Artwork Specifications & Requirements

INDIANA TICKET COMPANY
Design / Quality / Security

In order to avoid costly errors and/or delays, please adhere to the following artwork specifications and requirements and review your files carefully prior to sending them to us. If you do not design your own files, please provide us with the name and contact information of the person or firm that designed your file.

Design File Specifications

FILE FORMAT

We prefer the following file formats: Adobe InDesign (INDD), Adobe Illustrator (AI), EPS, or Adobe PDF. If these formats are not available to you, TIFF, JPG or Adobe Photoshop (PSD) files can be used, but finished quality may be affected. We prefer files created on a PC platform. Files created on a Macintosh platform will need to be tested before they are accepted for use.

PHOTOS AND RASTER ARTWORK

Raster file formats should be a minimum 300 dpi (dot per inch) resolution. Artwork from the internet is typically 72 dpi and is not suitable for use in printing. **Please do not embed artwork.** Images to be placed into designs should be saved separately as EPS, TIFF, or PSD files whenever possible.

BLEED

When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed. It may bleed or extend off one or more sides. Photos, rules, clip art, and decorative text elements can bleed off the page.

We request that all files are built with a 1/8" bleed on all sides. If you cannot provide files with these bleed specifications, we may able to add bleed to your files if they are in a vector (INDD, AI, EPS) format. We are unable to add bleed to files in raster formats.

FONTS

Fonts should be outlined or converted to paths/curves in vector files (EPS, AI, CDR, etc.). If you are unable to convert fonts to outlines or paths, you MUST include all fonts with your design file. Fonts must be embedded into PDF files (Note: Some fonts have copyright restrictions and will not embed in PDF files).

CUTTING TOLERANCES

Please allow 1/8" cutting tolerance within your design. We do not recommend due to potential shifting in the cutting process, which may cause borders to appear uneven. All important information including text or graphics should be placed at least 1/8" from the edge of the design to minimize the possibility of being trimmed.

Proofing

After we have your data file and artwork we will make any changes needed and send a proof for you to sign. If we build the data base for you or make major changes, you will also be asked to verify and approve it by a simple email back saying it is approved or by a signature on the artwork sent back to us. This may be over email or a postal service which ever you prefer.

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Variable Data Specifications & Requirements

INDIANA TICKET COMPANY
Design / Quality / Security

In order to avoid costly errors and/or delays, please adhere to the following database specifications and requirements and review your files carefully prior to sending them to us. If you do not create your own files, please provide us with the name and contact information of the person or firm that created your file.

ARTWORK FORMAT

The specifications for variable data artwork files are the same as those on our Artwork Specifications and Requirements sheet. It is, however, very important to provide vector files for variable data jobs. If your design has multiple tickets per sheet, bleed should be set around the entire design sheet.

DATABASE FORMAT

We accept the following formats: Microsoft Excel (XLS, XLSX), Separated Values Text, Microsoft Access (ACCDB, MDB), Tix files (provided by Ticketmaster) or Paciolan data. Note Paciolan data may require extra time and a possible service charge.

If you have a file format not included in this list, please let us know.

ADDITIONAL INFORMATION

In addition to your data file(s), we suggest you provide an explanation of your variables and how they will be used in the design. Most are obvious, such as name and address, but some may not be. This extra step can save a lot of time, especially if the database contains variables which will not be used.

If we have any concerns regarding your database, we will ask you to approve a proof of the finished database which has been modified for use in our system. With this proof, we will provide a list of columns used and a short description of what they are and where they go in the design.

How Variable Data Works

Here is an example of how we use data files to place variables within a design:

In this example, each row, or record, includes the customer's name, address, seat, section, row, etc. Records should contain any and all information that will vary on each ticket, ticket sheet or ticket book. In this case, the database does not include game times or dates as these will remain unchanged on every sheet. However, since there are six games on each sheet, the customer has provided a separate barcode for each game. Each column represents a different variable on the ticket. A variable is anything that will change between records including name, seat information, addresses, barcodes, graphics, ticket price, etc.