

# Instructions

**Header with Bleed:- 21.675" x 13"**

**Header Viewable- 20.675" x 12"**

**Safe Line- 29" x 11**

**Shelf with Bleed:- 21" x 2.5"**

**Header Viewable- 20.5" x 2"**

**Safe Line- 20" x 1.5"**

## Bleed Line

Art elements must extend to this line to account for slight inaccuracies when trimming

## Trim Line

Any text/logo/images past this line will be trimmed off

## Safety Line

Important text/logos should not extend past this line

- File color mode must be CMYK
- All text must be outlined (type Menu -> Create Outlines)
- Embed or include linked images in separate folder
- If Pantone color matching is required, specify the colors in the artwork

**Shelf 1**

**Shelf 2**