

PROPOSED ADVERTISEMENT

Northstar New Jersey Lottery Group, LLC (“Northstar”) today issued a Request for Proposals #19-S-0002 for Advertising Agency Services (“RFP”), through which Northstar is soliciting competitive proposals from qualified firms for Advertising Agency Services in the areas of (1) Creative and Coordinating Advertising Services, and (2) Media Planning and Buying Services. Northstar’s intent is to award a subcontract or subcontracts for each of these service areas to a successful bidder or bidders to provide Advertising Agency Services to Northstar for the benefit of the New Jersey Division of Lottery. Interested firms may compete for one (1) or both subcontracts in the specified service areas. Northstar reserves the right to award a subcontract for one (1) or both of the specified service areas to a single firm.

The RFP is available online under the Procurement tab on Northstar’s website, <http://www.northstarnewjerseylottery.com>, or by email request from NSNJprocurements@nsnj.com.

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