WVSU National
ALUMNIASSOCIATION

26ᵗʰ National Conference
Las Vegas, NV
April 23 - 27, 2025

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: _____
❑ Patron (Name only) $25 (minimum) x _____   Total _____

Patron Name: _____   Grand Total: _____

You may mail checks to:

WVSU Foundation, 26th 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 2nd Vice President: wvsunaavp@wvstateu.edu

Deadline for Ads: March 17, 2025
Print ready ads received after the deadline will not be included in the Souvenir Journal.

FULL PAGE
8 inches w x 10.5 inches h

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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 <u>no file editing on their end is required</u>.

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**.