



CONTRACT RENEWAL LETTER

Date: September 03, 2024
Contract #: UCPJMU6190
Service: Admissions and Geodemographic Research and Marketing Services
Renewal Period: 12/15/2024 to 12/14/2025
Renewal #: 3 of 4 One-Yr
Issued By: James Madison University
Shanna Devers, Buyer Senior Ph: 540-568-3131
Fx: 540-568-7935
Contractor: ADV Market Research and Consulting
Attn: Grant De Roo
450 Hwy 1 West
Iowa City, IA 52246 Ph: 6036861928
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 remain the same.

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.

ADV Market Research and Consulting

By: *Grant De Roo*

Grant De Roo

Name (print)

Founder, Principal

09/04/2024

Title

Date Signed

James Madison University

By: *Shanna Devers*

Shanna Devers,

Name (print)

Buyer Senior

09/04/2024

Title

Date Signed