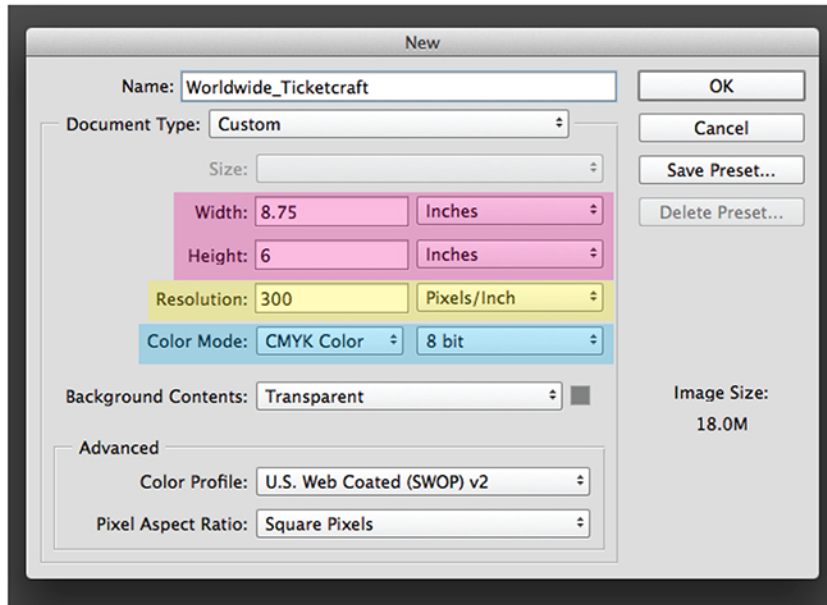


ART SPECS: ADOBE PHOTOSHOP

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.

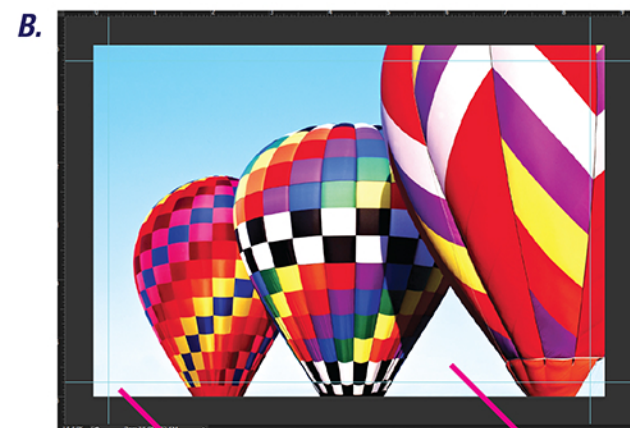
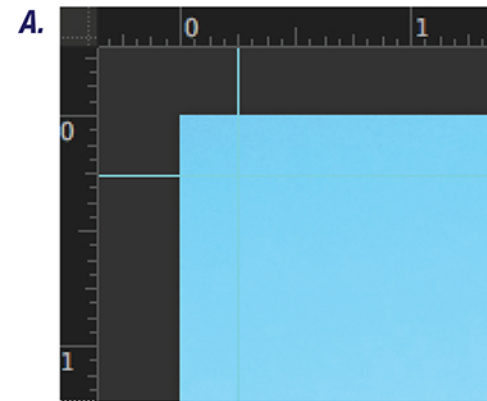
See the below image to begin creating a file in Adobe Photoshop.



- In the "New Document" box input the Width and Length of your document with an additional 0.25" of width and an additional 0.25" length (highlighted in Pink).
- This will give 0.125" of extra space for Bleed all around your file.
- Always set the document Resolution to 300 DPI (highlighted in Yellow).
- Color Mode must be CMYK (highlighted in Blue).

2. ARTBOARD:

- To show your bleed area, drag Guide Lines 0.125" on each side of the document. (Image A.)
- When complete your document will show the Bleed area on all four sides. (Image B.) Inside these guides is now 8.5" x 5.75".



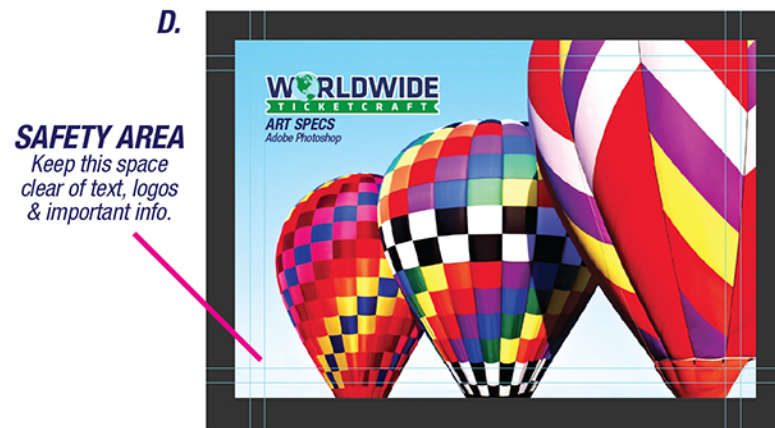
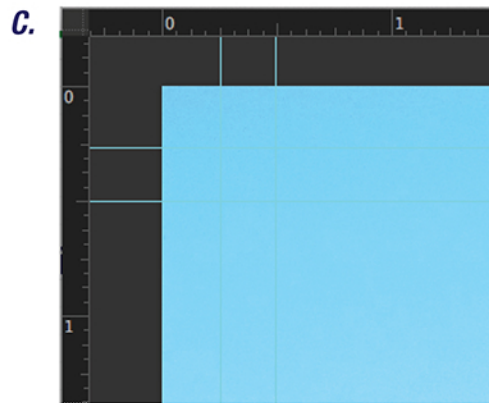
BLEED AREA
(8.75" x 6")

