

**NEW JERSEY HIGHER EDUCATION STUDENT ASSISTANCE AUTHORITY  
(HESAA)  
REQUEST FOR QUOTATIONS  
FOR  
DIGITAL ADVERTISING**

As part of the New Jersey Higher Education Student Assistance Authority's ("HESAA" or "Authority") marketing campaign for the Community College Opportunity Grant ("CCOG") HESAA is seeking bids for the provision of digital targeting services.

HESAA will provide the banner ads that vendors will need to target to potential CCOG recipients using the following parameters:

- Adults 18 and over
- Households with incomes less than \$45,000
- Within the following New Jersey counties:
  - Atlantic
  - Bergen
  - Camden
  - Cumberland
  - Gloucester
  - Hudson
  - Mercer
  - Middlesex
  - Ocean
  - Passaic
  - Salem
  - Union
  - Warren

The banner ads shall run between November 14, 2018 and December 24, 2018. Bids should include information on how the vendor targets specific consumers, the cost per imprint and the number of proposed imprints, and a completed Consolidated DPA Forms Packet.

Submit bids to:  
Gregory Foster, Esq.  
Compliance Officer  
[Gfoster@hesaa.org](mailto:Gfoster@hesaa.org)

All bids must be received by **4:00 pm** on **Friday November 9, 2018**