



PRINTING | GRAPHICS | MAILING | PROMOTIONS

## 5" x 7" RESPONSE CARD VERTICAL BACK

finished size: 5" x 7"

design bleed size: 5.25" x 7.25"

design safety line: 4.75" x 6.75"

● **FINISHED SIZE CUT LINE** - This black line represents the edge of the finished printed document. Anything extending beyond this line will be cut off.

● **BLEED LINE** - Any text or images that need to run all the way to the edge of your printed document must extend 1/8" past the finished cutting line to have artwork that is printed properly. This is called a bleed, and your artwork must extend to the red line.

● **SAFETY MARGIN** - This light gray shadow is called the safety margin. You should keep text and artwork away from the safety margin because the safety margin area could shift past the cut line when your document is cut to finished size.

**Delete this template layer before submitting artwork.**

For full instructions, see [selectimaging.com/templates](http://selectimaging.com/templates).