



**CONTRACT RENEWAL LETTER**

**Date:** October 14, 2025  
**Contract #:** UCPJMU6190  
**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:** 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*  
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 Grant De Roo

*Name (print)*  
 \_\_\_\_\_  
 Founder, Principal  
 \_\_\_\_\_  
*Title* *Date Signed* 10/16/25

**James Madison University**

By: *Shanna Devers*  
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 Shanna Devers, CUPO

*Name (print)*  
 \_\_\_\_\_  
 Lead Commodity Contract Officer  
 \_\_\_\_\_  
*Title* *Date Signed* 10/14/2025