



CONTRACT RENEWAL LETTER

Date: November 03, 2025
Contract #: UCPJMU6188
Service: Admissions and Geodemographic Research and Marketing Services
Renewal Period: 12/15/2025 to 12/14/2026
Renewal #: 4 of 4 One-Yr
Issued By: James Madison University
Shanna Devers, Lead Commodity Contract Officer Ph: 540-568-3131
Fx: 540-568-7935

Contractor: Carnegie Dartlet, LLC
Attn: Rachel Stanback
210 Littleton Rd
Westford, MA 01886 Ph: 978-692-5092

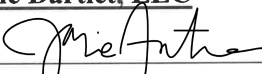
Contract Administrator: Melinda Wood, Admissions

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 1.8% 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.

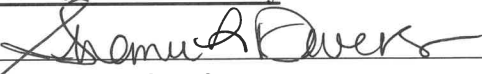
Return one executed renewal notice to my attention within ten days.

Carnegie Dartlet, LLC
By: 

Jorie Antuma

Name (print)
EVP, Operations 11/07/2025

Title Date Signed

James Madison University
By: 

Shanna Devers, CUPO

Name (print)
Lead Commodity Contract Officer 11/3/2025

Title Date Signed



Contract #: UCPJMU6188
Contractor: Carnegie Dartlet, LLC
Renewal Period: 12/15/2025 - 12/14/2026
Commodity: Admissions and Geodemographic Research and Marketing Services

Pricing Schedule:

Marketing and Enrollment Services:		
Audit of current enrollment operations and communication analysis	\$29,277.68*	*+approved travel expenses if conducted in person
Developmental support of enrollment strategy and communications	\$193.42	
Slate Optimization:		
Review of general Slate Overview	\$5,090.00	
Strategy and implementation of Slate improvements	\$12,725.00	
List purchasing (per list of 100,00 names)	\$5,090.00*	*Unlimited name volume
Geodemographic Research and Communications:		
Competitive analysis consultation(s)	\$26,101.52	
Geospatial and market opportunity research	*\$19,056.96	*Includes Geospatial Analysis + Market Opportunity Index
Targeted ad campaigns (per campaign)	Please see note below.	
Additional geodemographic services as quoted	*\$79,439.63	*+approved travel expenses if conducted in person

Targeted ad campaigns pricing. For targeted ad campaigns, Carnegie charges a monthly fee as a percentage of media spend that covers strategic management, ongoing optimization, bidding, content and creative changes, and calls or visits needed to ensure the success of your campaign. We also charge a setup fee per campaign that includes all initial strategy discussions, planning, message development, and campaign setups in the platforms.

Contract #: UCPJMU6188

Contractor: Carnegie Dartlet, LLC

Renewal Period: 12/15/2025 – 12/14/2026

Commodity: Admissions and Geodemographic Research and Marketing Services

Pricing Schedule

1. Parties agree that items within this Negotiation Summary modify RFP# JPG-1131 and the Contractor's initial response to RFP# JPG-1131 and that this Negotiation Summary takes precedence in conflict.
2. Contractor has disclosed all potential fees; additional charges will not be accepted. Contractor to evaluate discounting and scaled pricing upon discovery of a new project or scope of work.
3. Pricing shall be as detailed in the attached pricing schedule.
4. Contractor proposes that all meetings are conducted virtually and the University would have the opportunity to discuss preferences of onsite or virtual meetings. There shall be no additional travel costs to the University.
5. All project meetings and/or consultations, whether onsite at JMU or off, are at no cost to the university.
6. No work shall be undertaken by the Contractor until written approval from the University project manager.
7. Contractor acknowledges that as an agency of the Commonwealth of Virginia, the University abides by the Freedom of Information Act. Accordingly, price information is not redactable from proposals submitted for this solicitation.
8. Contractor agrees that all exceptions taken within their initial response to RFP# JPG-1131 that are not specifically addressed within this negotiation summary are null and void.