

RED LINE IS THE CUT LINE  
THIS IS WHERE THE FINISHED  
PRODUCT WILL BE CUT

The diagram shows a large white rectangular area representing a page. It is enclosed by three concentric lines: an innermost red line, a middle green line, and an outermost black line. Arrows point from the text labels to their respective lines: a red arrow points to the red line, a green arrow points to the green line, and a black arrow points to the black line.

GREEN LINE IS THE SAFETY LINE  
ANYTHING THAT IS NOT MEANT TO BE CUT  
MUST BE INSIDE THIS LINE. BORDERS MUST  
ALSO EXTEND FROM THE RED CUT LINE TO THE GREEN LINE

BLACK LINE IS THE BLEED LINE  
ANY BLEEDS MUST EXTEND  
TO AT LEAST THIS LINE

PRST STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM Retail

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PRODUCT WILL BE CUT

\*\*\*\*\***ECRWSS**\*\*\*\*\*

**Local  
Postal Customer**

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