



**NORTHERN
PENNSYLVANIA
REGIONAL COLLEGE**

814-230-9010
814-313-7320 (fax)
<https://regionalcollegepa.org>

December 15, 2025

**Request for Proposals
Media Buyer Contract
Please respond by January 9, 2026**

Dear Colleague:

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage an agency for a three-year media buying contract. The scope of this project will prioritize buying in traditional media outlets and social media within budget alignment. Bids that include the ability to produce radio and video spots and complete special event photography and videography, as well as capacity to provide comprehensive performance data on a media platform will be considered at a higher level.

Proposals are due, as set forth in the attached bidding instructions, no later than 5:00 p.m. EST on January 9, 2025 and will be accepted via email to Abigail Petrosky apetrosky@rrcnpa.org (CC Kelsey Angove, kangove@rrcnpa.org).

For more information about NPRC please visit <https://regionalcollegepa.org>, or contact the undersigned or individual identified in the attached bidding instructions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Abigail Petrosky'.

Abigail Petrosky
Director of Admissions and Strategic Communications.

Enclosure(s): Media Buying Contract bidding instructions

Northern Pennsylvania Regional College
300 2nd Avenue, Suite 500
Warren, PA 16365



December 15, 2025

**Request for Proposal
Media Buyer Contract
Please respond by January 9, 2025**

Dear Colleague:

A. Subject and Intent

With this request, NPRC is seeking to engage an agency for a three-year media buying contract. The scope of this project will prioritize buying in traditional media outlets and social media within budget alignment. Bids that include the ability to produce radio and video spots and complete special event photography and videography, as well as capacity to provide comprehensive performance data on a media platform will be considered at a higher level.

NPRC is seeking a qualified agency to complete their buying in traditional media outlets and to be a partner in campaign strategy and execution on social media. The contract start for the accepting agency will be determined at the time of bid acceptance and media expenses beginning July 1, 2026, with the understanding that negotiations will have to begin before July 1 to prevent a lapse in advertising. NPRC has historically maintained a 52-week content and digital strategy with a local media provider, 12-month contracts for radio and Connected TV, and two four-week billboard campaigns. Broadcast television buying is not currently part of an advertising strategy. The budget is at minimum \$250,000 with limited flexibility.

Additional consideration for video and audio advertising production, as well as annual video/photo sessions and special event photography and videography will be given. If the selected vendor is able to provide these services, additional projects will be scoped with independent budgets. Budgets utilized for this service will not impact the \$250,000 buying budget.

Successful completion of this contract may result in continued contracts, expanded scope of work with respective contract and expense revisions, and similar regular work by the institution if accepted by the contracted agency or individual.

B. Background

Northern Pennsylvania Regional College ("NPRC" or the "College") is a non-profit 501(c)(3), two-year, open admission college headquartered in Warren, Pennsylvania that provides affordable and accessible post-secondary education to the residents of a ten-county service area (Cameron, Crawford, Elk, Erie, Forest, McKean, Potter, Tioga, Venango, and Warren) in northwestern Pennsylvania. Founded in 2017, NPRC is committed to creating opportunities for individuals who may have never imagined sitting in a college classroom. By requiring only a high school diploma or equivalent to apply, we make higher education accessible to all. NPRC educates, inspires and serves the region in ways that are uniquely tailored to its needs.

At NPRC, when it comes to someone's future, we don't see obstacles, only possibilities. It is a place where learning and growth never stops. By offering associate degrees, work-ready certificates, and workforce development training courses, we guide students to prosperous careers and foster economic growth throughout the region it serves.

NPRC provides flexible learning options to fit every student's lifestyle. Courses are offered in-person at locations throughout our service area, remotely through live sessions, and online asynchronously—empowering students to achieve their goals on their own terms.

Northern Pennsylvania Regional College is authorized by the Pennsylvania Department of Education to grant associate degrees and certificates in the Commonwealth of Pennsylvania and is a Candidate for Accreditation by the Middle States Commission on Higher Education.

Northern Pennsylvania Regional College (NPRC) is an Equal Opportunity Employer. NPRC does not discriminate on the basis of race, color, religion, national origin, ancestry or place of birth, sex, gender identity or expression, perceived gender identity, sexual orientation, disability, use of a service animal due to disability, marital status, familial status, genetic information, veteran status, age, or other classification protected by applicable law. All employment is decided on the basis of qualifications, merit, and business need.

C. Scope of Services Requested

Agencies or individuals responding to this Request for Proposal (RFP) should have experience in local media buying, social media advertising, and campaign strategy and execution. Priority locations for buys are in the ten-county service area (Cameron, Crawford, Elk, Erie, Forest, McKean, Potter, Tioga, Venango, and Warren) with potential expansions in immediate counties outside of the service area and state-wide expansion with minimal to no increase in budget. This contract is fully remote.

NPRC requests the following items, at minimum, to be included as part of this project outcome.

- Monthly budget plan outlining bought media, identifying an anticipated impression minimum per month per activity to fulfill the allotted budget
- Social media strategy for multiple ad sets per month and A/B testing strategy
- Source attribution considerations
- Meeting schedule and approach for regular monitoring of results and timely updates to under-performing campaigns
- Description of and accessibility to a data platform or dashboard for results monitoring outside of meeting schedule

If submitting consideration for video/audio production and special event coverage, the following items, at minimum, should be included:

- Location of production team for on-site engagements
- Hourly rate, or other expenses to be considered for production
- Video and audio samples

At the conclusion of the contract with annual fiscal year review, NPRC expects the following outcomes:

- Strong digital presence and conversions
- A successful partnership in campaign strategy
- Met, but not exceeded, budget parameters

D. Information to be Provided

NPRC staff will provide the following information for execution of the scope of services,

- Budget - \$250,000
- Current activities part of the media buying contract – Connected TV, traditional radio, Facebook, and a 52-week content and digital strategy with a local media outlet.
- Discretion and clarification of questions for bidding agencies to support successful completion of the bid submission

E. Schedule

This contract will be for three years, with regular evaluation and successful collaboration within the scope of the relationship.

F. Proposal Requirements

In addition to the above minimum requirements, the reply to this request for proposal should include the following:

1. Anticipated fees, commission, or expenses necessary to execute local buys successfully. These expenses will be considered as part of the \$250,000 budget. If additional expenses surpass the allotted budget for direct fees related to buys, please consider a buying budget with direct expenses of \$220,000 and itemize additional non-buying fees as separate line items.
2. Names of key members of the team who will be assigned to perform the assessment/analysis; and
3. A list of references (nonprofits and/or higher education entities preferred).

G. Criteria for Selection

In deciding upon selection of a proposal, the College will consider: (i) budget mindfulness; (ii) marketing mix; (iii) strategy partnership; (iv) references; and (v) the needs of the College. The final decision for selection of an individual or agency is planned to be made by January 23, 2026.

H. Submission and Point of Contact

Proposals should be submitted to the undersigned by mail or email in order to be received no later than January 9, 2026.

Submissions will be accepted via email to Abigail Petrosky, apetrosky@rrcnpa.org (CC Kelsey Angove, kangove@rrcnpa.org)

For more information about NPRC or the services requested in this proposal, please visit <https://regionalcollegepa.org>, or contact the undersigned at (814) 779-2435 or apetrosky@rrcnpa.org.

Sincerely,



Abigail Petrosky
Director of Admissions and Strategic Communications
apetrosky@rrcnpa.org
(814) 779-2435 (cell)