



## CONTRACT RENEWAL LETTER

**Date:** April 10, 2025  
**Contract #:** UCPJMU5926  
**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:** Fable LLC  
Attn: David Neale  
10800 Midlothian Tnpk, Suite 152  
Richmond, VA 23235 Ph: 804-893-5544  
  
**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.

### **Fable LLC**

**By:**

David Neale

*Name (print)*

Founder & CEO

*Title*

4/10/2025

*Date Signed*

### **James Madison University**

**By:**

Shanna Devers, CUPO

*Name (print)*

Lead Commodity Contract Officer

*Title*

4/10/2025

*Date Signed*

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**Contractor:** Fable LLC

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

**Commodity:** Graphic Design Services

**Pricing Schedule**

1. Contractor's Pricing Schedule is hereby replaced with a blended hourly rate of \$145.00 for the following services:
  - Creative Direction
  - Marketing Consultation
  - Design and Production
  - Press Checks and other quality control measures
  - Preparation of templates and content for presentations
  - Preparation of advertisement for print or electronic media
  - Graphics for Web pages
  - Multimedia (including animation and video)
  - Project Management
  - Editorial Services
  - Photography
  - Videography
  - Art direction for photography shoots and image selection
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. Contractor shall not charge the university for Contractor's travel time or any additional travel expenses.
4. Contractor shall not invoice the university for shipping costs, postage, or delivery fees.