettested.cdc.gov/?utm_source=GetScreenedHIV1&utm_medium=digitalad&utm_campaign=GetScreenedHIV1	General		\$ 561.67		209,171	195	0.09%
		Explore HIV2	https://gettested.cdc.gov/?utm_source=ExploreHIV2&utm_medium=digitalad&utm_campaign=ExploreHIV2	Male, LGBTQ+	Statewide	\$ 561.67		146,340	146	0.10%
			https://gettested.cdc.gov/?utm_source=ExploreHIV2&utm_medium=digitalad&utm_campaign=ExploreHIV2	General		\$ 561.67		318,487	270	0.08%
		Mpox-Not Over	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+	Statewide	\$ 561.67		319,493	275	0.09%
			https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	General		\$ 561.67		197,260	166	0.08%

26	6/24-6/30	Syphilis Gen	https://gettested.cdc.gov/?utm_source=SyphilisGen&utm_medium=digitalad&utm_campaign=GetTestedHIV4&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	198,264 284,293	210 285	0.11% 0.10%
		Take Action HIV4	https://gettested.cdc.gov/?utm_source=GetTestedHIV4&utm_medium=digitalad&utm_campaign=GetTestedHIV4&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		101,431 273,689	93 283	0.09% 0.10%
		Get Screened HIV3	https://gettested.cdc.gov/?utm_source=GetScreenedHIV3&utm_medium=digitalad&utm_campaign=GetScreenedHIV3&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		317,089 288,999	269 231	0.08% 0.08%
28	7/8-7/14	GC - You're Getting Around v2	https://gettested.cdc.gov/?utm_source=GCGettingAround2&utm_medium=digitalad&utm_campaign=GCGettingAround2&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	270,870 201,297	188 172	0.07% 0.09%
		Take Action HIV3	https://gettested.cdc.gov/?utm_source=GetTestedHIV3&utm_medium=digitalad&utm_campaign=GetTestedHIV3&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		301,498 329,753	244 315	0.08% 0.10%
		Mpox Vaxx	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		354,773 280,613	312 253	0.09% 0.09%
30	7/22-7/28	Syphilis Preg	https://gettested.cdc.gov/?utm_source=SyphilisPreg&utm_medium=digitalad&utm_campaign=SyphilisPreg&utm_medium=digitalad&utm_source=Ge	Pregnant Women	Statewide	\$ -	\$ 3,370.00	-	-	-
		Get Screened HIV2	https://gettested.cdc.gov/?utm_source=GetScreenedHIV2&utm_medium=digitalad&utm_campaign=GetScreenedHIV2&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 842.51 \$ 842.50		58,309 38,820	68 30	0.12% 0.08%
		Services HIV1	https://gettested.cdc.gov/?utm_source=ServicesHIV1&utm_medium=digitalad&utm_campaign=ServicesHIV1&utm_medium=digitalad&utm_source=Ge	General LGBTQ+	Statewide	\$ 842.51 \$ 842.50		44,544 1,791	39 1	0.09% 0.06%
32	8/5-8/11	Take Action HIV 1	https://gettested.cdc.gov/?utm_source=GetTestedHIV1&utm_medium=digitalad&utm_campaign=GetTestedHIV1&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	158,011 129,390	130 96	0.08% 0.07%
		Syphilis General	https://gettested.cdc.gov/?utm_source=SyphilisGen&utm_medium=digitalad&utm_campaign=SyphilisGen&utm_medium=digitalad&utm_source=Ge	General	Statewide	\$ 561.67 \$ 561.67		86,029	90	0.10%
		Positive/ Negative	https://gettested.cdc.gov/?utm_source=PositiveNegative&utm_medium=digitalad&utm_campaign=PositiveNegative&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		117,493 147,804	136 129	0.12% 0.09%
34	8/19-8/25	Mpox-Spread Love	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	337,216 173,045	292 139	0.09% 0.08%
		DYK-No Symptoms	https://gettested.cdc.gov/?utm_source=DYKNoSymptoms&utm_medium=digitalad&utm_campaign=DYKNoSymptoms&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		261,090 317,803	247 246	0.09% 0.08%
		Testing Site HIV2	https://gettested.cdc.gov/?utm_source=TestingSiteHIV2&utm_medium=digitalad&utm_campaign=TestingSiteHIV2&utm_medium=digitalad&utm_source=Ge	General LGBTQ+	Statewide	\$ 561.67 \$ 561.67		130,554 208,628	133 183	0.10% 0.09%
36	9/2-9/8	Get Screened HIV 2	https://gettested.cdc.gov/?utm_source=GetScreenedHIV2&utm_medium=digitalad&utm_campaign=GetScreenedHIV2&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	100,505 92,018	81 73	0.08% 0.08%
		Services HIV2	https://gettested.cdc.gov/?utm_source=ServicesHIV2&utm_medium=digitalad&utm_campaign=ServicesHIV2&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		117,692 78,589	113 78	0.10% 0.10%
		GC-You're Getting Around v1	https://gettested.cdc.gov/?utm_source=GCGettingAround1&utm_medium=digitalad&utm_campaign=GCGettingAround1&utm_medium=digitalad&utm_source=Ge	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		123,483 140,563	124 147	0.10% 0.10%

38	9/16-9/22	Mpox-Not Over	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	361,128 293,359	330 213	0.09% 0.07%
		Testing Site HIV1	https://gettested.cdc.gov/?utm_source=TestingHIV1&utm_medium=digitalad&utm_campaign=HIV1	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		289,532 173,065	245 145	0.08% 0.08%
		CT-Reported	https://gettested.cdc.gov/?utm_source=CTReportedWV&utm_medium=digitalad&utm_campaign=CT	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		229,216 273,984	216 277	0.09% 0.10%
		Explore HIV2	https://gettested.cdc.gov/?utm_source=ExploreHIV2&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		146,340 318,487	270 146	0.18% 0.05%
		Get Tested	https://gettested.cdc.gov/?utm_source=GetTested&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		242,252 217,957	207 198	0.09% 0.09%
		Take Action HIV3	https://gettested.cdc.gov/?utm_source=GetTestedHIV3&utm_medium=digitalad&utm_campaign=HIV3	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		293,992 219,220	189 148	0.06% 0.07%
42	10/14-10/20	Explore HIV3	https://gettested.cdc.gov/?utm_source=ExploreHIV3&utm_medium=digitalad&utm_campaign=HIV3	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	275,697 153,109	238 139	0.09% 0.09%
		Take Action HIV2	https://gettested.cdc.gov/?utm_source=GetTestedHIV2&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		448,589 143,173	308 104	0.07% 0.07%
		Positive/ Negative	https://gettested.cdc.gov/?utm_source=PositiveNegative&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		253,716 220,457	192 203	0.08% 0.09%
		Know Your Status	https://gettested.cdc.gov/?utm_source=KnowYourStatus&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		172,922 228,903	162 195	0.09% 0.09%
		Mpox Vaxx	https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		167,018 148,949	171 115	0.10% 0.08%
		Syphilis Preg	https://gettested.cdc.gov/?utm_source=SyphilisPreg&utm_medium=digitalad&utm_campaign=HIV2	Pregnant Women	Statewide	\$ 1,123.34		1,110	9	0.81%
46	11/11-11/17	Get Screened HIV4	https://gettested.cdc.gov/?utm_source=GetScreenedHIV4&utm_medium=digitalad&utm_campaign=HIV4	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67	\$ 3,370.00	250,724 221,013	206 160	0.08% 0.07%
		Explore HIV4	https://gettested.cdc.gov/?utm_source=TestingHIV1&utm_medium=digitalad&utm_campaign=HIV1	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		248,142 213,845	167 162	0.07% 0.08%
		PrEP HIV1 - Right Choice	https://gettested.cdc.gov/?utm_source=GetTestedHIV1&utm_medium=digitalad&utm_campaign=HIV1	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		280,484 270,463	212 193	0.08% 0.07%
		PrEP HIV2 - 99%	https://gettested.cdc.gov/?utm_source=ExploreHIV1&utm_medium=digitalad&utm_campaign=HIV1	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		99,882 95,664	82 79	0.08% 0.08%
		CT-Risk	https://gettested.cdc.gov/?utm_source=CTRiskTaker&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		7,042 150,777	7 151	0.10% 0.10%
		Services HIV2	https://gettested.cdc.gov/?utm_source=ServicesHIV2&utm_medium=digitalad&utm_campaign=HIV2	Male, LGBTQ+ General	Statewide	\$ 561.67 \$ 561.67		174,775 5,459	126 3	0.07% 0.05%

Placement Total \$ 68,000.00 \$ 68,000.00 19,350,525 17,140

ADDENDUM C

SPEC CREATIVE





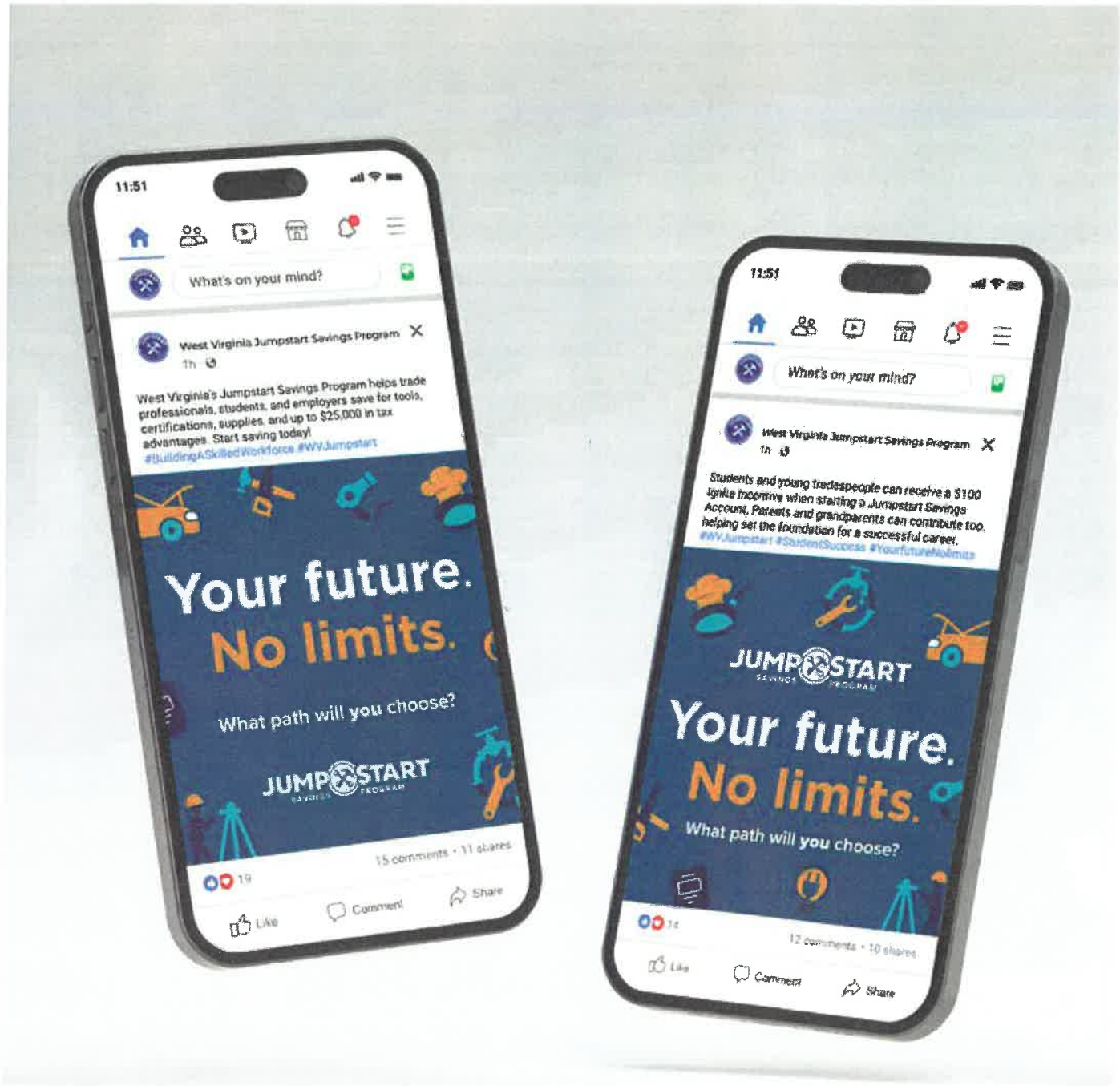


WEST VIRGINIA STATE TREASURER'S OFFICE – JUMPSTART SAVINGS PROGRAM
BILLBOARDS

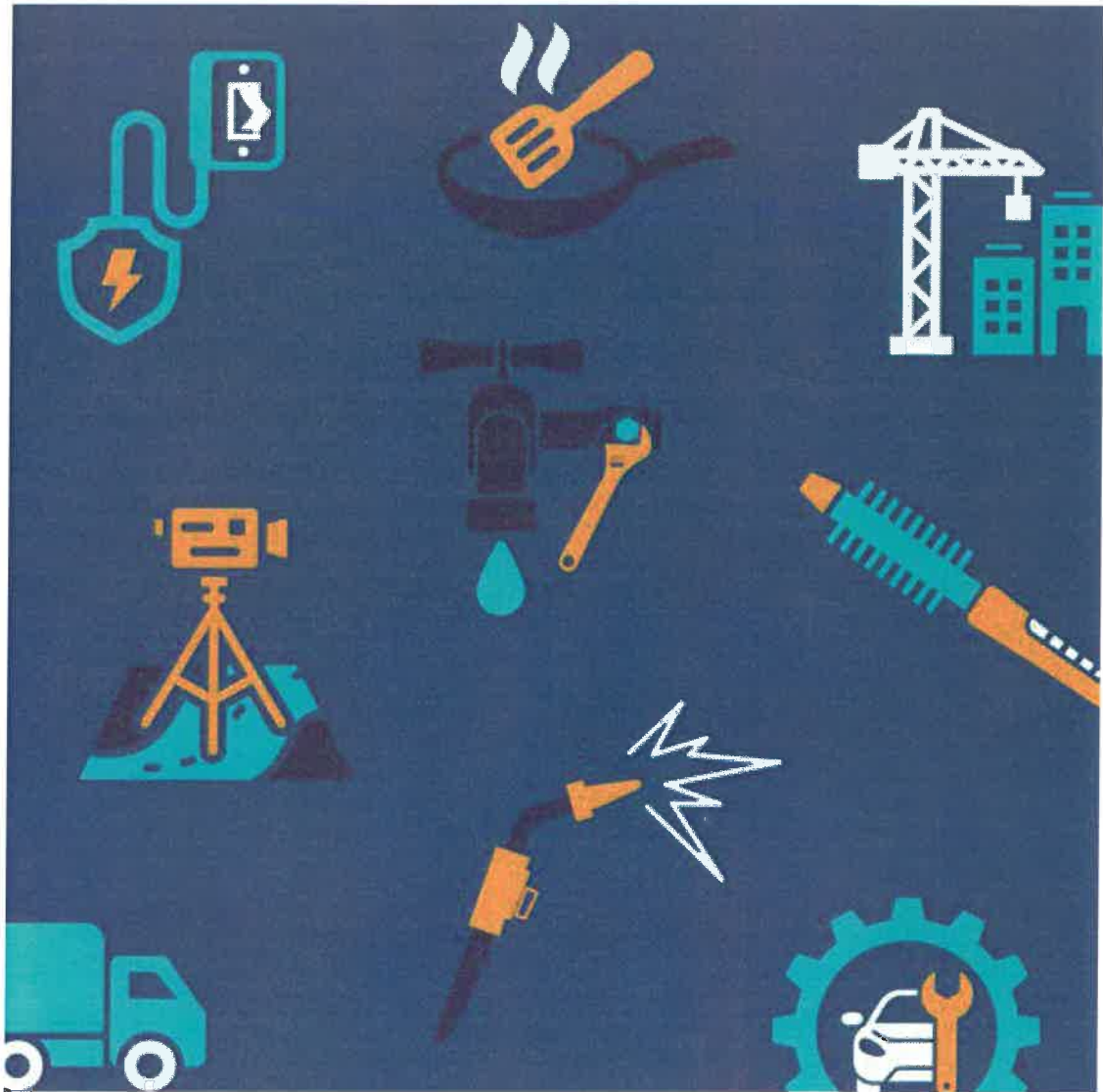




WEST VIRGINIA STATE TREASURER'S OFFICE – JUMPSTART SAVINGS PROGRAM
POSTERS



WEST VIRGINIA STATE TREASURER’S OFFICE – JUMPSTART SAVINGS PROGRAM
SOCIAL POST IMAGES



WEST VIRGINIA STATE TREASURER'S OFFICE – JUMPSTART SAVINGS PROGRAM
ICONS

ADDENDUM D

**COMPREHENSIVE MARKETING CAMPAIGN
WEST VIRGINIA LOTTERY HOLIDAY 2023**



Creative



:30 TV

VIDEO

Christmas morning present day.
Older mother in her 70s hands son Eddie, who is a dad in his 50s a wrapped Christmas package.

Dad opens package to find Pac-man scratch-offs. He thinks back to his childhood.

Transported back to early 1980s. See him playing Atari with a big red bow on it next to the Christmas tree.
Time lapse could be done like this Downy commercial:
<https://www.youtube.com/watch?v=RIG4n7oLVk0>

Eddie gives her a look like he does not want to quit.

Back at present day. Eddie is scratching ticket after ticket.

Wife and teenage kids come into room. They turn and leave like they know they will never get his attention ... shaking their heads. Transitions back to 1980s. Eddie continuing to scratch and is so happy as he opens all the scratch-off tickets including the Big Package and Sevens.

Transitions to end tag: WV Lottery logo is now a Pac-man that is chomping as it comes into the frame.
All holiday tickets appear.

AUDIO

Music: Happy, jingly holiday.

Pac-man sound byte: Game intro music

Mom in 1980s: (From other room) "It's time for dinner!"

Eddie (dad) in 1980s: "In a minute!"

Mom in 1980s: "But Eddie ..."

Pac-man sound byte: Pac-man dying

Eddie: "I said in a ... minute" (line finishes at present day Christmas)

Wife (present day): "Eddie, it's time for ..."

Pac-man sound byte: Chomping and chomping ...

Eddie: "That was one of my favorite holiday memories."

Pac-man sound byte: Chomping and chomping.

VO: This holiday, play your way!

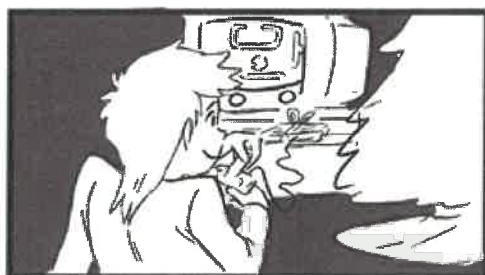
Creative



SFX: Happy, jingly, jolly music.



SFX: Pac-man sound byte. Game intro music.



(Eddie in 1980s) Mom in the other room: It's time for dinner. Eddie: In a minute!



Mom: But Eddie ... SFX: Pac-man dying. Eddie: I said, in a ...



minute. (line finishes at present day.)



Eddie's wife: Eddie, it's time for ... SFX: Pac-man chomping and chomping



Eddie: That was one of my favorite holiday memories.



SFX: Pac-man sound byte: Chomping and Chomping.

WEST VIRGINIA LOTTERY – PAC-MAN HOLIDAY STORYBOARDS

Creative



:30 Radio

Jolly, jingly music to set the scene of Christmas morning.

Eddie's mother: (older voice revealing anticipation of giving a gift to her grown son)
Christmas morning with my son and his family. I can't wait for you to open my gift, son.
It's classic.

SFX: Pac-man game intro.

SFX: Wrapping paper being torn as Eddie opens his gift from his mom.

Eddie: Oh ma! Pac-man holiday scratch-offs! That game really takes me back!

