

Dear Vendor:

The New Jersey Department of Agriculture, Division of Plant Industry is seeking bids for Outdoor Media, Digital and Social Media Advertising for Spotted Lanternfly Outreach Program.

Find attached documents for your review. Please respond no later than July 9th, 2024, at 4:00 pm EST.

**When responding, please include the attached Agency Request for Proposal completed, as well as a separate formal quote to be considered. Please note that if these two items are not included in your response, it will result in your bid not being considered. Send a completed copy back to me at [Kevin.Kowalick@ag.nj.gov](mailto:Kevin.Kowalick@ag.nj.gov) and Kathryn Eldridge at [Kathryne.Eldridge@ag.nj.gov](mailto:Kathryne.Eldridge@ag.nj.gov).**

The selected vendor must be successfully registered within NJSTART in order for a purchase order to be issued to them.

The RFP and request to bid is also posted on our New Jersey Department of Agriculture Website.

Sincerely,

*Kevin Kowalick  
Administrative Assistant 3  
New Jersey Department of Agriculture  
Division of Plant Industry  
[Kevin.Kowalick@ag.nj.gov](mailto:Kevin.Kowalick@ag.nj.gov)*

# **FY-2024 SLF Outreach Bid Requirements**

The NJDA is looking for a comprehensive outreach and awareness campaign that is informative, reaches many demographics and has a business awareness campaign highlighting the need of permits for out of state and international shipping of goods from NJ. Most creative assets are done, there may be a need to tweak current content for the permit awareness of the program.

Please submit a work and financial plan for the project with all costs including any and all fees equaling \$117,000. Please be creative and targeted for the largest audience. The project award will be solely based on the workplan. Quantitative metrics is an important aspect for the mandatory accomplishment reports as well as evaluating the success of the campaign, please be conscious of this in your planning efforts.

This bid is for the issuance of a three-year contract with the possibility of two one-year extensions to be agreed on by both parties for each additional year.

## **Outdoor Media Advertising**

### **Digital road billboards and/or Other Mediums**

1. Mid-July to Mid/ End September
2. Schedule a minimum of 11 digital units per week for 7-8 weeks
3. Rotate units from a larger pool of locations to maintain affordability.
4. Expand demographic if possible.

## **Public and Business Awareness**

### **Digital & Social Media**

1. Support outreach awareness through digital and social media platforms.
2. Support Permit awareness in the business community in NJ.\*
3. \* May need some new creative art content.

## **Media Agency**

1. Total fees to be disclosed in work plan.
2. Includes Semi-annual and Annual report metrics for federal accomplishment reports.
3. All events or locations must have some type of metric i.e. impressions for reports and evaluation of project.
4. Report metrics are due 6 and 12 months after project start on (5/1/23).
  - a. 10/31/24 and 04/30/25

**Total Budget for Project: \$117,000 (inclusive of all fees)**

STATE OF NEW JERSEY  
DEPARTMENT OF THE TREASURY  
**AGENCY REQUEST FOR PROPOSAL**

<b>VENDOR NAME AND ADDRESS:</b>		<b>RETURN THIS PROPOSAL TO:</b>		<b>DELIVER TO:</b>	
<b>SBE CATEGORY:</b>		<b>FAX NUMBER:</b>			
<b>NOTE: This proposal must be received by the opening date/time at the place named above.</b>		<b>AGENCY PERSON TO CONTACT:</b>			
<b>FISCAL YEAR:</b>	<b>ACCOUNT NUMBER:</b>	<b>AGENCY REFERENCE NUMBER:</b>		<b>COMMODITY CODE NUMBER:</b>	
ITEM NUMBER	QUANTITY	UNIT	DESCRIPTION (ALL ITEMS MUST BE DELIVERED F.O.B. DESTINATION)	UNIT PRICE	AMOUNT
<b>PRICES ARE FIRM UNTIL THE FOLLOWING DATE:</b>				<b>TOTAL</b>	
<b>CASH DISCOUNT:</b>	<b>DATE OF DELIVERY:</b>	<b>VENDOR'S FEDERAL I.D. NUMBER:</b>		<b>VENDOR'S TELEPHONE NUMBER:</b>	
<b>VENDOR'S SIGNATURE (Must be Signed):</b>		<b>PRINT OR TYPE NAME BELOW:</b>		<b>DATE:</b>	