WVSU National
ALUMNIASSOCIATION

25ᵗʰ National Conference
Baltimore, Maryland
April 22 - 26, 2020

Souvenir Journal Contract - Ads

NAME/COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ E-MAIL:_____

Please reserve the following space:

❏ Full Page $100 x   _____   Total: _____

❏ Half Page $60 x   _____   Total: _____

❏ Quarter Page $40 x   _____   Total: _____

❏ Patron (Name only) $25 (minimum)   Total _____

Grand Total: _____

You may mail your ads & checks to:

WVSU Foundation, 25th 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 Alumni Relations
alumni@wvstateu.edu

Deadline for Ads: March 6, 2020
Print ready ads received by Alumni Relations
after the deadline will not be included in the Souvenir Journal.

FULL PAGE
8 inches w x 10.5 inches h

HALF PAGE
8 inches w x 5.125 inches h

QUARTER PAGE
3.875 inches w x 5.125 inches h

ALL ADS MUST BE 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**.