

SUBORDINATE CONTRACT NO. MA-042-26010411
FOR
MARKETING AND PUBLIC RELATIONS SERVICES
WITH
Pulsar Advertising, Inc.

This Subordinate Contract Number MA-042-26010411 (“Contract”) is made and entered into on January 19, 2026 (“Effective Date”) between Pulsar Advertising, Inc. (“Contractor”), with a place of business at 12100 Wilshire Blvd., Suite 1980, Los Angeles, CA 90025, and County of Orange, a political subdivision of the State of California (“County”), through its Health Care Agency with a place of business at 405 W. 5th Street, Suite 600, Santa Ana, CA 92701-4536, which are sometimes individually referred to as “Party”, or collectively referred to as “Parties”.

ATTACHMENTS

This Contract is comprised of this document and the following Attachments, which are attached hereto and incorporated by reference into this Contract and whose terms are made part of this Contract:

Attachment A - Scope of Work/Pricing

Attachment B –Regional Cooperative Agreement No. RCA-017-22010071

RECITALS

WHEREAS, the County of Orange, County Procurement Office, has issued a Regional Cooperative Agreement No. RCA-017-22010071 for Marketing and Public Relations Services, effective 08/01/2022 through 07/31/2027; and

WHEREAS, County desires to enter into a contract for Marketing and Public Relations Services with Contractor per the terms and conditions of RCA-017-22010071 and this Contract No. MA-042-26010411 (“Contract”); and

WHEREAS, Contractor agrees to provide services to County as further set forth in the Scope of Work/Pricing, attached hereto as Attachment A; and

WHEREAS, County agrees to pay Contractor based on the schedule of fees set forth in Scope of Work/Pricing, attached hereto as Attachment A; and

NOW, THEREFORE, the Parties mutually agree as follows:

ARTICLES

- 1. Scope of Contract:** This Contract specifies the contractual terms and conditions by which County shall receive Marketing and Public Relations Services from Contractor, as further detailed in the Scope of Work, identified and incorporated herein by this reference as “Attachment A”.
- 2. Term of Contract:** Contract shall commence on January 19, 2026, through January 18, 2027. Contract shall be in effect for the time period specified, unless this Contract is earlier terminated by the Parties.
- 3. Contractor Screening:** Throughout the term of this Contract, Contractor shall not be listed on any state or federal exclusionary rosters, listed below. County may screen Contractor on a monthly basis to ensure Contractor is not listed on the exclusionary rosters, listed below. If Contractor or its employee(s) are found to be included on any of the rosters indicated below, Contractor shall be deemed in default of its obligation under this Paragraph and shall constitute a cause for County to exercise its right to terminate this Contract immediately. County, in its sole discretion, may afford Contractor an opportunity to cure said default within a reasonable time.
 - a. United States Department of Health and Human Services, Office of Inspector General (OIG) List of Excluded Individuals & Entities (LEIE) (<http://exclusions.oig.hhs.gov>).
 - b. General Services Administration (GSA) System for Award Management (SAM) Excluded Parties List (<http://sam.gov>).
 - c. State of California Department of Health Care Services Medi-Cal Suspended and Ineligible Provider List (County Health Care Agency Internal Database).
- 4. Payment Terms and Schedule:** Payment shall be made in arrears within thirty (30) days upon Auditor-Controller's receipt of an approved invoice submitted in accordance with the terms set forth herein. The invoice must be verified and approved by County's Project Manager or designee and is subject to routine processing requirements of County.

Payments made by County shall not preclude the right of County from thereafter disputing any items involved or billed under this Contract and shall not be construed as acceptance of any part of the goods and services.

- 5. Compensation:** This is a fixed-price contract not to exceed the amount of \$1,400,000.00 for Marketing and Public Relations Services as provided in Attachment A, Scope of Work/Pricing.

Contractor agrees to accept the specified compensation as set forth in this Contract as full remuneration for performing all services and furnishing all staffing and materials called for; for any reasonably unforeseen difficulties under the responsibility of Contractor which may arise or be encountered in the execution of the services until their acceptance; for risks connected with the services; and for performance by Contractor of all of its duties and obligations hereunder.

- 6. Notices:** Any and all notices, requests, demands and other communications contemplated, called for, permitted, or required to be given hereunder shall be in writing with a copy provided to the assigned Deputy Purchasing Agent (DPA), except through the course of the parties' project managers' routine exchange of information and cooperation during the terms of the work and services. Any written communications shall be deemed to have been duly given upon actual in-person delivery, if delivery is by direct hand, or upon delivery on the actual day of receipt or no greater than four (4) calendar days

after being mailed by US certified or registered mail, return receipt requested, postage prepaid, whichever occurs first. The date of mailing shall count as the first day. All communications shall be addressed to the appropriate Party at the address stated herein or such other address as the parties hereto may designate by written notice from time to time in the manner aforesaid.

