



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

Request for Quotation

RFQ NUMBER
 95110001

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF
 BUYER 33
 304-558-2402

VENDOR

RFQ COPY
 TYPE NAME/ADDRESS HERE

SHIP TO

DEPARTMENT OF TRANSPORTATION
 OFFICE OF THE SECRETARY
 BUILDING 5, ROOM A109
 1900 KANAWHA BOULEVARD, EAST
 CHARLESTON, WV
 25305-0440 558-0444

| DATE PRINTED | TERMS OF SALE | SHIP VIA | F.O.B. | FREIGHT TERMS |
|--------------|---------------|----------|--------|---------------|
| 10/25/2010 | | | | |

BID OPENING DATE: 11/16/2010 BID OPENING TIME 01:30PM

| LINE | QUANTITY | UOP | CAT NO. | ITEM NUMBER | UNIT PRICE | AMOUNT |
|---|----------|-----|---------|-------------|------------|--------|
| 0001 | 1 | EA | | 915-03 | | |
| ADVERTISING SERVICES REQUEST FOR QUOTATION (RFQ) THE WEST VIRGINIA STATE PURCHASING DIVISION FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF HIGHWAYS, IS SOLICITING BIDS TO PROVIDE THE AGENCY WITH ADVERTISING SERVICES FOR THE DEPARTMENT OF TRANSPORTATION AND ITS DIVISIONS PER THE ATTACHED SPECIFICATIONS. A MANDATORY PRE-BID WILL BE HELD ON NOVEMBER 4, 2010 A 10:00 AM AT THE DIVISION OF HIGHWAYS CONFERENCE ROOM A-122 LOCATED IN BUILDING 5 ON THE WV CAPITOL COMPLEX IN CHARLESTON, WEST VIRGINIA ALL INTERESTED PARTIES ARE REQUIRED TO ATTEND THIS MEETING. FAILURE TO ATTEND THE MANDATORY PRE-BID SHALL RESULT IN DISQUALIFICATION OF THE BID. NO ONE PERSON MAY REPRESENT MORE THAN ONE BIDDER. AN ATTENDANCE SHEET WILL BE MADE AVAILABLE FOR ALL POTENTIAL BIDDERS TO COMPLETE. THIS WILL SERVE AS THE OFFICIAL DOCUMENT VERIFYING ATTENDANCE AT THE MANDATORY PRE-BID. FAILURE TO PROVIDE YOUR COMPANY AND REPRESENTATIVE NAME ON THE ATTENDANCE SHEET WILL RESULT IN DISQUALIFICATION OF THE BID. THE STATE WILL NOT ACCEPT ANY OTHER DOCUMENTATION TO VERIFY ATTENDANCE. THE BIDDER IS RESPONSIBLE FOR ENSURING THEY HAVE COMPLETED THE INFORMATION REQUIRED ON THE ATTENDANCE SHEET. THE PURCHASING DIVISION AND THE STATE AGENCY | | | | | | |

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

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|-----------|-----------|-----------------------------------|
| SIGNATURE | TELEPHONE | DATE |
| TITLE | FEIN | ADDRESS CHANGES TO BE NOTED ABOVE |

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| <p>WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUDE THEIR E-MAIL ADDRESS AND FAX NUMBER.</p> <p>ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.</p> <p>TECHNICAL QUESTIONS CONCERNING THIS PROJECT MUST BE SUBMITTED IN WRITING TO KRISTA FERRELL IN THE WEST VIRGINIA STATE PURCHASING DIVISION VIA MAIL AT THE ADDRESS SHOWN IN THE BODY OF THIS RFQ, VIA FAX AT 304-558-4115, OR VIA EMAIL AT KRISTA.S.FERRELL@WV.GOV. DEADLINE FOR ALL TECHNICAL QUESTIONS IS MONDAY, NOVEMBER 8, 2010 AT THE CLOSE OF BUSINESS. ANY TECHNICAL QUESTIONS RECEIVED WILL BE ANSWERED BY FORMAL ADDENDUM TO BE ISSUED BY THE PURCHASING DIVISION AFTER THE DEADLINE HAS LAPSED.</p> <p>EXHIBIT 10</p> <p style="text-align: right;">REQUISITION NO.:</p> <p>ADDENDUM ACKNOWLEDGEMENT</p> <p>I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.</p> <p>ADDENDUM NO. S:</p> | | | | | | |

