



**CONTRACT RENEWAL LETTER**

**Date:** March 02, 2023  
**Contract #:** UCPJMU5918  
**Service:** Graphic Design Services  
**Renewal Period:** 5/21/2023 to 5/20/2024  
**Renewal #:** 2 of 5 One-Yr  
**Issued By:** James Madison University  
 Krista McDaniel, Buyer Senior Ph: 540-568-7523  
 Fax: 540-568-7935

**Contractor:** Eddy Alexander  
 Attn: Jennifer Eddy  
 611 S Jefferson Street  
 Roanoke, VA 24011 Ph: 540-404-8151

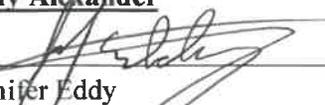
**Contract Administrator:** Carolyn Windmiller, University Communications

**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 increase by 3.7% in accordance with the "other services" category of the CPI-W. An updated pricing schedule is attached to this renewal.

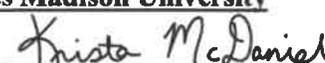
All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

**Eddy Alexander**  
 By:   
 \_\_\_\_\_  
 Jennifer Eddy  
 \_\_\_\_\_  
*Name (print)*

President and CEO  
 \_\_\_\_\_  
*Title*

\_\_\_\_\_ *Date Signed*

**James Madison University**  
 By:   
 \_\_\_\_\_  
 Krista McDaniel, VCCO  
 \_\_\_\_\_  
*Name (print)*

Buyer Senior  
 \_\_\_\_\_  
*Title*

3/2/2023  
 \_\_\_\_\_  
*Date Signed*

**Contract #:** UCPJMU5918  
**Contractor:** Eddy Alexander  
**Renewal Period:** 5/21/2023 to 5/20/2024  
**Commodity:** Graphic Design Services

**Pricing Schedule**

1. Contractor's Pricing Schedule is the following:
  - Creative Direction - \$159.91/hour
  - Marketing Consultation - \$213.21/hour
  - Design and Production - \$159.91/hour
  - Press Checks - \$72.49/hour
  - Preparation of templates and content for presentations - \$111.93/hour
  - Preparation of advertisement for print or electronic media - \$133.25/hour
  - Graphics for Web pages - \$154.58/hour
  - Multimedia - \$119.40/hour (including animation and video)
  - Quality Control - \$213.21/hour
  - Project Management - \$159.91/hour
  - Editorial Services - \$133.25/hour
  - Photography - \$154.58/hour
  - Videography - \$154.58/hour
  - Art direction for photography shoots and image selection - \$159.91/hour
  - Travel Costs – 50% of Bill Rate for Travel Time – *See #5*
  - Additional expenses - required for sourcing
2. Contractor shall provide a project proposal/estimate for each project to include an itemized list detailing the services to be provided, the number of hours it will take to complete the project along with associated hourly fees, total project cost, actual date for starting work, project completion date, and contact information of the department requesting service.
3. Shipping costs, postage, and supplies, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the university.
4. Contractor shall not charge mileage fees for project meetings and projects.
5. Travel related expenses shall be billed in accordance with the Commonwealth of Virginia's per diem allowance for lodging, meals, and incidental expenses at the time of travel, which can be referenced at: <http://www.jmu.edu/finprocedures/4000/4215mie.shtml>. Travel related charges shall be included on the quote and approved by the university prior to travel.