SAFE ZONE:
All critical elements (text, images, graphics, logos, etc.) must be kept inside the blue line.

Keep all elements away from the blue line (safe zone).

TRIMMING ZONE:
This is the area where trimming (referred as off-cut) will occur. We do not recommend having borders due to shifting in the trimming process. Keep all borders to a minimum.

BLEED ZONE 0.125 inches:
Make sure to extend the background images or colors all the way to the red line (bleed zone).

IMPORTANT
Please remove all guidelines/rulers/lines before submitting your files, or else they will be printed. Do not flatten your artwork.

Final Size: 12 inches x 18(6 inches Vertical Size with Bleed: 12.125 inches x 18(6.125 inches