

### **2025 SLF Outreach Bid Requirements**

The New Jersey Department of Agriculture, Division of Plant Industry is seeking bids for 2025 Outdoor Media, Digital and Social Media Advertising for Spotted Lanternfly Outreach Program.

Applicants must develop a comprehensive outreach strategy utilizing digital and other formats that convey the NJDA's message about spotted lanternfly to a broad spectrum of people living in NJ as well as visitors and business operators.

Applicants must provide previous work experience working with the department of Agriculture or other Departments demonstrating similar work with measurable and quantifiable results for reporting purposes.

Applicants must provide a detailed summary of expenditures by line item including all agency fees and costs not exceeding **\$110,000** for the entire campaign.

There will be two required reports; a midterm and final report with all metrics and images to be included in a larger federal report.

The winning vendor may have the opportunity to extend the contract for three additional years based on performance.