RED LINE IS THE CUT LINE THIS IS WHERE THE FINISHED PRODUCT WILL BE CUT **BLUE LINE IS THE SAFETY LINE** ANYTHING THAT IS NOT GETTING CUT MUST BE INSIDE THIS LINE BLACK LINE IS THE BLEED LINE BACKGROUNDS AND IMAGES THAT BLEED OFF MUST EXTEND TO THIS LINE FINISHED SIZE - 5.5X2 WITH BLEED - 5.625X2125 PERFORATION FOR TEAR OFF 1.5"