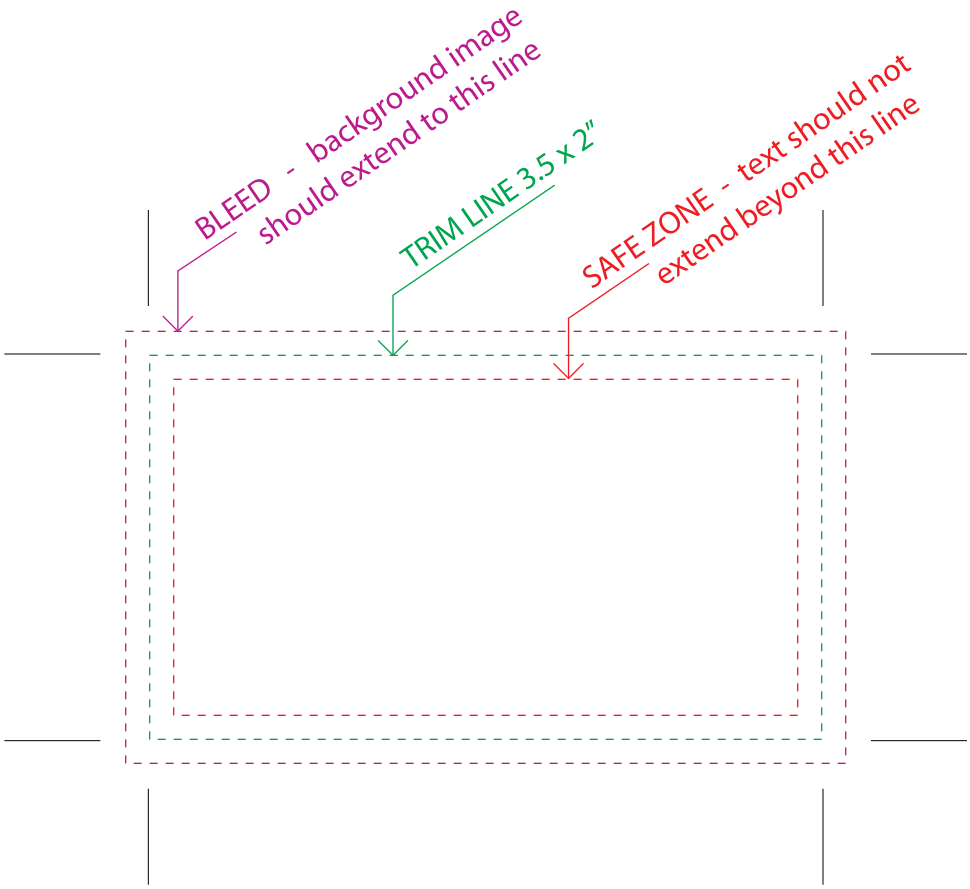
BLEED - background image
should extend to this line
TRIM LINE 3.5 x 2"
SAFE ZONE - text should not
extend beyond this line