

**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.

Finished Size - 10"x 7" | With Bleed - 10.25"x 7.25"

**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 - 10"x 7" | With Bleed - 10.25 x 7.25