SFX: Pac-man chomping sound. (sound continues under dialogue.)

Eddie: Playing Pac-man day and night ... remember ma?

Eddie's mom: Oh I remember. (sounding sarcastic) You loved Pac-man more than your sister.

SFX: Pac-man dying sound.

Tagline: Retro your play this holiday with scratch-offs from the West Virginia Lottery.
Win up to \$_____.

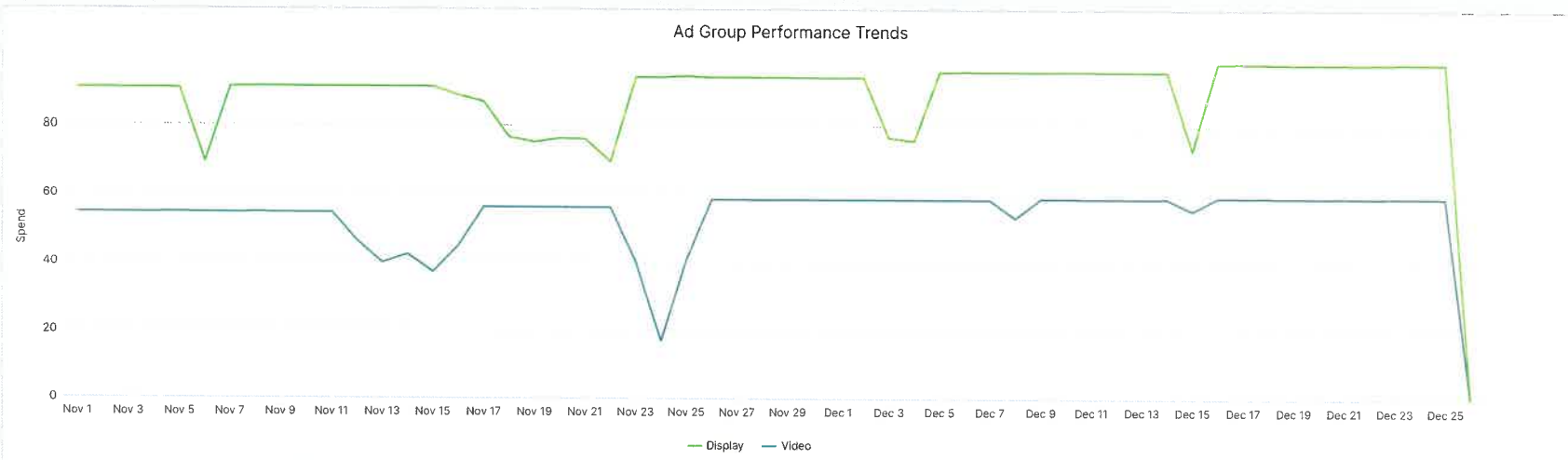
Please play responsibly.

PAC-MAN is registered and copyrighted by Bandai (Ban-di) Entertainment Inc.



Detailed Reporting - Campaign Level

Campaign ID is 226080 Metric Selector is Spend Report Hour UTC Date is from 2023/11/01 until 2023/12/27

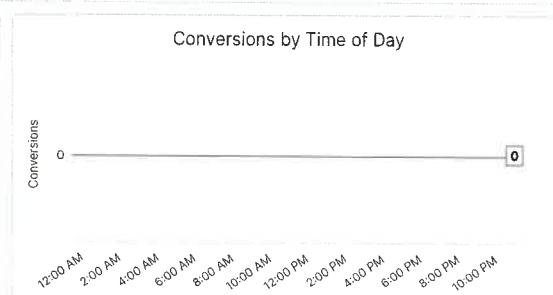
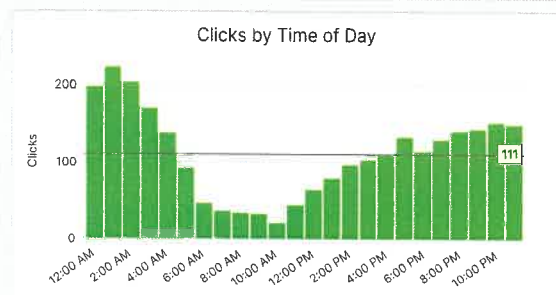
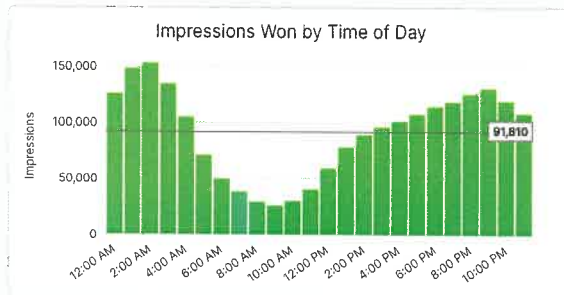
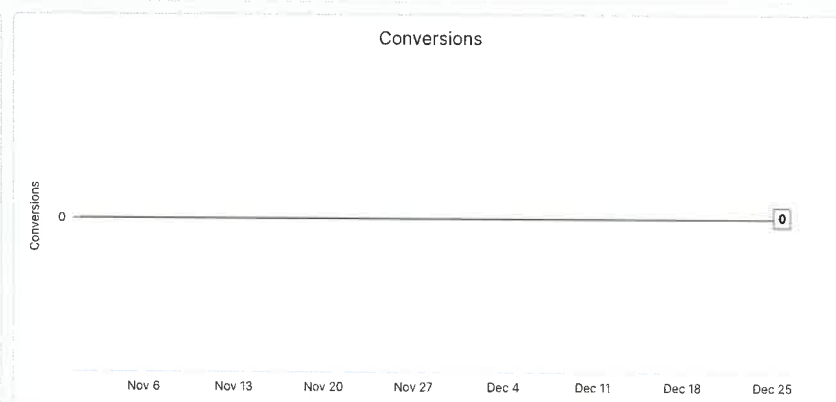
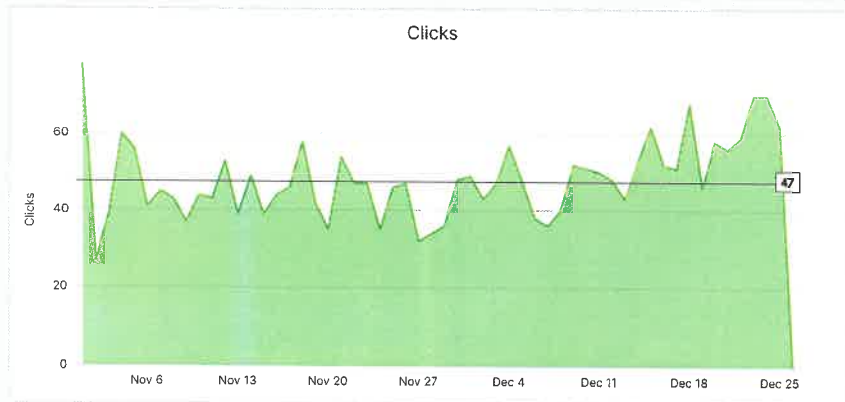
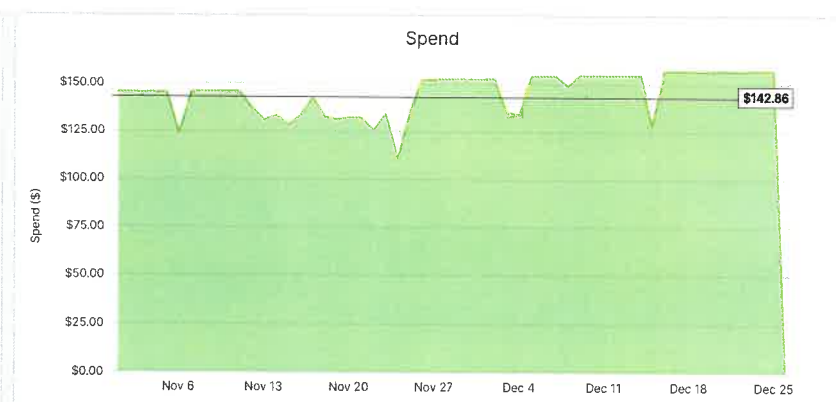
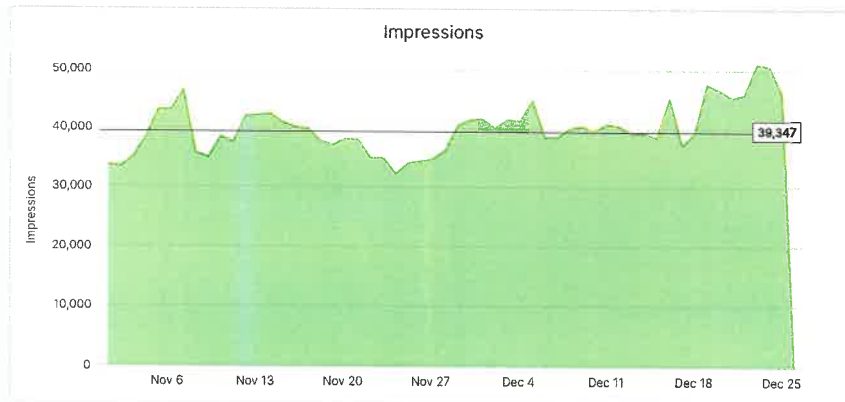


100.00% Overall Pacing	8,000 Total Budget	\$7,999.94 Spend	2,203,436 Impressions	2,653 Clicks	0.120% CTR	\$3.02 CPC
\$0.00 Recommended Daily	6.50% Win Rate	\$3.63 CPM	31.415% VCR	\$0.08 CPCV	0 Conversions	\$0.00 CPA

Ad Group Performance									
Ad Group	Spend	Impressions	Clicks	CPM	CPC	CTR	Conversions	CPA	
1 Display	\$4,999.95	1,877,352	1,811	\$2.66	\$2.76	0.096%	0	\$0.00	
2 Video	\$3,000.00	326,084	642	\$9.20	\$3.56	0.258%	0	\$0.00	

Detailed Reporting

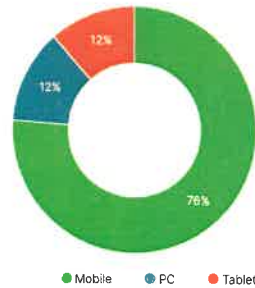
Detailed Reporting (cont.)



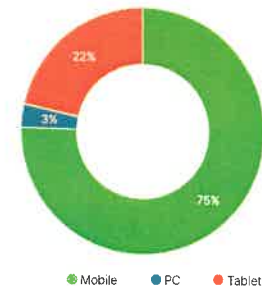
Top Performing Sites & Apps

	Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR	
1	com.block.juggle		\$197.85	70,527	101	\$2.61	\$1.96	0.14%
2	com.gimica.solitaireverse		\$135.33	54,841	55	\$2.47	\$2.46	0.10%
3	www.foxnews.com		\$174.50	50,769	22	\$3.44	\$7.93	0.04%
4	clear.top.geometrydash.puzzle.aw...		\$120.66	43,240	33	\$2.79	\$3.66	0.08%
5	kik.android		\$143.59	42,574	6	\$3.37	\$23.93	0.01%
6	www.yahoo.com		\$167.21	40,004	15	\$4.18	\$11.15	0.04%
7	com.tumblr		\$252.61	38,037	16	\$6.64	\$15.79	0.04%
8	wvmetronews.com		\$111.03	37,351	18	\$2.97	\$6.17	0.05%
9	com.vitastudio.color.paint.free.col...		\$88.25	35,231	50	\$2.50	\$1.76	0.14%
10	com.gamovation.mahjongclub		\$99.86	33,366	37	\$2.99	\$2.70	0.11%
11	1617391485		\$70.01	27,104	36	\$2.58	\$1.94	0.13%

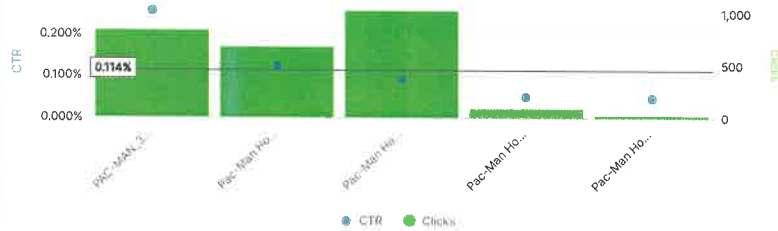
Impressions by Device



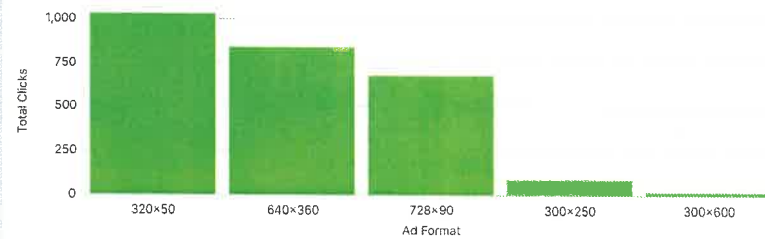
Clicks by Device



High Performing Creatives



Creative Sizing Performance



Creative Performance Data

	Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions	
1	Pac-Man Holiday_DigitalAd_320x50	1,130,678	\$2.73	1,033	\$2.99	0.091%	0	
2	Pac-Man Holiday_Digital Ad_728x90	547,871	\$2.56	680	\$2.06	0.124%	0	
3	PAC-MAN_30_TV_HD_16x9.mp4	326,084	\$9.20	842	\$3.56	0.258%	0	
4	Pac-Man Holiday_DigitalAd_300x250	165,861	\$2.54	82	\$5.15	0.049%	0	
5	Pac-Man Holiday_DigitalAd_300x600	32,903	\$2.78	15	\$6.11	0.046%	0	
6	Pac-Man Holiday_DigitalAd_970x66	39	\$2.82	1	\$0.11	2.564%	0	

Top Performing Geolocations by Impressions



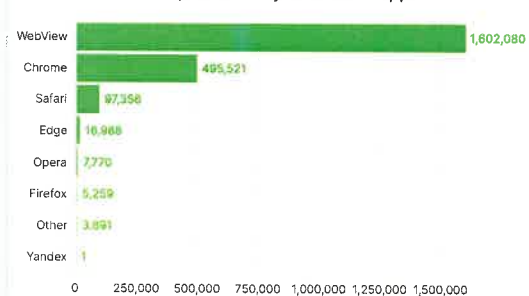
Top Performing Geolocations by Clicks



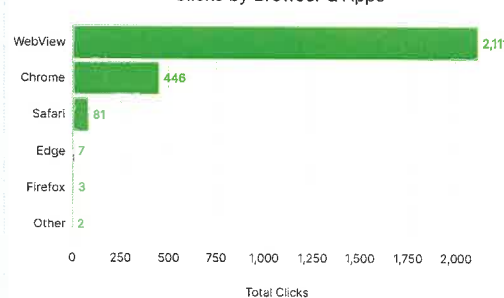
Top Performing Postal Codes

	Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR	
1	26554	West Virginia	\$279.58	78,805	80		\$3.49	\$3.55	0.10%
2	26301	West Virginia	\$246.86	72,849	75		\$3.29	\$3.39	0.10%
3	26003	West Virginia	\$248.32	67,191	80		\$3.10	\$3.70	0.12%
4	26101	West Virginia	\$217.90	59,338	61		\$3.57	\$3.67	0.10%
5	25526	West Virginia	\$208.30	56,425	71		\$2.93	\$3.69	0.13%
6	25801	West Virginia	\$186.51	52,987	71		\$2.63	\$3.52	0.13%

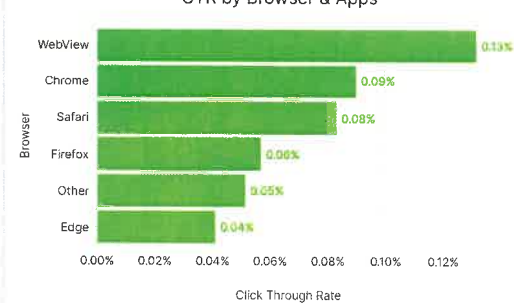
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps





Supply Side Performance

Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1 inmobi exchange	794,661	0.13%	1,044
2 pubmatic	660,850	0.13%	831
3 magnite dv+	351,262	0.09%	327
4 google	106,118	0.07%	69
5 index exchange	83,476	0.03%	24
6 xandr - monetize ssp (appne...	54,709	0.08%	46

Ad Environment Performance

Ad Environment	Impressions	CTR	Clicks
1 InApp	1,579,654	0.12%	1,965
2 Other	399,222	0.05%	217
3 MobileOptimizedWeb	224,560	0.19%	433

Fold Position Performance

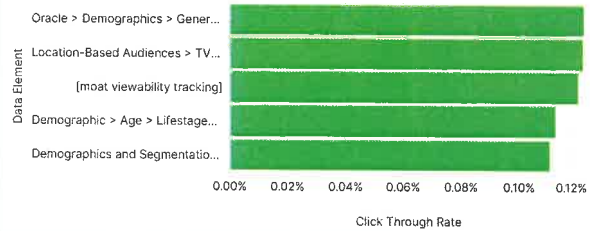
Fold Position	Impressions	CTR	Clicks
1 Above	1,109,547	0.13%	1,435
2 UNKNOWN	1,034,539	0.11%	1,154
3 Below	59,350	0.04%	26

Top Performing Private Market Deals

Private Contract Name	Impressions	Spend	VCR
-----------------------	-------------	-------	-----

No Results

Top 5 High Performing Segments



Generated on September 8, 2025 at 12:12 PM MDT

Detailed Reporting – Spot Calendar

WV Lottery Holiday Pac Man 2023

11/01/23-12/25/23

Market	Station	# Spots	Gross
Beckley/ Bluefield	WVNS	38	\$ 3,510.00
	EVNS	4	\$ 400.00
	WVVA	21	\$ 3,390.00
	WOAY	22	\$ 1,780.00
Charleston/ Huntington	WCHS	27	\$ 3,865.00
	DCHS	4	\$ 700.00
	WOWK	28	\$ 2,040.00
	WSAZ	19	\$ 8,900.00
Clarksburg	WDTV	18	\$ 1,552.00
	WVFX	6	\$ 800.00
	WBOY	22	\$ 4,220.00
	EBOY	16	\$ 240.00
Parkersburg	WTAP	30	\$ 6,210.00
	WIYE	12	\$ 1,280.00
	WOVA	14	\$ 1,550.00
Eastern Panhandle	WDVM	40	\$ 2,160.00
Wheeling	WTRF	24	\$ 1,600.00
	WTOV	47	\$ 5,050.00
	ETOV	31	\$ 633.00

423 \$ 49,880.00

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025



Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WVVA-TV
PO Box 1001
Quincy, IL 62306-1001
Contact: Yvonne Moses
Email: ymoses@wvva.com
Phone: 304-324-0663
Affiliation: NBC

Send Billing To:

Market/System: Bluefield WV-VA

ing – Spot Calendar (cont.)

Daypart Program	Daypart Code	STN Gross	Dur	Wks									Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25		
WVVA-TV													
MTuWThF 5:30p- 6:00p Inside Edition	EF	\$85.00	30	2	0	2	0	2	0	2	0	8	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
MTuWThF 6:00p- 6:30p WVVA News @ 6	EN	\$225.00	30	0	2	0	0	2	0	0	2	6	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
MTuWThF 5:00p- 5:30p WVVA News @ 5	EF	\$115.00	30	0	0	2	0	0	2	0	0	4	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
M 8:00p-10:00p THE VOICE (MON)	PT	\$325.00	30	1	0	0	0	0	0	1	0	2	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
W 8:00p- 9:00p CHICAGO MED (WED P1)	PT	\$250.00	30	0	0	0	0	0	0	0	0	0	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
W 8:00p- 9:00p CHICAGO FIRE (WED P1)	PT	\$250.00	30	0	0	0	0	0	0	0	0	0	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
W 10:00p-11:00p CHICAGO FIRE (WED P1)	PT	\$250.00	30	0	0	0	0	0	0	0	0	0	
CS-May-2023 adj.CS-Nov-2022 - BLUEFIELD-BECKLEY-OAK HILL													
W 8:00p-10:00p	PT	\$250.00	30	0	0	0	0	0	0	1	0	1	

Detailed Reporting - Spot Calendar (cont.)

