

AMENDMENT TO AGREEMENT

BETWEEN THE COUNTY OF SAN MATEO AND AdManor, Inc.

THIS AMENDMENT TO THE AGREEMENT, entered into this _____. 20____, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and AdManor, Inc., hereinafter called "Contractor";

WITNESSETH:

WHEREAS, pursuant to Government Code, Section 31000, County may contract with independent contractors for the furnishing of such services to or for County or any Department thereof;

WHEREAS, the parties entered into an Agreement for Advertising Agency services on August 22, 2025; and

WHEREAS, the parties wish to amend the Agreement to replace Section 3 Payments and replace Exhibit B.

NOW, THEREFORE, IT IS HEREBY AGREED BY THE PARTIES HERETO AS FOLLOWS:

1. Section 3 of the agreement is amended to read as follows:

Payments

In consideration of the services provided by Contractor in accordance with all terms, conditions, and specifications set forth in this Agreement and in Exhibit A, County shall make payment to Contractor based on the rates and in the manner specified in Exhibit B. County reserves the right to withhold payment if County determines that the quantity or quality of the work performed is unacceptable.

TWO HUNDRED FORTY-NINE THOUSAND, NINE HUNDRED AND NINETY-NINE DOLLARS (\$249,999.00). In the event that the County makes any advance payments, Contractor agrees to refund any amounts in excess of the amount owed by the County at the time of contract termination or expiration. Contractor is not entitled to payment for work not performed as required by this agreement.

2. Original Exhibit B is replaced with Revised Exhibit V, (rev. [February 10, 2026]).
2. All other terms and conditions of the agreement dated August 22, 2025, between the County and Contractor shall remain in full force and effect.

In witness of and in agreement with this Agreement’s terms, the parties, by their duly authorized representatives, affix their respective signatures:

For Contractor: AdManor, Inc.

DocuSigned by: <i>Sandi Manor</i> A425053C93ED4B4...	1/27/2026 8:30 AM PST	Sandi Manor
Contractor Signature	Date	Contractor Name (please print)

For County:

COUNTY OF SAN MATEO

By:
President, Board of Supervisors, San Mateo County

Date:

ATTEST:

By:
Clerk of Said Board

Exhibits List

A - Exhibit B Revised February 10 2026

Exhibit A

Exhibit B Revised February 10 2026

Exhibit B

In consideration of the services provided by Contractor described in Exhibit A and subject to the terms of the Agreement, County shall pay Contractor based on the following fee schedule and terms:

HOURLY RATE SCHEDULE

Staff Title (s)	Years of Experience	Staff Hourly Rate(s)	FTE in organization
Project Manager	30	\$175	15%
Media Buyer	30	\$175	15%
Creative Director	30	\$175	15%
Market Research	30	\$175	15%
Copywriter	30	\$125	15%
Graphic Designer	30	\$125	15%
Admin Asst	30	\$125	15%
Web Designer	25	\$125	15%
Accounting	30	\$150	15%
Photographer	30	\$250	Subcontracted
Videographer	20	\$250	Subcontracted
Video Editor	20	\$250	Subcontracted
Translator	25	\$175	Subcontracted

ESTIMATE FOR SERVICES

Although we have used your preferred format for the Hourly Rate Schedule, our billing is not typically based on the person providing the services, but the services provided. Our standard schedule of rates is provided.

Billable time increments are a minimum of 15 minutes (hourly x 0.25). Our goal is to be cost effective and cost efficient, helping you use your resources wisely. For design and creative projects, we strive to get copy, concepts and/or storyboards approved before starting layouts and production in order to minimize design changes (and subsequent art charges), image, video and voice costs.

We are amenable to providing estimates for each campaign or project. We bill hourly for our actual time and strive to deliver within our estimates. As needed, we will quote each project based on specifics, and establish a “not to exceed” amount on a per-project basis. All deliverables are digital files unless otherwise requested.

