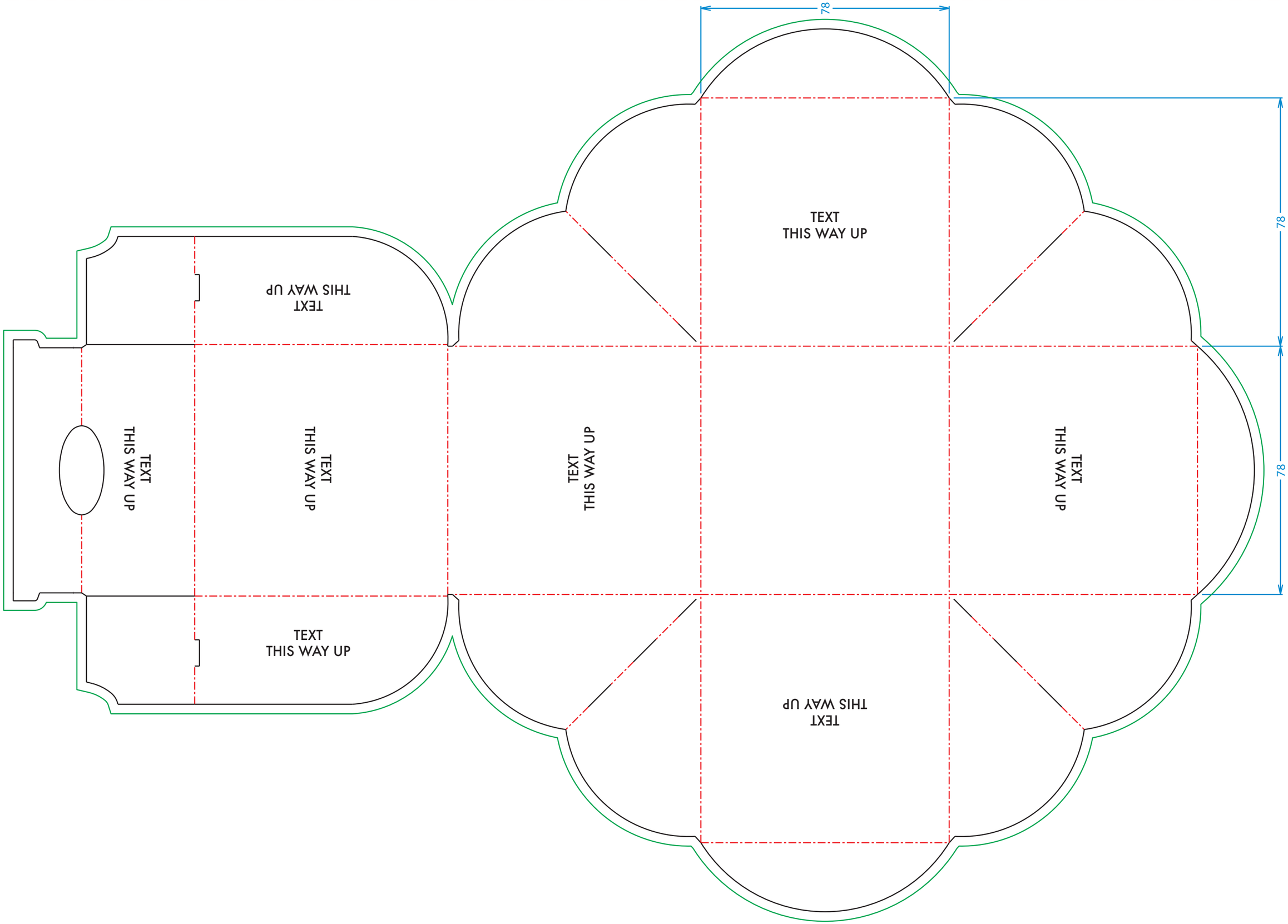ARTWORK NEEDS TO FIT INSIDE MAXIMUM PRINT AREA INCLUDING 3mm BLEED