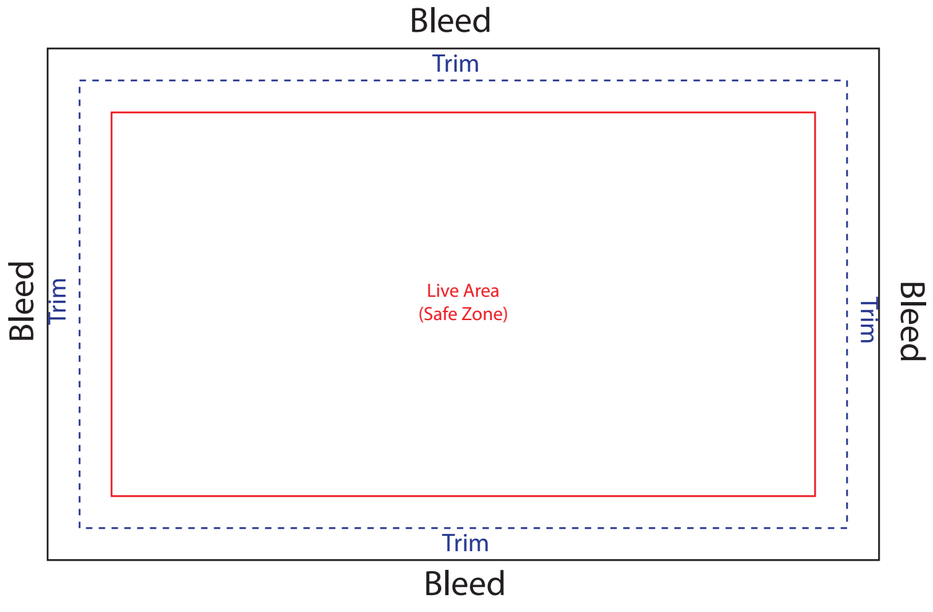
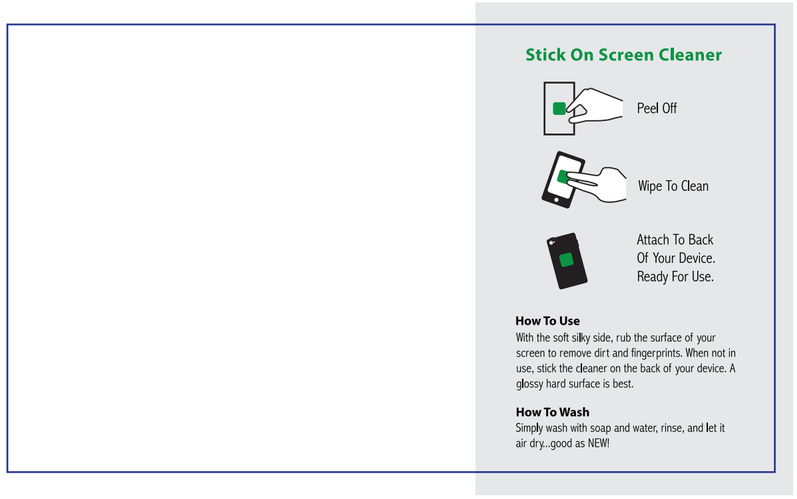
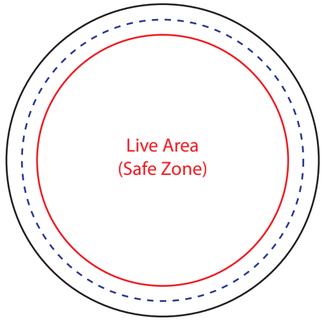
Marketing Card - 6″ x 3.5″



(Back)-with Instructions



Screen Cleaner
Circle: 2.2″ x 2.2″



Trim- Size of the actual page. ----------

Live Area- All text needs to stay within this area unless you want it to be cut off from the page. All photos or other graphics that you do not want to bleed need to stay within this area. The margin allows the printing press to have room to trim properly. ————

Bleed- To print an item on a page right up to the edge would be very difficult to achieve given that all print presses have a degree of movement as paper passes through. You would inevitably get some pages where there is a small gap between the edge of the image and the edge of the paper, spoiling the effect. To overcome this the image is allowed to extend outside of the page area or 'bleed'. This ensures that the image 'bleeds off' the page even if there is slight movement of the paper. Larger paper is used and cut down to the correct (trim) size after printing. The normal allowance for bleed is at least 1/4" (0.25"). ————