

The blue line shows the size of the image that you must create.
100mm x 143.5mm

Make up the master as shown, leaving 5mm blank around the outside.

The green area between the blue and red lines will be cut off - this is the bleed. This ensures that you have no white bits showing if the image shifts while printing. Obviously don't put anything important in the bleed.

The red line is the finished size of the flyer once the bleed has been cut off.
90mm x 133.5mm

Keep all important images and text within the yellow line, which is 2.5mm inside the edge of the finished flyer.