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| <p>EXHIBIT 3</p> <p>LIFE OF CONTRACT: THIS CONTRACT BECOMES EFFECTIVE ON AWARD AND EXTENDS FOR A PERIOD OF ONE (1) YEAR OR UNTIL SUCH "REASONABLE TIME" THEREAFTER AS IS NECESSARY TO OBTAIN A NEW CONTRACT OR RENEW THE ORIGINAL CONTRACT. THE "REASONABLE TIME" PERIOD SHALL NOT EXCEED TWELVE (12) MONTHS. DURING THIS "REASONABLE TIME" THE VENDOR MAY TERMINATE THIS CONTRACT FOR ANY REASON UPON GIVING THE DIRECTOR OF PURCHASING 30 DAYS WRITTEN NOTICE.</p> <p>UNLESS SPECIFIC PROVISIONS ARE STIPULATED ELSEWHERE IN THIS CONTRACT DOCUMENT, THE TERMS, CONDITIONS AND PRICING SET HEREIN ARE FIRM FOR THE LIFE OF THE CONTRACT.</p> <p>RENEWAL: THIS CONTRACT MAY BE RENEWED UPON THE MUTUAL WRITTEN CONSENT OF THE SPENDING UNIT AND VENDOR, SUBMITTED TO THE DIRECTOR OF PURCHASING THIRTY (30) DAYS PRIOR TO THE EXPIRATION DATE. SUCH RENEWAL SHALL BE IN ACCORDANCE WITH THE TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND SHALL BE LIMITED TO TWO (2) ONE (1) YEAR PERIODS.</p> <p>CANCELLATION: THE DIRECTOR OF PURCHASING RESERVES THE RIGHT TO CANCEL THIS CONTRACT IMMEDIATELY UPON WRITTEN NOTICE TO THE VENDOR IF THE COMMODITIES AND/OR SERVICES SUPPLIED ARE OF AN INFERIOR QUALITY OR DO NOT CONFORM TO THE SPECIFICATIONS OF THE BID AND CONTRACT HEREIN.</p> <p>OPEN MARKET CLAUSE: THE DIRECTOR OF PURCHASING MAY AUTHORIZE A SPENDING UNIT TO PURCHASE ON THE OPEN MARKET, WITHOUT THE FILING OF A REQUISITION OR COST ESTIMATE, ITEMS SPECIFIED ON THIS CONTRACT FOR</p> | | | | | | |

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| <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p>DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p> <p>THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED:</p> <p>SEALED BID</p> <p>BUYER: KRISTA FERRELL-FILE 33</p> <p>RFQ. NO.: DOH-95110001</p> <p>BID OPENING DATE: 11/16/2010</p> <p>BID OPENING TIME: 1:30 PM</p> <p>PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID:</p> <p>-----</p> <p>CONTACT PERSON (PLEASE PRINT CLEARLY):</p> <p>-----</p> | | | | | | |

| | | |
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Request for Quotations Department of Transportation

ADVERTISING SERVICES RFQ DOH95110001

The West Virginia Department of Transportation, hereinafter referred to as "DOT", is soliciting bids for professional advertising services for the DOT Divisions of Highways; Motor Vehicles; Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. An open-end contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements contained in this Request for Quotation for a one year period with options to renew such contract for two additional one year periods.

Mandatory Requirements & Bid Evaluation

Mandatory requirements included herein are intended to establish the minimum required qualification and experience criteria and required scope of services. Any specification containing the word "**must**", "**shall**" or "**will**" is mandatory. Failure to meet any mandatory requirement shall result in disqualification of the bid.

A mandatory pre-bid conference will be held at 10:00 am, November 4, 2010 at the agency's location in Building 5 located on the West Virginia State Capitol Complex in Charleston, WV. The meeting will be held in Room A-122. Attendance is mandatory; vendors failing to attend and properly register at the pre-bid conference will be automatically disqualified. Written questions will be accepted and must be submitted to the Purchasing Division as follows:

Krista S. Ferrell, Buyer Supervisor (for File 33)
WV Purchasing Division
2019 Washington Street, East
Charleston, WV 25305
Phone: 304-558-2596
Fax: 304-558-4115
Email: Krista.s.ferrell@wv.gov

Vendors will be given a twenty-four hour period in which to submit additional questions immediately following the pre-bid conference to the Purchasing Division as indicated above. Questions will be addressed and a formal addendum will be issued accordingly.

Part 1.0 BACKGROUND

The West Virginia Department of Transportation (DOT) is comprised of more than 6,000 men and women who work in the Division of Highways; Division of Motor Vehicles; Division of Public Transit; Public Port Authority; Parkways, Economic Development and Tourism Authority (WV Turnpike); State Rail Authority and the Aeronautics Commission. It is the mission of the DOT to create and maintain a multi-modal and inter-modal transportation system that supports the safe, effective and efficient movement of people and to provide information and goods that enhances

- Development of multi-media campaigns including planning, identifying goals, establishing key statements, determining tactics and timeliness, communications planning, public relations planning, summarization of assessments and management of the same;
- Statewide coverage for multi-media advertising placement and/or outreach through various media avenues including television, radio, billboards, posters, outdoor and bus signage, internet/worldwide web, and other promotional materials;
- Incorporating appropriate logos and taglines into all campaign materials;
- Detailed media placement reports and other reporting including summary and effectiveness reporting; results, analysis and survey reporting and recommendations;
- Measuring effectiveness/outcome studies;
- Working under short timeframes and deadlines; and
- Television Public Service Announcement (PSA) production.

