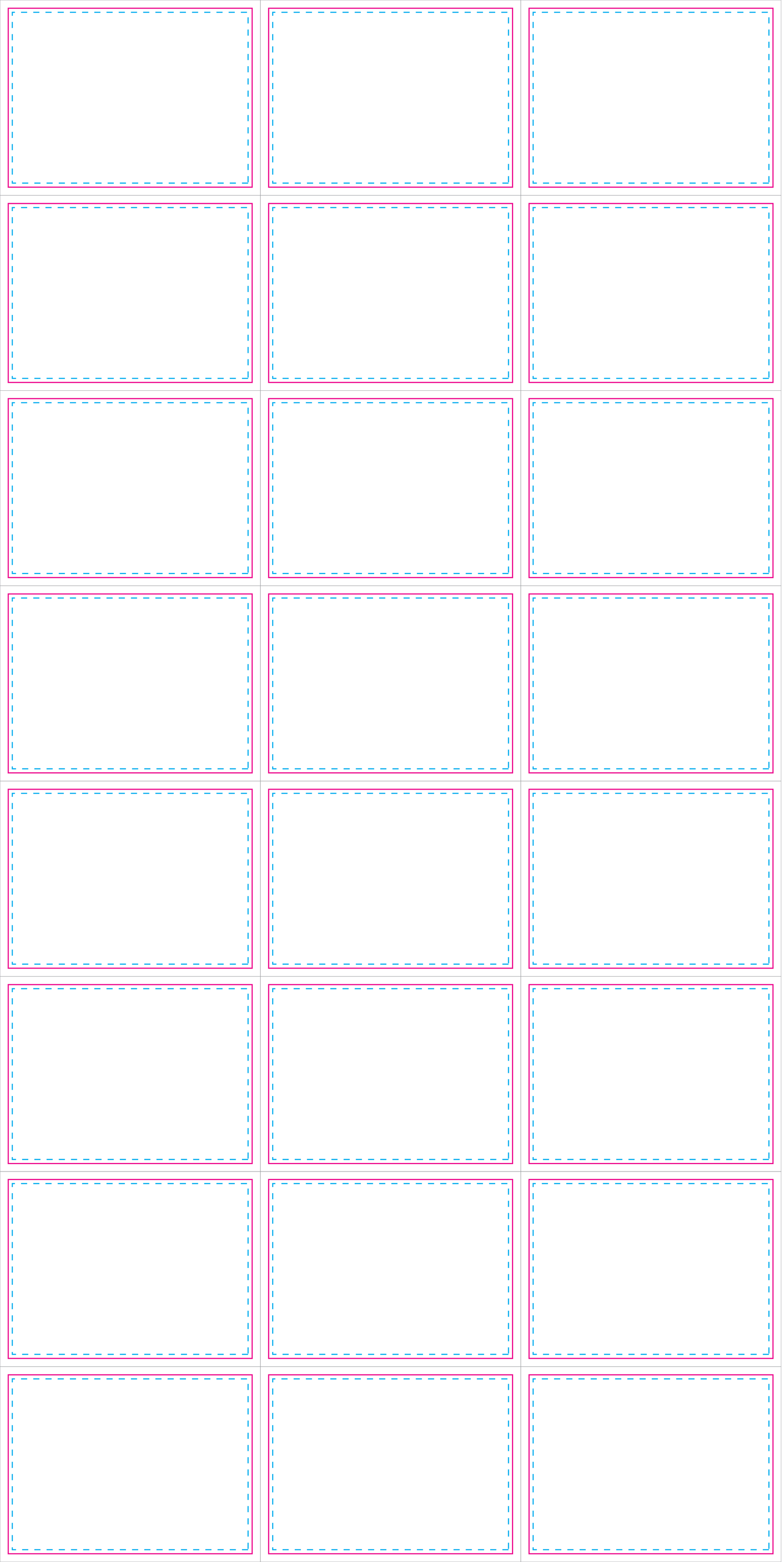

TEMPLATE KEY

= FINISHED SIZE

= BLEED AREA

= SAFE AREA

Finished Size
12″ x 16″
(.50 all sides)

Area of art that is used for finishing product. Artwork should not exceed into this area.

Bleed Area
11″ x 15″

Full area that is used for your graphics. Artwork should not exceed past this area.

SAFE AREA
10.5″ x 14.5″

Area of art that is safe to have all important info. Keep all logos, images, and text within this area.

Using PMS colors in your artwork is recommended but an exact match can not be guaranteed. All art is processed in CMYK mode.

All images must be embedded and all fonts must be outlined.

↕ Flute direction is vertical.