

# **State of New Jersey Request for Information Motor Vehicle Commission, Sale of Advertising**

## **PURPOSE**

The New Jersey Motor Vehicle Commission (MVC) is seeking information to assist it in developing requirements and specifications to procure a contractor to provide strategies, options, services and administration options to the sale advertising space within MVC publications, mailings and products.

As a preliminary step in this process, this RFI seeks responses from entities that perform such services on a state or similar scale and from other interested, relevant parties that may have information helpful to the anticipated procurement. This includes information on identifying revenue generating opportunities and the structuring of pricing and/or payment methodologies. Respondents may be entities that provide some or all of the proposed services. In addition to providing beneficial and informative services to the public, the primary purpose for any advertising program would be to generate revenue for the MVC.

This RFI provides a brief background, a listing of the proposed types of services expected to be provided by the contractor and a list of questions to be answered by respondents. While the ideal response would include an answer to each question, with the exception of a few required answers, a respondent may choose which questions to answer. Those entities that procure or provide identification of advertising sales opportunities and services through other methods are urged to provide supplemental information on alternative methods on how such services are accomplished and paid or provided and reimbursed.

Please email responses with the heading **MOTOR VEHICLE COMMISSION, ADVERTISING** to: [jonathan.wallace@treas.state.nj.us](mailto:jonathan.wallace@treas.state.nj.us).

Responses are requested by **August 24, 2010**.

## **BACKGROUND**

Due to recent amendments to N.J.S.A. Title 39:2A-13 and 39:2A-33, the MVC has legal authority to contract with outside entities for the purpose of offering advertising opportunities.

The MVC is considering several possibilities for using this new authority which include:

- Allowing the sale of advertisements inserts inside of vehicle registration renewal and driver license renewal mailings. The inserts would be priced to cover the cost of any additional weight imposed on the mailing. Inset specifications would be

provided to interested parties who in turn would provide the appropriate quantities to the MVC for insertion into the mailings. The MVC may require third party to coordinate advertising purchases, scheduling, pricing and other issues associated with this initiative.

- Advertising space in publications. Space would be set aside within various MVC publications to allow for advertising by outside parties. Ads of varying sizes could be sold. Publications to be considered are the NJ Driver Manual and the Parent Guide, which have statewide distribution. The MVC may require third party to coordinate advertising purchases, scheduling, pricing and other issues associated with this initiative.
- Flat Screen Advertising. The MVC would consider the installation of flat screen monitors at all of its agencies. The monitors would be used to communicate MVC specific customer information, as well as allow outside parties to purchase advertising to be displayed. The MVC would need for these monitors to be centrally controlled for easy and real-time information updating.
- Sports Plate Marketing. The MVC has proposed the sale of licensed sports franchise license plates for vehicles. The plates would cover the MLB, NFL, NASCAR, NHL and the NBA. The MVC seeks recommendations for marketing these products statewide to customers or the potential for partnerships with outside vendors that may be interested in the marketing of said products.

The MVC is interested in receiving information that it can utilize to ultimately decide how best to approach procurement of the above-referenced possibilities. As the MVC has not yet determined the breadth of any advertising space sales program it may conduct or if it will conduct an advertising program at all, the MVC invites information from the vendor community and other interested parties as to whether to conduct advertising using all the media identified above, or any combination thereof, including prioritization recommendations based on strategic considerations and potential impact on the State's economy.

Additionally, the MVC also welcomes recommendations or presentations of other opportunities not included in this RFI, but that would be permitted under its statutory authority to contract with outside entities for the purpose of offering advertising opportunities.

Finally, the State is interested to learn the range of potential revenue generation associated with performing each advertising method and what factors in the specification of such a program bear more or disproportionately to their importance, on the cost of a program and on the potential revenue of a program.

**Motor Vehicle Commission, Sale of Advertising  
RFI Questionnaire**

Respondent Questionnaire Page 1	
1.	Firm Name:
2.	Firm Street Address:
3.	Firm City, State, Zip:
4.	Firm Primary Business:
5.	Contact Person Name:
6.	Contact Person Title:
7.	Contact Person Voice:
8.	Contact Person Fax:
9.	Contact Person Email:
10.	Are you willing to make a presentation in Trenton, New Jersey at your company's expense, if requested?      Yes <input type="checkbox"/> No <input type="checkbox"/>
11.	Parent Company Name:
12.	Parent Company Street Address:
13.	Parent Company City, State, ZIP:
14.	Parent Company Primary Business:
15.	Has your organization managed the production and/or sale of advertising for a government agency?    Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, was it state, local, or federal ? _____
16.	What types of advertising were used?

**Respondent Questionnaire Page 2**

	<b>Respondent Questionnaire Page 2</b>
17.	Which government agencies has your organization worked with in generating advertising revenue?
18.	How much revenue was generated and what was the specific advertising initiative?
19.	How did your organization go about securing the advertising?
21.	What is the typical percentage that your organization charges for any advertising sold or revenue generated?
22.	Has your organization engaged in the marketing of professional or collegiate sports team license plate sales or similar items?  Yes                      No                      If No, skip to question 24.
23.	What were the methods used to promote the sale of said items?
24.	Does your organization have the means to develop a networked monitor system with centralized information upload capability, which would allow for the sale of advertising on said monitors?