

Layout Instructions and Template

20 Stick Matchbook at 100%

- Adobe Illustrator is the preferred program for creating final art.
- Insure that each element of the final art may be selected and manipulated.
- 20 Stick Match cover layout at 100% size = 4.25" length x 1.5" width.
- Print registration and die targets must appear on each separate color.
- All graphics and copy must be within the designated image areas as denoted by the dotted lines.
- Only a common color may bleed beyond the dotted line. Non-common bleed colors must be cropped to the general image area on all sides of the cover as with the graphics and copy above.
- The "Saddle Live Area" may be used as an image area. Be sure that non-common bleed elements within this panel are clear of the fold lines indicated by the solid line around "Saddle Live Area"
- Slugline Identification, represented by "DD Bean and Sons....." On this Template, and "Close Cover..." copy must be located as shown.
- Minimum type size for final art layout is 5 point Helvetica or equivalent.
- Minimum line/rule size for final art is 1 point.
- Panel orientation is indicated by the copy on: Front Cover, Back Cover, Front Flap etc.

