



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. On the right side, two rightward-pointing arrows indicate the safety and bleed lines. At the bottom, a horizontal dashed red line is positioned 1.5 inches above the bottom edge, with two upward-pointing arrows indicating the perforation for tear-off.

**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"