

**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 \$65,000
- Residents within New Jersey ONLY
- Targeting residents that have less than an associate degree

The banner ads shall run between August 10, 2019 and September 15, 2019. Bids should include information on how the vendor targets specific consumers, the cost per imprint and the number of proposed imprints, and the forms required by the Information Sheet and Checklist for Waivers and Delegated Purchasing Authority (DPA) Transactions found at:

<https://www.nj.gov/treasury/purchase/forms/Waiver%20and%20DPA%20Contract%20Checklist.pdf>.

The RFQ should include Pay-Per-Click (PPC) for the same time period as noted above. HESAA's supplied keywords will be provided to the vendor selected.

Submit bids to:
Hanifa Barnes, Esq.
Chief of Staff
hbarnes@hesaa.org

All bids must be received by **4:00 pm** on **Friday August 2, 2019**

HESAA reserves the right to engage multiple vendors or cancel this procurement.