



**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  
FRONT