

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.

Printing process:

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

File formats:

Apple Macintosh

InDesign CS3
QuarkXPress 5.0 till 7.0
FreeHand till MX
MS-Office (**only text**)
PhotoShop CS3
Illustrator CS3
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

Please consider that we will have to charge you extra for any other data which is not on the list above!
Please do not send any PDF-Files as they might have to be amended especially for Flexo printing!

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:

The colour gradient range is 3% minimum and 90% maximum.

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

If your computer programme cannot provide a special pantone colour please use full tone colours (Cyan, Magenta, 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 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.

Every image must have a minimum resolution of 300 dpi and must be the 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:

By email:

paula@adsontickets.com

and by CD or DVD

Please always mention the name of the subject and the order confirmation number.

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, e) where exactly on the ticket you would like it to be placed.

The logo for adsontickets Ltd features the word "adsontickets" in a bold, lowercase, sans-serif font. The "ad" is red, "son" is blue, and "tickets" is red. To the right of "tickets" is the word "Ltd" in a smaller, blue, uppercase, sans-serif font. The logo is centered between two thick horizontal bars: a red one on top and a blue one on the bottom.