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WVVA-TV
 PO Box 1001
 Quincy, IL 62306-1001
Contact: Yvonne Moses
Email: ymoses@wvva.com
Phone: 304-324-0663
Affiliation: NBC

Send Billing To:

Market/System: Bluefield WV-VA

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WVVA-TV												
Christmas at the Opry												
Total Spots:				3	2	4	0	4	2	4	2	21
Total Cost:		\$3,390.00										21

Signature: _____

Disclaimer:

Period From 11/1/2023 To 12/25/2023

**Send Billing To:**

Market/System: Bluefield WV-VA

Detailed Reporting – Spot Calendar (cont.)

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WOAY-TV
PO Box 3001
Oak Hill, WV 25901
Contact: Joetta Kelly Oliver
Email: jkelly@woay.com
Affiliation: ABC

Send Billing To:

Market/System: Bluefield WV-VA

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WOAY-TV Sa 11:00p-12:00a	LN	\$40.00	30	0	0	0	0	1	0	0	0	1
			Total Spots:	1	4	2	3	2	4	1	5	22
Total Cost:		\$1,780.00										22

Signature: _____

Disclaimer:



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: EVNS-TV
904 West Pike Street
Clarksburg, WV 26301
Contact: Stacie Walls
Email: swalls@wvnsst.com
Phone: 304.222.9557
Affiliation: FOX

Market/System: Bluefield WV-VA

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
EVNS-TV													
F 8:00p-10:00p WWE SMACKDOWN	pr	\$100.00	30	0	0	0	0	0	0	0	0	0	0
Q4 2023 EVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Fri 8:00p-10:00p TIME PERIOD ON EVNS													
W 8:00p- 9:00p Masked Singer	PT	\$100.00	30	0	0	0	0	0	0	0	0	0	0
World Series this week. Can you go up \$25?													
F 7:00p- 8:00p Fri Prime Special	pr	\$100.00	30	0	0	0	0	0	0	0	0	0	0
Tu 12:00p- 3:00p NFL Thanksgiving Day	Sp	\$100.00	30	0	0	0	0	0	0	0	0	0	0
Moved Friday WWE to a NFL game on Thanksgiving Day.													
F 7:00p- 8:00p Fri Prime Special	pr	\$100.00	30	1	0	0	0	0	0	0	0	0	1
Th 2:00p- 3:00p NFL Thanksgiving Game	Sp	\$100.00	30	0	0	1	0	0	0	0	0	0	1
F 7:00p- 8:00p Fri Prime Special	pr	\$100.00	30	0	0	0	0	1	0	1	0	0	2
Total Spots:													4
Total Cost:													4

Signature: _____

Disclaimer:

Detailed Reporting - Spot Calendar (cont.)

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WVNS-TV
201 Humboldt Street
Rochester, NY 14610
Contact: Staci Walls
Email: swalls@wvnstv.com
Phone: 304.222.9557
Affiliation: CBS

Send Billing To:

Market/System: Bluefield WV-VA

Daypart Program	Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WVNS-TV													
MTuWThF 7:30p- 8:00p	PA	\$90.00	30	0	0	2	2	0	0	2	2		8
JEOPARDY													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Mo-Fr 7:30p-8:00p TIME PERIOD ON WVNS													
MTuWThF 12:00p-12:30p	DT	\$50.00	30	2	0	2	0	2	0	2	0		8
59 NEWS AT NOON													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WVNS													
MTuWThF 11:00a-12:00p	DT	\$55.00	30	0	2	0	0	0	0	0	0	2	4
PRICE IS RIGHT													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Mo-Fr 11:00a-12:00p TIME PERIOD ON WVNS													
MTuWThF 6:00p- 6:30p	EN	\$125.00	30	2	2	0	0	2	2	0	0		8
59 NEWS AT 6P													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Mo-Fr 6:00p-6:30p TIME PERIOD ON WVNS													
Sa 7:00p- 7:30p	PA	\$40.00	30	0	0	0	0	0	1	0	1	0	2
WHEEL OF FORTUNE													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Sat 7:00p-7:30p TIME PERIOD ON WVNS No Wheel of Fortune on													
Su 6:00p- 6:30p	EN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
SUNDAY 59 NEWS @ 6													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL - ACTUAL Nov/2022 Sa-Su 6:00p-6:30p TIME PERIOD ON WVNS No news on Sunday 10/8													
Th 8:00p- 8:30p	PT	\$250.00	30	0	1	0	0	0	1	0	0	1	3
YOUNG SHELDON													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL													
M 8:00p- 8:30p	PT	\$150.00	30	0	0	0	0	0	0	0	0	0	0
YOUNG SHELDON													
Q4 2023 WVNS Comscore (sell) - BLUEFIELD-BECKLEY-OAK HILL Program Change													
Sa 7:00p- 7:30p	PA	\$40.00	30	0	0	0	0	0	0	0	0	0	0
59 News at 6P Late Run													
MG spot will run at the same time, just in the News Late Run													
Sa 7:00p- 7:30p	LRN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
Saturday 59 NEWS @ 6													

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025



Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WVNS-TV
 201 Humboldt Street
 Rochester, NY 14610
Contact: Staci Walls
Email: swalls@wvnstv.com
Phone: 304.222.9557

Send Billing To:

Affiliation: CBS

Market/System: Bluefield WV-VA

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WVNS-TV													
Sa 7:30p- 8:00p JEOPARDY	PA	\$40.00	30	0	0	0	0	0	0	0	0	0	0
MG option into Jeopardy for the Wheel of Fortune spot.													
Sa 7:00p- 7:30p Saturday 59 NEWS @ 6	LRN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
This is for the Sports overrun on 10/14 6pm Late Run News. Sports ran over.													
Sa 7:30p- 8:00p JEOPARDY	PA	\$40.00	30	0	0	0	0	0	0	0	0	0	0
This is for the missed mg option from 10/14 Jeopardy.													
M 8:00p- 9:00p Price is Right Primetime	PT	\$150.00	30	0	0	0	0	0	0	0	0	0	0
Program Change from Young Sheldon to Price is Right Primetime.													
Sa 9:00p-10:00p 48 Hours	PT	\$40.00	30	0	0	0	0	0	0	0	0	0	0
I have room to get last week's preempt in for 48 hours this Saturday Prime.													
Tu 10:00a-11:00a Price is Right	DT	\$55.00	30	0	0	0	0	0	0	0	0	0	0
W 10:00a-11:00a Price is Right	DT	\$55.00	30	0	0	0	0	0	0	0	0	0	0
Th 9:00a-12:00p Macy's Thanksgiving Day Parade	DT	\$120.00	30	0	0	1	0	0	0	0	0	0	1
Sa 7:00p- 7:30p Saturday 59 NEWS @ 6	LRN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
Sa 6:00p- 6:30p Saturday 59 news @ 6	EN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
M 10:00a-11:00a Price is Right	DT	\$55.00	30	0	0	0	1	0	1	0	0	0	2
W 10:00a-11:00a Price is Right	DT	\$55.00	30	0	0	0	1	0	0	0	0	0	1
Tu 10:00a-11:00a Price is Right	DT	\$55.00	30	0	0	0	0	0	1	0	0	0	1



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WVNS-TV
201 Humboldt Street
Rochester, NY 14610
Contact: Staci Walls
Email: swalls@wvnstv.com
Phone: 304.222.9557
Affiliation: CBS

Send Billing To:

Market/System: Bluefield WV-VA

Daypart Program	Daypart Code	STN Gross											Total Spots
			Dur	Wks									
WVNS-TV				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25		
			Total Spots:	4	5	5	4	6	4	5	5		38
	Total Cost:	\$3,510.00											38

Signature: _____

Disclaimer:



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Bluefield WV-VA

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WVVA-TV	21	\$3,390.00	100%	58.0%	3.1	68.9%	2.3
Market Total:	21	\$3,390.00		58.0%	3.1	68.9%	2.3



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Bluefield WV-VA

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WOAY-TV	22	\$1,780.00	100%	27.9%	2.3	35.2%	2.1
Market Total:	22	\$1,780.00		27.9%	2.3	35.2%	2.1

Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Bluefield WV-VA

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
EVNS-TV	4	\$400.00	10%				
				7.1%	1.2	7.1%	1.0
WVNS-TV	38	\$3,510.00	90%				
				27.1%	4.6	15.5%	2.7
Market Total:	42	\$3,910.00		32.2%	4.1	21.5%	2.3

Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023

Send Billing To:

Market/System:

Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Bluefield WV-VA							
Market Total:	42	\$3,910.00	43%				
				32.2%	4.1	21.5%	2.3
Bluefield WV-VA							
Market Total:	22	\$1,780.00	20%				
				27.9%	2.3	35.2%	2.1
Bluefield WV-VA							
Market Total:	21	\$3,390.00	37%				
				58.0%	3.1	68.9%	2.3
All Markets							
Grand Total:	85	\$9,080.00					
				79.1%	8.3	83.7%	6.0



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WCHS-TV
 PO Box 206270
 Dallas, TX 75320-6270
Contact: Diane Wilson
Email: DWilson@sbgvtv.com
Phone: 304-346-5358
Affiliation: ABC

Send Billing To:

Market/System: Charleston, WV

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WCHS-TV													
MTuWThF 6:00p- 6:30p Eyewitness News at 6pm	EN	\$225.00	30	2	2	0	0	1	2	2	0		9
MTuWThF 2:00p- 3:00p General Hospital	DT	\$65.00	30	2	0	2	0	2	0	2	0		8
MTuWThF 7:00p- 7:30p Judge Judy	PA	\$145.00	30	0	0	2	2	0	0	0	2		6
Su 11:00p-11:35p Eyewitness News at 11pm Weekend	LN	\$75.00	30	0	1	0	0	1	0	0	0		2
Tu 5:00p- 6:00p News-Eyewitness News at 6p	EN	\$225.00	30	0	0	0	0	1	0	0	0		1
Su 11:00p-12:00a News-Eyewitness News at 11p	LN	\$75.00	30	0	0	0	0	0	0	1	0		1
			Total Spots:	4	3	4	2	5	2	5	2		27
Total Cost:			\$3,865.00										27

Signature: _____

Disclaimer:

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery

Media: TV

Product: Branding

Flight Start Date: 09/25/2023

Flight End Date: 12/31/2023

Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Charleston, WV

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
DCHS-TV												
F 8:00p-10:00p	PT	\$150.00	30	0	0	0	1	0	0	1	0	2
WWE'S Smackdown Live												
M 8:00p- 9:00p	PT	\$200.00	30	0	0	0	0	1	0	0	0	1
Kitchen Nightmares												
M 8:00p- 9:00p	PT	\$200.00	30	1	0	0	0	0	0	0	0	1
FOX-Kitchen Nightmares (Monday)												
Total Spots:				1	0	0	1	1	0	1	0	4
Total Cost:		\$700.00										4

Signature: _____

Disclaimer:

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Charleston, WV

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WSAZ-TV													
MTuWThF 6:00a- 7:00a	EM	\$400.00	30	2	0	2	0	2	0	2	0	0	8
NEWS CHANNEL 3 TODAY													
CS-Oct-2022 - CHARLESTON-HUNTINGTON													
MTuWThF 7:00p- 7:30p	PA	\$500.00	30	0	2	0	0	2	0	0	0	2	6
Wheel of Fortune													
CS-Oct-2022 - CHARLESTON-HUNTINGTON													
Su 11:00p-11:35p	EN	\$400.00	30	0	0	0	0	0	0	0	0	0	0
NewsChannel 3 @ 11 WKND Sun													
CS-Oct-2022 - CHARLESTON-HUNTINGTON													
Tu 8:00p-10:00p	PT	\$750.00	30	1	0	0	0	1	0	0	0	0	2
AMERICAS GOT TALENT (TUE)													
CS-Oct-2022 - CHARLESTON-HUNTINGTON													
Su 12:00a- 1:00a	EN	\$400.00	30	0	0	0	0	0	0	0	0	0	0
News @ 11p Late Air													
Su 11:00p-12:00a	EN	\$400.00	30	0	0	1	0	0	0	0	0	0	1
News @ 11p Late Air													
Su 11:00p-12:00a	EN	\$400.00	30	0	0	0	0	0	1	0	0	0	1
News @ 11p Late Air													
Su 12:00a- 1:00a	EN	\$400.00	30	0	0	0	0	0	0	0	0	1	1
News @ 11p Late Air													
Total Cost:													
			\$8,900.00										
				Total Spots:	3	2	3	0	5	1	2	3	19
													19

Signature: _____

Disclaimer:

Detailed Reporting - Spot Calendar (cont.)

Period From 11/1/2023 To 12/25/2023



Affiliation: CBS

Detailed Reporting – Spot Calendar (cont.)

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025



Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WOWK-TV
201 Humboldt Street
Rochester, NY 14610

Send Billing To:

Contact: Kevin Teel
Email: kteel@wowktv.com
Phone: 304.421.1768

Affiliation: CBS

Market/System: Charleston, WV

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WOWK-TV													
Th 10:00a-11:00a	DT	\$100.00	30	0	0	0	0	0	0	0	0	0	0
Price is Right													
Su 11:00p-12:00a	DT	\$50.00	30	0	0	0	0	0	0	0	0	0	0
1st News @ 11p Sa/Su													
M 12:00p- 1:00p	DT	\$55.00	30	1	0	1	0	0	0	0	0	0	2
Young & Restless													
Tu 10:00a-11:00a	DT	\$100.00	30	0	0	1	0	0	0	0	0	0	1
Price is Right													
Sa 11:00p-12:00a	EN	\$50.00	30	0	1	0	0	0	0	0	0	0	1
1st News @ 11p Sa/Su													
W 12:00p- 1:00p	EN	\$55.00	30	0	0	1	0	0	0	0	0	0	1
Young & Restless													
Su 11:00p-12:00a	EN	\$50.00	30	0	1	0	0	0	0	0	0	0	1
1st News @ 11p Sa/Su													
Th 12:00p- 1:00p	DT	\$100.00	30	0	0	0	0	0	0	1	0	0	1
13 Newa @ Noon M-F													
F 12:00p- 1:00p	DT	\$55.00	30	0	0	0	0	1	0	0	0	0	1
Young & Restless													
Sa 11:00p-12:00a	EN	\$50.00	30	0	0	0	1	0	1	0	0	0	2
LN Sa 11p-1135p													
Sa 6:00p- 7:00p	EN	\$50.00	30	0	0	0	0	0	0	0	0	1	1
13 Newa @ 6p Wknd Sa													
Su 12:00a- 1:00a	EN	\$50.00	30	0	0	0	0	1	0	0	0	0	1
LN Su 11p-1135p													
Sa 6:00p- 7:00p	EN	\$50.00	30	0	0	0	0	0	0	0	0	1	1
6:00 PM-6:30 PM													
Sa 11:00p-12:00a	EN	\$50.00	30	0	0	0	0	0	0	0	0	1	1
LN Sa 11p-1135p													
Total Spots:				2	4	4	3	3	5	2	5		28
Total Cost:		\$2,040.00											28

Detailed Reporting - Spot Calendar (cont.)



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WOWK-TV
201 Humboldt Street
Rochester, NY 14610

Send Billing To:

Contact: Kevin Teel
Email: kteel@wowktv.com
Phone: 304.421.1768

Affiliation: CBS

Market/System: Charleston, WV

Daypart Program	Daypart Code	STN Gross		Wks												Total Spots
			Dur	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25					

Signature: _____

Disclaimer:



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Send Billing To:

Market/System: Charleston, WV

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WCHS-TV	27	\$3,865.00	85%				
				16.0%	3.3	4.4%	3.1
DCHS-TV	4	\$700.00	15%				
				5.0%	1.2	2.2%	1.0
Market Total:	31	\$4,565.00		20.2%	3.0	6.5%	2.4



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Charleston, WV

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WSAZ-TV	19	\$8,900.00	100%	99.0%	2.5	96.5%	2.4
Market Total:	19	\$8,900.00		99.0%	2.5	96.5%	2.4



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Send Billing To:

Market/System: Charleston, WV

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WOWK-TV	28	\$2,040.00	100%	16.9%	2.2	4.3%	2.1
Market Total:	28	\$2,040.00		16.9%	2.2	4.3%	2.1

Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023

Send Billing To:

Market/System:

Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Charleston, WV							
Market Total:	28	\$2,040.00	13%	16.9%	2.2	4.3%	2.1
Charleston, WV							
Market Total:	19	\$8,900.00	57%	99.0%	2.5	96.5%	2.4
Charleston, WV							
Market Total:	31	\$4,565.00	29%	20.2%	3.0	6.5%	2.4
All Markets							
Grand Total:	78	\$15,505.00		99.0%	6.1	96.9%	4.6



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WDTV-TV
PO Box 480
Bridgeport, WV 26330
Contact: John Swann
Email: johnswann@wdtv.com
Phone: 304-848-5000
Affiliation: CBS

Send Billing To:

Market/System: Clarksburg

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WDTV-TV												
MTuWThF 11:00a-12:00p PRICE IS RIGHT May-2023LS - CLARKSBURG-WESTON	DT	\$100.00	30	2	0	2	0	2	0	2	0	8
MTuWThF 12:00p-12:30p 5 NEWS WV @ MIDDAY May-2023LS - CLARKSBURG-WESTON	DT	\$72.00	30	2	0	0	2	0	0	2	0	6
MTuWThF 12:30p- 1:30p YOUNG & RESTLESS May-2023LS - CLARKSBURG-WESTON	DT	\$80.00	30	0	0	2	0	0	2	0	0	4
			Total Spots:	4	0	4	2	2	2	4	0	18
Total Cost:		\$1,552.00										18

Signature: _____

Disclaimer:



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WVFX-TV
PO Box 826
Bridgeport, WV 26330
Contact: John Swann
Email: johnswann@wdtv.com
Phone: 304-848-5000
Affiliation: FOX

Send Billing To:

Market/System: Clarksburg														
Daypart Program	Daypart Code	STN Gross		Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WVFX-TV														
F 8:00p-10:00p	PT	\$120.00		30	0	1	0	0	0	0	0	0	1	2
FRIDAY NIGHT SMACKDOWN														
May-2023LS - CLARKSBURG-WESTON														
W 8:00p- 9:00p	PT	\$160.00		30	0	0	0	0	0	0	0	1	0	1
MASKED SINGER, THE (WED P1)														
May-2023LS - CLARKSBURG-WESTON														
W 8:00p- 9:00p	PT	\$120.00		30	0	0	0	0	0	0	0	0	0	0
Masked Singer														
W 8:00p- 9:00p	PT	\$120.00		30	1	0	0	0	0	0	0	0	0	1
W 8:00p- 9:00p	PT	\$120.00		30	0	0	0	0	0	1	0	0	0	1
W 6:00p- 7:00p	PT	\$160.00		30	0	0	0	1	0	0	0	0	0	1
				Total Spots:	1	1	0	1	1	0	1	1		6
Total Cost:		\$800.00												6

Signature: _____

Disclaimer:

Detailed Reporting - Spot Calendar (cont.)



