



CONTRACT RENEWAL LETTER

Date: October 02, 2023
Contract #: UCPJMU6192
Service: Digital Advertising Services
Renewal Period: 1/19/2024 to 1/18/2025
Renewal #: 2 of 4 One-Yr
Issued By: James Madison University
Shanna Devers, Buyer Senior
Ph: 540-568-3131
Fx: 540-568-7935

Contractor: JenSpark
Attn: Ling Chai
865 Merrick Ave, Suite 451
Westbury, NY 11590
Ph: 516-442-4650

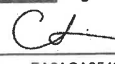
Contract Administrator: Heather Davis, University Communications

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.

JenSpark Signed by:
By: 
Ling Chai
E66ACA8549834D8...

Name (print)
President October 6, 2023

Title Date Signed

James Madison University
By: 
Shanna Devers,

Name (print)
Buyer Senior 10/5/2023

Title Date Signed

Contract #: UCPJMU6192

Contractor: JenSpark

Renewal Period: 1/19/2024 – 1/18/2025

Commodity: Digital Advertising Services

1. Pricing Schedule

a. Campaign Tier Pricing

Campaign Net Media Spend	Media Strategy, Setup & Management Fees	Reporting/Analytics	Creative Fees
\$200,000 - \$299,999	14%	8%	7%
\$300,000 - \$399,999	13%	7%	5%
\$400,000+	13%	7%	5%

b. Consultation

i. Per Consultation Cost:

1. \$1,800 inclusive of the following:

- a. Initial consultation phone call on topic discussed – est. 90 minutes
- b. JenSpark putting together a plan that JMU can execute with strategic direction and tactical steps – est. 7 hours
- c. JenSpark presenting and discussing that plan with JMU – est. 90 minutes

2. Consultation Bundle Discount (3 or more sessions) \$1,500 per consultation

ii. JenSpark shall provide brief consultative or fact-finding calls to gain insight quickly at no charge. In-depth, substantial calls will be billed at a rate of \$180/hour. JenSpark shall disclose to the University in advance of the incurrence of charges that calls will require a purchase order.

1. After 30 hours of consultation services, JenSpark shall provide a discount on the hourly rate, at a maximum rate reduction of \$150/hour.

c. JenSpark shall provide a detailed invoicing that is itemized by fees due to JenSpark versus ad spend.

d. Contractor currently cannot accept payment by credit card.

2. All travel expenses to be reimbursed by the university shall be pre-approved in writing by the university. Should travel expenses be required, they shall be in accordance with the U.S. General Services Administration (GSA) allowance for lodging, meals, and incidentals.

<http://www.gsa.gov/portal/content/104877>

<http://www.gsa.gov/portal/content/101518>

3. Contractor shall agree that all potential fees have been disclosed and additional charges will not be accepted by the University.