The successful Vendor shall provide all necessary resources to ensure successful completion of tasks within short time frames when warranted.

While it is expected that the majority of services provided under this contract will be media buys, the WV DOT shall have the option to request any other advertising and marketing services.

The successful Vendor shall provide the expertise, experience and resources necessary to ensure reaching target audiences on a statewide basis.

Vendors must understand and utilize current advertising and marketing trends and work on multiple agency projects concurrently.

The WV DOT shall notify the Vendor of required services in writing, which may be formal or informal at the agency's discretion.

The successful Vendor must provide media placement proposals within five business days or less from receipt of the written agency requests.

Reporting for all other tasks performed shall be provided within five business days of completion.

Television PSA production shall be requested by the agency in writing and must be completed and edited within ten business days from production.

All requests for services under the contract for any DOT Division shall be approved and originated through the DOT Office of Communications. DOT shall not be responsible for payment of any services rendered that are not requested and approved by appropriate DOT Office of Communications staff. Written authorization and approval contact information for the DOT Office of Communications shall be provided the successful vendor immediately following contract award.

Part 4.0 Pricing Requirements:

Vendors **shall** be required to submit cost bids based on the information contained in the attached Bid Form. The total **shall** reflect all costs associated with meeting the requirements

**ADVERTISING & MARKETING SERVICES
DOT95110001 BID FORM**

A. Advertising & Marketing Services

| Service | Estimated Hours | All Inclusive Hourly Rate | Extended Cost |
|--------------------------------------|-----------------|---------------------------|---------------|
| Television Production | 50 | \$ | \$ |
| Radio Production | 25 | \$ | \$ |
| Media Buys | 300 | \$ | \$ |
| Outdoor Advertising | 25 | \$ | \$ |
| Print Media | 25 | \$ | \$ |
| Internet/Worldwide Web | 25 | \$ | \$ |
| Survey, Analysis, Evaluation | 200 | \$ | \$ |
| Contract Administration/Consultation | 25 | \$ | \$ |
| Subtotal | | | \$ |

B. Media Buying Percentage

| Media Buy Add-On Percentage | Percentage | Extended Cost |
|--|------------|---------------|
| Reminder: This percentage must be quoted if applicable. Failing to provide a percentage add-on shall negate any such charge throughout the life of the contract. | | |
| Add-On Percentage | % | |
| Add-On Calculation: Multiply percentage by \$500,000 | % | \$ |

C. Sub-Contractor Percentage

| Sub-Contractor Add-On Percentage | Percentage | Extended Cost |
|--|------------|---------------|
| Reminder: This percentage must be quoted if applicable. Failing to provide a percentage add-on shall negate any such charge throughout the life of the contract. | | |
| Add-On Percentage | % | |
| Add-On Calculation: Multiply percentage by \$150,000 | % | \$ |

D. Total Bid

| | |
|------------------------|-----------|
| Table A Extended Total | \$ |
| Table B Extended Total | \$ |
| Table C Extended Total | \$ |
| GRAND TOTAL | \$ |

Note: Bids shall be evaluated on the basis of the lowest Grand Total Cost following confirmation of compliance with all mandatory specification requirements. The contract will be awarded to the lowest, responsive bidder meeting all mandatory requirements.

Vendor

By: _____

Title: _____

Date: _____

Address:

Business Phone No _____

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 Resident Vendor Preference, if applicable.

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

- Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; or,
Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; or 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who 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 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% resident 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% resident vendor preference for the reason checked:

Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; or,

4. Application is made for 5% resident 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% resident 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% resident 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.

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) reject the bid; 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.

Under penalty of law for false swearing (West Virginia Code, §61-5-3), 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: _____ Signed: _____

Date: _____ Title: _____

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

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: 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 the debt owed is an amount greater than one thousand dollars in the aggregate.

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.

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "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 exceed five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this 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.

Under penalty of law for false swearing (*West Virginia Code* §61-5-3), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: _____

Authorized Signature: _____ Date: _____

State of _____

County of _____, to-wit:

Taken, subscribed, and sworn to before me this ____ day of _____, 20____.

My Commission expires _____, 20____.

AFFIX SEAL HERE

NOTARY PUBLIC _____