



BLEED area is the extra 1/4" (.125" on each side) added outside the TRIM size.
Bleed allows for full background images, which must extend to the bleed size: **17.25"x11.25"**
AFTER PRINTING, THE BLEED AREA WILL BE CUT OFF.

TRIM is the FINAL CUT SIZE of the finished printed piece: **17" x 11"**

LIVE or safe area is at least 1/8" inside from both final TRIM and FOLD lines.
DO NOT PLACE ANY CRITICAL LOGOS OR TEXT OUTSIDE THIS LIVE AREA.

FOLD lines is where your printed and cut piece will be SCORED & FOLDED.



OUTSIDE
BACK

OUTSIDE
FRONT