



**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

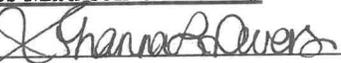
**Description of Renewal Notice:**

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 EAGACA8549834D8...

**James Madison University**  
By:   
Shanna Devers,

\_\_\_\_\_  
Name (print)  
President October 6, 2023  
\_\_\_\_\_  
Title Date Signed

\_\_\_\_\_  
Name (print)  
Buyer Senior 10/5/2023  
\_\_\_\_\_  
Title Date Signed

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**Contractor:** JenSpark  
**Renewal Period:** 1/19/2024 – 1/18/2025  
**Commodity:** Digital Advertising Services

**1. Pricing Schedule**

a. Campaign Tier Pricing

<b>Campaign Net Media Spend</b>	<b>Media Strategy, Setup &amp; Management Fees</b>	<b>Reporting/Analytics</b>	<b>Creative Fees</b>
\$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.