

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

The New Jersey Higher Education Student Assistance Authority (“HESAA” or “Authority”), is seeking quotations for digital display advertising throughout New Jersey from July 17, 2024 through August 16, 2024.

Interested vendors shall supply details on the available advertising packages at multiple price points starting \$10,000 and not to exceed \$44,000.

HESAA will supply the artwork and the link to HESAA’s website. HESAA reserves the right to submit substitute artwork throughout the term of the agreement.

HESAA reserves the right engage multiple advertisers as a result of this Request for Quotations.

In addition to quotations, all bids shall include 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>.

Any agreement entered into as a result of this Request for Quotations shall be subject to the New Jersey Standard Terms & Conditions found at: <https://www.nj.gov/treasury/purchase/forms/CombinedStateofNewJerseyStandardTermsandConditionsandWaiveredSupplement.pdf>.

The selected vendor must be fully registered with NJSTART prior to entering an agreement with HESAA. Vendors can register with NJSTARS at: <https://www.njstart.gov/bsa/>

Submit bids to:  
Procurements@hesaa.org

All bids must be received by  
4:00 pm on July 16, 2024.