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: EBOY-TV
201 Humboldt Street
Rochester, NY 14610
Contact: Carol O'Hanlon
Email: cohanlon@wboy.com
Phone: 304.326.6718
Affiliation: ABC

Send Billing To:

Market/System: Clarksburg

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
EBOY-TV												
MTuWThF 4:30p- 5:00p	EF	\$15.00	30	2	2	2	2	2	2	2	2	16
FAMILY FEUD												
CS-Oct-2022 adj.CS-Nov-2022 - CLARKSBURG-WESTON												
Total Spots:				2	2	2	2	2	2	2	2	16
Total Cost:		\$240.00										16

Signature: _____

Disclaimer:



Holiday Pac Man 23

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WBOY-TV
201 Humboldt Street
Rochester, NY 14610
Contact: Steve Mallory
Email: smallory@wowktv.com
Phone: 304-437-0669
Affiliation: NBC

Send Billing To:

Market/System: Clarksburg

Daypart Program	Daypart Code	STN Gross	Dur	Wks									Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25		
WBOY-TV													
MTuWThF 5:00p- 7:00p EARLY NEWS ROTATION	RT	\$225.00	30	0	2	0	0	2	0	0	2	6	
CS-Oct-2022 adj.CS-Dec-2022 - CLARKSBURG-WESTON													
MTuWThF 7:00p- 7:30p JEOPARDY	PA	\$195.00	30	2	0	0	2	0	0	2	0	6	
CS-Oct-2022 adj.CS-Nov-2022 - CLARKSBURG-WESTON													
MTuWThF 6:00p- 6:30p 12 NEWS AT 6	EN	\$375.00	30	0	0	2	0	0	2	0	0	4	
CS-Oct-2022 adj.CS-Dec-2022 - CLARKSBURG-WESTON													
Sa 7:30p- 8:00p WHEEL OF FORTUNE WEEKEND	PA	\$40.00	30	0	0	0	0	1	0	0	0	1	
CS-Oct-2022 adj.CS-Dec-2022 - CLARKSBURG-WESTON													
Sa 7:00a- 8:30a Today Show	EN	\$40.00	30	1	0	1	0	1	0	0	0	3	
Tu 4:00p- 5:00p EN (M-F)	RT	\$225.00	30	0	0	0	0	0	0	0	0	0	
Th 4:00p- 5:00p EN (M-F)	RT	\$225.00	30	0	0	0	0	0	0	0	0	0	
MTuWThF 5:00p- 7:00p EARLY NEWS ROTATION	RT	\$0.00	30	1	0	0	0	0	0	0	0	1	
Sa 7:00a- 8:30a	PA	\$40.00	30	0	0	0	0	0	0	1	0	1	

Detailed Reporting - Spot Calendar (cont.)

Period From 11/1/2023 To 12/25/2023

Client: WV Lottery
Media: TV
Product: Branding

Flight End Date: 12/31/2023

Vendor: WBOY-TV

201 Humboldt Street
Rochester, NY 14610

Send Billing To:

Contact: Steve Mallory

Email: smallory@wowktv.com

Phone: 304-437-0669

Affiliation: NBC

Market/System: Clarksburg

Signature: _____

Disclaimer:



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Clarksburg

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WDTV-TV	18	\$1,552.00	66%	24.3%	2.3	10.8%	2.0
WVFX-TV	6	\$800.00	34%	7.5%	1.5	8.3%	1.3
Market Total:	24	\$2,352.00		30.0%	2.2	18.2%	1.8



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Clarksburg

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
EBOY-TV	16	\$240.00	5%	4.8%	3.3	4.2%	3.0
WBOY-TV	22	\$4,220.00	95%	96.3%	2.5	89.9%	2.2
Market Total:	38	\$4,460.00		96.5%	2.6	90.3%	2.3

Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023

Send Billing To:

Market/System:

Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Clarksburg							
Market Total:	38	\$4,460.00	65%				
				96.5%	2.6	90.3%	2.3
Clarksburg							
Market Total:	24	\$2,352.00	35%				
				30.0%	2.2	18.2%	1.8
All Markets							
Grand Total:	62	\$6,812.00		97.5%	5.7	92.0%	4.6



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WTAP-TV
P O Box 14200
Tallahassee, FL 32317-4200
Contact: Cardyn Bolton
Email: carolyn.bolton@thenewscenter.tv
Phone: 304-485-4588 x111
Affiliation: NBC

Market/System: Parkersburg-Marietta

Daypart Program	Daypart Code	STN Gross	Dur	Wks									Total Spots
					11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WTAP-TV													
MTuWThF 7:00p- 7:30p WHEEL OF FORTUNE Jun/2023LS - PARKERSBURG	PA	\$175.00	30	2	0	2	0	2	0	2	0		8
MTuWThF 5:30p- 5:59p INSIDE EDITION Jun/2023LS - PARKERSBURG	EF	\$145.00	30	2	0	2	0	2	0	2	0		8
MTuWThF 7:00a- 9:00a TODAY SHOW Jun/2023LS - PARKERSBURG	EM	\$130.00	30	0	2	0	2	0	2	0	2		8
MTuWThF 5:59p- 6:30p WTAP NEWS @ SIX Jun/2023LS - PARKERSBURG	EN	\$435.00	30	0	0	2	0	2	0	0	2		6
Total Spots:				4	2	6	2	6	2	4	4		30
Total Cost:		\$6,210.00											30

Signature: _____

Detailed Reporting - Spot Calendar (cont.)



Holiday Pac Man 23

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: WOVA-TV
PO BOX 14200
Tallahassee, FL 32317
Contact: Cardyn Bolton
Email: carolyn.bolton@thenewscenter.tv
Phone: 304-485-4588 x111
Affiliation: FOX

Market/System: Parkersburg-Marietta

Daypart Program	Daypart Code	STN Gross	Dur	Wks									Total Spots	
					11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25		
WOVA-TV														
MTuWThF 7:00p- 8:00p MODERN FAMILY	PA	\$50.00	30	2	0	0	2	0	0	2	0		6	
Jun/2023LS - PARKERSBURG														
MTuWThF 10:00p-10:30p FOX NW PRKRBRG	LN	\$125.00	30	0	2	0	0	2	0	0	2		6	
Jun/2023LS - PARKERSBURG														
F 8:00p-10:00p FRIDAY NIGHT SMACKDOWN	PT	\$250.00	30	0	0	0	0	0	1	0	0		1	
Jun/2023LS - PARKERSBURG														
WThF 10:00p-10:30p FOX NW PRKRBRG	LN	\$125.00	30	0	0	0	0	0	0	0	0		0	
Jun/2023LS - PARKERSBURG														
F 8:00p-10:00p FRIDAY NIGHT SMACKDOWN	PT	\$250.00	30	0	0	0	1	0	0	0	0		1	
Jun/2023LS - PARKERSBURG														
Total Spots:				2	2	0	3	2	1	2	2		14	
Total Cost:		\$1,550.00												14

Signature: _____

Disclaimer:

Detailed Reporting - Spot Calendar (cont.)

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA Nielsen Live+1

Vendor: WIYE-TV
 PO Box 14200
 Tallahassee, FL 32317
Contact: Carolyn Bolton
Email: carolyn.bolton@thenewscenter.tv
Phone: 304-485-4588 x111
Affiliation: CBS

Send Billing To:

Market/System: Parkersburg-Marietta

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WIYE-TV												
MTuWThF 11:00a-12:00p THE PRICE IS RIGHT Jun/2023LS - PARKERSBURG	DT	\$150.00	30	0	2	0	2	0	2	0	2	8
Sa 7:00p- 8:00p E.T. WEEKEND Jun/2023LS - PARKERSBURG	PA	\$20.00	30	0	0	0	1	0	0	1	0	2
Sa 7:00p- 8:00p E.T. WEEKEND	PA	\$20.00	30	0	1	0	0	0	0	0	0	1
Sa 7:00p- 8:00p E.T. WEEKEND	PA	\$20.00	30	0	1	0	0	0	0	0	0	1
Total Spots:				0	4	0	3	0	2	1	2	12
Total Cost:		\$1,280.00										12

Signature: _____

Disclaimer:



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Parkersburg-Marietta							
Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WTAP-TV	30	\$6,210.00	69%	79.3%	3.0	52.9%	2.5
WOVA-TV	14	\$1,550.00	17%	16.0%	2.0	14.0%	1.2
WIYE-TV	12	\$1,280.00	14%	17.6%	1.5	9.6%	1.7
Market Total:	56	\$9,040.00		85.7%	3.4	63.3%	2.6

Detailed Reporting – Spot Calendar (cont.)

Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023

Send Billing To:

Market/System:

Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Parkersburg-Marietta							
Market Total:	56	\$9,040.00	100%	85.7%	3.4	63.3%	2.6
All Markets							
Grand Total:	56	\$9,040.00		85.7%	5.9	63.3%	4.6

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) C-DMA Custom Live+1

Vendor: WDVM-TV
 13 East Washington Street
 Hagerstown, MD 21740
Contact: Jeffrey Hedrick
Email: JHedrick@localdvm.com
Phone: 301-797-4400
Affiliation: Independent

Market/System: Washington, DC

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WDVM-TV													
MTuWThF 11:30p-12:00a	LN	\$65.00	30	3	3	3	3	3	2	2	3	2	21
WV TONIGHT													
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Mo-Fr 11:30p-12:00a TIME PERIOD ON WDVM													
Su 5:30p- 6:00p	EF	\$50.00	30	1	1	1	1	1	1	1	1	1	8
INSIDE WV POLITICS													
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Sun 5:30p-6:00p TIME PERIOD ON WDVM													
Sa 5:30a- 6:00a	EM	\$25.00	30	1	1	1	1	1	1	1	1	1	8
INSIDE WEST VIRGINIA POLITICS													
CS-Jan/2022 - WASHINGTON, DC (HAGRSTWN) - ACTUAL CS-Jan/2022 Sat 5:30a-6:00a TIME PERIOD ON WDVM													
M 11:00p-12:00a	LN	\$65.00	30	0	0	0	0	0	0	0	0	0	0
11:30 PM-12:00 XM													
Tu 11:00p-12:00a	LN	\$65.00	30	0	0	0	0	0	0	0	0	0	0
11:30 PM-12:00 XM													
W 11:00p-12:00a	LN	\$65.00	30	0	0	0	0	0	0	0	0	0	0
11:30 PM-12:00 XM													
M 11:00p-12:00a	LN	\$65.00	30	0	0	0	0	1	1	0	0	0	2
11:30 PM-12:00 XM													
F 12:00a- 1:00a	LN	\$65.00	30	0	0	0	0	0	0	0	0	1	1
11:30 PM-12:00 XM													
Total Spots:												40	40
Total Cost:		\$2,160.00											

Signature: _____

Disclaimer:

Detailed Reporting - Spot Calendar (cont.)



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) C-DMA Custom Live+1

Send Billing To:

Market/System: Washington, DC

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WDVM-TV	40	\$2,160.00	100%	0.9%	4.3	0.0%	
Market Total:	40	\$2,160.00		0.9%	4.3	0.0%	



Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery

Media: TV

Product: Branding

Flight Start Date: 09/25/2023

Flight End Date: 12/31/2023

Send Billing To:

Market/System:							
Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Washington, DC							
Market Total:	40	\$2,160.00	100%	0.9%	4.3	0.0%	
All Markets							
Grand Total:	40	\$2,160.00		0.9%	7.5	0.0%	0.0



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WTRF-TV
 201 Humboldt Street
 Rochester, NY 14610
Contact: Steve Mallory
Email: smallory@wowktv.com
Phone: 304-437-0669
Affiliation: CBS

Send Billing To:

Market/System: Wheeling

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
WTRF-TV													
MTuWThF 11:00a-12:00p	DT	\$45.00	30	2	2	0	0	0	1	0	0	2	7
THE PRICE IS RIGHT													
Nov/2022LS - WHEELING-STEUBENVILLE													
MTuWThF 6:00p- 6:30p	EN	\$45.00	30	0	0	2	0	0	2	0	0	0	4
7 NEWS @ 6P													
Nov/2022LS - WHEELING-STEUBENVILLE													
Su 6:00p- 6:30p	EN	\$35.00	30	0	0	0	0	0	0	0	0	0	0
7 NEWS @ 6P SUNDAY													
Nov/2022LS - WHEELING-STEUBENVILLE													
F 8:00p-11:00p	PT	\$65.00	30	1	0	0	1	0	0	0	1	0	3
FRIDAY PRIME ROTATION													
Nov/2022LS - WHEELING-STEUBENVILLE													
Su 7:00p- 8:00p	PT	\$165.00	30	1	0	0	1	0	0	0	1	0	3
60 MINUTES													
Nov/2022LS - WHEELING-STEUBENVILLE													
Sa 6:00p- 6:30p	EN	\$50.00	30	0	0	0	0	0	0	0	0	0	0
7 NEWS @ 6P SATURDAY													
Nov/2022LS - WHEELING-STEUBENVILLE													
Su 8:00p- 9:00p	PT	\$100.00	30	0	0	0	0	0	0	0	0	0	0
YELLOWSTONE													
Nov/2022LS - WHEELING-STEUBENVILLE													
Th 9:00p-10:00p	PT	\$100.00	30	0	0	0	1	0	0	0	1	0	2
GHOSTS UK													
Nov/2022LS - WHEELING-STEUBENVILLE													
Th 9:00p-10:00p	PT	\$90.00	30	0	0	0	0	0	0	0	0	0	0
YOUNG SHELDON / GHOSTS													
Nov/2022LS - WHEELING-STEUBENVILLE													
Su 6:00p- 6:30p	EN	\$35.00	30	0	0	0	0	0	0	0	0	0	0
7 News @ 6P													

Detailed Reporting - Spot Calendar (cont.)

Date: 8/28/2025

Send Billing To:

Affiliation: NBC

Daypart Program	Daypart Code	STN Gross		Dur	Wks									Total Spots
						11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
WTOV-TV														
MTuWThF 6:00p- 6:30p NEWS9 AT SIX	EN	\$200.00		30	2	0	2	0	2	0	2	0	8	
MTuWThF 7:30p- 8:00p WHEEL OF FORTUNE	PA	\$125.00		30	0	2	0	0	2	0	0	2	6	
MTuWThF 4:00p- 5:00p KELLY CLARKSON	EF	\$25.00		30	0	2	0	0	0	2	0	0	4	
MTuWThF 7:00a- 9:00a THE TODAY SHOW	EM	\$75.00		30	0	2	0	0	0	0	0	2	4	
MTuWThF 12:00p-12:30p NEWS9 MIDDAY	DT	\$70.00		30	0	0	1	0	0	2	0	0	3	
MTuWThF 6:00a- 7:00a NEWS9 SUNRISE 6A	EM	\$75.00		30	1	0	0	2	0	0	1	0	4	
Sa 7:00p- 7:30p JEOPARDY (SAT)	PA	\$40.00		30	1	0	1	0	1	0	0	1	4	
Sa 11:30p- 1:00a SATURDAY NIGHT LIVE	LN	\$35.00		30	1	0	0	1	0	0	0	0	2	
Su 6:00p- 6:30p NEWS9 AT SIX (SUN)	EN	\$100.00		30	0	0	1	0	0	1	0	0	2	
MTuWThF 7:00p- 7:30p JEOPARDY	PA	\$150.00		30	0	0	2	0	0	0	0	0	2	
Su 11:35p-12:05a NEWS9 TONIGHT (SUN)	LN	\$100.00		30	0	0	0	1	0	0	0	0	1	
Tu 8:00p- 9:00p THE VOICE	PT	\$200.00		30	0	0	1	0	0	0	1	0	2	
MTuWTh 11:00p-11:35p NEWS9 TONIGHT	LN	\$100.00		30	1	0	0	0	0	0	1	0	2	
M 8:00p-10:00p THE VOICE	PT	\$225.00		30	0	0	0	0	0	1	0	0	1	
F 9:00p-11:00p DATELINE NBC	PT	\$75.00		30	0	0	0	0	0	0	0	0	0	

Detailed Reporting - Spot Calendar (cont.)

Period From 11/1/2023 To 12/25/2023

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Vendor: WTOV-TV
PO Box 206270
Dallas, TX 75320-6270
Contact: Heidi Clark
Email: hclark@sbgstv.com

Affiliation: NBC

Send Billing To:

PO Box 206270

Dallas, TX 75320-6270

Contact: Heidi Clark

Email: hclark@sbg.tv

Market/System: Wheeling

Signature: _____

Disclaimer:

Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025



Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: ETOV-TV
PO Box 206270
Dallas, TX 75320-6270
Contact: Heidi Clark
Email: hmclark@sbgstv.com
Phone: 304.280.3844
Affiliation: FOX

Market/System: Wheeling

Daypart Program	Daypart Code	STN Gross	Dur	Wks	11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	Total Spots
ETOV-TV													
Sa 10:30p-11:00p	LN	\$3.00	30	1	0	0	0	0	0	0	0	1	2
FAMILY FEUD													
MTuWThF 10:00p-11:00p	LN	\$50.00	30	0	0	0	2	0	2	0	0	0	4
NEWS9 AT TEN													
F 8:00p-10:00p	PT	\$40.00	30	0	1	0	0	0	0	0	0	1	2
WWE FRIDAY NIGHT SMACKDOWN													
Sa 10:00p-10:30p	LN	\$40.00	30	1	0	0	0	0	0	0	0	1	2
NEWS9 AT TEN (SAT)													
Su 10:00p-10:30p	LN	\$50.00	30	0	1	0	0	1	0	0	0	0	2
NEWS9 AT TEN (SUN)													
W 8:00p- 9:00p	PT	\$75.00	30	1	0	0	0	0	0	0	0	0	1
THE MASKED SINGER													
Sa 12:00a- 1:00a	LN	\$3.00	30	0	0	0	0	0	0	0	0	0	0
FOX-Late Night Don't forget the lyrics													
Sa 11:00p-12:00a	LN	\$3.00	30	0	0	0	0	0	0	0	0	0	0
News-News9 at Ten Saturday													
F 11:00p-12:00a	PT	\$40.00	30	0	0	0	0	0	0	0	0	0	0
Sports-FOX WWE SmackDown Live MG													
Sa 11:00p-12:00a	LN	\$40.00	30	0	0	0	0	0	0	0	0	0	0
News-News9 at Ten Saturday													
Sa 12:00a- 1:00a	PT	\$20.00	30	0	0	0	0	0	0	0	0	0	0
FOX-Late Night Beat Shazam													
Th 5:00a- 6:00a	BN	\$0.00	30	0	1	0	0	0	0	0	0	0	1
Run/Not Purchased Buy-in Bonus. 11/29/23													
MTuWThF 5:00a- 2:00a	BN	\$0.00	30	4	3	4	0	0	0	0	0	0	11
Run/Not Purchased Buy-in Bonus. 11/29/23													
Sa 11:00p-12:00a	LN	\$3.00	30	0	0	1	0	0	0	0	0	0	1
News-News9 at Ten Saturday													
Sa 12:00a- 1:00a	LN	\$3.00	30	0	0	0	0	2	0	0	0	0	2
FOX-Late Night Beat Shazam													

Detailed Reporting - Spot Calendar (cont.)



Holiday Pac Man 2023

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Vendor: ETOV-TV
PO Box 206270
Dallas, TX 75320-6270
Contact: Heidi Clark
Email: hmclark@sbgvtv.com
Phone: 304.280.3844
Affiliation: FOX

Send Billing To:

Market/System: Wheeling

Daypart Program	Daypart Code	STN Gross	Dur	Wks								Total Spots
				11/6	11/13	11/20	11/27	12/4	12/11	12/18	12/25	
ETOV-TV												
Sa 12:00a- 1:00a Family Feud Wknd	LN	\$3.00	30	0	0	0	0	1	0	0	0	1
F 1:00a- 2:00a Sports-FOX WWE SmackDown Live MG	PT	\$40.00	30	0	0	0	0	1	0	0	0	1
Sa 11:00p-12:00a News-News9 at Ten Saturday	LN	\$40.00	30	0	0	0	0	1	0	0	0	1
Total Spots:				7	6	5	2	6	2	0	3	31
Total Cost:		\$633.00										31

Signature: _____

Disclaimer:

Detailed Reporting – Spot Calendar (cont.)

Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
Nielsen Live+1

Send Billing To:

Market/System: Wheeling

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WTRF-TV	24	\$1,600.00	100%	30.6%	2.3	18.9%	1.6
Market Total:	24	\$1,600.00		30.6%	2.3	18.9%	1.6



Summary by Station

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023
Survey: Oct23 Proj. (Oct22 HUT, Jul23 SHR) DMA
 Nielsen Live+1

Send Billing To:

Market/System: Wheeling

Station	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
WTOV-TV	47	\$5,050.00	89%	55.1%	3.5	12.7%	2.9
ETOV-TV	31	\$633.00	11%	20.5%	1.9	5.5%	1.5
Market Total:	78	\$5,683.00		64.2%	3.6	17.4%	2.6



Summary by Market/System

Period From 11/1/2023 To 12/25/2023

Date: 8/28/2025

Client: WV Lottery
Media: TV
Product: Branding

Flight Start Date: 09/25/2023
Flight End Date: 12/31/2023

Send Billing To:

Market/System:

Market	Total Spots	STN Gross	PCT	Adults 18+		Adults 18-34	
				Reach Pct / Freq		Reach Pct / Freq	
Wheeling							
Market Total:	78	\$5,683.00	78%				
				64.2%	3.6	17.4%	2.6
Wheeling							
Market Total:	24	\$1,600.00	22%				
				30.6%	2.3	18.9%	1.6
All Markets							
Grand Total:	102	\$7,283.00		74.8%	7.3	32.9%	4.2

ADDENDUM E

DIGITAL ADVERTISING CAMPAIGN

988



Creative



WEST VIRGINIA DEPARTMENT OF HUMAN SERVICES – 988
DIGITAL ADS

Creative

988 Awareness Campaign

Goal: 988 Recognition, Gaining Trust in WV

Production location: TBA

TV Spot 1: 988 Recognition

General :30

AUDIO

Life can feel heavy sometimes. We all deal with pain and troubles, and they can make us feel like we could break.

When you don't know what to do or who to trust, just remember that help is a number: 988.

A simple call or text to these three numbers will connect you with a free, trained counselor who is ready to listen and who cares about you.

If you are struggling or know someone who is, remember 988. Three simple numbers that can save a life.

VIDEO

Friends sit across from each other one seems troubled and disconnected.

Various people sit alone and sad.

On screen graphics show 988 as people call, and text.

Call center employees are shown helping and connecting.

988 large on the screen as we see smiling faces of those who found help.



WEST VIRGINIA DEPARTMENT OF HUMAN SERVICES – 988

TV SCRIPT – 988 RECOGNITION



Creative

988 Awareness Campaign

Goal: 988 Recognition, Gaining Trust in WV

Production location: TBA

TV Spot 2: Friends Help

General :30

AUDIO

Has a friend or loved one seemed not themselves?

Are you worried about their mental health or state of mind, but you are not quite sure how to help?

Help is a number: 988. This local lifeline is open 24 hours a day, 7 days a week to help you or someone you care about.

You don't have to have all the answers, but if you have a true concern for a friend or loved one, reach out and help make a difference.

We are here to help; your call could save a life.

Call or text 988 today. Help is a number. 988

VIDEO

Two friends sit together, one is trying to engage in conversation the other is sad and disconnected.

The concerned friend picks up the phone to call 988.

A helpful call center employee shares a conversation

Friends reunited in a better mood, crisis averted and hope is found



WEST VIRGINIA DEPARTMENT OF HUMAN SERVICES – 988

TV SCRIPT – FRIENDS HELP



Creative

988 Awareness Campaign

Goal: 988 Recognition, Gaining Trust in WV

Production location: TBA

TV Spot 3: Call for Help

General :30

AUDIO

Have you found yourself worried and anxious? Have your thoughts or worries ever made you feel unsafe, or that you may hurt yourself? You are not alone.

Life can feel overwhelming sometimes, and when it does, there is help. 988 is a call or text you can make 24/7 when you feel like you are in crisis.

This free and confidential lifeline is always open to help and ready to listen. Reach out anytime for confidential support and **someone to talk to.**

Call or text 988 today. Help is a number. 988

VIDEO

A veteran sits alone and is visibly sad.

A young person shows signs of worry.

An older person sits alone.

Various shots of all these people texting or calling for help.

Helpful Lifeline personnel assist and listen.

Hope is found as we show each caller a moment of relief.



WEST VIRGINIA DEPARTMENT OF HUMAN SERVICES – 988

TV SCRIPT – CALL FOR HELP

Creative

Radio Spot 1

:30

VO

Are you feeling worried or anxious, or experiencing thoughts about hurting yourself? You are not alone.

Help is just three numbers away.

SFX: Phone ringing and picking up.

988 Representative

988. How can I help you?

CALLER (middle-aged man)

I need someone to talk to. I am feeling overwhelmed.

988 Representative

I am here for you and this call is completely confidential.

988 is a call or text you can make 24/7 when you feel like you are in crisis.

CALLER (middle-aged man)

I called 988 and got help. Now I am back on the job site and I have the support I need.

VO

Call or text 988. Someone to talk to in the Mountain State.

Creative

Radio Spot 2

:30

VO: Has a friend seemed not themselves? Are you worried about their mental health and not sure how to help?

SFX: Hear restaurant in the background.

Teen talking to a friend (boy)

Thanks for answering my text. This semester has been a lot and I didn't know where to turn.

Teen friend (girl)

I know what you're saying. I am glad you reached out about these feelings you've been having. You're not alone. I know who can help.

VO

When you don't know what to do or who to trust, just remember that help is a number. 988.

A simple call or text to these three numbers will connect you with a free, trained counselor who is ready to listen and who cares about you.

If you are struggling or know someone who is, remember 988. Someone to talk to in the Mountain State.

Creative

Radio Spot 3

:30

VO: Life can feel heavy sometimes. We all deal with pain and troubles, and they can make us feel like we could break.

SFX: Door to a home closing.

Adult daughter talking to senior mother

Hi mom. I am so glad we can go to lunch. It's been a while since you've been out.

Senior mother

I don't feel much like getting out. I just want to be alone.

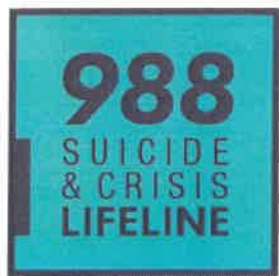
VO

If you or someone you know is withdrawing, acting anxious or experiencing extreme mood swings, be a lifeline. Learn the warning signs.

A simple call or text to these three numbers will connect you with a free, trained counselor who is ready to listen.

988. Someone to talk to in the Mountain State.

Creative



Video Concepts

Spot 1 - Rural areas; Target Audience - Veterans

Postal worker (with veteran tattoo) delivering mail to overflowing mailbox.

Flag flying outside the home.

Veteran checking on veteran.

988 is local and here to help you...and you...and you. Available 24/7.

Call, text, chat.

Spot 2 - Rural areas; Target Audience – Older population/Religious Affiliation

Or churchgoer missing from their usual seat at church. (55+)

Choir members notices and checks on them after church.

West Virginians checking on West Virginians.

988 is local and here to help you...and you...and you. Available 24/7.

Call, text, chat.

Spot 3 – Live footage plus motion graphics; Target Audience - General

Placing importance on 988 brand recognition.

Interview with Montgomery call center Javin Autumn Thompson

We are here to help. Reinforce messages of trust & localized help.

Spot 4 – All ages; Target Audience – General

Geographic shots of WV and multiple populations of people ... Veterans, LGBTQ+, 55+, young people

988 is local and here to help you...and you...and you. Available 24/7.

Call, text, chat.

choozle

Advertiser: West Virginia Department of Human Services
Date: 11/6/2024
IO Name: WV DoHS "988 Suicide Prevention Campaign"

Account Manager: Bethany West

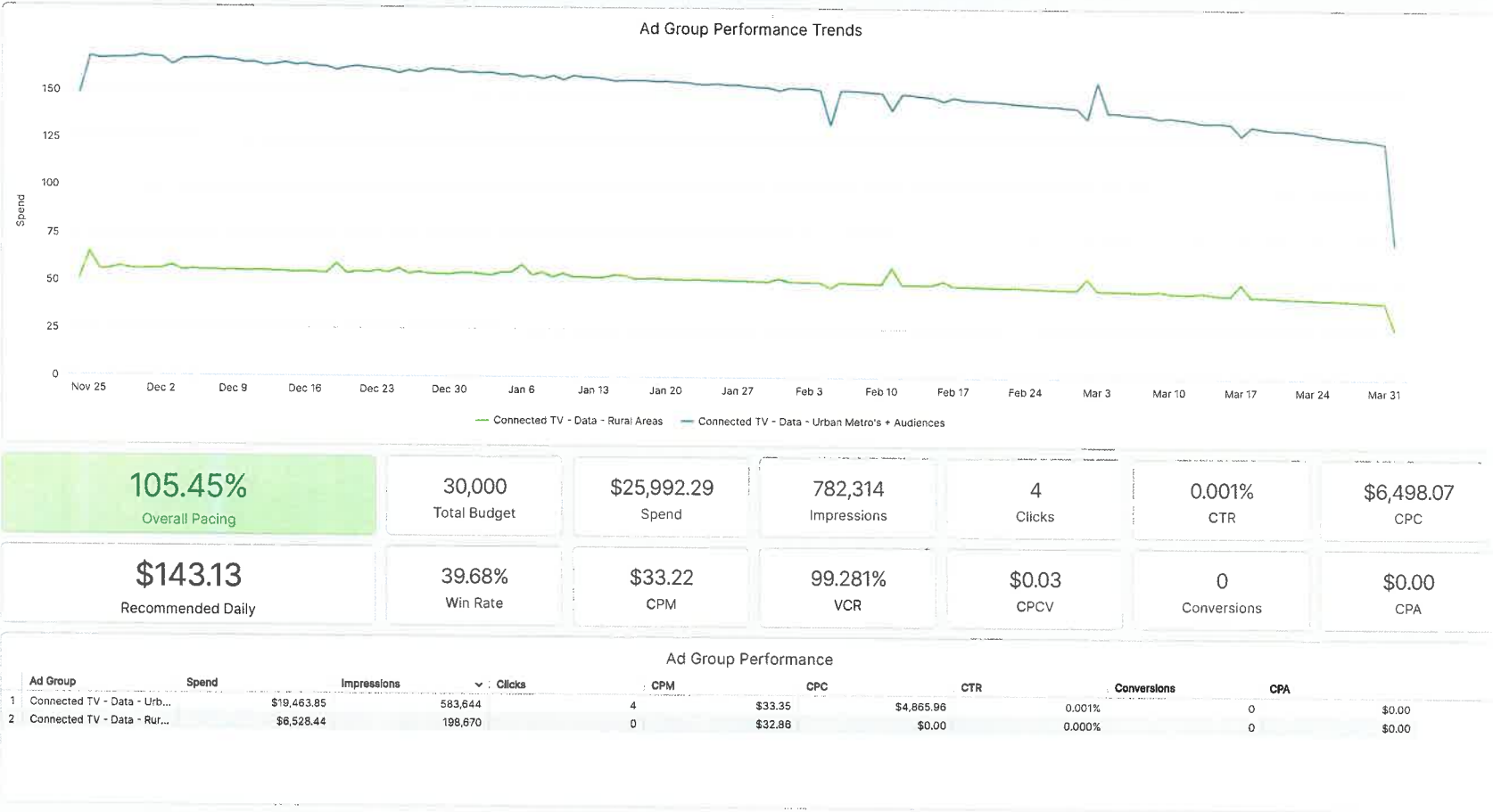
Flight Dates		Platform	Campaign Name	Campaign Goal	Benchmark	Auto Budget Allocation? (Fluid Budgets Recommended)	Campaign Budget	Ad Group Name	Geolocations	Budget Parameters					
Start Date	End Date									Desired Ad Group Budget Split	Low CPM (estimate)	High CPM (estimate)	Impression Estimate (Low CPM)	Impression Estimate (High CPM)	
11/15/2024	1/31/2025	Choozle	WV DOHS - Awareness - DOOH	Reach	-	No	\$25,000	WV Department of Human Services - Proposal	West Virginia	\$25,000.00	\$15	\$22	1,666,667	1,136,364	
			WV DOHS - Awareness - DOOH - College Campuses	Reach			No	\$5,000	WV Department of Human Services - Proposal	West Virginia - College Campuses	\$5,000.00	\$15	\$22	333,333	227,273
11/15/2024	4/30/2025	Choozle	WV DOHS - Awareness - Connected TV	Completion Rate	97%	Yes	\$30,000	Connected TV - Data - Urban Metro's +	West Virginia	\$22,500.00	\$30	\$40	1,666,667 750,000	1,136,364 562,500	
		Connected TV - Data - Rural Areas						\$7,500.00		\$30	\$40	250,000	187,500		
11/15/2024	4/30/2025	Choozle	WV DOHS - Engagement - Online Video	CTR	0.20%	Yes	\$17,000	Online Video - Data - Urban Metro's + Audiences	West Virginia	\$10,000.00	\$8	\$12	1,000,000 750,000	1,250,000 833,333	
		Online Video - Data - Rural Areas						\$4,000.00		\$8	\$12	500,000	333,333		
		Online Video - Event Player RT						\$3,000.00		\$3	\$6	1,000,000	500,000		
Total IO Budget			\$77,000											2,750,000	1,666,667

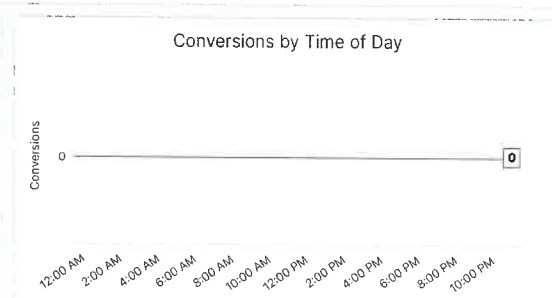
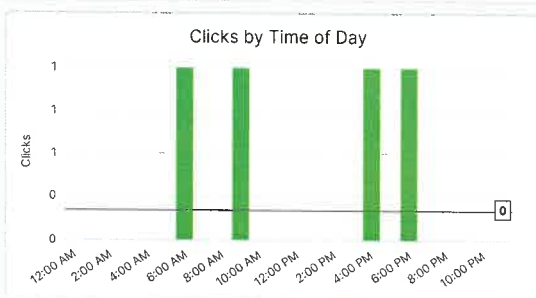
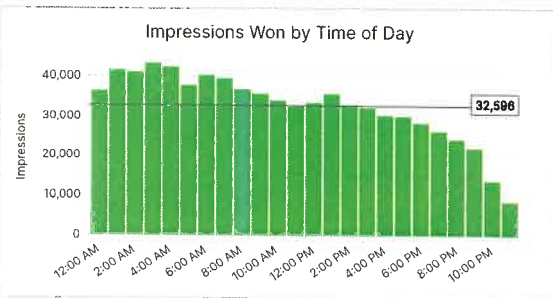
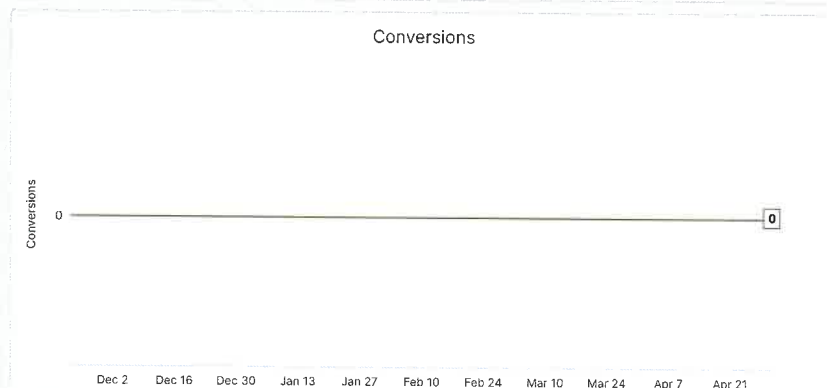
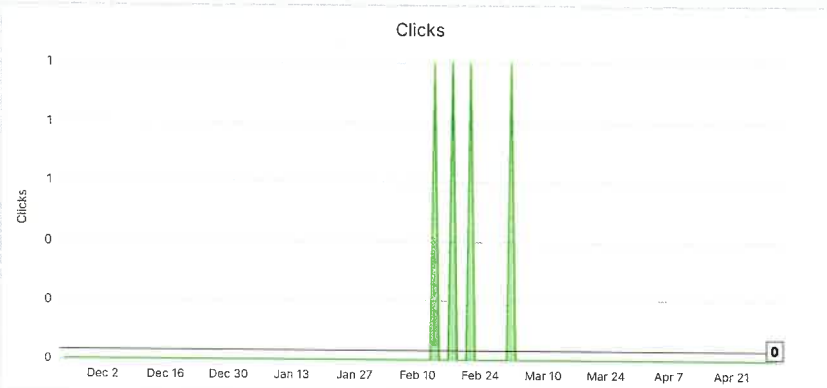
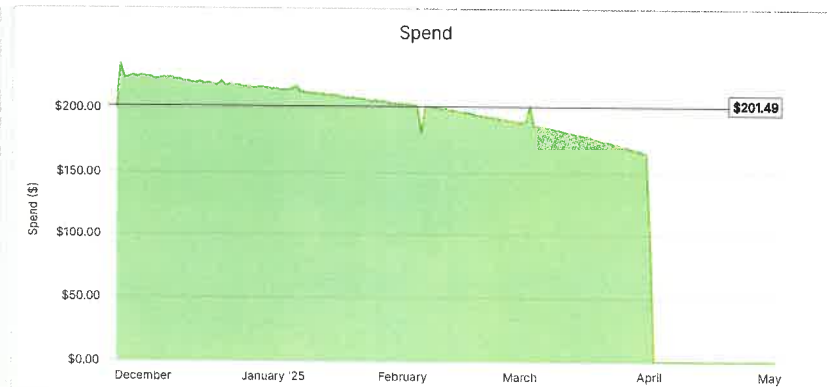
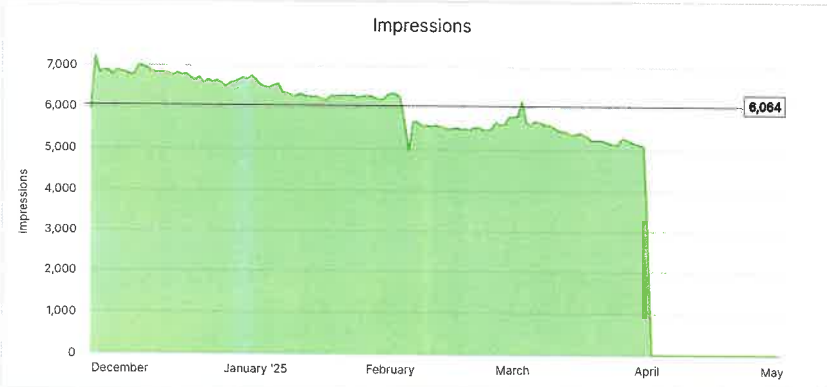
Client Signature _____ Date _____
Print Name _____

988 Choozle Contract

Detailed Reporting - Campaign Level

Campaign ID is 260711 Metric Selector is Spend Report Hour UTC Date is from 2024/11/24 until 2025/05/02





Top Performing Sites & Apps

Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR
1 vizio.watchfree	\$9,948.46	288,783	0	\$34.45	\$0.00	0.00%
2 74519	\$4,980.81	151,370	0	\$32.90	\$0.00	0.00%
3 com.tveee.mobile	\$1,630.49	49,039	3	\$33.25	\$543.50	0.01%
4 b00kdsplk	\$1,250.73	37,759	0	\$33.12	\$0.00	0.00%
5 196460	\$984.26	32,402	0	\$30.38	\$0.00	0.00%
6 tv.pluto.android	\$688.17	20,748	0	\$33.17	\$0.00	0.00%
7 vizio.plutotv	\$611.47	18,918	0	\$32.32	\$0.00	0.00%
8 43465	\$485.29	15,290	0	\$31.74	\$0.00	0.00%
9 298229	\$524.86	15,052	0	\$34.87	\$0.00	0.00%
10 13535	\$429.63	13,989	0	\$30.71	\$0.00	0.00%
11 273862	\$377.82	12,291	0	\$30.74	\$0.00	0.00%