For Contractor:	Name:	Pulsar Advertising, Inc.
	Attention:	Lisa Wharton
	Address:	12100 Wilshire Blvd., Suite 1980 Los Angeles, CA 90025
	Telephone:	(323)-533-7675
	E-mail:	LWharton@pulsaradvertising.com
For County:	Name:	County of Orange, HCA/Procurement and Contracts Services
	Attention:	Antonio Rocha
	Address:	405 W 5th Street, Suite 600 Santa Ana, CA 92701-4536
	Telephone:	(714) 834-7614
	E-mail:	ARocha@ochca.com
CC:	Name:	County of Orange, HCA Communications
	Attention:	Carolyn Secrist
	Address:	200 W Santa Ana Blvd Suite 100 Santa Ana, CA 92701-4134
	Telephone:	714-834-4058
	E-mail:	csecrist@ochca.com

- 7. Invoicing and Payment Instructions:** Invoice and support documentation are to be forwarded to HCAAP@ochca.com or:

County of Orange
HCA/Accounting
P.O. Box 689
Santa Ana, CA 92702-0689

Acceptable Invoicing Format: Contractor may bill on any standard invoice form, but the following references must be made:

- a. County Contract Number **MA-042-26010411**
- b. Contractor's Federal I.D. Number and California Board of Equalization Permit Number
- c. Description of Services and Location
- d. Date(s) of Performance of Services
- e. Total Amount of Payment Requested
- f. Remittance Address

The responsibility for providing acceptable invoice(s) to County for payments rests with Contractor.

Incomplete or incorrect invoices are not acceptable and will be returned to Contractor for correction.

(Signature Page Follows)

SIGNATURE PAGE

IN WITNESS WHEREOF, the Parties hereto have executed this Contract No. MA-042-26010411 on the date set forth opposite their signatures. If Contractor is a corporation, Contractor shall provide two signatures as follows: 1) the first signature must be either the Chairman of the Board, the President, or any Vice President; 2) the second signature must be either the Secretary, an Assistant Secretary, the Chief Financial Officer, or any Assistant Treasurer. In the alternative, a single corporate signature is acceptable when accompanied by a corporate resolution or by-laws demonstrating the legal authority of the signature to bind the company.

Contractor Name: Pulsar Advertising, Inc.

Alberto Gonzalez

Print Name
DocuSigned by:
Alberto Gonzalez

6BA5C1E7567A446...
Signature

President

Title

11/19/2025

Date

James L. Wright

Print Name
DocuSigned by:
James L. Wright

FB241469D4EF4A4...
Signature

Assistant Secretary

Title

11/20/2025

Date

County of Orange, a political subdivision of the State of California

Purchasing Agent/Designee Authorized Signature:

Print Name

Signature

Deputy Purchasing Agent

Title

Date

Approved as to form:

County Counsel
Signed by:
Brittany McLean

D63D13AC012A4CC...
Signature

Brittany McLean

Name

Deputy

Title

11/20/2025

Date

ATTACHMENT A

SCOPE OF WORK/PRICING

I. **Introduction:**

With illicit drugs often being laced with fentanyl, overdose deaths among adolescents, and youth facing serious consequences from experimenting with substances like alcohol, opioids, marijuana, and nitrous oxide, there continues to be a need for targeted drug education messaging.

The Life is Greater Than Drugs campaign has provided youth-focused prevention messaging since 2021 through engaging “TikTok-style” videos on social media, both paid and organic (posts published without ad parameters initially that can then be “boosted”), and a dedicated campaign website. In 2025, the campaign was refreshed to spotlight the dangers of fentanyl through a mini digital effort.

Building on this foundation, this proposal outlines a new scope of work to extend the campaign's duration and expand its focus to include the most commonly used substances by youth in Orange County, delivering an effective, research-driven awareness effort targeting youth in Orange County.

II. **Scope of Work**

Campaign Scope

Contractor will partner with OC HCA to develop and execute a comprehensive educational campaign aimed at preventing drug misuse among OC youth. This includes:

- Strategic planning
- Creative development
- Creative concept testing
- Production planning, coordination, and implementation
- Media planning, buying, monitoring, and optimization
- Development and production of outreach materials as needed
- Website updates and ongoing site management
- Campaign measurement and reporting

Contractor will draw on recent key informant interviews and focus group findings to guide campaign strategy and creative direction. Creative will be tested with youth to ensure resonance and effectiveness, and final materials will be distributed through a robust multi-platform media plan.

Creative Development & Production

Contractor shall lead the development of all campaign creative assets and conduct all related production activities, which will include:

- **Pre-Production:** Planning, scheduling, securing permits/releases, and casting
- **Production:** On-location filming with professional direction and staging
- **Post-Production:** Editing, sound mixing, color correction, and asset finalization

Additional lengths and formats of the creative will be developed as needed for the OC HCA-approved media buy.

