



CONTRACT RENEWAL LETTER

Date: March 25, 2026
Contract #: UCPJMU5918
Service: Graphic Design Services
Renewal Period: 5/21/2026 to 5/20/2027
Renewal #: 5 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 increase by 2.2% in accordance with the "other services" category of the CPI-W. An updated pricing schedule 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: [Signature]
Jennifer Eddy
Name (print)
Presiden and CEO
Title Date Signed

James Madison University
By: [Signature]
Shanna Devers, CUPO Annie Korn, Assistant Director
Name (print)
Lead Commodity Contract Officer 3/25/2026
Title Date Signed

**Contract #:** UCPJMU5918

**Contractor:** Eddy Alexander

**Renewal Period:** 5/21/2026 to 5/20/2027

**Commodity:** Graphic Design Services

**Pricing Schedule**

1. Contractor's Pricing Schedule is the following:

- Creative Direction - \$167.84/hour
- Marketing Consultation - \$223.79/hour
- Design and Production - \$167.84/hour
- Press Checks - \$76.09/hour
- Preparation of templates and content for presentations - \$117.48/hour
- Preparation of advertisement for print or electronic media - \$139.86/hour
- Graphics for Web pages - \$162.24/hour
- Multimedia - \$125.32/hour (including animation and video)
- Quality Control - \$223.79/hour
- Project Management - \$167.84/hour
- Editorial Services - \$139.86/hour
- Photography - \$162.24/hour
- Videography - \$162.24/hour
- Art direction for photography shoots and image selection - \$167.84/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.