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TicketFast® Artwork Supply Guidelines

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TicketFast® is Ticketmaster's print at home ticketing solution. It is the most convenient way for customers to receive tickets.

Customers who choose TicketFast® can choose to print their tickets at any time before the event, from any inkjet or laser printer, in colour or black & white.

These customised areas (tiles) provide additional marketing exposure for Ticketmaster clients and can be used for:

▸ Upselling merchandise or food & beverage

▸ Encouraging uptake of memberships

▸ Cross promoting events

▸ Providing information on parking

▸ Displaying event/venue terms and conditions

▸ Displaying event sponsor branding

▸ Providing directions to the venue (map)

There are **3 customisable areas** on a TicketFast® ticket. Please confirm these areas are available with your local Ticketmaster Client Manager.

Artwork queries or troubleshooting can be directed to marketing@ticketmaster.com.au

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The following specifications will enable you to design your tiles for TicketFast.

	Width (px)	Height (px)	File size (kb)	File type	Bleed
Tile 1	260	200	300	.eps	None
Tile 2	276	255	300	.eps	None
Left Trip	70	176	100	.eps	None

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Artwork (tiles) for TicketFast® are required to be designed in vector based software e.g. Adobe® Illustrator and be saved as .eps, no larger than 300kb.

The TicketFast® rendering engine **will only accept vector based artwork**. Files containing raster graphics (.jpg and .gif) will not be accepted.

Artwork must cover entire the canvas. Place a white polygon on the underlying layer which covers the artwork specifications outlined above.

Please make sure artwork is trimmed around the edges by using the knife tool (or similar) to ensure artwork does not go beyond the dimensions listed above.

In order for your tiles to pass through the TicketFast rendering engine smoothly, a summary of guidelines has been put together below.

DO

☑ Do use vector graphics (points, lines, curves and polygons)

☑ Do use core system fonts for mass amounts of text

These include: Courier, Verdana, Times New Roman, Arial, Georgia. Please note that not all computers support non-system fonts, thus possibly changing the layout of the design

☑ Do outline fonts if they are part of a logo or tagline
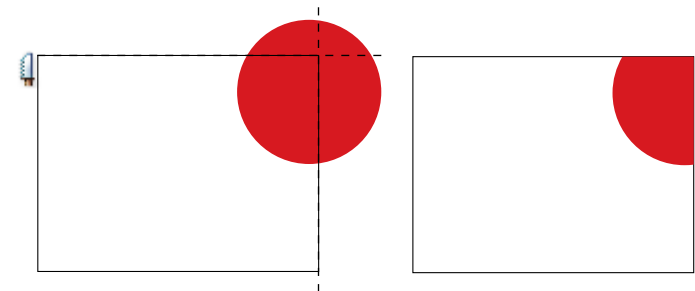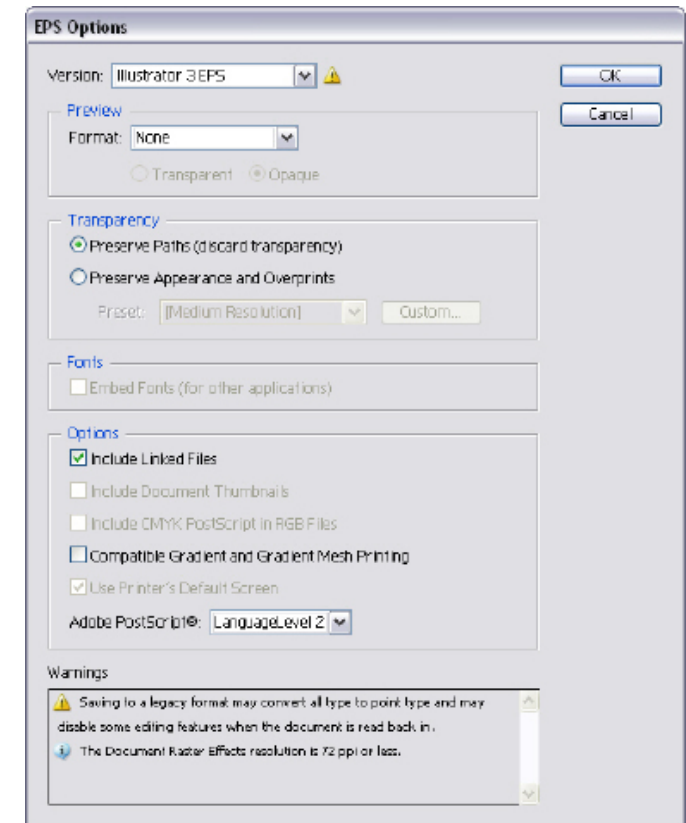
☑ Do compress text and line art

DO NOT

☒ Do not outline mass amounts of text - the more 'points' in the vector file, the larger the file size

☒ No not place graphics or logos as these will be removed when the file is run through Distiller

☒ Don't use raster (pixel/bitmap) graphics, such as .jpg or .gif files. These files will not render correctly

☒ Do not generate thumbnails

☒ Do not use color gradients, as this may greatly increase the file size

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TILE 1

TILE 2

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