

CONTRACT RENEWAL LETTER

Contract #: UCPJMU6192

Contractor: JenSpark

Renewal Period: 1/19/2026 – 1/18/2027

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:

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

<https://www.gsa.gov/travel>

3. Contractor shall agree that all potential fees have been disclosed and additional charges will not be accepted by the University unless approved in writing by both parties in advance.