

BERGEN COMMUNITY COLLEGE
400 PARAMUS ROAD
PARAMUS, NEW JERSEY 07652
REQUEST FOR PROPOSAL
MEDIA PLACEMENT AND ADVERTISING SERVICES
RFP# R-096

PUBLIC NOTICE



Request for Proposals

Notice is hereby given that Bergen Community College (the "College") is requesting Proposals for **Media Placement and Advertising Services** (RFP No. R-096). Copies of the Request for Proposals are available by registering on the College's website at www.bergen.edu. Select "Vendor Opportunities" on the home page.

Proposals will be received by the office of the Director of Purchasing and Services, Bergen Community College, 400 Paramus Road, Paramus, New Jersey 07652, room **A-205E** until **2:00 P.M.** local time, **Tuesday, April 26, 2022**, at which time they will be publicly opened. Purchasing Department staff will be available to collect proposals beginning at 1:30 P.M. on the due date. Proposals must be submitted in a sealed envelope with the words, "RFP No. R-096 for Media Placement and Advertising Services," clearly marked on the outside of the envelope. Proposals may not be faxed, or transmitted over the telephone.

The College assumes no responsibility for delays in any form of carrier, mail or delivery service causing the Proposal to be received by the Purchasing Department later than the scheduled deadline for delivery of proposals.

Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition. All responsible firms are encouraged to submit Proposals.

The Board of Trustees of the College reserves the right, subject to applicable law, to accept or reject any or all Proposals submitted in the best interest of the College, and to waive any informalities in any Proposal, in the best interest of the College. Proposers are required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27-1 et seq. No proposer may withdraw its Proposal within sixty (60) days after Proposals are received and opened by the College.

If a contract is awarded, such award will be made, as applicable law requires, through a formal Resolution of the Board of Trustees. Proposals are solicited through a fair and open process in accordance with N.J.S.A. 19:44A-20.4 et seq.

For Bergen Community College
S. Weise, Director
Purchasing & Services

Dated: April 5, 2022

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SCOPE OF SERVICES AND PROPOSAL REQUIREMENTS

The College maintains an institutional advertising budget of approximately \$175,000 to promote general awareness about the institution, open houses and student recruitment. In recent years, due to the state's Community College Opportunity Grant program, the College has secured additional funding for advertising of approximately \$100,000 annually. An incumbent partner began working with the College in 2021 to provide:

- Media planning, trafficking and placement services;
- The comprehensive reconciliation of all advertising costs incurred;
- The development of an overall advertising strategy that also integrates the College's student affairs/enrollment services promotion and personnel;
- Suggestions of creative concepts - including design and copy;
- Data-based decision-making based on assessments and demonstrated successful strategies for community college-based promotion, while ensuring appropriate value of media buys;
- The development of an advertising schedule in the most effective and efficient media vehicles to meet enrollment needs, image and awareness building targets and to reinforce overall College messaging;
- Occasional creative development of specific spots, though the institution will produce all graphically designed pieces;
- Demonstrated in-depth knowledge of Bergen County media vehicles that will concurrently build positive awareness levels and meet enrollment goals for the College; and
- Targeted outreach campaigns, while working with the institution's student affairs/enrollment management team to ensure placements result in lead generation and correspondence.

The College seeks a partner to provide these services once again in July 2022- July 23, with an option to extend for an additional year (July 2023 – July 2024).

The College will compensate agencies based on a percentage of its total advertising media buys, within an established budget appropriated by the institution.