

ART SPECS: ADOBE ILLUSTRATOR

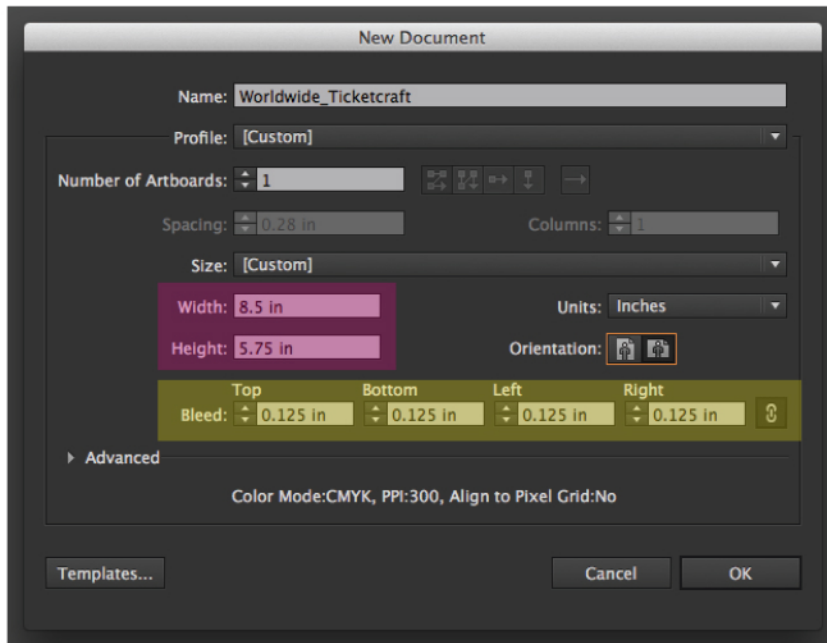
1. FILE SETUP:

- Files must have 0.125" of Bleed area on each side.
- This will add a total extra 0.25" to the file length and width.
- Ex. A 8.5" wide by 5.75" high file, will be 8.75" wide by 6" high with the Bleed included.

See the below image to begin creating a file in Adobe Illustrator.

2. ARTBOARD:

- In the image below inside the Black Line is 8.5" x 5.75". This is the Live Art Area.
- The Red Line represents the edge of the Bleed. This 0.125" of extra space around the Live Art Area gives us room to trim your tickets cleanly.
- Color and graphics should extend to the Bleed Red Line.



- In the "New Document" box input your Width and Length (highlighted in Pink)
- In the "Bleed" area (highlighted in Yellow) input 0.125".
- This will add 0.25" of Bleed to your file.



BLEED AREA
(8.75" x 6")

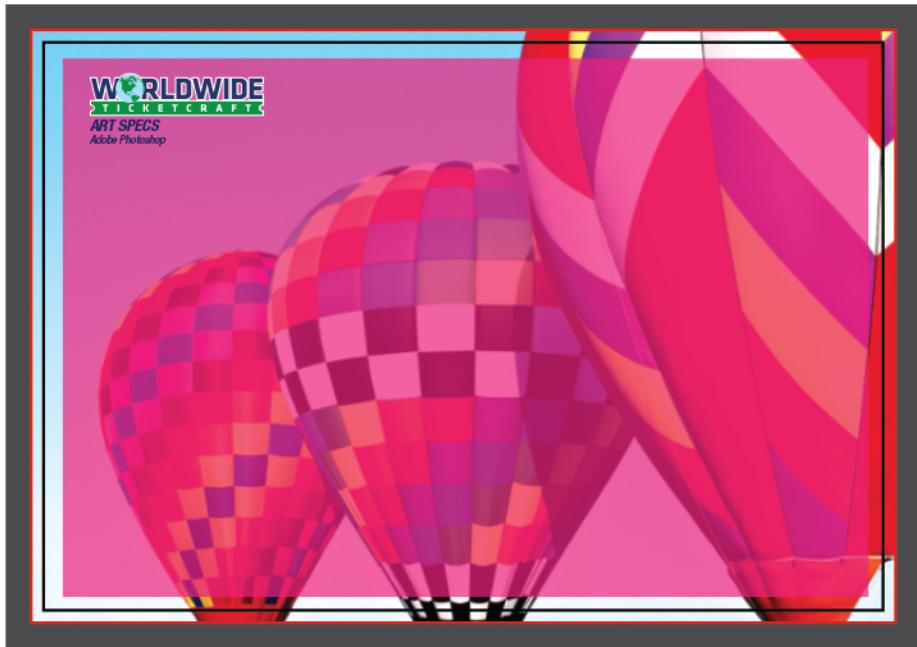
LIVE ART AREA
(8.5" x 5.75")

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3. SAFETY AREA:

- All of an artwork's text or important info, including logos and photos must be 0.125" inside of the Live Art Area.
- This insures that no art will be cut off during any trimming.