LIVE ART AREA
(8.5" x 5.75")

ART SPECS: ADOBE PHOTOSHOP

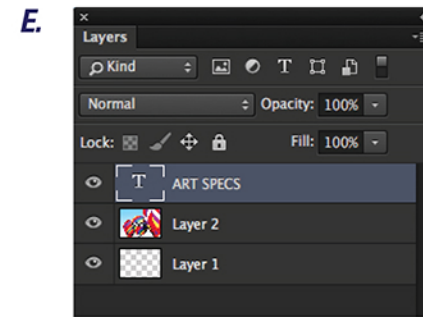
3. SAFETY AREA:

- 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 printing.
- Add another set of Guide Lines 0.5" from the edge of the document to create the Safety Area. (Image C.)
- When complete your document will show the Safety Area on all four sides. (Image D.)

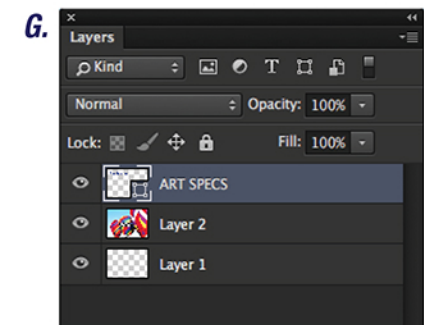
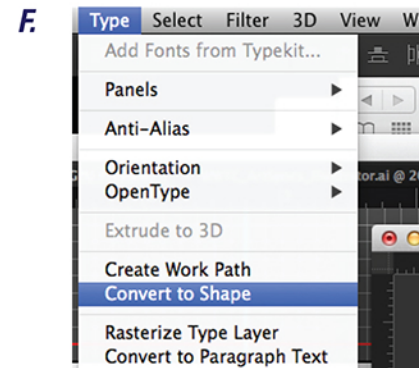


4. FONTS:

- We may not have the same fonts that an artist uses on a project.
- Send all fonts used in a project either in .OTF or TTF file format.
- Also you can convert your fonts to a "Shape".
- Select the layer your text is on. (Image E.)



- In the Type Menu scroll down and click "Convert to Shape" (Image F.)
- This will turn text into an uneditable shape. (Image G.) Text can not be modified after this step.



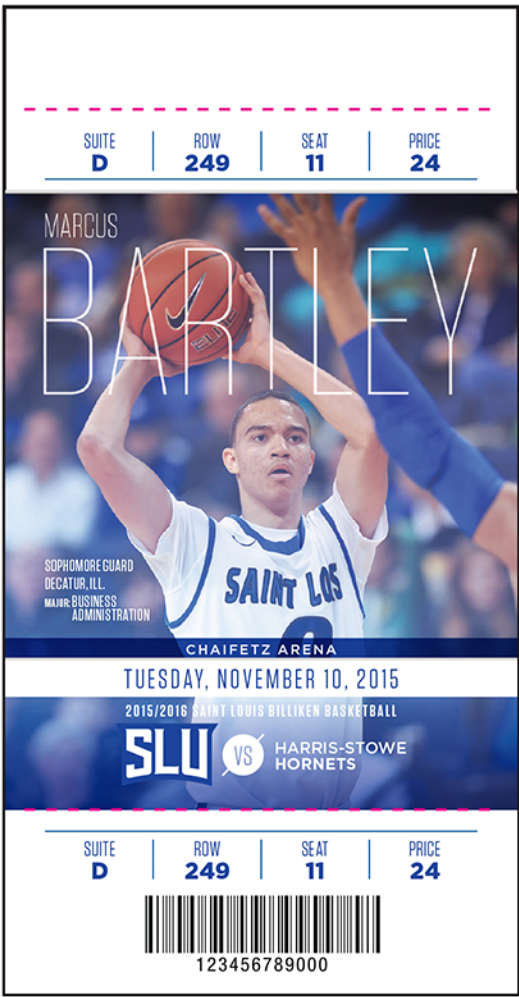
ART SPECS: ADOBE PHOTOSHOP

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.

ART SPECS: ADOBE PHOTOSHOP

6. SAVING FILES:

- We accept Photoshop or PDF files with layers (highlighted in Pink).

