

James Madison University – Graphic Design Services
Multiple-Award - Term Contracts

Contracts valid May 21, 2024 through May 20, 2025 with two (2) one-year renewal options

Contracted Vendors:

Vendors who have been awarded a contract through a formal procurement process. These firms have been thoroughly evaluated and found to be viable, reputable vendors that can provide quality goods and services and the best value for the university.

Full text contracts can be reviewed through the [JMU Contract Gateway](#)

Ordering Logistics:

Departments need to obtain a quote from a contracted vendor. The proposal/estimate shall include an itemized list detailing the services to be provided, the number of hours it will take to complete the project along with associated hourly fees, actual date for starting work, project completion date, total project cost, and contact information of the department requesting service.

Campus end-user will review the contractor's estimate and if the estimate is acceptable, process an Agency Purchase Order in eVA. The purchase order shall serve as the university's authorization to perform work. The purchase order shall include the name of project, starting and completion dates, and any other special instructions. The end-user shall attach quote and reference the contract number in the contract field of the purchase order. **NO WORK IS TO BE UNDER TAKEN BY THE CONTRACTOR UNTIL A WRITTEN PURCHASE ORDER HAS BEEN RECEIVED.** See vendor details to identify if vendor accepts electronic orders. The SPCC should be used for all purchases.

The university shall not be required to sign additional agreements for work performed under the contract(s).

Orders Over \$10,000:

When purchasing from a contracted vendor, departments may exceed their typical \$10K departmental delegation with prior approval from Procurement. Pricing will be verified by Procurement at the time the requisition is processed in eVA with the quote attached. Once approved by Procurement, departments may ask AP to raise their spending limit on the SPCC by providing a purchase order number.

Notes:

The contractor is required to notify University Communications and Marketing at the initial launch of a project by emailing an estimate/proposal stating the scope of the project with a cost estimate for review and approval by Carolyn Windmiller - windmicm@jmu.edu.

Projects shall follow universities brand standards (as described in the Brand Guide at <https://www.jmu.edu/identity>) to develop and design promotional informational materials, advertisements, brochures, direct mail pieces, informational booklets, videos, Web pages, etc.

Vendor Issues:

The JMU Graphic Design Contracts outline the requirements of these vendors to offer first class service to the university. If there are customer service concerns that cannot be resolved between the university department and the vendor, please contact Krista Nealis, nealiskl@jmu.edu or (540) 568-7523.

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Awarded Vendors (alphabetical):

1. Cure Inc.
2. Eddy Alexander
3. Fable LLC
4. Folio Design, Ltd.
5. Hoon Design, LLC dba Graphite Creative
6. Iconograph, LLC
7. Journey Group, Inc.
8. Rhudy & Co. Strategic Communications
9. Robert Mott & Associates

See pages below for a summary of each vendor's contract

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Cure Inc. – UCPJMU5917

Website: curedesign.co

Physical Location: 418 E. Main Street, Richmond, VA 23219

JMU's Contact: Kasey Hayes – 804-334-3010 – kasey@curedesign.co

eVA ID: VS0000265725

SWaM certification: Small, Micro, Women-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$145/hour
 - Marketing Consultation - \$155/hour
 - \$350/hour (FINN Senior Counsel – if req. for strategic content)
 - Design and Production - \$140/hour
 - Press Checks and other quality control measures - \$140/hour
 - Preparation of templates and content for presentations - \$135/hour
 - Preparation of advertisement for print or electronic media - \$140/hour
 - Graphics for Web pages - \$135/hour
 - Multimedia - \$120/hour (including animation and video)
 - Project Management - \$120/hour
 - Editorial Services - \$135/hour
 - Photography - \$120/hour
 - Videography - \$120/hour
 - Art direction for photography shoots and image selection - \$140/hour
- **Travel:**
 - No charge
- **Shipping Costs:**
 - Shipping costs, postage, and supplies, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - No charge for project meetings and/or consultations, whether onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, project layout proofs for approval to Carolyn Windmiller windmicm@jmu.edu within ten (10) business days prior to final production.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Eddy Alexander – UCPJMU5918