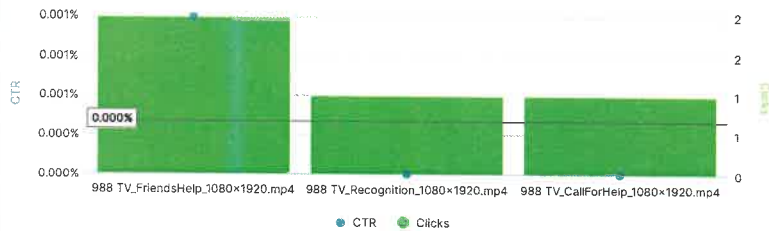
Impressions by Device



Clicks by Device



High Performing Creatives



Creative Sizing Performance



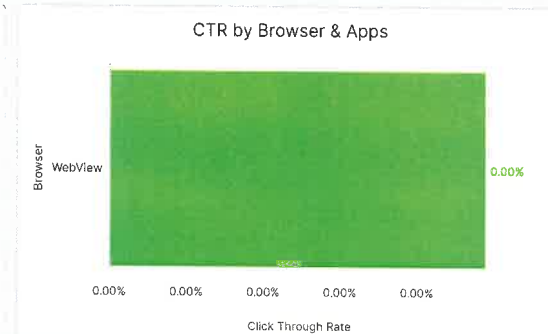
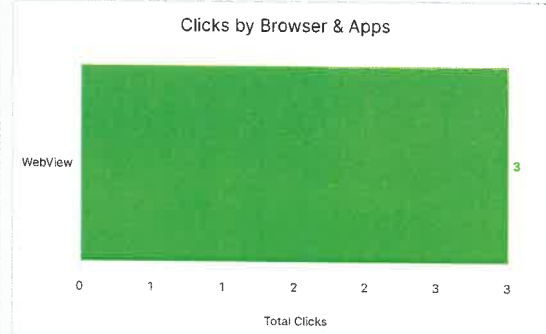
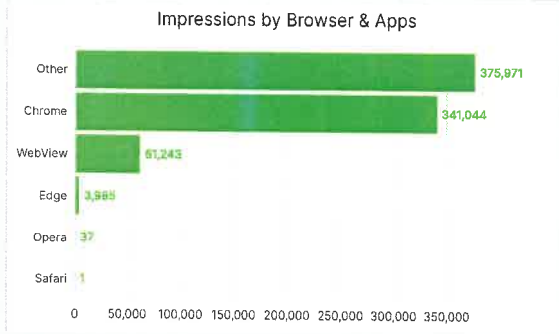
Creative Performance Data

Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1 988_TV_FriendsHelp_1080x1920.mp4	271,682	\$33.22	2	\$4,512.25	0.001%	0
2 988_TV_Recognition_1080x1920.mp4	259,203	\$33.21	1	\$8,607.19	0.000%	0
3 988_TV_CallForHelp_1080x1920.mp4	251,429	\$33.25	1	\$8,360.61	0.000%	0



Top Performing Postal Codes

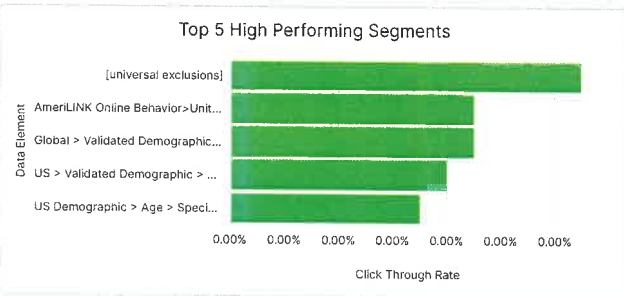
	Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR
1	25801	West Virginia	\$1,113.26	33,323	0	\$0.00	\$33.41	0.00%
2	26301	West Virginia	\$870.00	26,195	0	\$0.00	\$33.21	0.00%
3	26003	West Virginia	\$862.08	25,926	0	\$0.00	\$33.25	0.00%
4	26554	West Virginia	\$805.57	24,224	0	\$0.00	\$33.26	0.00%
5	26101	West Virginia	\$753.24	22,636	0	\$0.00	\$33.28	0.00%
6	24701	West Virginia	\$750.50	22,514	0	\$0.00	\$33.33	0.00%



Supply Side Performance				
Supply Vendor	Total Impressions	Click Through Rate	Total Clicks	
1 pubmatic	433,809	0.00%	0	
2 Index exchange	119,031	0.00%	0	
3 xandr - monetize ssp (apne...	98,470	0.00%	0	
4 vizio	56,278	0.00%	0	
5 sonobi	52,665	0.01%	4	
6 freewheel	11,401	0.00%	0	

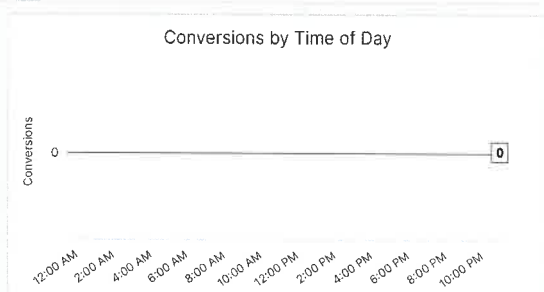
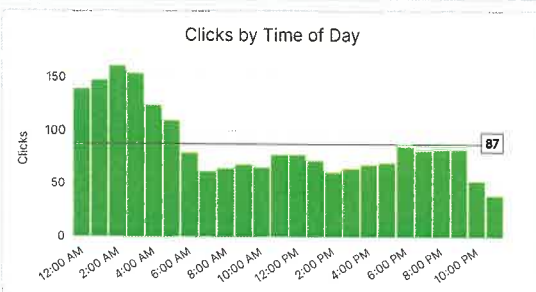
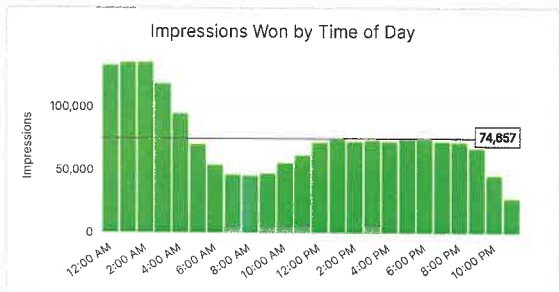
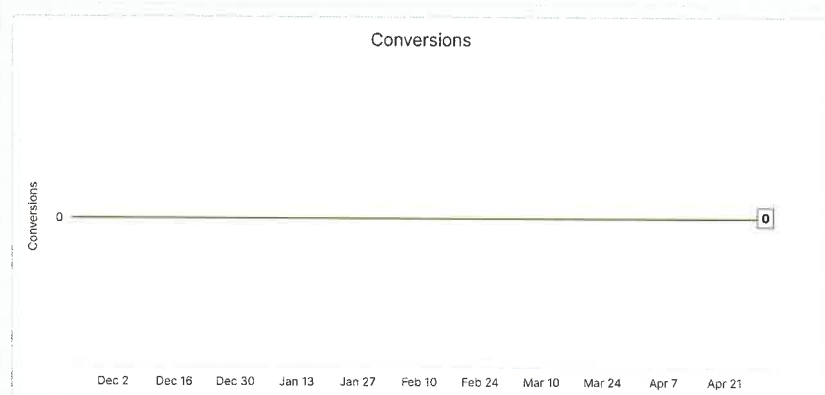
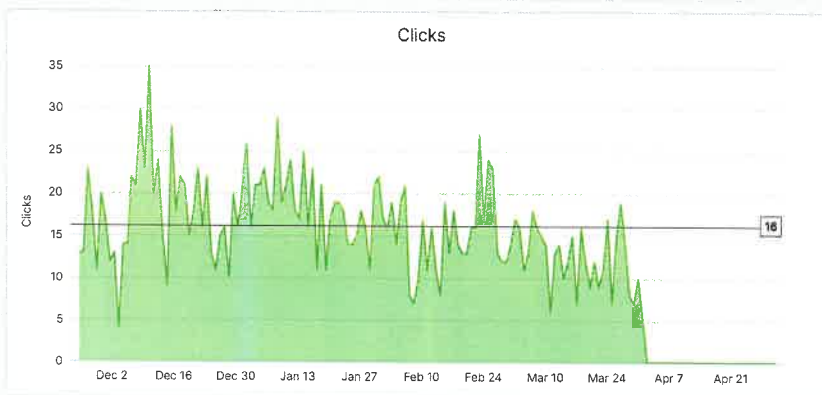
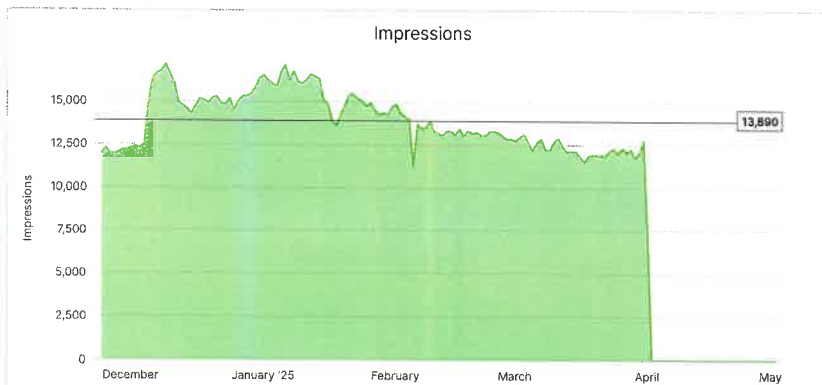
Ad Environment Performance			
Ad Environment	Impressions	CTR	Clicks
1 InApp	782,203	0.00%	3
2 Other	4	0.00%	0

Fold Position Performance			
Fold Position	Impressions	CTR	Clicks
1 UNKNOWN	613,321	0.00%	0
2 Above	165,584	0.00%	3



Top Performing Private Market Deals				
Private Contract Name	Impressions	Spend	VCR	
1 CTV - Choozle - Contextual: ...	227,299	\$7,547.75	99.36%	
2 PM_22_Q4_TTD_Choozle_Cu...	139,647	\$4,926.46	99.82%	
3 Compulse_CTV_Pluto - Floor ...	92,989	\$2,817.85	99.13%	
4 Pluto - US - Index - Includin...	90,676	\$3,420.01	98.96%	
5 Vizio-US-ROS/RON-OpenPa...	56,278	\$1,643.97	99.07%	
6 Choozle TTD CTV ddt	52,665	\$1,745.26	99.11%	
7 PM_22_Q4_TTD_Choozle_Pr...	48,079	\$1,437.81	99.19%	
8 Choozle - Index Exchange - ...	26,036	\$804.64	99.02%	
9 PM_23_Q4_TTD_Choozle_NF...	18,779	\$597.11	98.81%	
10 PlutoTV - US - RON - Premiu...	10,474	\$397.43	99.03%	
11 Choozle Preferred - CTV - Pl...	5,457	\$168.65	99.45%	
12 Paramount - US - RON - Con...	5,150	\$190.56	99.17%	
13 Scripps-US-RON-OpenPath...	2,322	\$70.58	99.10%	
14 47Samurai - TTD CTV - RON	2,317	\$86.52	97.63%	
15 ViacomCBS - US - (Paramou...	660	\$25.02	97.72%	
16 DirecTV STB	657	\$20.45	99.54%	
17 47 Samurai-US-RON-OpenP...	578	\$20.53	100.00%	
18 Vevo - US - Magnite CTV - R...	477	\$13.15	99.37%	
19 Viacom - US - RON (MTV, V...	275	\$10.39	98.91%	
20 Hearst TV- US - RON - Open...	263	\$7.91	98.10%	
21 A&E - US - First Look - RON ...	89	\$3.34	100.00%	

Digital Reporting – Engagement (cont.)

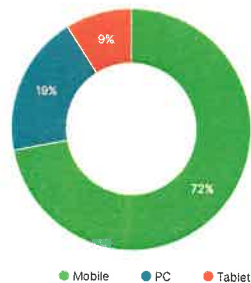




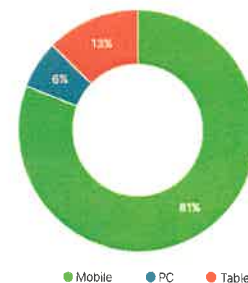
Top Performing Sites & Apps

	Site/App	Spend	Impressions	Clicks	CPM	CPC	CTR	
1	com.particlenews.newsbreak		\$1,748.11	153,146	381	\$11.41	\$4.59	0.25%
2	www.accuweather.com		\$1,105.81	147,534	18	\$7.50	\$61.43	0.01%
3	www.foxnews.com		\$373.57	60,865	3	\$6.14	\$124.52	0.00%
4	nypost.com		\$290.57	47,582	36	\$6.11	\$8.07	0.08%
5	com.pinger.textfree		\$262.52	35,807	167	\$7.33	\$1.57	0.47%
6	com.tumblr		\$252.40	35,022	7	\$7.21	\$36.06	0.02%
7	com.movei.android.app		\$178.30	27,110	69	\$6.58	\$2.58	0.25%
8	game8.co		\$174.88	21,741	1	\$8.04	\$174.88	0.00%
9	medal.tv		\$127.14	20,901	0	\$6.08	\$0.00	0.00%
10	solitared.com		\$167.56	20,804	2	\$8.05	\$83.78	0.01%
11	com.foxnews.android		\$112.67	17,859	24	\$6.31	\$4.69	0.13%

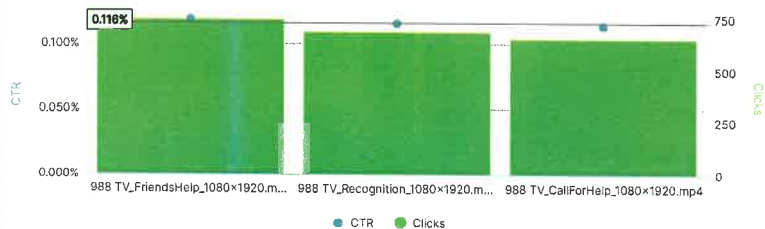
Impressions by Device



Clicks by Device



High Performing Creatives



Creative Sizing Performance



Creative Performance Data

	Name	Impressions	CPM (\$)	Clicks	CPC (\$)	CTR (%)	Conversions
1	988_TV_FriendsHelp_1080x1920.mp4	625,621	\$8.19	747	\$6.86	0.119%	0
2	988_TV_Recognition_1080x1920.mp4	591,923	\$8.20	684	\$7.10	0.116%	0
3	988_TV_CallForHelp_1080x1920.mp4	574,230	\$8.19	654	\$7.19	0.114%	0



Top Performing Geolocations by Impressions



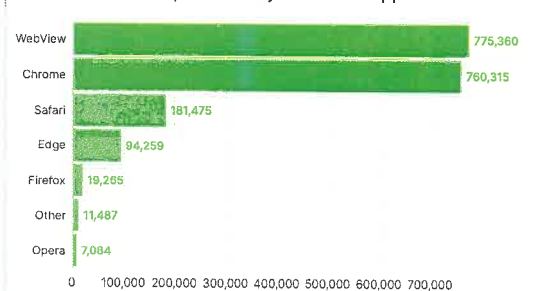
Top Performing Geolocations by Clicks



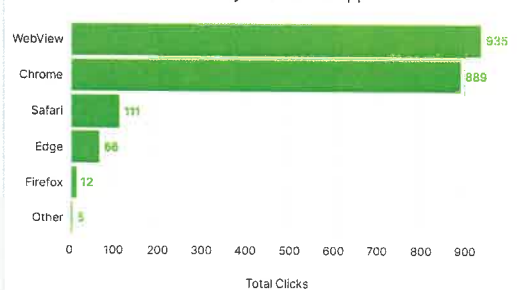
Top Performing Postal Codes

	Postal Code	Region	Spend	Impressions	Clicks	CPC	CPM	CTR	
1		West Virginia	\$1,065.13	120,231	160	\$6.66	\$8.66	0.13%	
2	26508	West Virginia	\$528.15	65,417	37	\$14.27	\$8.07	0.06%	
3	26554	West Virginia	\$460.83	56,113	51	\$9.04	\$8.21	0.09%	
4	26003	West Virginia	\$446.03	54,521	50	\$8.92	\$8.18	0.09%	
5	25801	West Virginia	\$431.78	52,613	70	\$6.17	\$8.21	0.13%	
6	26101	West Virginia	\$423.96	52,344	57	\$7.44	\$8.10	0.11%	

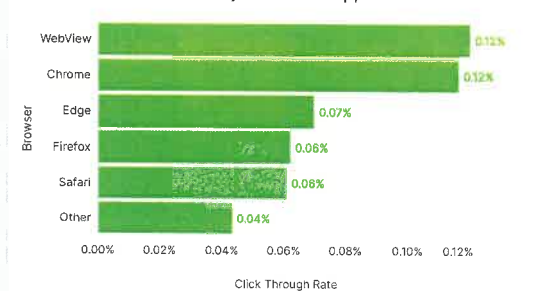
Impressions by Browser & Apps



Clicks by Browser & Apps



CTR by Browser & Apps



Supply Side Performance

	Supply Vendor	Total Impressions	Click Through Rate	Total Clicks
1	inmobi exchange	431,139	0.18%	771
2	google	364,026	0.14%	507
3	magnite dv*	317,710	0.11%	357
4	pubmatic	276,296	0.07%	183
5	crnteo commerce-grid	247,655	0.08%	209
6	yieldmo	153,046	0.04%	58

Ad Environment Performance

	Ad Environment	Impressions	CTR	Clicks
1	inApp	722,190	0.19%	1,399
2	MobileOptimizedWeb	663,810	0.06%	384
3	Other	405,584	0.05%	201

Fold Position Performance

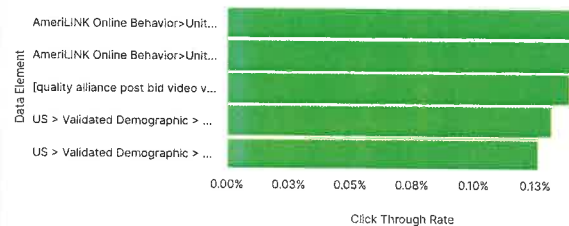
	Fold Position	Impressions	CTR	Clicks
1	Above	914,711	0.10%	945
2	UNKNOWN	693,876	0.13%	929
3	Below	176,445	0.06%	99

Top Performing Private Market Deals

Private Contract Name	Impressions	Spend	VCR
-----------------------	-------------	-------	-----

