

The diagram shows a vertical rectangular layout for a 3.5x11 inch card. It features 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 red line. To the right, two horizontal arrows point to the blue and black lines respectively. The text is arranged in three sections at the top, each corresponding to one of these lines.

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 - 3.5X11
WITH BLEED - 3.625X11.125**