



Urban Redevelopment Authority

URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

So
6-17-2013

PROFESSIONAL SERVICES

PROJECT NAME: URA Marketing-Center for Innovation and Entrepreneurship

SERVICES REQUESTED: Ad placement – Online Sponsorship of Technology Blog

CONTRACT DURATION: August 1, 2013 – August 31, 2013

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED: 1
(Number)

PROPOSALS RECEIVED: 1
(Number)

PROPOSERS SUBMITTING: The Pittsburgh Business Times
(Name)

PROPOSER SELECTED: The Pittsburgh Business Times

CONTRACTED AMOUNT: \$5360.00

CRITERIA FOR SELECTION: See below.

REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Urban Redevelopment Authority of Pittsburgh

WAS AWARD MADE TO LOWEST QUALIFIED PROPOSER? YES NO NOT APPLICABLE

IF NO, DEPARTMENT AND/OR AUTHORITY MUST PROVIDE EXPLANATION: The URA has elected to advertise the Launch PGH website with a one-month sponsorship of the Technology online blog in The Pittsburgh Business Times. Included in the package: up to four (4) ad placements on the blog; logo in the header online; 250,000 run of site impressions (ads); and in the print edition: logo in the header in Business Times paper for four (4) weeks during online sponsorship. The blog reporter has agreed to do an article(s) about the new portal. The publication and blog were selected for this project because of its connection with the business and technology communities. The publication also gave the URA a discounted rate as in the past.