

The diagram shows a vertical rectangular card with three concentric borders: an outermost red line, a middle blue line, and an innermost black line. At the top, an upward-pointing arrow indicates the cut line. In the middle, a rightward-pointing arrow indicates the safety line. At the bottom, a horizontal dashed red line indicates a perforation for tear-off, with a 1.5-inch dimension line below it. Text labels explain each line and the dimensions.

RED LINE IS THE CUT LINE

THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

BLUE LINE IS THE SAFETY LINE

ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS LINE

BLACK LINE IS THE BLEED LINE

BACKGROUNDS AND IMAGES THAT BLEED
OFF MUST EXTEND TO THIS LINE

FINISHED SIZE - 7X2
WITH BLEED - 7.125X2.125

PERFORATION
FOR TEAR OFF

PERFORATION
FOR TEAR OFF

1.5"