



CONTRACT RENEWAL LETTER

Date: April 24, 2025
Contract #: UCPJMU5918
Service: Graphic Design Services
Renewal Period: 5/21/2025 to 5/20/2026
Renewal #: 4 of 5 One-Yr
Issued By: James Madison University
Shanna Devers, Lead Commodity Contract Officer Ph: 540-568-3131
Fx: 540-568-7935

Contractor: Eddy Alexander
Attn: Jennifer Eddy
611 S Jefferson Street
Roanoke, VA 24011 Ph: 540-404-8151

Contract Administrator: Carolyn Windmiller, University Communications

Description of Renewal Notice:

In accordance with the renewal provision of the original contract all terms, conditions, and specifications of the original contract remain the same during the contract renewal period, along with any modifications that have been incorporated up until this point. The contract pricing will remain the same and is attached to this renewal.

All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

Eddy Alexander

By:

Jennifer Eddy

Name (print)

Presiden and CEO

Title

Date Signed

James Madison University

By:

Shanna Devers, CUPO

Name (print)

Lead Commodity Contract Officer

Title

4/24/2025

Date Signed

Contract #: UCPJMU5918

Contractor: Eddy Alexander

Renewal Period: 5/21/2025 to 5/20/2026

Commodity: Graphic Design Services

Pricing Schedule

1. Contractor's Pricing Schedule is the following:

- 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 #5*
- Additional expenses - required for sourcing

2. Contractor shall provide a project proposal/estimate for each project to 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, total project cost, actual date for starting work, project completion date, and contact information of the department requesting service.
3. 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.
4. Contractor shall not charge mileage fees for project meetings and projects.
5. 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.