

BACK

Artwork placed here  
should be upside down

FRONT

**SAFE ZONE**

All critical elements (text, images, graphics, logos, etc.)  
must be kept inside the blue box

**CUT LINE:**

Please allow .125 inches cutting tolerance all around.  
We do not recommend having borders due to shifting  
in the cutting process, which may cause borders to  
appear uneven.

**BLEED AREA .125 INCHES:**

Make sure to extend the background images or colors  
all the way to the red bleed line.

**Final Size: 4 inches x 18 inches**  
**Size with Bleed: 4.25 inches x 18.25 inches**

PRINT-MARK

Remove all guidelines/instructions and hidden  
layers before submitting your files or they will  
be printed. All text should be converted to  
outlines.