

**ARLINGTON COUNTY, VIRGINIA  
OFFICE OF THE PURCHASING AGENT  
2100 CLARENDON BOULEVARD, SUITE 500  
ARLINGTON, VIRGINIA 22201**

**NOTICE OF CONTRACT AMENDMENT**

<b>TO:</b> Pulsar Advertising, Inc. 1023 15 <sup>th</sup> Street, NW, Suite 800 Washington, D.C. 20005	<b>DATE ISSUED:</b> <u>October 21, 2021</u>
	<b>CONTRACT NO.:</b> <u>21-DES-RFP-585b</u>
	<b>CONTRACT TITLE:</b> <u>Marketing Communications/Advertising/Public Relations</u>
	<b>AMENDMENT NO.:</b> <u>1</u>

**THIS IS A NOTICE OF A CONTRACT AMENDMENT AND NOT AN ORDER. NO WORK IS AUTHORIZED UNTIL THE VENDOR RECEIVES A VALID COUNTY PURCHASE ORDER ENCUMBERING CONTRACT FUNDS.**

The contract documents consist of the terms and conditions of AGREEMENT No. 21-DES-RFP-585b including any attachments or amendments thereto.

**EFFECTIVE DATE:** 5/31/2023

**EXPIRES:** June 30, 2024

**RENEWALS:** Three (3) Optional Renewals Remaining

**COMMODITY CODE(S):** 91500, 91522, 91800, 91876

**LIVING WAGE:** N

**ATTACHMENTS:**

AMENDMENT No. 1

Exhibit B – Contract Pricing attached

**EMPLOYEES NOT TO BENEFIT:**

**NO COUNTY EMPLOYEE SHALL RECEIVE ANY SHARE OR BENEFIT OF THIS CONTRACT NOT AVAILABLE TO THE GENERAL PUBLIC.**

**VENDOR CONTACT:** James L. Wright

**VENDOR TEL. NO.:** (703) 801-9758

**EMAIL ADDRESS:** [jwright@pulsaradvertising.com](mailto:jwright@pulsaradvertising.com)

**COUNTY CONTACT:** Bobbi Greenberg, DES – Commuter Services

**COUNTY TEL. NO.:** (703) 228-4787

**COUNTY CONTACT EMAIL:** [bgreenberg@arlingtonva.us](mailto:bgreenberg@arlingtonva.us)

**ARLINGTON COUNTY, VIRGINIA  
AGREEMENT NO. 21-DES-RFP-585b  
AMENDMENT NUMBER 1**

This Amendment Number 1 is made on 5/31/2023, and amends Agreement Number 21-DES-RFP-585b (“Main Agreement”) dated October 29, 2021, between Pulsar Advertising, Inc. (“Contractor”) and the County Board of Arlington County, Virginia (“County”).

The County and the Contractor agree to amend the Contract Terms and Conditions and Scope of Work called for under the Main Agreement as follows:

1. **Contract Renewal:** Pursuant to Section 4. Contract Term, this contract is hereby renewed for an additional 12-month period, from July 1, 2023 to June 30, 2024 (First Subsequent Contract Term) under the same contract prices with not more than two (2) additional 12-month renewal periods remaining.
2. **CONTRACT DOCUMENTS:** The following documents are **REMOVED**:  
  
Exhibit E– Contractor COVID-19 Vaccination Certification  
Exhibit F – Contractor COVID-19 Vaccination Quarterly Compliance Certification
3. **COVID-19 VACCINATION POLICY FOR CONTRACTORS** is hereby deleted in its entirety.
4. **FORCE MAJEURE** is hereby deleted in its entirety and replaced with:

**29. FORCE MAJEURE**

Neither party will be held responsible for failure to perform the duties and responsibilities imposed by this Contract if such failure is due to a fire, riot, rebellion, natural disaster, war, act of terrorism or act of God that is beyond the control of the party and that makes performance impossible or illegal, unless otherwise specified in the Contract, [provided that the affected party gives notice to the other party as soon as practicable after the force majeure event, including reasonable detail and the expected duration of the event’s effect on the party.](#)

All other terms and conditions of the Main Agreement remain in effect.

WITNESS these signatures:

THE COUNTY BOARD OF ARLINGTON  
COUNTY, VIRGINIA

PULSAR ADVERTISING, INC.

AUTHORIZED DocuSigned by:  
SIGNATURE: *Tomeka D. Price*  
5950D4E0ACC0472...

AUTHORIZED DocuSigned by:  
SIGNATURE: *James L. Wright*  
FB241469D4EF4A4...

NAME: TOMEKA D. PRICE  
TITLE: PROCUREMENT OFFICER

NAME: James L. Wright  
TITLE: Partner

DATE: 5/31/2023

DATE: 5/26/2023

**EXHIBIT B**  
**CONTRACT PRICING**

A. Hourly Rates shall include overhead and profit:

Job Position/Title	Fully Loaded Hourly Rates (Including overhead and profits)
Project Manager	\$126.00
Account Director	\$155.00
Account Manager/Account Executive	\$112.00
Operations Manager	\$78.00
Creative Director	\$170.00
Art Director	\$126.00
Graphic Designer	\$90.00
Digital & Social Media Manager	\$136.00
Copywriting	\$126.00
Sr. Strategic Marketing Planner	\$150.00
Associate Creative Director	\$140.00

Job Position/Title	Fully Loaded Hourly Rates (Including overhead and profits)
Jr. Art Director	\$95.00
Jr. Graphic Design	\$65.00
Photographer	\$90.00
PR/Earned Media Strategist	\$132.00
PR Assistant	\$68.00
Account Supervisor	\$124.00
Account Coordinator	\$78.00
Intern	\$60.00
Digital Design/Animator/Video Design	\$112.00
Social/Web Content Manager	\$85.00
President	\$150.00
Media Director/Sr. Media Strategist	\$125.00
Media Researcher/Digital/Social Media	\$100.00
Sr. Director	\$311.71
Sr. Consultant	\$171.61
Consultant	\$140.31
Analyst II	\$100.13
Analyst I	\$85.31

B. Not-to Exceed Reimbursable Expenses (includes all categories below):  
\$ \$75,000

The Offeror's reimbursable expenses consist of the following elements. All expense totals by category will be a Not-to Exceed Amount in the final Contract Document:

Expense Category\_All Direct Expenses will be passed through to ACCS at cost with no add-on or commission applied. \$ \_\_\_\_\_

Expense Category\_Miscellaneous Expenses including printing, stock photography, production costs, paid media, etc. \$ \$75,000

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