

Artwork Media Sheet

The following is a guide to the preparation of artwork for ticket designs for Flexo printing. Please study it carefully to enable us to produce the best result for you and your company.

The printing method is Flexo-printing

We use a screen of 54 lpc for Flexo printing. **The maximum coverage should not exceed 280%.**

File formats:

Apple Macintosh

InDesign CS4
QuarkXPress 3.3 till 7
FreeHand till MX
MS-Office (**only text**)
PhotoShop CS4
Illustrator CS4
CorelDraw till 11.0 (**without embedded pictures**)

MS Windows

Corel Draw till X3 (without embedded pictures)
MS-Office (only text-no layouts with pictures or clipart)
FreeHand MX
QuarkXPress 6.5

If you don't send us your electronic files as required we need to charge working costs according to the work effected. We generally prefer open files as they enable us to edit them according to flexo-print requirements.

If you send us pdf files which we cannot optimize we cannot guarantee the best possible printing result.

Fonts:

We do have a wide range of fonts for your layouts. Nevertheless it is possible that we cannot provide exactly the font which you use in your layout. We would like to ask you to send us all used fonts (true type or postscript) or if possible convert them into paths. Please do not use fonts smaller than 5 points. All negative fonts should have a size of 8 points minimum and should be bold. It is not recommended to print fonts in CMYK, only a two colour print (e. g. cyan and magenta) would guarantee a perfect quality. Please avoid negative serifs. Special symbols, special fonts or foreign fonts have to be provided by the customer.

Colours:

Screening and gradation in flexo print are not possible from 0 to 100%.
Please keep in mind that they need to have min 3% (gradation from min 3% to max. 90%).

Full tone colours are printed in pantone colour only (no HKS, no RAL, etc.)

If your computer program cannot provide a special pantone colour please use full tone colours (100% Cyan, 100% Magenta, 100% Yellow or Black) instead and let us know which pantone colour you request (that means e. g. we would convert 100% Magenta into Pantone red 032 for you). Define the printing colours exactly (PANTONE or CMYK)! Please provide Images in cmyk - **never provide images in RGB**. Please bear in mind that what you can see on your screen is not identical to the printing result!

Images:

Please pay attention to the resolution of the images you would like us to print.

For a good result every image must have a minimum resolution of 300 dpi and must have minimum original size. In case the images are not embedded, please provide them as an extra file, e.g. as .tiff, .eps, or .bmp.

Data transmission:

info@adsontickets.com

Miscellaneous:

If you prepare the file please make sure it has got the correct size and the no printing areas are in the correct place. If you can provide the logo only please mention clearly (by a drawing, etc.) where exactly on the ticket you would like it to be placed.