**Formulate: Essential 8” Straight Wall Double Sided**

**TEMPORARY 8” x 10” AD**
- 0.25” bleeds on top & bottom
- 0.5” bleeds on left & right
- 1.75” bleeds on top & bottom
- 4” bleeds on left & right
- Color art on bleeds

**General Art Guidelines:**
- DPI: 300
- CMYK Color Mode
- Bleeds: No
- One side only
- Include a 1” bleed on all four sides
- No margins
- No bleed on back
- Minimum 2” margin on left & right

**Front Graphic**

**Back Graphic**
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TEMPLATE IS @ 1/2 SIZE
(2) prints to make (1) double sided graphic
Total Graphic Area: 101" w X 94.5" h
Total Visual Area: 97" w X 90.5" h

Please be sure to include the 2" bleed around the perimeter (note trim & stitch locations on template). DO NOT design any critical elements (text, logos, etc.) within 2" of the edge.

General Art Guidelines:
– CMYK Color Mode
– All Solid Coated Pantone colors should be called out in the art as spot colors
– Embed all images and support files
– Resolution must be 200-240 ppi @ 1/2 size, 100-120ppi @ 100% size
– All fonts must be created to outlines
– Do not scale artwork
– Background color/images must bleed to the edge of artwork
– Do not use spot colors from template in your artwork as they will not print

FRONT GRAPHIC