STANDARD RATES

Campaign Management	\$175 per hour
Strategic Planning	\$175 per hour

Creative Services

Creative Development	\$175 per hour
Copywriting / Editing	\$125 per hour
Project Management	\$125 per hour
Art Direction	\$125 per hour
Event Management	\$175 per hour
Logistics (R&D, Planning)	\$100 per hour

Graphic Arts

Graphic Design	\$125 per hour
Illustration	\$125 per hour
Typesetting	\$ 95 per hour
Graphic Animation	\$250 per hour

Photography

Location Shoot (minimum \$750)	\$250 per hour
Stock Image Research	\$ 95 per hour
Image Licensing	Varies per usage

Web Services

Web Design + Development	\$125 per hour
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Radio (average spot \$575 to produce including copy, VO, mastering, music)

Copywriting / Timing	\$125 per hour
Studio Production	\$250 per hour
Voiceover Talent	\$250 per person
Jingles (for studio + singers and copywriter)	\$225 per hour

Television (average spot \$3,500 for video, will quote for high concept)

Copywriting / Timing	\$125 per hour
Video Shoot / Crew (per person)	\$250 per hour
Post Production	\$200 per hour
Talent (+casting and agent fees - estimated)	\$750 per person

Voiceover Talent	\$250 per
Audio Production	\$250 per hour
Public Relations / Press Relations	\$175 per hour
Translation Services	\$175 per page
Market Research (+ 10% markup to outside service costs)	\$175 per hour
Printing / Collateral	
10% mark up to cost of goods after negotiating best vendor pricing	

Media Buying

15% commission as paid by the media, \$175 hourly rate for non-commissionable media or 17.65% markup on net cost (see explanation)

MEDIA BUYING

AdManor is a recognized and respected Bay Area media buying agency, earning the standard agency discount (15% commission) on commissionable media. For commissionable media (such as broadcast radio, television, programmatic digital), the agency purchases the media, and bills you the gross media cost. If Sustainability purchased the media directly from such media providers, they would still pay the gross total, as agency discounts are provided only to recognized agencies and in-house media buyers.

For non-commissionable media (such as Spotify, Meta, GoogleAds, newspaper, etc.) we markup net ad costs with a 17.65% for media commission, as that translates roughly to 15% of total gross. Our philosophy in applying the markup on net media costs is that it equalizes the agency’s income on all options for a truly unbiased approach to our media planning and recommendations.

This compensates the time, service and expertise for media research, planning, negotiating and placing orders, scheduling, distributing creative, setting up targeting, monitoring ad performance, reconciling media invoices and providing the Authority with detailed information. We offer an option to charge hourly for these services in lieu of markups, though typically clients benefit from the commission-based billing.

Because small campaigns can require as much time as larger campaigns to research, implement and manage, hourly media buying rates will apply for media campaigns under \$5,000.

STOCK IMAGES / FOOTAGE

Generally, we do not charge per image for stock resources, but bill time for locating and manipulating the assets. The standard royalty-free license that comes with our stock image subscription (and other common sources) prohibits us from sharing raw images; we may only provide the deliverable with the image included. If needed, we can determine additional licenses needed for specific image uses (sharing source images outside the produced deliverable).

MEETINGS vs. PRESENTATIONS

AdManor does not charge hourly for client meetings, or time for normal travel to meetings within the area, phone calls or general written communications (text, email). We strongly believe that our clients should feel welcome to contact and communicate freely with us.

Charges may occur when responses require research and/or lengthy written explanation.

Preparation for meetings such as slide decks or reports are considered deliverables, and are billed at the hourly consulting rate.

Billable hourly rates will not increase for the duration of this agreement without prior approval from the County.

Pursuant to Section 3 of the Agreement, County's total payments for services shall not exceed \$249,999.

All invoices must include:

- A. Company letterhead
- B. Current remittance address
- C. Agreement/Contract # (provided by County)
- D. Invoice #
- E. Invoice date
- F. Total cost
- G. Amount owing
- H. Amount previously billed
- I. Amount remaining on agreement
- J. PO# (provided by County)

Contractor shall provide supporting documents concurrently upon invoice submittal, adequate to substantiate the charges. Adequate supporting documents include, but are not limited to: deliverable documents, payroll registers, timesheets, detailed invoices, inspection certificates, activity/participant logs, applicant forms, acceptance letters, survey forms, authorized travel/expense forms, service acknowledgment forms, etc. The types of supporting documents required to verify information on invoices depends on the specified contracted services and, if applicable, costs to be reimbursed. The County reserves the right to withhold payment on invoices until Contractor provides adequate supporting documents. The adequacy of supporting documentation is in the sole discretion of the County.

Timesheets must include at a minimum, employee name, job title, date of hours worked, task hours are applied to, hourly rate, number of hours worked per date, total dollar value per day, per employee.

If reimbursable travel is permitted via this agreement, Contractor must comply with all provisions in Section 20. Reimbursable Travel Expenses. Travel shall only be reimbursed when conducted for tasks specified in Exhibit A of this agreement. Mileage rates shall be paid in accordance with the IRS mileage rate. Copies of Google Maps verifying the mileage from the starting point to the ending point must be submitted with invoices as supporting documents.