

# PRINTING

MARKETING & MAIL



## GREEN LINE IS THE CONTENT BOUNDARY

Content such as images & text that are not getting cut must be inside this Green Line.





## RED LINE IS THE CUT LINE

This is where the finished product will be cut.



## BLACK LINE IS THE BLEED LINE

Background and Images that bleed off must extend to this line.



## BORDER:

If you want a border surrounding the edge of your content, a minimum of 0.25 inch thick border must be at least 3/8" from the BLEED line.

### DO:

- Edit & Save your file in CMYK
- Outline text in the file before saving (select all layers, click "Type" in the menu, select "Create Outlines")
- Save your file with Press Quality and PDF/X-1a
- Delete the artwork guideline group layer before saving

### DON'T:

- Flatten your layers or image before saving
- Add additional bleed or print/crop marks to your files
- Save as a multiple page PDF

Finished Size - 7" x 5"  
With Bleed - 7.25" x 5.25"