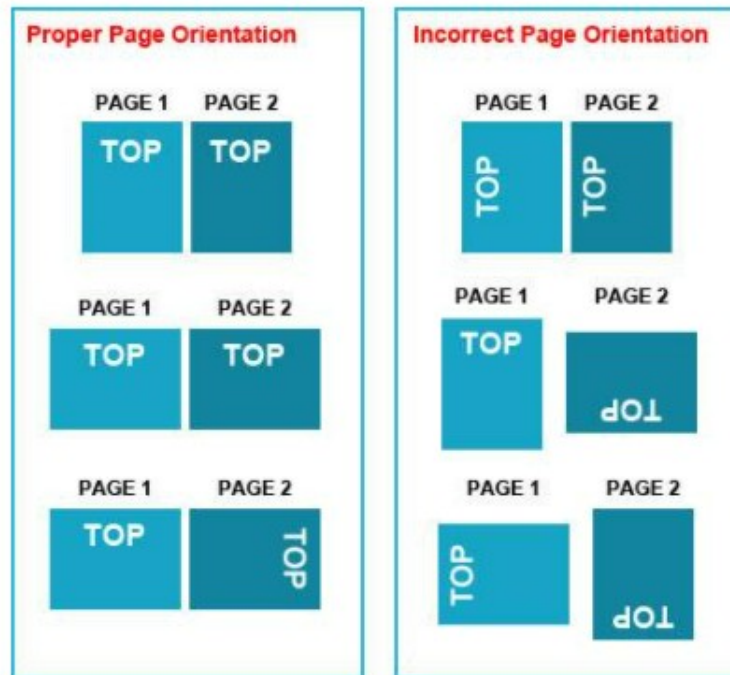


File Orientation:

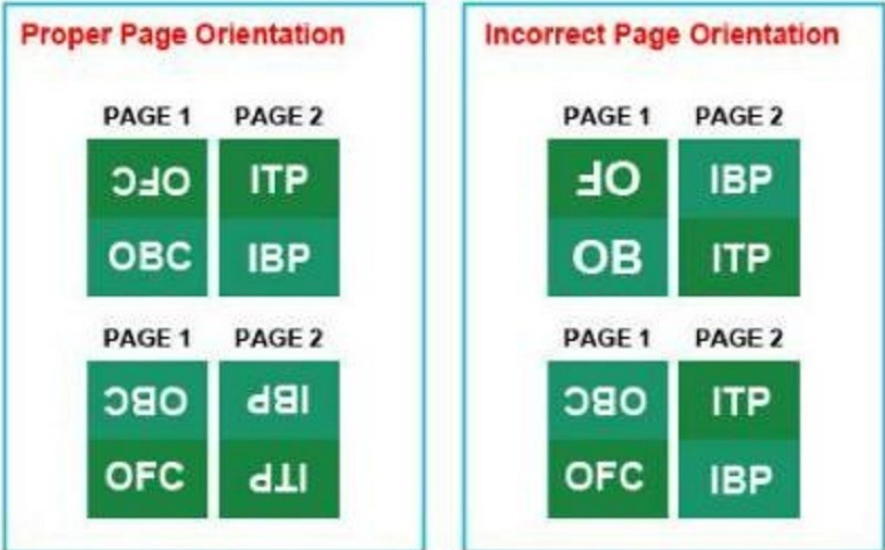
File Orientation refers to the orientation of the artwork files submitted. Ensure that they are submitted to back up properly to produce the intended result.

Flat Artwork (Postcards, Flyers etc.)



Folded Artworks (Greeting Cards, Folded Business Cards, etc.)

Vertical Opening



LEGEND: OFC - Outside Front Cover; OBC - Outside back cover; ITP - Inside Top Panel IBP - Inside Bottom Panel (a.k.a Inside Cover)

Horizontal Opening



LEGEND: OFC - Outside Front Cover; OBC - Outside back cover; ILP - Inside Left Panel (a.k.a Inside Front Cover); IRP - Inside Right Panel (a.k.a Inside Back Cover)