



## CONTRACT RENEWAL LETTER

**Date:** March 27, 2023  
**Contract #:** UCPJMU5937  
**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  
Fx: 540-568-7935  
**Contractor:** Rhudy & Co. Strategic Communications  
Attn: Michele Rhudy  
3228 West Cary Street, Suite D  
Richmond, VA 23221-3400 Ph: 804-852-8391  
**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 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.


### **Rhudy & Co. Strategic Communications**

**By:**   
Michele Rhudy

*Name (print)*

President & CEO 3/27/23  
*Title Date Signed*

### **James Madison University**

**By:**   
Krista McDaniel, VCCO

*Name (print)*

Buyer Senior 3/27/2023  
*Title Date Signed*

**Contract #:** UCPJMU5937

**Contractor:** Rhudy & Co. Strategic Communications

**Renewal Period:** 5/21/2023 to 5/20/2024

**Commodity:** Graphic Design Services

**Pricing Schedule**

1. Blended hourly rate of \$129.63 for the following services:
  - Creative Direction
  - Marketing Consultation
  - Design and Production
  - Press Checks and other quality control measures
  - Preparation of templates and content for presentations
  - Preparation of advertisement for print or electronic media
  - Graphics for Web pages
  - Multimedia (including animation and video)
  - Project Management of the consistency and quality of all material
  - Project Management
  - Editorial Services
  - Photography
  - Videography
  - Art direction for photography shoots and image selection
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. Contractor shall not charge the University for Contractor's travel time or any additional travel expenses.
4. Contractor shall provide James Madison University a half-day, on-campus or virtual workshop annually for the term on the contract, at no cost to the University. Dates and times will be mutually agreed upon by the Contactor and James Madison University.
5. Contractor may provide up to two (2) in-person or virtual internships during the spring or fall semester to qualified JMU students in the graphic design service field, annually for the term of the contract, and at no cost to the University. These workshop offering will be determined by Contractor's resources and availability. Contractor will create an account and register the offered internship(s) with the Office of Career and Academic Planning at the following link:  
<http://www.jmu.edu/cap/employers/index.shtml>.
6. Contractor may offer mentorship opportunities to a qualified JMU design student, at no cost to the University. This opportunity will be determined by Contractor's resources and availability.
7. Shipping costs, postage, and delivery fees, if applicable, will be charged to the university without markup and shall be included in the estimate provided to the University.