



**City of Laredo
Purchasing Division**

RENEWAL LETTER

May 14, 2025

Mr. Aaron Agustin Rodriguez
ADS Comunicacion
Cipreses 421
Potrero Anahuac
San Nicolas De Los Garza, NL 66456

Re: Marketing Services
Extension I

Dear Mr. Aaron Agustin Rodriguez,

This is to inform you that contract FY24-031 which was approved by City Council on April 15, 2024 is up for renewal. This is the first of two extension periods. Please advise if you wish to renew this contract.

Price Adjustment


The City of Laredo will allow unit price adjustments upwardly or downwardly when correlated with an industry wide adjustment. Any request for reasonable price adjustments will be considered. Justification for the requested adjustment on original fixed pricing must have mutual consent from both parties and be supported by appropriate documentation. The city will not take action to intentionally delay legitimate manufacturer unit price increases. The City of Laredo reserves the right to cancel the contract if the price increase is deemed excessive; a new contract vendor will be selected on the basis of competitive bids. Documentation may be emailed to jezapata@ci.laredo.tx.us.

Please indicate your desire to request a contract extension. Should your company desire a contract extension, it is expressly understood by the parties that any such extension of this contract is entirely revocable at the City's discretion. If there are any questions regarding this renewal extension, please feel free to call me at (956) 794-1731.

Sincerely,


Jaime E. Zapata, MPA, CTCD, CTCM
Purchasing Agent

Xc: Purchasing File

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|---|---|
| ADS Comunicacion | |
| Request a contract extension: <input checked="" type="checkbox"/> | Do not request a contract extension: <input type="checkbox"/> |
| Authorized Signature:  | |
| Print Name: Ariel Agustin Rodriguez | |
| Date: May 15, 2025 | |