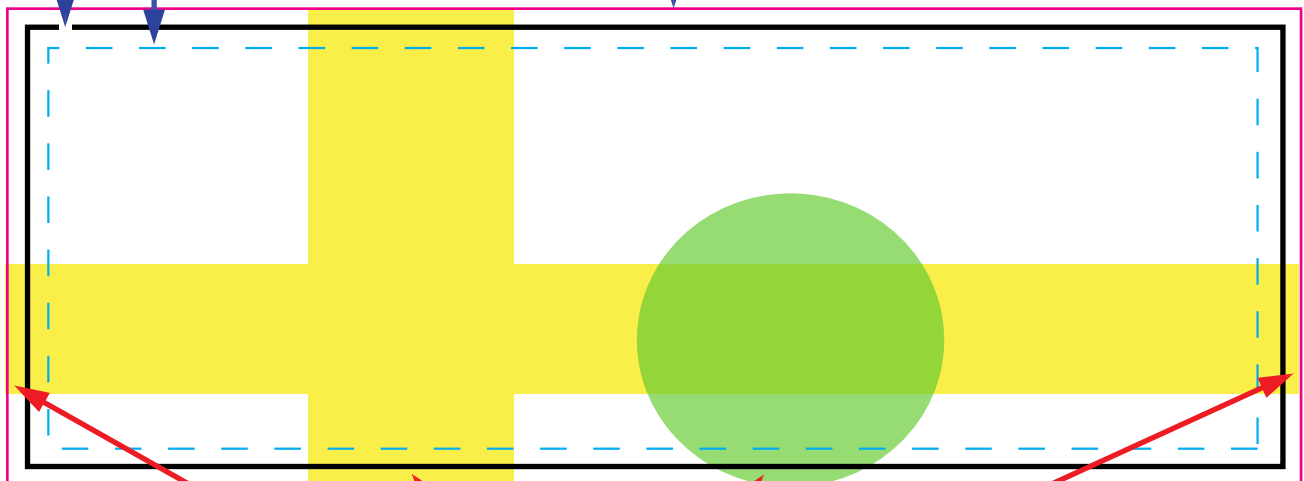


The following illustration is an example of a layout showing the principle areas of concern in reference to terms used in the industry and the understanding of how they apply to artwork for a standard banner for print.

This is the size of the banner eg 2000mm wide x 700mm tall

This dotted line is where the banner's hem will be sewed. It is normally 30mm in (and all round) from the edge of the banner.

This line shows the extra area that is printed so you can make a hem. (It is also called the bleed). It is normally 30mm all round outside of the edge of the banner.



This area of the artwork is the also called the bleed. It continues past the edge of the size requested so when the hem material is folded behind the banner so the artwork looks like it always goes right to the edge. (Not necessary when the artwork has white around the edge).