All final creative will be youth-centric, visually engaging, and tailored for social and digital media platforms.

Media Strategy & Implementation

Contractor shall develop and execute a media strategy to effectively deliver campaign messages to OC youth. This includes:

- Media planning and buying across social, digital, and search channels
- Ongoing performance analysis and optimization
- Comprehensive reporting and recommendations

Contractor shall negotiate placements and budgets to maximize impact and ROI, leveraging platform data and best practices to improve campaign performance continuously.

Process & Key Steps

Step 1: Goal Setting & KPIs

Contractor shall establish campaign objectives and measurable key performance indicators (KPIs) in collaboration with OC HCA. Clear benchmarks guide every stage of creative and media work, providing a framework for assessing success.

Key planning questions include:

- What specific drugs or behaviors should the campaign address?
- What actions or attitudes do we want to change among youth?

Step 2: Audience Definition

Contractor shall define and research the youth target audience to understand their motivations, media habits, and cultural context. This informs both messaging and channel selection.

Step 3: Strategic Campaign Planning

Using research insights, Contractor shall develop a strategy document that includes creative direction, audience engagement tactics, timeline, and budget. This strategic plan ensures every campaign element works cohesively to achieve the desired outcomes.

Step 4: Creative Development & Production

With strategy approved by County, Contractor shall produce original, high-quality content. Concepts shall reflect the campaign's goals and youth voice. Contractor shall collaborate closely with OC HCA during all stages of pre-production, production, and post-production.

Step 5: Media Planning & Implementation

Once media is approved by County, Contractor shall place and manage buys across all selected platforms—negotiating rates, monitoring performance, and adapting as needed to ensure results.

Step 6: Monitoring & Optimization

Throughout the campaign, Contractor shall monitor key metrics (e.g., impressions, engagement, conversions) and adjust creative or placements as needed. Ongoing reports will keep OC HCA informed and provide actionable insights.

Potential Campaign Deliverables

- **Short-Form Videos:** Engaging short-form videos aligned with youth content styles (e.g., TikTok), produced with professional quality and including concept development, revisions, and final delivery.
- **Digital Advertising:** Paid ads across programmatic and digital networks, including static ads and video, customized for maximum relevance and reach.
- **Social Media Campaign:** Development of platform-specific content (text, video, and visuals), content calendars, and active engagement management.
- **Google Ads:** Targeted, keyword-based search campaigns optimized for regional relevance and drug-related search behavior

Reporting


Throughout and after the campaign, Contractor shall deliver comprehensive reports detailing:

- Media performance
- Creative engagement
- Optimizations made
- Outcomes against KPIs

These insights will help inform future campaign planning and measure the true impact of our efforts.

Contractor’s pricing shall be in accordance with RCA No. RCA-017-22010071. Contractor agrees to accept the specified compensation as set forth in this Contract as full payment for performing all services and furnishing all staffing and materials required for any reasonably unforeseen difficulties which may arise or be encountered in the execution of the services until acceptance, for risks connected with the services, and for performance by Contractor of all its duties and obligations hereunder. Contractor shall only be compensated as set forth herein for work performed in accordance with the Scope of Work.

Pricing

			
Classification	Hourly Rate	Total	
		Hours	Cost
Account Service			
Account Executive	\$122	190	\$23,180
Project Manager	\$132	375	\$49,500
Account Service	\$127	269	\$34,163
Sr. Strategic Marketing Planner	\$165	68	\$11,220
Public Relations Director	\$136	0	\$0
Creative Studio Manager	\$85	154	\$13,090
Digital Media Specialist	\$120	35	\$4,200
Research Director	\$211	142	\$29,962
Programmer/GIS Analyst	\$90	100	\$9,000
Account Service Subtotal		1333	\$174,315
Creative			
Executive Creative Director	\$180	36	\$6,480

Sr. Art Director	\$130	70	\$9,100
Art Director	\$124	450	\$55,800
Copywriter	\$130	330	\$42,900
Graphic Designer	\$98	200	\$19,600
Web/Digital Designer	\$118	60	\$7,080
Creative Subtotal		1146	\$140,960
Media			
Sr Media Buyer	\$118	380	\$44,840
Jr Media Buyer	\$88	410	\$36,080
Media Subtotal		790	\$80,920
Total Labor		3269	\$396,195
Direct Costs			
Production, Talent/Casting, Media			\$990,000
Direct Costs Subtotal			\$990,000
Overall Total			\$1,386,195

No material adjustments made to the Scope of Work will be authorized without prior written approval of the County. Non-material adjustments may be made with the written approval of the County assigned Deputy Purchasing Agent.

ATTACHMENT B

Regional Cooperative Agreement (RCA) No. RCA-017-22010071