

Artwork Guide for 50mm x 70mm Ellipse

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

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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.

