Size (Width x Height): 11"x 6" \*\*PRINTPAPA 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 Borders: Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Important Note: Click on the link to view the artwork setup guideline http://support.printpapa.com/kb/a313