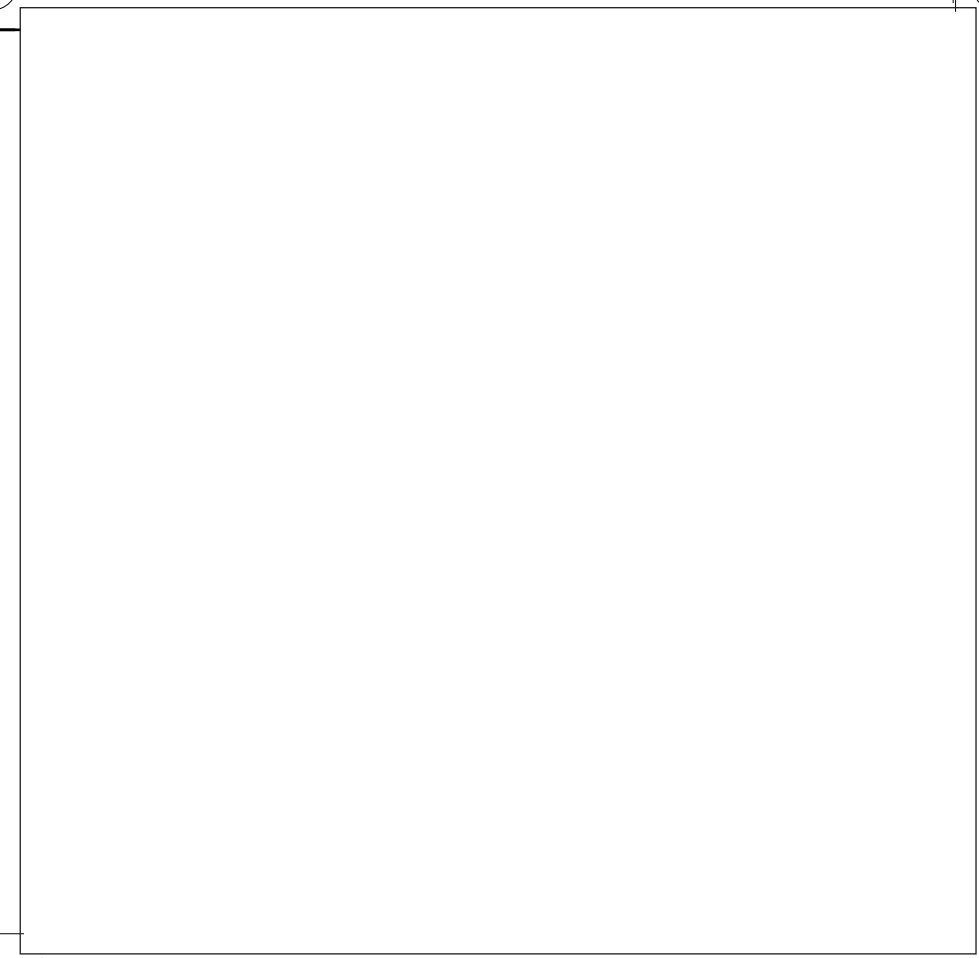

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- guidelines represent the actual cut marks

- design text should be about 1/4 " away from these marks