WVSU National ALUMNI ASSOCIATION

27th National Conference

Detroit, MI

April 21 - 25, 2027

Souvenir Journal Contract - Ads & Patrons

NAME/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ E-MAIL:_____

Please reserve the following space:

❑ Full-Page Ad	$100	x _____	Total: _____
❑ Legacy Patron	$100	x _____	Total _____
❑ Heritage Patron	$75	x _____	Total _____
❑ Honor Patron	$50	x _____	Total _____
❑ Pride Patron	$25	x _____	Total _____

Patron Name: _____ Grand Total: _____

You may mail checks to:

WVSU Foundation, 27th National Conference, 100 East Hall, PO Box 1000, Institute, WV 25112
Checks Payable to: WVSU Foundation

ALL ADS MUST BE PRINT READY.

A description of print ready is on the back. Please email digital copy of ad to WVSUNAA Conference Chair: wvsunaavp@wvstateu.edu

Deadline for Ads: April 9, 2027

Digital print ready ads received after the deadline will not be included in the Souvenir Journal.

FULL PAGE
8.5 inches (w) x 11 inches (h)

ALL ADS MUST BE DIGITAL PRINT READY

What Exactly is Print Ready Art?

The term "artwork" is often confusing to people outside of the printing industry. By art, the printer is referring to a digital file (usually a PDF). It could be as simple as a logo, or even just one or more words of text, but it is still called "the artwork."

Print Ready Art is the term used in the printing industry referring to a digital document that is ready to be printed. For a document to be Print Ready means that the printer can use the digital art file "as is," and that no file editing on their end is required.

Leaving the document size on the default letter dimensions of 8½" x 11" can cause numerous problems throughout the design and printing process. Print ready art is set and saved to the **CORRECT MEASUREMENTS** of the final trim size of the printing. When saving the file be sure to save as a high resolution (or maximim) **JPG, TIF, PNG, EPS** or **PDF** at **300 dpi**.