

# A GUIDE TO REVIEWING YOUR IMPRINT PROOFS

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Imprints can be confusing. Below are some steps to take while reviewing your imprints for approval.

The first thing to remember on imprint proofs, is that we are using your data and this is an actual representation of how your variable information will print on your ticket/parking/guest passes, ect. The account, section, row, seat, gate, level, lot, space number, consecutive number and/or barcode are straight from the reports we send you.

1. If your imprints are sent via pdf, print them out. If you can print them at 100%, that is recommended, but the printouts do not have to be full size to check the variable information.
2. Next, if it barcodes, scan the barcodes (barcodes should scan, even at a reduced size). Scan every barcode sent. Confirm we are using the correct barcode format (Interleave 2 of 5, Code 128, Code 39, ect.) for your system.
3. Once you have confirmed that your scanner can read the barcodes and the barcodes are in the correct format, check that each barcode is linked to the correct data by account, section, row, seat and game/event.
4. Now check the appearance of the variable data on your proof:
  - a. Is it easy for your Entry staff to read?
  - b. Does the section, row, seat print on the body and stub of the ticket?
  - c. If it doesn't print on the body and stub, does it need to?
  - d. Do you print Access to special areas on your tickets? Club Access or Suite Access?
  - e. Do you have special sections that print a name, such as Owner's Suite or Legacy Club, instead of a section number?
  - f. If so, did you receive an imprint of the special access or sections? If not, and you would like to confirm how it will look, please contact your salesman to have additional imprints sent to you.