

REQUEST FOR PROPOSALS FOR ADVERTISING AGENCY SERVICES RFP #14-S-0002

DATE ISSUED: APRIL 22, 2014

PART 1. OVERVIEW

1.1 GENERAL AND PROGRAM OVERVIEW

General: Northstar New Jersey Lottery Group, LLC (Northstar) acts on behalf of the New Jersey Lottery (Lottery) under a Lottery Growth Management Services Agreement (Services Agreement) awarded to Northstar by the State of New Jersey in June 2013. Through this Request for Proposals (RFP), Northstar is soliciting competitive Proposals for Advertising Agency Services, including (1) Creative and Coordinating Advertising Services, and (2) Media Planning and Buying Services. Northstar's goal is to award a subcontract covering each of those two types of services to a successful Bidder or Bidders to provide Advertising Agency Services to Northstar for the benefit of the New Jersey Lottery.

Two Phase Competition: Northstar intends to conduct the competition in two phases.

- In Phase 1, any interested firm may submit a completed Agency Fact Sheet describing its qualifications in the form attached to this RFP as Exhibit A. Northstar will evaluate and assign a score to each Agency Fact Sheet according to the evaluation criteria specified in Part 3 of this RFP. The Bidders receiving the highest scores (not more than 5 in each of the two service areas for which Proposals are sought) will be selected as finalists and invited to submit detailed Proposals for further evaluation.
- In Phase 2, finalists will submit detailed Proposals and will be invited to make formal in-person presentations of their Proposals at Northstar's offices. For a finalist competing only for one of the two available subcontracts, Northstar will schedule a presentation session of up to 90 minutes. For a finalist competing for both of the available subcontracts, Northstar

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The Architect's Guide to Design-Build Services The American Institute of Architects, 2003-05-13 The definitive resource for designer led projects The Architect's Guide to Design Build Services offers authoritative knowledge and industry insight to architects considering entry into the burgeoning practice of design build project delivery Written by architects and other professionals with expertise in risk management law ethics finance and contracts this instructive guide addresses the roles architects can assume during a design build project including leading the project acting as subcontractor and forming a joint venture with a contractor Developed by the AIA Design Build Professional Interest Area this book offers the real world expertise of thirty industry leaders from the United States Canada and Mexico who share their experience and know how on such topics as Starting out in design build Risks and rewards of design build delivery Succeeding in a design build practice Design build education Essential practice information Ethics and licensing laws State laws regulating both architects and contractors are summarized to help busy firms bring design build projects through to successful completion in a variety of jurisdictions The Architect's Guide to Design Build Services is the most complete definitive resource for architects contractors and attorneys involved in designer led projects

Selecting an Agency of Record for the Federal Government, **Report on Activities Under the National Traffic and Motor Vehicle Safety Act** United States. National Highway Traffic Safety Administration, 1970 *Report on Activities Under the Highway Safety Act* United States. National Highway Traffic Safety Administration, 1970

Video Production Techniques Donald L. Diefenbach, 2009-03-04 Video Production Techniques begins with the basic skills of video production so students experience writing shooting and editing right away It then moves to short form projects and in depth explorations of lighting and sound concluding with an exploration of documentaries news and other nonfiction forms The final section is dedicated to advanced applications including the process of creating long form projects the elements of directing and strategies for effective marketing and distribution The book concludes with a chapter exploring professional opportunities in production and options for further study The book includes a Companion DVD with original demonstrations clips from professional works and interviews with film and video professionals Key Features includes DVD beneficial for the independent learner unique integration of theory and production techniques covers all the basics for writing shooting and editing videos Companion Website with materials for students and instructors www.videoproductiontechniques.com Reviews The modest title of this book doesn't begin to reflect the ambitious scope of its design From heady aesthetic theories to an explanation of the LLP form Video Production Techniques provides one stop shopping for theory production and business Students of media criticism and the media industry would benefit from this book as much as students of production After twenty five years of

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