This Area will not be visible from the front.

This Area will not be visible from the front.

# ARTWORK GUIDELINES

ALL FONTS must be converted to outlines.

RESOLUTION must be 300DPI at 25% output size.

Artwork MUST be supplied in CMYK. Colours on your screen may differ from the colours that are printed.

ARTWORK must be a flattened PDF print ready file.

Do NOT EMBED any images.

This template is only a guide.

# GENERIC POP UP STRAIGHT 3X5

## SAFE ZONE

All main text and images should sit within the safe area.
This is to ensure that nothing gets cut into or off during the print and cut process.

**4991mm(W) x 2205mm(H)**

## CUT LINE

This is where the product will be cut ready for the item to be made up and ready to be dispatched.

**5011mm(W) x 2225mm(H)**

## BLEED AREA

The bleed area is where the background images or colour is bled right to the edge to ensure that your artwork does not print with an unwanted white edge.

**5031mm(W) x 2245mm(H)**

This Area will not be visible from the front.

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