



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: **11.25" x 4.5"**
AFTER PRINTING, THE BLEED AREA WILL BE CUT OFF

TRIM is the actual FINAL CUT SIZE of the finished printed piece: **11" x 4.25"**

LIVE or safe area is at least 1/8" inside from the final TRIM or cut line.
DO NOT PLACE ANY CRITICAL LOGOS OR TEXT OUTSIDE THIS LIVE AREA