Website: eddyalexander.com

Physical Location: 611 S Jefferson Street, Roanoke, VA 24011

JMU's Contact: Jennifer Eddy – 540-404-8151 – j.eddy@eddyalexander.com

eVA ID: VS0000146055

SWaM certification: Small, Micro, Women-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$164.23/hour
 - Marketing Consultation - \$218.97/hour
 - Design and Production - \$164.23/hour
 - Press Checks - \$74.45/hour
 - Preparation of templates and content for presentations - \$114.95/hour
 - Preparation of advertisement for print or electronic media - \$136.85/hour
 - Graphics for Web pages - \$158.75/hour
 - Multimedia - \$122.62/hour (including animation and video)
 - Quality Control - \$218.97/hour
 - Project Management - \$164.23/hour
 - Editorial Services - \$136.85/hour
 - Photography - \$158.75/hour
 - Videography - \$158.75/hour
 - Art direction for photography shoots and image selection - \$164.23/hour
 - Travel Costs – 50% of Bill Rate for Travel Time – see additional information
 - Additional expenses - required for sourcing
- **Travel:**
 - Travel related expenses shall be billed in accordance with the Commonwealth of Virginia's per diem allowance for lodging, meals, and incidental expenses at the time of travel, which can be referenced at: <http://www.jmu.edu/finprocedures/4000/4215mie.shtml>. Travel related charges shall be included on the quote and approved by the university prior to travel.
- **Shipping Costs:**
 - Shipping costs, postage, and supplies, if applicable, will be charged to the university and shall be included in the estimate provided to the university.
- **Meetings:**
 - No charge for project meetings and/or consultations, whether onsite at the university or off campus. (excluding travel costs)
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within five (5) business days of delivery of final printed piece. Exception of extremely large samples which will be negotiated prior to the start of the project. Contractor shall supply these samples as high-resolution photographs of the finished project.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Fable LLC – UCPJMU5926

Website: fablebranding.com

Physical Location: 10800 Midlothian Tnpk, Suite 152, Richmond, VA 23235

JMU's Contact: Kate Carpenter – 804-893-5544 – kate@fablebranding.com

eVA ID: VS0000228370

SWaM certification: Small, Micro

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$145/hour
 - Marketing Consultation - \$145/hour
 - Design and Production - \$145/hour
 - Press Checks and other quality control measures - \$145/hour
 - Preparation of templates and content for presentations - \$145/hour
 - Preparation of advertisement for print or electronic media - \$145/hour
 - Graphics for Web pages - \$145/hour
 - Multimedia (including animation and video) - \$145/hour
 - Project Management - \$145/hour
 - Editorial Services - \$145/hour
 - Photography - \$145/hour
 - Videography - \$145/hour
 - Art direction for photography shoots and image selection - \$145/hour
- **Travel:**
 - No charge for Contractor's travel time or any additional travel expenses.
- **Shipping Costs:**
 - Contractor shall not invoice the university for shipping costs, postage, or delivery fees.
- **Meetings:**
 - Contractor shall not charge for project meetings and/or consultations, whether onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/ estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within two (2) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Folio Design, Ltd. – UCPJMU5927

Website: folio-design.com

Physical Location: PO 1977, Staunton, VA 24402-1977

JMU's Contact: Marsha Vayvada – 540-886-0557 – marsha@folio-design.com

eVA ID: VS0000028668

SWaM certification: Small, Micro, Women-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$70/hour
 - Marketing Consultation - \$70/hour
 - Design and Production - \$70/hour
 - Press Checks and other quality control measures - \$70/hour
 - Preparation of templates and content for presentations - \$70/hour
 - Preparation of advertisement for print or electronic media - \$70/hour
 - Graphics for Web pages - \$70/hour
 - Multimedia (including animation and video) - \$70/hour
 - Project Management - \$70/hour
 - Editorial Services - \$70/hour
 - Photography - \$70/hour
 - Videography - \$70/hour
 - Art direction for photography shoots and image selection - \$70/hour
 - Stock photography for a very specific need – call for quote
- **Travel:**
 - No charge
- **Shipping Costs:**
 - Shipping costs, postage, and supplies, if applicable, for specialty advertising products will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - No charge for project meetings and/or consultations, whether onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Hoon Design, LLC dba Graphite Creative – UCPJMU5934

