



CONTRACT RENEWAL LETTER

Date: February 16, 2026
Contract #: UCPJMU5937
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: Rhudy & Co. Strategic Communications
 Attn: Michele Rhudy
 3228 West Cary Street
 Richmond, VA 23221-3400 Ph: 804-852-8391

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.

Rhudy & Co. Strategic Communications

By: Michele Rhudy
Michele Rhudy

Name (print)

President & CEO 2/17/26

Title Date Signed

James Madison University

By: Shanna Devers
Shanna Devers, CUPO

Name (print)

Lead Commodity Contract Officer 2/16/2026

Title Date Signed

Contract #: UCPJMU5937

Contractor: Rhudy & Co. Strategic Communications

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

Commodity: Graphic Design Services

Pricing Schedule

1. Blended hourly rate of \$138.92 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 of the consistency and quality of all material
 - 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 provide James Madison University a half-day, on-campus or virtual workshop annually for the term on the contract, at no cost to the university. Dates and times will be mutually agreed upon by the Contractor and James Madison University.
5. Contractor may provide up to two (2) in-person or virtual internships during the spring or fall semester to qualified JMU students in the graphic design service field, annually for the term of the contract, and at no cost to the University. These workshop offerings will be determined by Contractor's resources and availability. Contractor will create an account and register the offered internship(s) with the Office of Career and Academic Planning at the following link:
<http://www.jmu.edu/cap/employers/index.shtml>.
6. Contractor may offer ongoing mentorship opportunities to a qualified JMU design student, at no cost to the University. This opportunity will be determined by Contractor's resources and availability.

7. 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.