See the below image showing the Saftey Area highlighted in Pink.



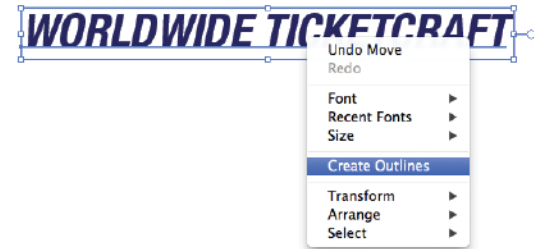
4. FONTS:

- We may not have the same fonts that an artist uses on a project. Use "Create Outlines" when in doubt.
- Right Click on your text and select "Create Outlines". This will turn text into an uneditable vector object. Text can not be modified after this step.

A. SELECT TEXT:



B. RIGHT CLICK, SCROLL & SELECT "CREATE OUTLINES":



C. TEXT IS NOW A VECTOR OBJECT:



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5. VARIABLE INFORMATION:

- When creating art files that contain Variable Information we only need 1 image showing us Fonts and their positions. The rest of the files should be clear of all Variable Information and Perforation marks.

Below is only an EXAMPLE. Variable Information differs on every project.

**A. 1ST TICKET SHOWING
VARIABLE SUITE, ROW,
SEAT, PRICE, DATE OPPONENT,
BARCODE & PERF MARKS**



**B. ALL OTHER TICKETS
SHOULD BE CLEAR OF
VARIABLE INFO & PERF.
WE WILL FOLLOW YOUR
GUIDELINES SET UP
ON TICKET #1.**

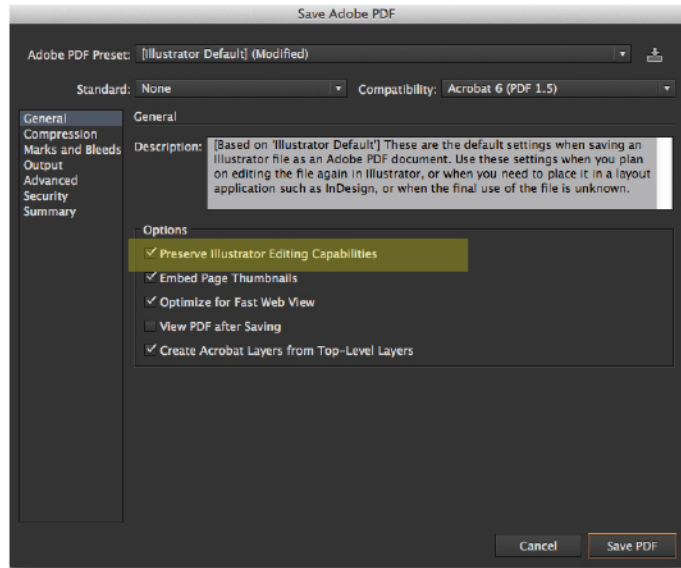


ALWAYS SUPPLY FONTS FOR VARIABLE INFORMATION.

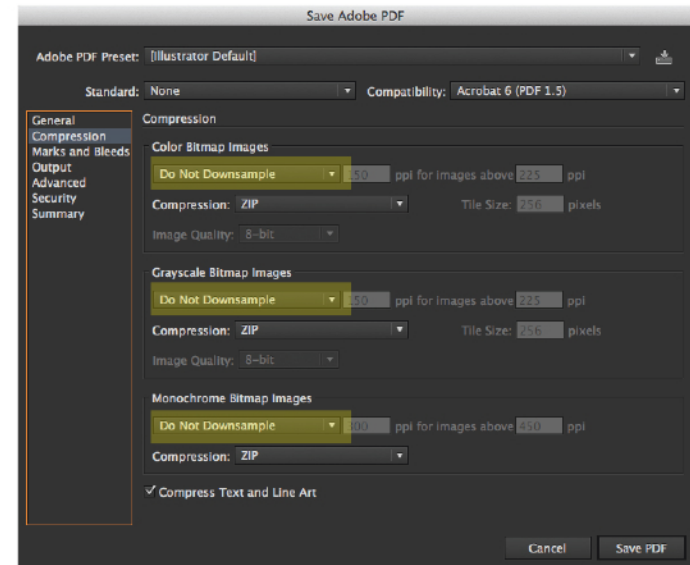
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6. SAVING FILES:

A. "GENERAL" Tab, make sure to check "Preserve Illustrator Editing Capabilities". (Highlighted in Yellow)



B. "COMPRESSION" Select "Do Not Downsample" on all Compression Tabs. (Highlighted in Yellow)



C. "MARKS AND BLEEDS" Check "Use Document Bleed Settings". This will be the same 0.125" From Step 1 of this Spec Sheet. (Highlighted in Yellow)