Website: graphitecreative.com

Physical Location: 2715 Mount Vernon Ave., Alexandria, VA 22301

JMU's Contact: Hoon Choi – 703-998-3000 – hoon@graphitecreative.com

eVA ID: VS0000154190

SWaM certification: Small, Micro, Minority-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$125/hour
 - Marketing Consultation - \$125/hour
 - Design and Production - \$125/hour
 - Press Checks and other quality control measures - \$125/hour
 - Preparation of templates and content for presentations - \$125/hour
 - Preparation of advertisement for print or electronic media - \$125/hour
 - Graphics for Web pages - \$125/hour
 - Project Management - \$125/hour
 - Art direction for photography shoots and image selection - \$125/hour
 - Multimedia (including animation and video) - \$160/hour
 - Photography - \$160/hour
 - Videography - \$160/hour
- **Travel:**
 - Travel costs or related expenses to and from James Madison University shall be waived provided that each travel day accrues a minimum of four (4) hours of billable service prescribed in Pricing Schedule.
 - Contractor shall invoice travel expenses in accordance with the U.S. General Services Administration (GSA) for lodging, meals and incidental expenses at the time of travel, which can be referenced at: <http://www.jmu.edu/finprocedures/4000/4215mie.shtml> or a flat fee of \$75.00, whichever cost is lowest.
 - Travel related charges shall be approved by the university prior to travel.
- **Shipping Costs:**
 - Shipping, postage, and delivery fees for layout proofs or samples, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - Contractor shall respond to the university within 24 hours of project notification and within 2 calendar days to hold a virtual face-to-face meeting, at no cost. On-site meetings shall be evaluated on a case-by-case basis following project requirements.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Contractor shall provide, at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Iconograph, LLC – UCPJMU5935

Website: iconograph.com

Physical Location: 1766 Scottsville Rd, Charlottesville, VA 22902

JMU's Contact: Brittney Butler – 804-874-2484 – brittney@iconograph.com

eVA ID: VS0000251010

SWaM certification: Small, Women-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$120/hour
 - Marketing Consultation - \$120/hour
 - Design and Production - \$100/hour
 - Press Checks and other quality control measures - \$100/hour
 - Preparation of templates and content for presentations - \$75/hour
 - Preparation of advertisement for print or electronic media - \$75/hour
 - Graphics for Web pages - \$120/hour
 - Multimedia - \$150/hour (including animation and video)
 - Project Management of the consistency and quality of all material – \$100/hour
 - Project Management - \$120/hour
 - Editorial Services - \$120/hour
 - Photography - \$225/hour
 - Videography - \$225/hour
 - Art direction for photography shoots and image selection - \$120/hour
 - Environmental Graphic Design Services - \$100/hour
- **Travel:**
 - No charge
- **Shipping Cost:**
 - Shipping costs, postage, and supplies, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - No charge for project meetings and/or consultations, weather onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Communications and Marketing, Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Journey Group, Inc. – UCPJMU5930

Website: journeygroup.com

Physical Location: 418 4th St. NE, Charlottesville, VA 22902

JMU's Contact: Jon Thompson – 434-961-2500 – jont@journeygroup.com

eVA ID: VS0000053996

SWaM certification: Small

Overview of Pricing

- **Pricing**
 - Creative Direction - \$132.50/hour
 - Marketing Consultation - \$132.50/hour
 - Design and Production - \$132.50/hour
 - Press Checks and other quality control measures - \$132.50/hour
 - Preparation of templates and content for presentations - \$132.50/hour
 - Preparation of advertisement for print or electronic media - \$132.50/hour
 - Graphics for Web pages - \$132.50/hour
 - Multimedia (including animation and video) - \$132.50/hour
 - Project Management - \$132.50/hour
 - Editorial Services - \$132.50/hour
 - Photography - \$132.50/hour
 - Videography - \$132.50/hour
 - Art direction for photography shoots and image selection - \$132.50/hour
 - Development and Application Support - \$250/hour
 - Website Hosting and Applications - call for quote
- **Travel:**
 - No charge
- **Shipping Costs:**
 - Shipping costs, postage, and delivery fees, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - Contractor shall not charge for project meetings and/or consultations, whether onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Rhudy & Co. Strategic Communications – UCPJMU5937

