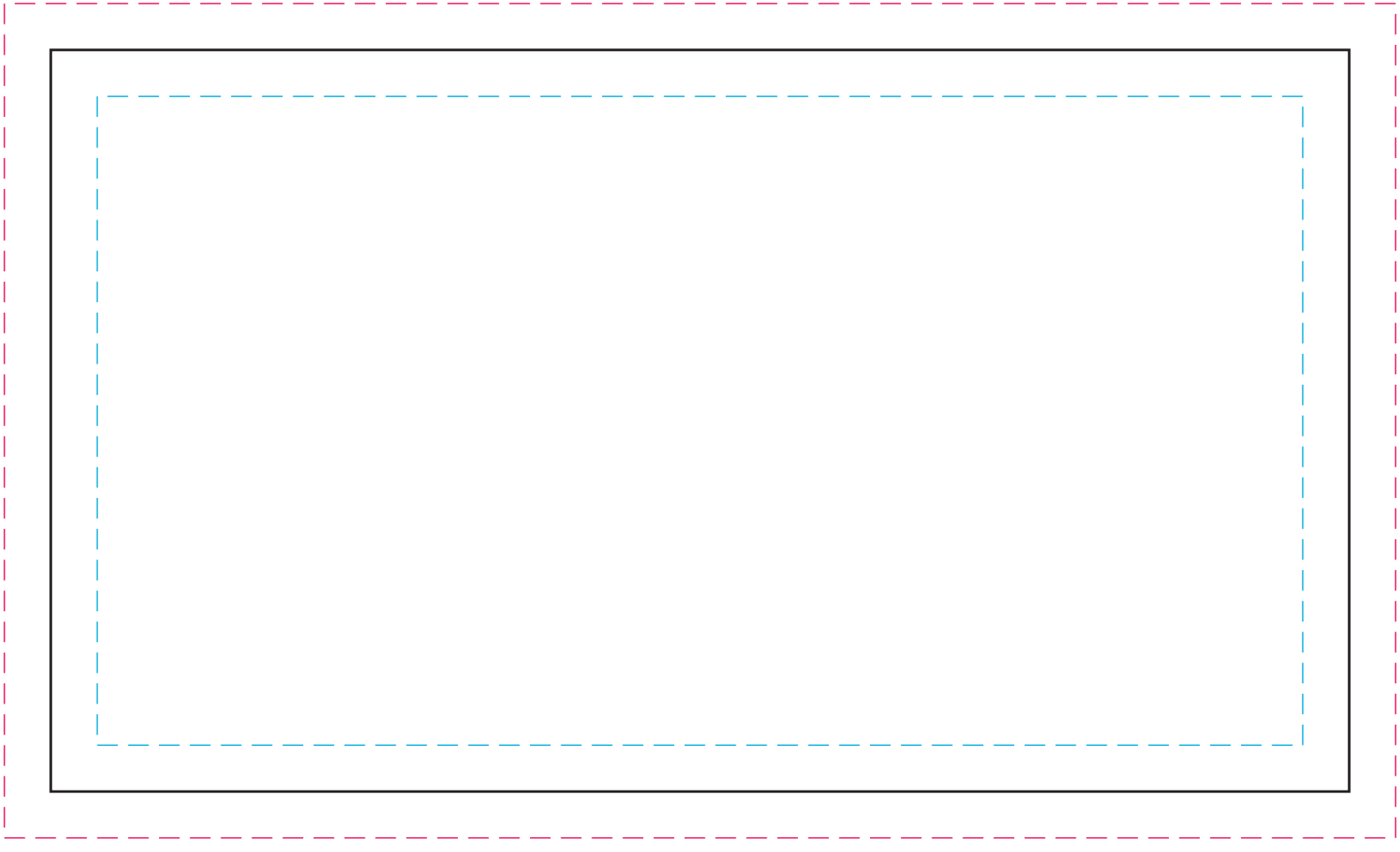

3.5" x 2" trim - 0.125" bleed - 0.125" safe area