Finish Cut Size is
3.5" x 2" (black border)

The Safe area is
3.25" x 1.75" (pink border)
Keep all important
information inside this
pink border

Bleed size is 3.75" x 2.25"
When your file is complete
this is the size it should be.

Un-important image(s)
and/or colour(s) bleed
past the pink border
and the black border
to the blue border
for optimal finish cuts.

Delete all guidelines
and this type
before submitting file