

# Artwork Guide for

# 70mm x 100mm Rectangle



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—— PRINTERS TRIM LINE / SHEET SIZE  
—— DIE CUT  
..... IMAGE BLEED LINE

### PRODUCTION GUIDE

#### DESIGN

Magnetic sheet is flexible so allow for some movement:  
- keep borders and text well away from edges.  
- bleed well into gully.

#### PRINTING

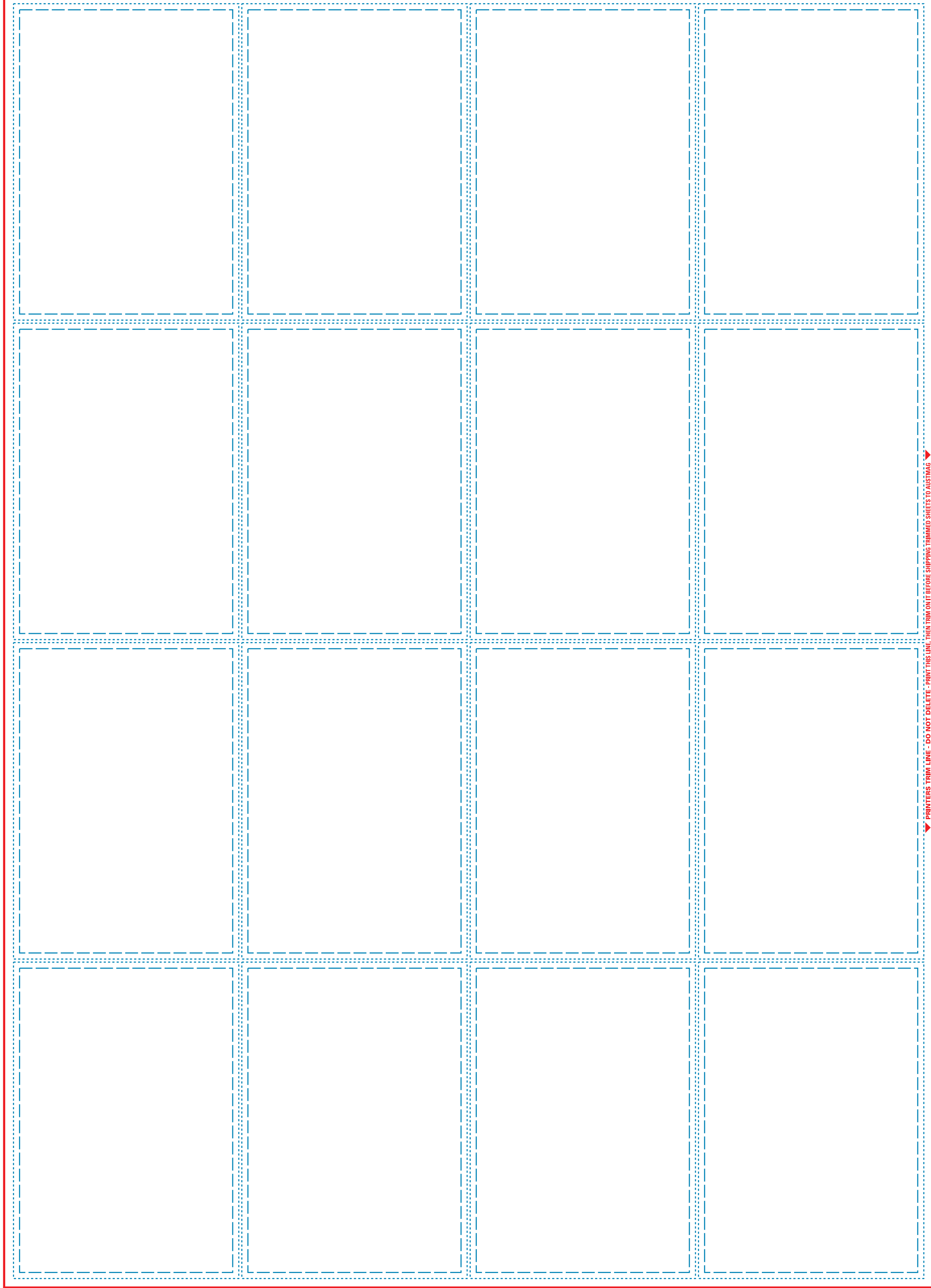
On 150 - 170gsm gloss paper.

#### OVERS

Registration checks use at least 3 sacrificed sheets:  
- generally allow minimum 5% overs.

#### TRIM

The sheets need to be trimmed accurately - particularly on the 2 lay edges.  
The die-cutting is spaced exactly from those 2 edges.



PRINTERS TRIM LINE - DO NOT DELETE - PRINT THIS LINE - THEN TRIM ON IT BEFORE SHIPPING TRIMMED SHEETS TO AUSTMAG