



CONTRACT RENEWAL LETTER

Date: August 28, 2023
Contract #: UCPJMU6190
Service: Admissions and Geodemographic Research and Marketing Services
Renewal Period: 12/15/2023 to 12/14/2024
Renewal #: 2 of 4 One-Yr
Issued By: James Madison University
 Doug Chester, Buyer Senior Ph: 540-568-4272
 Fx: 540-568-7935

Contractor: ADV Market Research and Consulting
 Attn: Grant De Roo
 450 Hwy 1 West
 Iowa City, IA 52246 Ph: 6036861928

Contract Administrator: Melinda Wood, Admissions

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.

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.

ADV Market Research and Consulting

By: Grant De Roo
 Grant De Roo

 Name (print)
 Founder, Principal 8/29/23

 Title Date Signed

James Madison University

By: Doug Chester
 Doug Chester, VCO

 Name (print)
 Buyer Senior 8/27/23

 Title Date Signed