

The image shows a diagram of a card layout. On the left is a vertical rectangular card with a hole punch in the top-left corner. The card is enclosed in a red border (bleed), a black border (cut), and a green border (live area). On the right is a larger rectangular area, also with a hole punch in the top-left corner, containing text. This area is also enclosed in a red border (bleed), a black border (cut), and a green border (live area).

MATRIX= 4.875" x 2.375"

CARD = 3.375" x 2.125"

FOB= 2.125" x 1.125"

RED LINE = BLEED

BLACK LINE = CUT

GREEN LINE = LIVE AREA