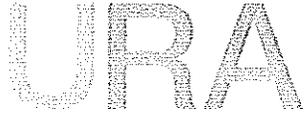


9.24.2012

BUILDING THE FUTURE WITH



URBAN REDEVELOPMENT AUTHORITY OF PITTSBURGH

URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: URA Marketing-Community Sponsorships

SERVICES REQUESTED: Ad placement

CONTRACT DURATION: October 2012 -- December 2012

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED: 1 (Number)

PROPOSALS RECEIVED: 1 (Number)

PROPOSERS SUBMITTING: The Northside Chronicle (Name)

PROPOSER SELECTED: The Northside Chronicle

CONTRACTED AMOUNT: \$318

CRITERIA FOR SELECTION: See below. REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY RECOMMENDING AWARD: Executive / Marketing

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 for three months with The Northside Chronicle - a community newspaper that distributes to more than 18 neighborhoods on the North Side including 250+ businesses, churches and newspaper boxes. The URA will submit 3 ads that will promote our identity and services among North Side residents and businesses. The newspaper also gave the URA discounted rate.