

← safety

← cut line

← full bleed

**MAGENTA LINE IS THE SAFTY LINE**  
ANYTHING THAT IS NOT GETTING CUT  
MUST BE INSIDE THIS LINE

**BLACK LINE IS THE TRIM LINE**  
THIS IS WHERE THE FINISHED  
PRODUCT WILL BE CUT

**BLUE LINE IS THE BLEED LINE**  
BACKGROUNDS AND IMAGES THAT  
BLEED OFF MUST EXTEND TO THIS LINE



**BRESSER'S**  
*marketing solutions*

**(800) 995-0570**

**www.bressers.com**

**FINISHED SIZE - 5" X 7"**  
**WITH BLEED - 5.125" X 7.125"**

# 5X7 MAILING SPECIFICATIONS

**PRINT-READY FILES MUST BE PROVIDED  
IN HIGH-RESOLUTION PDF FORMAT WITH  
ALL COLORS CONVERTED TO CMYK**

**INDICIA AREA**

**1.25 X 1.25**

**WHITE BACKGROUND  
OR 10% COLOR TINT**



**ADDRESS AREA**

**WHITE BACKGROUND  
OR 10% COLOR TINT**

**TOTAL AREA 4" X 2.5"**