

← safety

← cut line

← full bleed

**MAGENTA LINE IS THE SAFTY LINE**  
ANYTHING THAT IS NOT GETTING CUT  
MUST BE INSIDE THIS LINE

**BLACK LINE IS THE TRIM LINE**  
THIS IS WHERE THE FINISHED  
PRODUCT WILL BE CUT

**BLUE LINE IS THE BLEED LINE**  
BACKGROUNDS AND IMAGES THAT  
BLEED OFF MUST EXTEND TO THIS LINE



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**INDICIA AREA**

**1.25 X 1.25**

**WHITE BACKGROUND  
OR 10% COLOR TINT**



**FINISHED SIZE - 8.5X3.5**  
**WITH BLEED - 8.625X3.625**

**TOTAL AREA 4" X 2.5"**