



URBAN REDEVELOPMENT
AUTHORITY OF PITTSBURGH

80
2-28-12

URBAN REDEVELOPMENT AUTHORITY

AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: URA & Mainstreets Advertising

SERVICES REQUESTED: Advertising

CONTRACT DURATION: March 1, 2012 – December 31, 2012

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED:
(Number) N/A

PROPOSALS RECEIVED:
(Number) 1

PROPOSERS SUBMITTING:
(Name) Issue Media Group aka Pop City Media

PROPOSER SELECTED: Issue Media Group aka Pop City Media

CONTRACTED AMOUNT: \$13,500

CRITERIA FOR SELECTION:
REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY
RECOMMENDING AWARD: Executive Marketing / Mainstreets

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

IF NO, DEPARTMENT AND/OR
AUTHORITY MUST PROVIDE
EXPLANATION:

The URA and Mainstreets Pittsburgh would like to advertise programs and projects with Pop City Media, as they have the largest distribution of e-magazine subscribers and produce positive news about our City and region. The market that they serve is a target market of both the URA and Mainstreets Pittsburgh.