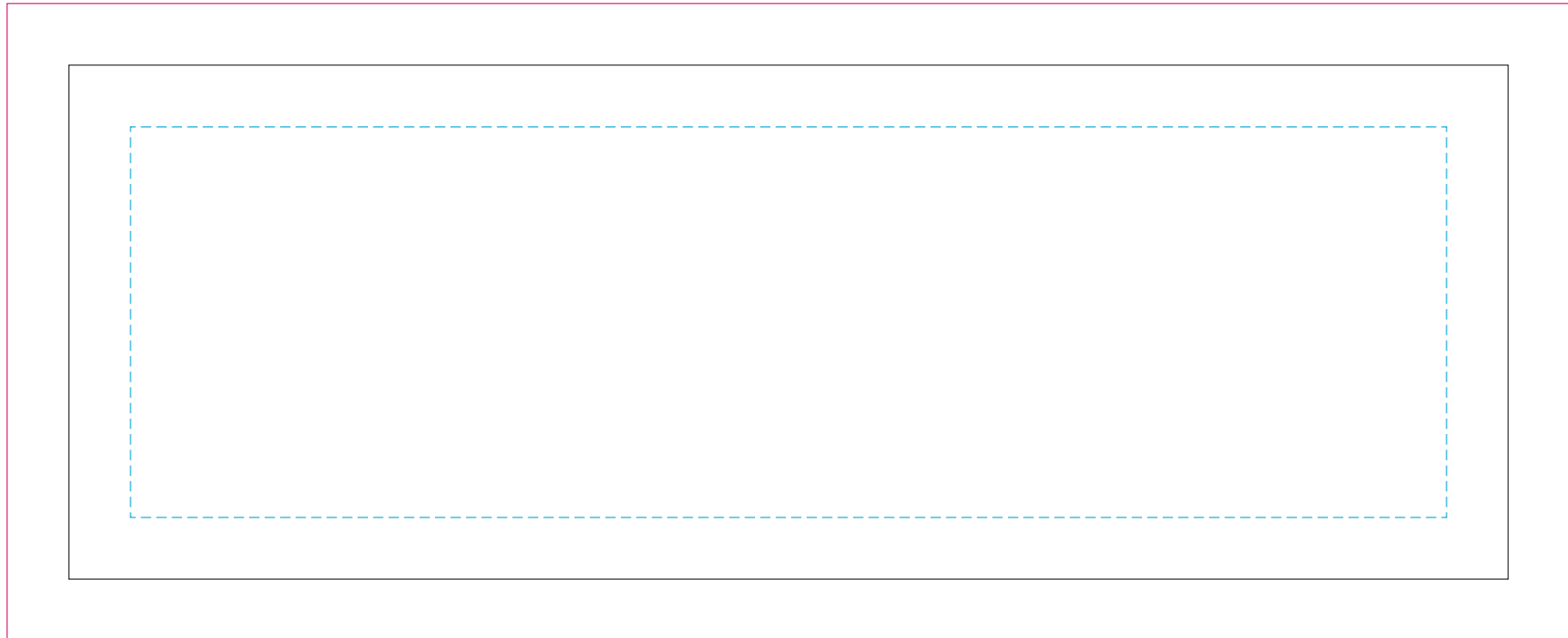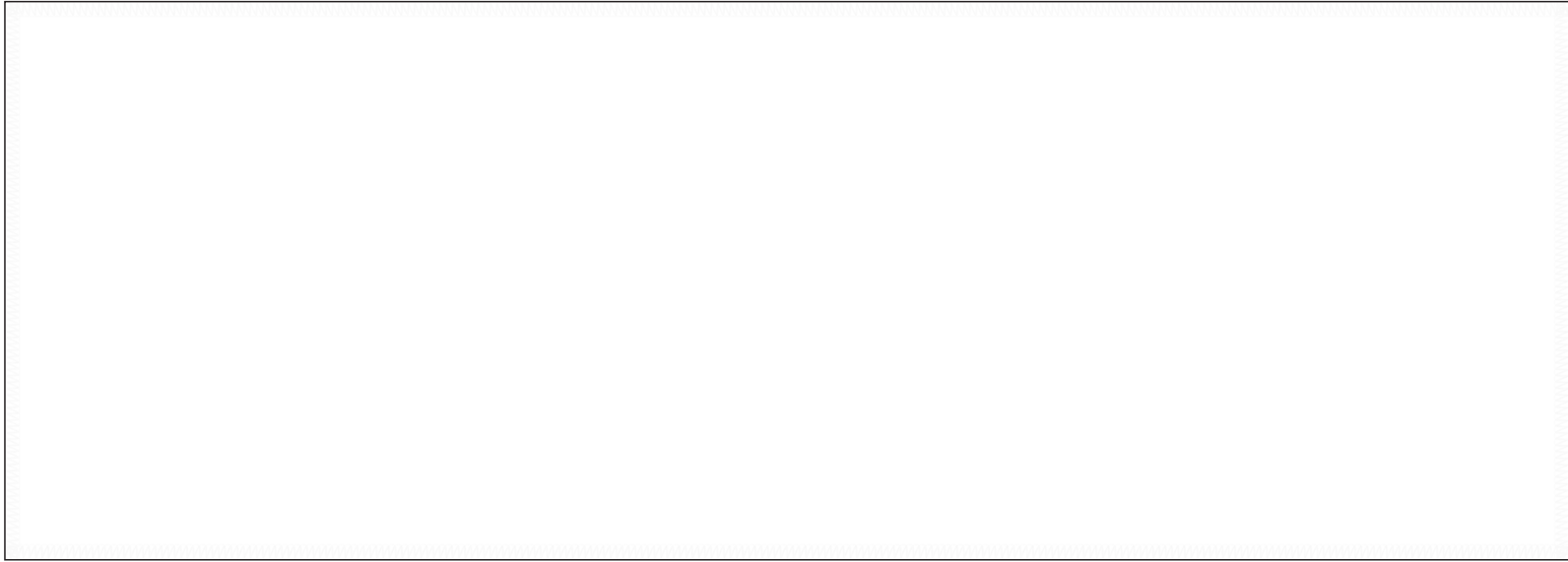Blue Line = The SIGNIFICANT PRINT AREA
(Keep all critical images & text within this box)
Black Line = Maximum print area
Pink Line = Bleed off to here