

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

As part of the New Jersey Higher Education Student Assistance Authority's ("HESAA" or "Authority") marketing campaign for the New Jersey College Loans to Assist State Students ("NJCLASS"), HESAA is seeking bids for the provision of digital referral services from companies with websites that advertise student loans.

HESAA will provide the NJCLASS loan details to providers of the referral services who will post the NJCLASS details on their website. The intention is for HESAA to pay for each click from potential borrowers who are either:

- New Jersey residents attending any accredited certificate, diploma or degree granting educational institution worldwide; or
- Non-New Jersey residents attending an accredited certificate, diploma or degree granting educational institution in New Jersey.

Bids should include the method and design that is used for displaying NJCLASS loan information, the specific cost per referral per unique potential customer, 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 term of the contract(s) entered in response to this Request for quotations will be April 1, 2021 through March 31, 2022.

Submit bids to:  
Roseann Sorrentino  
[Rsorrentino@hesaa.org](mailto:Rsorrentino@hesaa.org)

All bids must be received by **4:00 pm** on **Friday March 12**.

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