



The diagram shows a vertical rectangular frame. The outer border is a thick blue line. Inside this border is a lighter blue rectangular area. Two horizontal double-headed arrows are positioned across the width of the frame. The upper arrow spans the entire width of the blue border and is labeled 'Size 4.375"w x 7.375"h'. The lower arrow spans the width of the inner light blue area and is labeled 'Live Area 3.875"w x 7"h' with the instruction 'Keep all copy inside this space' below it.

Size 4.375"w x 7.375"h

Live Area 3.875"w x 7"h
Keep all copy inside this space