No Results

Top 5 High Performing Segments



Generated on April 1, 2025 at 6:53 AM MOT

West Virginia 988 Digital Out of Home
November 2024-January 2025

21



	Location	# Plays	# Impressions	Location Type	City	County
General Population	PHILIPPI TOBACCO & VAPE	580	580	Convenience Store	Philippi	Barbour
	7-Eleven #28320	1,840	7,090	Convenience Store	Falling Waters	Berkeley
	7-Eleven #28310	1,906	6,675	Convenience Store	Hedgesville	Berkeley
	7-Eleven #18665	2,109	2,574	Convenience Store	Kearneysville	Berkeley
	The Giant Company #6107 -Martinsburg 02-D2	1,523	276	Urban Panel	Martinsburg	Berkeley
	The Giant Company #6107 -Martinsburg 02-D1	1,856	363	Urban Panel	Martinsburg	Berkeley
	The Giant Company #6107 -Martinsburg 01-D2	1,283	217	Urban Panel	Martinsburg	Berkeley
	The Giant Company #6107 -Martinsburg 01-D1	1,382	251	Urban Panel	Martinsburg	Berkeley
	7-Eleven #17703	1,718	1,873	Convenience Store	Martinsburg	Berkeley
	7-Eleven #25306	2,417	2,769	Convenience Store	Martinsburg	Berkeley
	7-Eleven #10670	1,866	2,482	Convenience Store	Martinsburg	Berkeley
	7-Eleven #22086	1,821	2,088	Convenience Store	Martinsburg	Berkeley
	Brighter Horizons Health Center	151	371	Doctors Office	Martinsburg	Berkeley
	Brighter Horizons Health Center	177	467	Doctors Office	Martinsburg	Berkeley
	Mountaineer Meat Smokers	266	3,538	Bar/Restaurant TV	Martinsburg	Berkeley
	TOBACCO HUT MARTINSBURG	535	535	Convenience Store	Martinsburg	Berkeley
	tobacco hut and vape (Martinsburg 2)	382	382	Convenience Store	Martinsburg	Berkeley
	KWIK CHEK	1,245	1,245	Convenience Store	Martinsburg	Berkeley
	FIRE TOBACCO ZONE 2	615	615	Convenience Store	Martinsburg	Berkeley
	Red Eye Tobacco & Vape	855	855	Convenience Store	Martinsburg	Berkeley
	USA TOBACCO AND VAPE LLC	525	525	Convenience Store	Martinsburg	Berkeley
	MALIKG CORPORATION	684	684	Convenience Store	Martinsburg	Berkeley
	Red Eye Tobacco & Vape	787	787	Convenience Store	Martinsburg	Berkeley
	Kings Chicken Rotisserie & More - Loop Player	2	2	Casual Dining	Martinsburg	Berkeley
	Tudors Biscuit World #63	46	612	Casual Dining	Danville	Boone
	Van Professional Pharmacy Inc.	321	1,584	Pharmacy / Drugstore	Van	Boone
	Weirton Smoke Shop	512	512	Convenience Store	Weirton	Brooke
	STAR SMOKE LLC	327	327	Convenience Store	Weirton	Brooke
	US RT. 60 @ MALL RD F/W	877	3,466	Digital Billboard	Barboursville	Cabell
	5830 Davis Creek Road	4,305	2,098	Digital Billboard	Barboursville	Cabell
	7-Eleven #35913	1,978	4,692	Convenience Store	Barboursville	Cabell
	Franks Place	576	576	Bar/Restaurant TV	Barboursville	Cabell
	Franks Place	385	385	Bar/Restaurant TV	Barboursville	Cabell
	Franks Place	470	470	Bar/Restaurant TV	Barboursville	Cabell
	Franks Place	542	542	Bar/Restaurant TV	Barboursville	Cabell
	Stats Bar and Grill	293	1,442	Bar/Restaurant TV	Barboursville	Cabell
	Stats Bar and Grill	212	1,043	Bar/Restaurant TV	Barboursville	Cabell
	Stats Bar and Grill	368	1,811	Bar/Restaurant TV	Barboursville	Cabell
	Stats Bar and Grill	240	1,181	Bar/Restaurant TV	Barboursville	Cabell
	Dog Haus	2,018	23,198	Bar/Restaurant TV	Barboursville	Cabell
	Barboursville WV 25504 Cabell County, WV US	922	2,859	Digital Billboard	Barboursville	Cabell
	1861 Public House	371	4,934	Bar/Restaurant TV	Barboursville	Cabell
	FRANK'S PLACE	117	1,556	Bar/Restaurant TV	Barboursville	Cabell
	ODell Orthodontics	291	3,870	Doctors Office	Barboursville	Cabell

West Virginia 988 Digital Out of Home
November 2024-January 2025



O2 SMOKE AND VAPE LLC	332	332	Convenience Store	Barboursville	Cabell
NICE PRICE TOBACCO & VAPE LLC	473	473	Convenience Store	Barboursville	Cabell
2146 3RD AVE RH/ READ	845	3,403	Digital Billboard	Huntington	Cabell
US RT. 60 EAST F/E RR	869	3,368	Digital Billboard	Huntington	Cabell
HAL GREER BLVD. N/O WASHINGTON BLVD.	567	3,038	Digital Billboard	Huntington	Cabell
HUNTINGTON WV 25705 Cabell County, WV US	1,476	7,486	Digital Billboard	Huntington	Cabell
Davis' Place	472	4,564	Casual Dining	Huntington	Cabell
Davis' Place	761	7,359	Casual Dining	Huntington	Cabell
Bar None Sports Tavern and Grill	318	957	Bar/Restaurant TV	Huntington	Cabell
Buddy's All American Bar-B-Que	205	3,208	Casual Dining	Huntington	Cabell
Davis' Place	675	7,830	Casual Dining	Huntington	Cabell
Davis' Place	575	6,670	Casual Dining	Huntington	Cabell
Davis' Place	516	4,990	Casual Dining	Huntington	Cabell
Buddy's All American Bar-B-Que	224	3,506	Casual Dining	Huntington	Cabell
Davis' Place	422	4,081	Casual Dining	Huntington	Cabell
Summit Beer Station	311	311	Bar/Restaurant TV	Huntington	Cabell
Bar None Sports Tavern and Grill	219	659	Bar/Restaurant TV	Huntington	Cabell
Giovanni's Pizza of Huntington	453	4,131	Casual Dining	Huntington	Cabell
Roosters - West Virginia	511	2,397	Casual Dining	Huntington	Cabell
Roosters - West Virginia	371	1,451	Casual Dining	Huntington	Cabell
Roosters - West Virginia	311	1,216	Casual Dining	Huntington	Cabell
Roosters - West Virginia	118	553	Casual Dining	Huntington	Cabell
Giovanni's Pizza of Huntington	478	4,359	Casual Dining	Huntington	Cabell
Summit Beer Station	417	417	Bar/Restaurant TV	Huntington	Cabell
Fruth #2 (Huntington-Seventh Ave)	515	1,949	Pharmacy / Drugstore	Huntington	Cabell
X44751-NC-WV-PSC	2,352	21,403	Doctors Office	Huntington	Cabell
Huntington Chiropractic Accident & Injury Clinic - Loop Player	3	9	Doctors Office	Huntington	Cabell
26th Street Drinkery - BAR	257	3,418	Bar/Restaurant TV	Huntington	Cabell
Summit Beer Station	398	5,293	Bar/Restaurant TV	Huntington	Cabell
Le Bistro	17	226	Casual Dining	Huntington	Cabell
Liquid Dreamz	151	2,008	Bar/Restaurant TV	Huntington	Cabell
A1 Tobacco & Vape, Inc.	354	354	Convenience Store	Milton	Cabell
7-Eleven #35963	1,806	3,168	Convenience Store	West Union	Doddridge
Smokerz Depot	149	149	Convenience Store	Ansted	Fayette
Bridge Brew Works	58	771	Casual Dining	Fayetteville	Fayette
Southside Junction Taphouse	339	4,509	Bar/Restaurant TV	Fayetteville	Fayette
Pinheads Bowling Center - Bar	214	2,846	Bar/Restaurant TV	Oak Hill	Fayette
DR SMOKE	334	334	Convenience Store	Smithers	Fayette
Gil-Co Faith Pharmacy	474	1,363	Pharmacy / Drugstore	Glenville	Gilmer
7-Eleven #34915	1,701	2,994	Convenience Store	Petersburg	Grant
PETERSBURG TOBACCO & VAPE	328	328	Convenience Store	Petersburg	Grant
FRANKFORD FOOD MART	1,227	1,227	Convenience Store	Frankford	Greenbrier
9508 Seneca Trail (US 219), Lewisburg, WV	1,174	3,411	Digital Billboard	Lewisburg	Greenbrier
LEGACY APPLE III - Applebee's - Thrive RG - 197 Piercy Dr.	13	173	Casual Dining	Lewisburg	Greenbrier
La Tienda Latina Hondumex, LLC.	137	137	Casual Dining	Lewisburg	Greenbrier

West Virginia 988 Digital Out of Home
November 2024-January 2025



IN & OUT SMOKE INC	355	355	Convenience Store	Rainelle	Greenbrier
Brierwood Medical Center	1,779	1,779	Doctors Office	Ronceverte	Greenbrier
Brierwood Medical Center	1,912	1,912	Doctors Office	Ronceverte	Greenbrier
Brierwood Medical Center	1,899	1,899	Doctors Office	Ronceverte	Greenbrier
Brierwood Medical Center	1,981	1,981	Doctors Office	Ronceverte	Greenbrier
Brierwood Medical Center	1,539	15,390	Doctors Office	Ronceverte	Greenbrier
Sulphur Kings Tobacco & Vape	826	826	Convenience Store	White Sulphur Springs	Greenbrier
7-Eleven #16924	1,480	3,541	Convenience Store	Romney	Hampshire
ZS Tobacco & Vape, LLC	1,036	1,036	Convenience Store	Romney	Hampshire
7-Eleven #36167	2,021	2,829	Convenience Store	Chester	Hancock
The River Club	95	1,264	Bar/Restaurant TV	New Cumberland	Hancock
7-Eleven #36168	1,745	3,877	Convenience Store	Newell	Hancock
7-Eleven #36165	2,110	3,945	Convenience Store	Weirton	Hancock
Penn Way Pharmacy	584	1,621	Pharmacy / Drugstore	Weirton	Hancock
Anile Pharmacy	329	777	Pharmacy / Drugstore	Weirton	Hancock
Bradleys parlor	17	17	Bar/Restaurant TV	Weirton	Hancock
M05354-150956	254	246	Doctors Office	Moorefield	Hardy
MOOREFIELD TOBACCO & VAPE INC	273	273	Convenience Store	Moorefield	Hardy
MOOREFIELD TOBACCO & VAPE INC 2	460	460	Convenience Store	Moorefield	Hardy
MOOREFIELD TOBACCO & VAPE INC 2	447	447	Convenience Store	Moorefield	Hardy
FIRE TOBACCO ZONE 1	950	950	Convenience Store	Moorefield	Hardy
Vetter's Mini Mart & Car Wash	1,493	1,493	Convenience Store	Moorefield	Hardy
7-Eleven #28317	1,793	5,061	Convenience Store	Wardensville	Hardy
Rt 50, Bridgeport 423' e/o Locust Drive East Facing	1,400	5,406	Digital Billboard	Bridgeport	Harrison
Rt. 50 150' E/O Emily Dr and Lodgville Rd. Intersection F/W	680	3,005	Digital Billboard	Bridgeport	Harrison
Johnson Avenue Bridgeport 1/2 mile East of I-79	957	2,442	Digital Billboard	Bridgeport	Harrison
BRIDGEPORT WV 26330 Harrison County, WV US	1,787	17,336	Digital Billboard	Bridgeport	Harrison
Rt 50 Clarksburg 1/2 mile e/o Joyce Street East Facing	1,091	8,194	Digital Billboard	Clarksburg	Harrison
Rt 50 Clarksburg 1/2 mile e/o Joyce Street West Facing	1,453	17,517	Digital Billboard	Clarksburg	Harrison
7-Eleven #35948	1,758	2,341	Convenience Store	Clarksburg	Harrison
Elwoods Pizzeria	9	120	Casual Dining	Clarksburg	Harrison
CLARKSBURG TOBACCO & VAPE LLC	220	220	Convenience Store	Clarksburg	Harrison
KOMPACK 2 2	1,150	1,150	Convenience Store	Clarksburg	Harrison
KOMPACK 2 2	1,483	1,483	Convenience Store	Clarksburg	Harrison
KOMPACK	1,057	1,057	Convenience Store	Clarksburg	Harrison
A B CODYS	1,225	1,225	Convenience Store	Clarksburg	Harrison
A B CODYS	1,178	1,178	Convenience Store	Clarksburg	Harrison
Village Pharmacy - WV	388	837	Pharmacy / Drugstore	Lost Creek	Harrison
7-Eleven #35926	1,773	1,446	Convenience Store	Mount Clare	Harrison
Clarksburg wake and vape	281	281	Convenience Store	Nutter Fort	Harrison
7-Eleven #35951	1,646	2,079	Convenience Store	Salem	Harrison
Salem Colonial Pharmacy	439	1,730	Pharmacy / Drugstore	Salem	Harrison
7-Eleven #35938	1,838	1,212	Convenience Store	Shinnston	Harrison
Shinnston WV 26431 Harrison County, WV US	1,000	1,788	Digital Billboard	Shinnston	Harrison
M327213-26465	366	1,331	Pharmacy / Drugstore	Stonewood	Harrison

West Virginia 988 Digital Out of Home
November 2024-January 2025

WASHINGTON TOBACCO & VAPE	370	370	Convenience Store	Ravenswood	Jackson
7-Eleven #28315	1,694	1,860	Convenience Store	Bolivar	Jefferson
Quality Inn - Harpers Ferry - Breakfast Area	17	226	Casual Dining	Bolivar	Jefferson
7-Eleven #28309	1,996	5,077	Convenience Store	Charles Town	Jefferson
7-Eleven #28316	2,194	3,641	Convenience Store	Charles Town	Jefferson
7-Eleven #10663	1,512	3,369	Convenience Store	Charles Town	Jefferson
MI TIENDA LATINA & SPECIAL OCCASIONS	514	514	Convenience Store	Charles Town	Jefferson
MI ESPERANZA LATINA	252	252	Convenience Store	Charles Town	Jefferson
Smoke Town Tobacco & Vape, Inc.	815	815	Convenience Store	Charles Town	Jefferson
Tobacco hut Charles town inc	867	867	Convenience Store	Charles Town	Jefferson
CHARLES TOWN TOBBACO & VAPE LLC	636	636	Convenience Store	Charles Town	Jefferson
7-Eleven #10673	1,746	4,469	Convenience Store	Ranson	Jefferson
7-Eleven #34688	1,675	1,890	Convenience Store	Ranson	Jefferson
7-Eleven #20685	2,273	2,942	Convenience Store	Shepherdstown	Jefferson
KWIK CHEK	409	409	Convenience Store	Shepherdstown	Jefferson
Panhandle Puffs	520	520	Convenience Store	Shepherdstown	Jefferson
TOBACCO VAPE	936	936	Convenience Store	Shepherdstown	Jefferson
7-Eleven #35929	1,580	901	Convenience Store	Charleston	Kanawha
7-Eleven #35930	2,020	5,748	Convenience Store	Charleston	Kanawha
7-Eleven #35910	1,646	3,338	Convenience Store	Charleston	Kanawha
7-Eleven #35932	2,026	3,511	Convenience Store	Charleston	Kanawha
7-Eleven #35904	256	611	Convenience Store	Charleston	Kanawha
7-Eleven #35942	1,758	3,719	Convenience Store	Charleston	Kanawha
7-Eleven #35933	1,674	1,207	Convenience Store	Charleston	Kanawha
The Lookout Bar & Grill at Eagle View	82	850	Casual Dining	Charleston	Kanawha
Bear's Den	257	1,275	Casual Dining	Charleston	Kanawha
Lee Street Lounge	478	26,864	Bar/Restaurant TV	Charleston	Kanawha
Vino's Bar and Grill	304	979	Bar/Restaurant TV	Charleston	Kanawha
Hale House	58	202	Casual Dining	Charleston	Kanawha
Bear's Den	401	1,989	Casual Dining	Charleston	Kanawha
The Red Carpet Lounge	531	5,289	Casual Dining	Charleston	Kanawha
The Red Carpet Lounge	423	4,213	Casual Dining	Charleston	Kanawha
The Red Carpet Lounge	332	3,307	Casual Dining	Charleston	Kanawha
Bar 101	279	801	Casual Dining	Charleston	Kanawha
The Lookout Bar & Grill at Eagle View	48	498	Casual Dining	Charleston	Kanawha
Tricky Fish	224	224	Casual Dining	Charleston	Kanawha
The Bucket	184	6,267	Casual Dining	Charleston	Kanawha
The Bucket	278	9,469	Casual Dining	Charleston	Kanawha
Bar 101	473	1,358	Casual Dining	Charleston	Kanawha
Vino's Bar and Grill	253	815	Bar/Restaurant TV	Charleston	Kanawha
Hale House	68	198	Casual Dining	Charleston	Kanawha
Bar 101	433	1,243	Casual Dining	Charleston	Kanawha
Fraternal Order of Eagles	574	1,395	Bar/Restaurant TV	Charleston	Kanawha
The Bucket	337	9,564	Casual Dining	Charleston	Kanawha
Bar 101	399	1,145	Casual Dining	Charleston	Kanawha

West Virginia 988 Digital Out of Home
November 2024-January 2025



Vino's Bar and Grill	365	1,175	Bar/Restaurant TV	Charleston	Kanawha
Fraternal Order of Eagles	539	1,574	Bar/Restaurant TV	Charleston	Kanawha
Hale House	137	478	Casual Dining	Charleston	Kanawha
Fraternal Order of Eagles	650	1,580	Bar/Restaurant TV	Charleston	Kanawha
Bar 101	462	1,326	Casual Dining	Charleston	Kanawha
The Red Carpet Lounge	506	4,200	Casual Dining	Charleston	Kanawha
Bar 101	414	1,188	Casual Dining	Charleston	Kanawha
Lee Street Lounge	435	24,447	Bar/Restaurant TV	Charleston	Kanawha
The Red Carpet Lounge	351	3,496	Casual Dining	Charleston	Kanawha
Hale House	130	378	Casual Dining	Charleston	Kanawha
Tricky Fish	382	382	Casual Dining	Charleston	Kanawha
The Lookout Bar & Grill at Eagle View	58	601	Casual Dining	Charleston	Kanawha
Fraternal Order of Eagles	735	2,146	Bar/Restaurant TV	Charleston	Kanawha
The Bucket	440	12,487	Casual Dining	Charleston	Kanawha
Vino's Bar and Grill	342	1,101	Bar/Restaurant TV	Charleston	Kanawha
Lee Street Lounge	247	13,881	Bar/Restaurant TV	Charleston	Kanawha
The Lookout Bar & Grill at Eagle View	79	819	Casual Dining	Charleston	Kanawha
The Red Carpet Lounge	226	1,876	Casual Dining	Charleston	Kanawha
Lee Street Lounge	440	24,728	Bar/Restaurant TV	Charleston	Kanawha
Trivillians Pharmacy	538	1,845	Pharmacy / Drugstore	Charleston	Kanawha
Fruth Pharmacy #14	334	1,077	Pharmacy / Drugstore	Charleston	Kanawha
Fruth #25 (Charleston - Lee St)	499	1,550	Pharmacy / Drugstore	Charleston	Kanawha
M15698-159266	422	677	Doctors Office	Charleston	Kanawha
M15698-159278	432	699	Doctors Office	Charleston	Kanawha
M15698-159260	527	882	Doctors Office	Charleston	Kanawha
M15698-159272	394	700	Doctors Office	Charleston	Kanawha
Recovery Sports Grill - Charleston	303	4,030	Bar/Restaurant TV	Charleston	Kanawha
The Bucket - Charleston	303	4,030	Bar/Restaurant TV	Charleston	Kanawha
Bear's Den	263	3,498	Bar/Restaurant TV	Charleston	Kanawha
DR SMOKE ONE	527	527	Convenience Store	Charleston	Kanawha
The Bucket - Loop Player	14	14	Bar/Restaurant TV	Charleston	Kanawha
7-Eleven #35964	1,684	3,545	Convenience Store	Clendenin	Kanawha
X05778-NC-WV-WAL	2,952	26,863	Doctors Office	Cross Lanes	Kanawha
The Pitch Sports Bar & Grill	396	9,571	Casual Dining	Dunbar	Kanawha
The Pitch Sports Bar & Grill	376	9,088	Casual Dining	Dunbar	Kanawha
The Pitch Sports Bar & Grill	204	4,931	Casual Dining	Dunbar	Kanawha
The Pitch Sports Bar & Grill	301	7,275	Casual Dining	Dunbar	Kanawha
The Pitch Sports Bar & Grill	171	4,133	Casual Dining	Dunbar	Kanawha
The Pitch Sports Bar & Grill	181	4,375	Casual Dining	Dunbar	Kanawha
Good Family Pharmacy	444	1,558	Pharmacy / Drugstore	Elkview	Kanawha
Puff Palace Smoke Shop	903	903	Convenience Store	Elkview	Kanawha
Fruth #7 (Nitro)	462	1,237	Pharmacy / Drugstore	Nitro	Kanawha
Rebar on Main	207	2,753	Bar/Restaurant TV	Nitro	Kanawha
7-Eleven #35914	115	145	Convenience Store	Saint Albans	Kanawha
Tudors Biscuit World #70	18	239	Casual Dining	Saint Albans	Kanawha