Website: rhudy.biz

Physical Location: 14352 Lander Road, Midlothian, VA 23113

JMU's Contact: Michele Rhudy – 804-852-8391 – info@rhudy.biz

eVA ID: VS0000011518

SWaM certification: Small, Women-Owned

Overview of Pricing

- **Pricing:**
 - Creative Direction - \$133.13/hour
 - Marketing Consultation - \$133.13/hour
 - Design and Production - \$133.13/hour
 - Press Checks and other quality control measures - \$133.13/hour
 - Preparation of templates and content for presentations - \$133.13/hour
 - Preparation of advertisement for print or electronic media - \$133.13/hour
 - Graphics for Web pages - \$133.13/hour
 - Multimedia (including animation and video) - \$133.13/hour
 - Project Management of the consistency and quality of all material - \$133.13/hour
 - Project Management - \$133.13/hour
 - Editorial Services - \$133.13/hour
 - Photography - \$133.13/hour
 - Videography - \$133.13/hour
 - Art direction for photography shoots and image selection - \$133.13/hour
- **Travel**
 - No charge
- **Shipping Costs:**
 - Shipping costs, postage, and delivery fees, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
- **Meetings:**
 - N/A
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project to Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)

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Robert Mott & Associates – UCPJMU5936

Website: robertmottdesigns.com

Physical Location: 1169 Westmoreland Drive, Harrisonburg, VA 22801

JMU's Contact: Robert Mott – 540-290-1677 – robert@robertmottdesigns.com

eVA ID: VS0000090190

SWaM certification: Small, Micro

Overview of Pricing

- **Pricing:**
 - Contractor shall invoice hourly rates in one-quarter hour (15 minutes) segments (\$24 per quarter hour).
 - Creative Direction - \$96/hour
 - Marketing Consultation - \$96/hour
 - Design and Production - \$96/hour
 - Press Checks and other quality control measures - \$96/hour
 - Preparation of templates and content for presentations - \$96/hour
 - Preparation of advertisement for print or electronic media - \$96/hour
 - Graphics for Web pages - \$96/hour
 - Multimedia - (including animation and video) - subcontractor pricing - \$96/hour
 - Project Management of the consistency and quality of all material - \$96/hour
 - Project Management - \$96/hour
 - Editorial Services - less if utilizing a freelance editor charging a lesser cost - \$96/hour
 - Photography - subcontractor pricing - \$96/hour
 - Videography - subcontractor pricing - \$96/hour
 - Art direction, Image Editing, Retouching, and Special Effects - \$96/hour
 - Other creative related services - \$96/hour
- **Travel:**
 - Travel (within a 75-mile radius of JMU) shall be at no cost to the university.
 - Press checks in Lynchburg or Richmond or on-location art direction for a photo or video shoot shall be invoiced in accordance with the U. S. General Services Administration (GSA) for lodging, meals and incidental expenses at the time of travel, which can be referenced at: <http://www.jmu.edu/finprocedures/4000/4215mie.shtml>. Travel related charges shall be approved by the university prior to travel.
- **Shipping Costs:**
 - Contractor shall provide shipping, postage and delivery, if applicable, at no cost to the university. Overnight and off campus shipping, if applicable, shall be charged to the university without markup.
- **Meetings:**
 - Contractor shall not invoice the university for initial project meetings and/or consultations, whether onsite at the university or off campus.
- **Written Proposal Turnaround Time:**
 - Contractor shall provide university a written proposal/estimate for each project within three (3) calendar days after meeting with the project manager.
 - Proposal/estimate shall be emailed to: Carolyn Windmiller windmicm@jmu.edu & Department
- **Samples:**
 - Provided at no cost to the university, one (1) or more samples for each project Carolyn Windmiller within five (5) business days of delivery of final printed piece.
- **Other:**
 - [See contract for additional information and detailed pricing](#)