

← **Safe Area:** Keep all text within this line

← **Finished Size:** This is the size where the product will be cut to.

← **Bleeds:** Create a 1/8" bleed to make sure that ink goes to the edge of the finished size.
Extend Artwork or graphics to the edge of the template

NOTES:

1. Open this file in Adobe Illustrator version CS and above.
2. Use [**My Artwork**] layer to create all your art.
3. Outline all Fonts. Go to **Type** -> **Create Outlines**.
4. Delete the Instructions layer before creating PDF.
5. Save File as **Press Quality** PDF and set Standard as **PDF/X-1a:2001**.

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Local
Postal Customer

Fold

Top Inside Panel

Fold

Bottom Inside Panel