West Virginia 988 Digital Out of Home
November 2024-January 2025



Bodaddy's	443	443	Bar/Restaurant TV	South Charleston	Kanawha
Bodaddy's	452	452	Bar/Restaurant TV	South Charleston	Kanawha
Bodaddy's	506	506	Bar/Restaurant TV	South Charleston	Kanawha
Bodaddy's	498	498	Bar/Restaurant TV	South Charleston	Kanawha
I Smoke 1 Smoke Shop	827	827	Convenience Store	South Charleston	Kanawha
7-Eleven #35955	1,706	1,817	Convenience Store	Buckhannon	Lewis
WESTON TOBACCO & VAPE INC	560	560	Convenience Store	Weston	Lewis
KINGWOOD TOBACCO AND VAPE INC	765	765	Convenience Store	Weston	Lewis
Royal Vape Inc	563	563	Convenience Store	Branchland	Lincoln
7-Eleven #35927	1,968	4,390	Convenience Store	Hamlin	Lincoln
Tudors Biscuit World #64	67	891	Casual Dining	Hamlin	Lincoln
The Broken Axle	398	5,293	Bar/Restaurant TV	Earling	Logan
LOGAN SMOKE CITY	677	677	Convenience Store	Logan	Logan
Rt 250 Fairmont @ Mary Lou Retton Drive (Muriale's) West Facing	780	2,642	Digital Billboard	Fairmont	Marion
7-Eleven #35944	1,676	5,391	Convenience Store	Mannington	Marion
7-Eleven #35943	1,772	1,238	Convenience Store	Rivesville	Marion
White Hall Pharmacy, LLC - Middletown Rd	196	356	Pharmacy / Drugstore	White Hall	Marion
Corner of Lafayette (Rt. 2) and 5th St.	1,677	14,266	Digital Billboard	Moundsville	Marshall
173 - Geno's DiRemigio Drive	1,090	14,497	Convenience Store	Moundsville	Marshall
New Haven Pharmacy	438	1,025	Pharmacy / Drugstore	New Haven	Mason
Fruth #1 (Point Pleasant)	396	1,135	Pharmacy / Drugstore	Point Pleasant	Mason
Fruth #1 (Point Pleasant)	361	1,589	Pharmacy / Drugstore	Point Pleasant	Mason
Z & A TOBACCO & VAPE INC	465	465	Convenience Store	Point Pleasant	Mason
MOES STOP N SHOP LLC	1,682	1,682	Convenience Store	Bradshaw	McDowell
WV Grocery/YaSou - Loop Player	10	19	Casual Dining	Kimball	McDowell
WALALI	878	878	Convenience Store	Northfork	McDowell
Southern Highlands Mental Health Center -Welch Clinic	272	186	Doctors Office	Welch	McDowell
The Hot Stop	1,900	1,900	Convenience Store	Bluefield	Mercer
Fast Stop	1,395	1,395	Convenience Store	Bluefield	Mercer
N/S US 460 W/O Rt. 104	1,012	2,439	Digital Billboard	Princeton	Mercer
US 460 at Locust St.	1,187	5,532	Digital Billboard	Princeton	Mercer
300 MORRISON DR. @ 4 SEASONS PHARMACY	2,352	5,564	Digital Billboard	Princeton	Mercer
Southern Highlands Mental Health Center -Main Bldg	218	158	Doctors Office	Princeton	Mercer
Southern Highlands Mental Health Center -Main Bldg	46	40	Doctors Office	Princeton	Mercer
Brandon Lingenfelter, DO, PhD	324	4,309	Doctors Office	Princeton	Mercer
SOUL VAPOR	427	427	Convenience Store	Princeton	Mercer
MY SMOKE TOBACCO AND VAPE	882	882	Convenience Store	Princeton	Mercer
KEGLEY ONE STOP INC	953	953	Convenience Store	Princeton	Mercer
7-Eleven #36952	1,775	2,419	Convenience Store	Keyser	Mineral
7-Eleven #17109	1,897	3,189	Convenience Store	Keyser	Mineral
KEYSER TOBACCO & VAPE INC	477	477	Convenience Store	Keyser	Mineral
KEYSER TOBACCO & VAPE 2 INC	807	807	Convenience Store	Keyser	Mineral
7-Eleven #35924	1,900	4,196	Convenience Store	Williamson	Mingo
Starters Grill - My First TV	3	5	Casual Dining	Williamson	Mingo
7-Eleven #35937	1,475	2,241	Convenience Store	Blacksville	Monongalia

West Virginia 988 Digital Out of Home
November 2024-January 2025



University Town Centre Dr. @ Mon Ballpark/ Black Bear's Ballpark/WVU's Ballpark.. West Facing	1,200	2,813	Digital Billboard	Granville	Monongalia
University Town Centre Dr. @ Mon County Park Black Bears East facing	845	1,767	Digital Billboard	Granville	Monongalia
Rt 19 @ west end of Star City Bridge	1,125	5,091	Digital Billboard	Granville	Monongalia
Mileground Morgantown 1/4 mile e/o Rt 705 East Facing	1,287	7,607	Digital Billboard	Morgantown	Monongalia
Rt 119 Don Knotts Blv, 471' n/o Greenbag Road South facing	1,206	5,674	Digital Billboard	Morgantown	Monongalia
Rt 119-346 Mileground Rd	1,256	5,193	Digital Billboard	Morgantown	Monongalia
SR 705 100 yards E/O Stewartstown Rd.	1,364	12,082	Digital Billboard	Morgantown	Monongalia
SR 705 100 yards E/O Stewartstown Rd.	1,280	6,446	Digital Billboard	Morgantown	Monongalia
Star City Boyers Ave 300' S/O University Ave	1,205	3,388	Digital Billboard	Morgantown	Monongalia
4th & Goal	211	720	Bar/Restaurant TV	Morgantown	Monongalia
4th & Goal	119	406	Bar/Restaurant TV	Morgantown	Monongalia
4th & Goal	175	597	Bar/Restaurant TV	Morgantown	Monongalia
4th & Goal	185	631	Bar/Restaurant TV	Morgantown	Monongalia
Waterfront Family Pharmacy	151	213	Pharmacy / Drugstore	Morgantown	Monongalia
GIANT EAGLE PHARMACY #0059	232	589	Pharmacy / Drugstore	Morgantown	Monongalia
GIANT EAGLE PHARMACY #0058	153	540	Pharmacy / Drugstore	Morgantown	Monongalia
Starport Arcade & Pub	316	4,203	Bar/Restaurant TV	Morgantown	Monongalia
Morgantown Dental Group	69	918	Doctors Office	Morgantown	Monongalia
The Greene Turtle - Morgantown	29	386	Casual Dining	Morgantown	Monongalia
Scores 2	421	5,599	Bar/Restaurant TV	Morgantown	Monongalia
Mundy's Place	86	1,144	Bar/Restaurant TV	Morgantown	Monongalia
University Tobacco & Vape Shop, Inc	372	372	Convenience Store	Morgantown	Monongalia
Love Smoker	908	908	Convenience Store	Morgantown	Monongalia
Smokers Freedom	102	612	Convenience Store	Morgantown	Monongalia
Smokers Freedom	294	1,763	Convenience Store	Morgantown	Monongalia
Smokers Freedom	245	1,469	Convenience Store	Morgantown	Monongalia
Scorers Sports Bar and Restaurant	314	1,435	Bar/Restaurant TV	Westover	Monongalia
Scorers Sports Bar and Restaurant	212	969	Bar/Restaurant TV	Westover	Monongalia
Scorers Sports Bar and Restaurant	236	1,079	Bar/Restaurant TV	Westover	Monongalia
Scorers Sports Bar and Restaurant	236	1,079	Bar/Restaurant TV	Westover	Monongalia
MorganTown Mall END - 0108132	3,128	273	Shopping Mall	Westover	Monongalia
Zero Gravity	425	425	Convenience Store	Richwood	Nicholas
SUMMERVILLE TOBACCO & VAPE INC	524	524	Convenience Store	Summersville	Nicholas
SUMMERVILLE TOBACCO & VAPE INC	396	396	Convenience Store	Summersville	Nicholas
SUMMERVILLE TOBACCO & VAPE INC 2	436	436	Convenience Store	Summersville	Nicholas
CABELA DRIVE @ THE HIGHLANDS	843	1,637	Digital Billboard	Triadelphia	Ohio
CABELA DRIVE @ THE HIGHLANDS	1,322	2,394	Digital Billboard	Triadelphia	Ohio
179 - Geno's Cruzar Road	1,285	17,091	Convenience Store	Triadelphia	Ohio
105 - Gumby's Dallas Pike	1,239	16,479	Convenience Store	Valley Grove	Ohio
US40 WOODSDALE PLAZA N/L DIGITAL BOARD	1,519	5,066	Digital Billboard	Wheeling	Ohio
10TH ST & MARKET S/L W/F DIGITALBOARD	1,834	5,745	Digital Billboard	Wheeling	Ohio
7-Eleven #36166	1,744	1,242	Convenience Store	Wheeling	Ohio
Polish American Patriot Club	124	431	Bar/Restaurant TV	Wheeling	Ohio
Polish American Patriot Club	36	192	Bar/Restaurant TV	Wheeling	Ohio
Center for Womens Health	2,186	21,860	Doctors Office	Wheeling	Ohio

West Virginia 988 Digital Out of Home
November 2024-January 2025

WHEELING WV 26003 Ohio County, WV US	804	6,219	Digital Billboard	Wheeling	Ohio
Med RX (formerly The Medicine Shoppe)	524	2,094	Pharmacy / Drugstore	Wheeling	Ohio
Cave Club - TV-2	8	23	Bar/Restaurant TV	Wheeling	Ohio
Cave Club - TV-1 On Cooler	10	17	Bar/Restaurant TV	Wheeling	Ohio
Carin's Pub - My First TV	4	4	Bar/Restaurant TV	Wheeling	Ohio
Thrive Wheeling	336	4,469	Doctors Office	Wheeling	Ohio
Generations Pub	539	7,169	Bar/Restaurant TV	Wheeling	Ohio
123 - Gumby's/Geno's River Road	1,042	13,859	Convenience Store	Wheeling	Ohio
157 - Gumby's/Geno's Bethlehem	1,051	13,978	Convenience Store	Wheeling	Ohio
164- Geno's Old Elm Grove	556	7,395	Convenience Store	Wheeling	Ohio
173 - Geno's Elm Grove Crossing	894	11,890	Convenience Store	Wheeling	Ohio
170 - Geno's Old Wheeling Island	373	4,961	Convenience Store	Wheeling	Ohio
198 - Gumby's Wheeling Island II	972	12,928	Convenience Store	Wheeling	Ohio
160 - Geno's Bethlehem II	1,066	14,178	Convenience Store	Wheeling	Ohio
WHEELING TOBACCO & VAPE LLC	555	555	Convenience Store	Wheeling	Ohio
WHEELING VAPOR PLUS LLC	80	80	Convenience Store	Wheeling	Ohio
Old Mountain Tavern	283	3,764	Bar/Restaurant TV	Marlinton	Pocahontas
MARLINTON TOBACCO & VAPE	635	635	Convenience Store	Marlinton	Pocahontas
Albright Kwik Stop	333	333	Convenience Store	Albright	Preston
Valley Pharmacy	147	483	Pharmacy / Drugstore	Reedsville	Preston
HIGH BUFFER SMOKE AND VAPE LLC	150	150	Convenience Store	Eleanor	Putnam
FireSide Grille - West Virginia	436	13,961	Casual Dining	Hurricane	Putnam
FireSide Grille - West Virginia	231	7,397	Casual Dining	Hurricane	Putnam
FireSide Grille - West Virginia	180	6,916	Casual Dining	Hurricane	Putnam
FireSide Grille - West Virginia	278	10,681	Casual Dining	Hurricane	Putnam
Fruth #10 (Hurricane-Clinic)	335	1,063	Pharmacy / Drugstore	Hurricane	Putnam
Fruth #10 (Hurricane)	553	1,884	Pharmacy / Drugstore	Hurricane	Putnam
HURRICANE TOBACCO & VAPE LLC	323	323	Convenience Store	Hurricane	Putnam
Hamlin Tobacco & Vape Inc	467	467	Convenience Store	Hurricane	Putnam
M327674-39703	190	798	Pharmacy / Drugstore	Teays Valley	Putnam
Fruth #13 (Winfield)	388	898	Pharmacy / Drugstore	Winfield	Putnam
Vape Plus 4	377	377	Convenience Store	Winfield	Putnam
1102 N. Eisenhower Dr. at Old Beckley Fire Department	1,950	5,802	Digital Billboard	Beckley	Raleigh
Eisenhower Dr. at Stanaford Rd. and Rural Acres Dr. Intersection	1,690	3,407	Digital Billboard	Beckley	Raleigh
Robert C Byrd Drive N/O Central/3rd Ave (By CVS & BP)	596	3,659	Digital Billboard	Beckley	Raleigh
Robert C Byrd Dr. By Lewis Nissan Across from Raleigh Mall	1,372	8,517	Digital Billboard	Beckley	Raleigh
Eisenhower Dr. at Stanaford Rd. and Rural Acres Dr. Intersection	1,346	5,720	Digital Billboard	Beckley	Raleigh
AMJAD MEDICAL CLINIC	1,686	16,860	Doctors Office	Beckley	Raleigh
Bluefield Digitals	726	1,298	Digital Billboard	Beckley	Raleigh
LINK-WV.86W.LR.DIG.1	1,894	12,463	Digital Billboard	Beckley	Raleigh
Bluefield Digitals	940	5,840	Digital Billboard	Beckley	Raleigh
Mad Hatter Club	460	6,118	Bar/Restaurant TV	Beckley	Raleigh
Vaught Neurological Services PLLC	207	2,753	Doctors Office	Crab Orchard	Raleigh
Bunkers Sports Bar & Restaurant	238	3,165	Bar/Restaurant TV	Daniels	Raleigh
Weathered Ground Brewery	108	1,436	Casual Dining	Ghent	Raleigh

West Virginia 988 Digital Out of Home
November 2024-January 2025



Digital Out of Home (cont.)

College Campuses	Sophia Smoke Shop WV, INC	759	759	Convenience Store	Sophia	Raleigh
	Rt 250 Elkins 50' e/o College Street	1,366	7,193	Digital Billboard	Elkins	Randolph
	Rt 250 Elkins 50' e/o College Street East Facing	1,170	5,143	Digital Billboard	Elkins	Randolph
	7-Eleven #35953	1,868	3,768	Convenience Store	Pennsboro	Ritchie
	Fruth #18 (Spencer)	399	1,066	Pharmacy / Drugstore	Spencer	Roane
	Bridgeport, WV Digitals	6,113	2,800	Digital Billboard	Grafton	Taylor
	Double Digits Hot Spot and bar - Loop Player	4	7	Bar/Restaurant TV	Grafton	Taylor
	GLENVILLE SMOKE SHOP	739	739	Convenience Store	Grafton	Taylor
	DAVIS TOBACCO AND VAPE	530	530	Convenience Store	Davis	Tucker
	Buckhannon WV 26201 Upshur County, WV US	1,299	3,697	Digital Billboard	Buckhannon	Upshur
	BUCKHANNON TOBACCO & VAPE INC	427	427	Convenience Store	Buckhannon	Upshur
	VAPE PLUS 3 INC	601	601	Convenience Store	Ceredo	Wayne
	Creekside Tavern	546	1,097	Bar/Restaurant TV	Huntington	Wayne
	Creekside Tavern	676	1,359	Bar/Restaurant TV	Huntington	Wayne
	Elite 7 Smoke Shop	374	374	Convenience Store	Lavalette	Wayne
	The Hall	545	796	Bar/Restaurant TV	Wayne	Wayne
	The Hall	678	990	Bar/Restaurant TV	Wayne	Wayne
	The Hall	506	739	Bar/Restaurant TV	Wayne	Wayne
	The Hall	866	1,264	Bar/Restaurant TV	Wayne	Wayne
	Rocky Mills - My First TV	2	6	Convenience Store	Cleveland	Webster
	7-Eleven #35946	1,875	2,104	Convenience Store	New Martinsville	Wetzel
	115 - Gumby's/Geno's New Martinsville	899	11,957	Convenience Store	New Martinsville	Wetzel
	3 Hemp Vaping Adventure & Smoke Shop	628	628	Convenience Store	New Martinsville	Wetzel
	7-Eleven #35923	1,897	1,661	Convenience Store	Mineral Wells	Wood
	Fruth #17 (Mineral Wells)	562	1,850	Pharmacy / Drugstore	Mineral Wells	Wood
	7-Eleven #35950	1,789	3,296	Convenience Store	Parkersburg	Wood
	7-Eleven #35956	1,818	5,894	Convenience Store	Parkersburg	Wood
	7-Eleven #35922	2,220	986	Convenience Store	Parkersburg	Wood
	7-Eleven #35965	2,148	952	Convenience Store	Parkersburg	Wood
	7-Eleven #35966	1,989	4,490	Convenience Store	Parkersburg	Wood
	RUSSELL MILLER	2,139	21,390	Doctors Office	Parkersburg	Wood
	TRAN-0431-02.1	5,697	3,466	Digital Billboard	Parkersburg	Wood
	Parkersburg Locker Room Sports Grill - My First Loop	2	12	Bar/Restaurant TV	Parkersburg	Wood
	Vaper Vape	741	741	Convenience Store	Parkersburg	Wood
	Parkersburg Tobacco & Vape	818	818	Convenience Store	Parkersburg	Wood
	7-Eleven #35921	2,512	6,066	Convenience Store	Vienna	Wood
	Grand Central Mall	152	15	Shopping Mall	Vienna	Wood
	Grand Central Mall END-0106389	1,417	207	Shopping Mall	Vienna	Wood
	Wings Etc. - Franchise - Vienna - 94	382	5,081	Bar/Restaurant TV	Vienna	Wood
	#1 Hemp Vaping Adventure & Smoke Shop	640	640	Convenience Store	Vienna	Wood
	Southern Highlands Community Mental Health Center -Mullens	242	150	Doctors Office	Mullens	Wyoming
	Southern Highlands Community Mental Health Center -Mullens	546	351	Doctors Office	Mullens	Wyoming
	7-Eleven #35920	2,329	2,130	Convenience Store	Oceana	Wyoming
	Marshall University - Recreation Center	2,598	34,553	College Campus	Huntington	Cabell
	Marshall University	292	43,333	College Campus	Huntington	Cabell
	LO-0003615	2,894	189	College Campus	Granville	Monongalia
	PIT-G200TUPELO	2,524	2,220	College Campus	Morgantown	Monongalia
	ACC - College Park - Fitness Center	2,940	39,102	College Campus	Morgantown	Monongalia
	West Virginia University at Mylan Park - Aquatic and Track Fitness Center	3,043	40,472	College Campus	Morgantown	Monongalia
	West Virginia University	486	53,696	College Campus	Morgantown	Monongalia

409 Total Locations in 45 of 55 WV counties

337,931

1,471,025