



P.O. Box 547  
Shamokin, PA 17872-0547  
Phone: 1-800-829-0829  
570-672-2900  
Email: ticket@nationalticket.com

## ARTWORK GUIDELINES

### SEASON TICKETS/DIGITAL

#### SOFTWARE:

-Adobe Creative Suite  
(InDesign, Photoshop, Illustrator, Acrobat)

#### IMAGE FORMAT:

-InDesign (.indd)  
-Photoshop (.psd)  
-Illustrator (.ai)  
-PDF (High quality print settings including bleed. We also require the original files used to create the PDF be included)

#### RESOLUTION:

-Halftone: 300dpi (@100%)  
-Line work: 600dpi

### THERMAL TICKETS

#### SOFTWARE:

-Adobe Creative Suite  
(Photoshop, Illustrator, Acrobat)

#### IMAGE FORMAT:

-Photoshop (.psd\*, .tif, .eps)  
-Illustrator (.ai\* or .eps)  
-PDF (High quality print settings\* including bleed. We also require the files used to create the PDF be included)

*\*Preferred method (vector art)*

#### RESOLUTION:

-Halftone: 300dpi (@100%)  
-Line work: 600dpi

#### SCREEN VALUES:

-Max lpi: 150; minimum lpi: 85  
-Max dot sz: 95%; minimum dot sz: 4%

#### LINE THICKNESS:

-Minimum: .5pt

#### TYPE SIZE:

-Minimum: 4pt  
-Minimum reverse print\*: 8pt  
*\*San Serif Type only*

### ALL OTHER

#### SOFTWARE:

-Adobe Creative Suite  
(Photoshop, Illustrator, Acrobat)

#### IMAGE FORMAT:

-Photoshop (.psd\*, .tif, .eps)  
-Illustrator (.ai\* or .eps)  
-PDF (High quality print settings\*)

*\*Preferred method (vector art)*

#### RESOLUTION:

-Halftone: 300dpi (@100%)  
-Line work: 600dpi

#### FILE TRANSFER:

-Go to nationalticket.com and upload your file(s)

-Email (US): ticket@nationalticket.com  
(International): intdept@nationalticket.com

-FTP: ftp.nationalticket.com  
(ask CSR for login info)

-CD/DVD

#### FONTS:

Please create all text in InDesign, Illustrator or a text layer in Photoshop. Raster based type will yield poor results. If you can not supply all fonts you are using, please outline them. If a font used is not supplied to us, National Ticket will substitute at our discretion.

*If your artwork is not in one of the required formats, please call us at the above toll free number for further assistance.*

When sending artwork via overnight carrier, please forward to:

National Ticket Company  
5562 Snyderstown Road  
Paxinos, PA 17860

In order to provide service and support to our valued customers, we can offer graphic design/layout services for a nominal fee. You will be notified by your customer service representative if your artwork requires additional services.

*Artwork Free Service:* Up to one hour of design and/or prepress layout services. This includes redesigning or reworking client supplied files.

*Artwork Charges:* Design, prepress layout, redesigning or reworking client supplied files in excess of one hour. \$75/hour

## *Data file guidelines*

Following the recommended guidelines below will help to ensure that your data files are processed quickly and accurately. We have the capabilities to scrub, fix and manipulate your data file, but additional fees could be incurred. You will be notified by your customer service representative if the data file you have provided requires additional services.

### *File formats:*

- Our preferred data file formats are Fixed Length, Tab or Comma delimited text files. We also accept Excel spreadsheets; however it is common to see accidental formatting changes and data loss in files that have been modified using it. Please be careful when formatting data in Excel, as data (like barcodes and zip codes) with leading zeros may change and the leading zeros are automatically removed by the program.
- We accept industry standard formats such as Ticketmaster, Tickets.com and Paciolan data files.
- In order to expedite data file processing we prefer that all data files come with a readme.txt file with a full explanation of what fields are within the data files.
- Data files can be sent directly to National Ticket via email as an attachment. If the data file is too large for e-mail, you can use our FTP site to upload this file. Please ask your company representative for information on how to access our FTP site.
- CD and DVD can also be sent, please contact your company representative for address information to send these formats.

