

## Contract Summary Form

OC Expediter Requisition #: 1774664

PULSAR ADVERTISING, INC.

### SUMMARY OF SIGNIFICANT CHANGES

1. New Subordinate Contract with Pulsar Advertising, Inc. for Marketing and Public Relations Services.
2. Contract term: January 19, 2026, through January 18, 2027.
3. Contract not to exceed \$1,386,195


### SUBCONTRACTORS

This contract, due to the nature of the services, could require the addition of subcontractors. In order to add subcontractor(s) to the contract, the provider/contractor must seek express consent from the department. Should the addition of a subcontractor impact the scope of work and/or contract amount, the department will bring the item back to the Board of Supervisors for approval. In the past (if there is information available), subcontractor(s) have/have not been used for this contract.

**This contract includes the following subcontractors or pass through to other providers.**

Subcontractor Name	Service(s)	Amount
J. Wallin Opinion Research	Qualitative and quantitative market research	\$30,000
Bonfire LA	Website design, infrastructure, maintenance	\$10,000
Media Solutions	Traditional, nontraditional and digital media planning and buying	\$80,000
Holmes Associates	PR/community outreach/crisis communications	Unknown. No amount specified on cost proposal.
Solid Search Marketing	SEO/SEM digital marketing	Unknown. No amount specified on cost proposal.
Beverly Boys Productions	Video production and equipment	\$25,000
Link Translations	Multilingual translations	Unknown. No amount specified on cost proposal.

**CONTRACT OPERATING EXPENSES**

			
	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
<b>Account Service Subtotal</b>		1333	<b>\$174,315</b>
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
<b>Creative Subtotal</b>		1146	<b>\$140,960</b>
Media			
Sr Media Buyer	\$118	380	\$44,840
Jr Media Buyer	\$88	410	\$36,080

<b>Media Subtotal</b>		<b>790</b>	<b>\$80,920</b>
<b>Total Labor</b>		<b>3269</b>	<b>\$396,195</b>
<b>Direct Costs</b>			
Production, Talent/Casting, Media			\$990,000
<b>Direct Costs Subtotal</b>			<b>\$990,000</b>
<b>Overall Total</b>			<b>\$1,386,195</b>