

UNIVERSAL STUDIOS™ THEME PARKS

TICKETING GUIDELINES

VENDOR STANDARDS





TICKETING GUIDELINES

TICKETING STYLES

The following Ticketing Guidelines are provided for the following types of Merchandise.

DEFINITIONS:

HANG TAG: A hanging, non-adhesive Price Ticket, most commonly used on apparel.

RATTAIL: An adhesive tail Price Ticket, most commonly used on ornaments, jewelry and key chains.

LABEL: An adhesive Price Ticket, most commonly used on hard goods

HANG TAG

UNIVERSAL LOGO

COLOR

SIZE

DESCRIPTION

PURCHASE ORDER NUMBER - Format: #123456

BARCODE - FORMAT: UPC-A with 12 digit UPC code found on UPRM Purchase Order

RETAIL PRICE

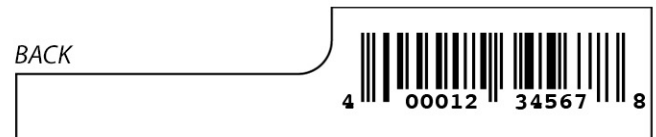
Dimensions: 1.2" x 2.2"



RATTAIL LABEL

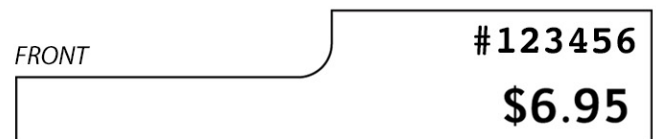
BACK: BARCODE - FORMAT: UPC-A with 12 digit UPC code found on UPRM Purchase Order

BACK



FRONT: PURCHASE ORDER NUMBER - Format: #123456
RETAIL PRICE
Dimensions 2.3" x 1.0"

FRONT



MINI LABEL

BARCODE - FORMAT: UPC-A with 12 digit UPC code found on UPRM Purchase Order

PURCHASE ORDER NUMBER - Format: #123456

RETAIL PRICE

Dimensions 1.2" x 0.55"



**Tickets samples have been enlarged to show detail. Not actual size.*



TICKETING GUIDELINES

Apparel & Softlines Merchandise Examples

HANG TAG : **SHIRT**

Fastener – 3" Paddle Fastener

Location – Attach hang tag through seam located underneath left arm.



HANG TAG : **HEADWEAR**

Fastener – 1" Paddle Fastener with Tagger Hook

Location – Secure Hook-Tach through button on top of cap or attach through vendor tag on back of band.



HANG TAG : **FANNY PACK**

Fastener – 3" Paddle Fastener

Location – Attach hang tag through belt strap.



TICKETING GUIDELINES

Drinkware & Souvenirs Merchandise Examples

ADHESIVE LABEL : PLUSH

Location – Place adhesive label to lower center back of hang tag avoiding all other product information or legal lines.



Close-up Back View



ADHESIVE LABEL : MUG

Attach adhesive label to bottom of drinkware avoiding all other product information or legal lines.



Bottom View



ADHESIVE LABEL : LUGGAGE TAG

Location – Place adhesive label to lower right corner on back of luggage tag avoiding all other product information or legal lines.

***Other Ticketing Option:** See Keychains





TICKETING GUIDELINES

Pins, Keychains & Magnets Merchandise Examples

ADHESIVE LABEL : PINS

Location – Place adhesive label to back of card avoiding all other product information or legal lines.



FRONT



BACK



ADHESIVE LABEL : KEYCHAINS

Location – Place adhesive label to back of card avoiding all other product information or legal lines.



ADHESIVE LABEL : MAGNETS

Location – Place adhesive label on back of magnet avoiding all other product information or legal lines.



FRONT



BACK



TICKETING GUIDELINES

Stationery Merchandise Examples

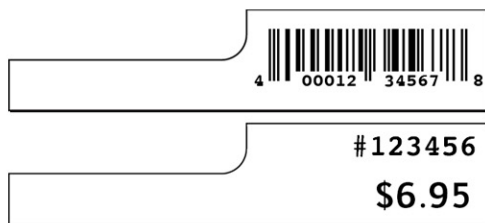
ADHESIVE LABEL : SPIRAL BOOK & PEN

Location – Attach adhesive label to lower back side center of spiral book & pen avoiding all other product information or legal lines.



RATTAIL LABEL : PEN

Location – Affix to base of pen's clip



ADHESIVE LABEL : PEN MULTI-PACK

Location – Attach adhesive label to lower back center of pen multi-pack avoiding all other product information or legal lines.





TICKETING GUIDELINES

Box & Lanyard Merchandise Examples

ADHESIVE LABEL : **BOXED COLLECTIBLE**

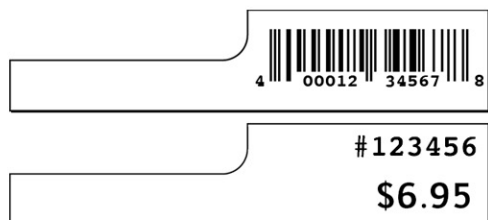
Location – Place adhesive label on bottom center of box avoiding all other product information or legal lines.



Bottom View

RATTAIL LABEL : **LANYARD**

Location – Affix to ring at the bottom of the lanyard strap.



Close-up View