### *Recommendations:*

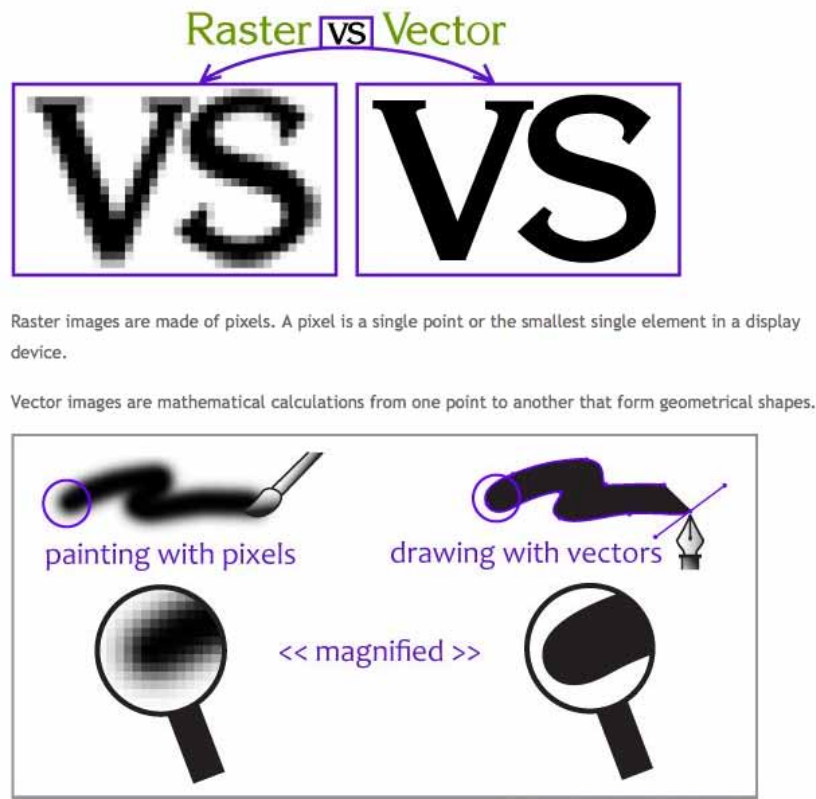
- When naming your data files please be as descriptive as possible, using team names and any additional identifiers that would help us identify the correct files (ex: sponsors, sections, ½ season vs. full season).
- Please separate Section, Row and Seat information into separate columns (fields).
- National Ticket prefers not to resort your data, please send us your data files sorted in the order you want your product printed in; preferably by account number if that is included, if not then by customer name or by sec/row/seat order.
- All variable information should match exactly what you want printed on your tickets. If any data is spelled incorrectly or abbreviations are in the data files this is how they will appear on your tickets. Example 7PM or should it be 7:00 PM; NY Yankees or New York Yankees. Additional programming charges may apply for any necessary changes.

### *Proofing:*

- A variable data proof will be sent after artwork proof has been approved. Please review all variable data, including scanning your barcodes to make sure they are correct and match the correct seating information for that ticket.
- Sign and fax back the included approval form, indicating approval and/or changes.

## *Why NTC prefers vector artwork for our thermal tickets:*

- Vector art is scalable - You can enlarge a vector file to any size without losing quality.
- Vector graphics are resolution independent, they can be used at the highest resolution possible.
- By using Vector graphics, you may be able to reduce the number of colors and printing costs by reducing the number of color plates needed to print your image. You can also select from pre-printed spot color swatches for an exact color match if PANTONE colors are desired.



- The clean, crisp edges of vector art (logos, text, etc) created with Adobe Illustrator in this example is much more desirable and will reproduce better on press.
- Raster images created with Adobe Photoshop should be used for full color background images at the proper resolution (300dpi, sized at 100%).