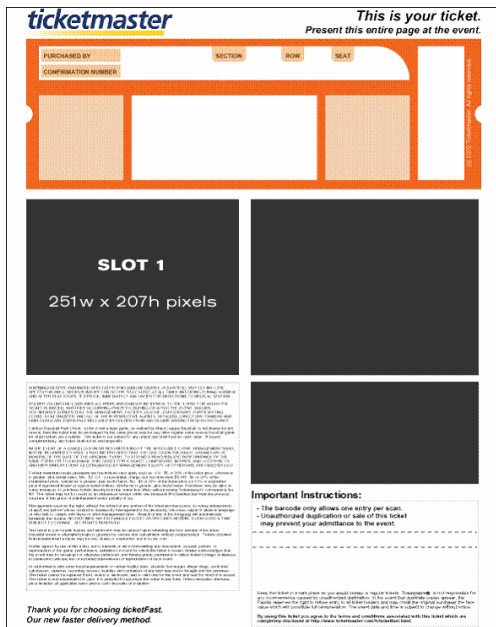


TicketFast Customization Guidelines



File Format:

- **Only PDF Files will be accepted.**
- PDF files containing raster graphics (.jpg and .gif) **will not be accepted.**
- All files should be saved out as **Acrobat 4 (4.x)**, smallest file size, with all option boxes unchecked (see screenshots on next page). We do not support files generated by Acrobat 5 or higher.

Dimensions and File Size:

- Slot 1: 251x207 – 90K max

The dimensions of the entire PDF must be sized exactly as listed above.

Production Requirements:

ALLOWED:

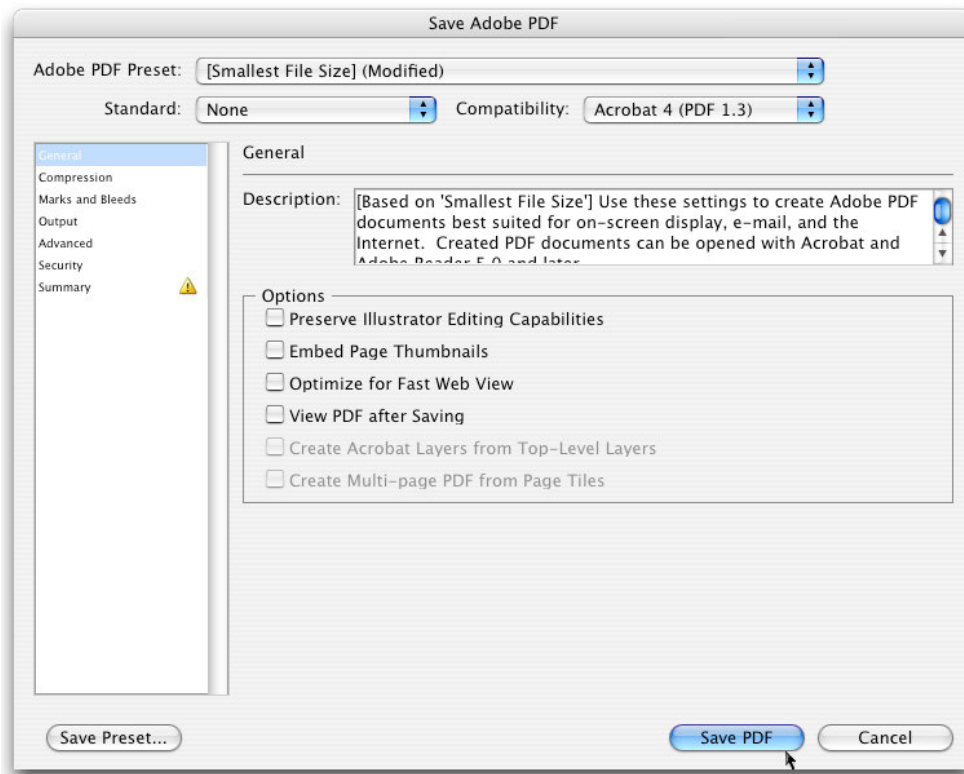
- Vector graphics (points, lines, curves, polygons)
- Use of core system fonts is recommended. These include: Courier, Verdana, Times New Roman, Arial, Georgia
 - TF tickets use Courier and Helvetica as base fonts
 - **Please limit the number of fonts used.** Up to three fonts are recommended.
 - Please note that not all computers support non-system fonts, thus possibly changing the look of the PDF ad.
- You may compress text and line art.

DO NOT:

- Embed fonts (when using Illustrator 10 - CS2)
- Use raster (pixel) graphics, such as .jpg or .gif files. These files will not function properly.
- Generate thumbnails
- Use color gradients, as this may greatly increase the file size. Avoid whenever possible.

SAVE OUT AS:

- Adobe Illustrator CS3 – smallest file size, Acrobat 4 (PDF 1.3) PDF, all boxes in the option panel unchecked
- See screenshots below



Content:

Character counts include: Header, Body, URL and additional info

- Slot 1: 455 characters