

**12ft FEATHER FLAG
JUMBO
POLE ON RIGHT**

BLACK LINE IS THE BLEED LINE
BACKGROUNDS AND IMAGES THAT BLEED
OFF MUST EXTEND TO THIS LINE

RED LINE IS THE CUT LINE

THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

GREEN LINE IS THE FOLD LINE

THIS IS WHERE THE PRODUCT WILL BE
FOLDED

BLUE LINE IS THE HEM

ANYTHING THAT IS NOT GETTING FOLDED
MUST BE INSIDE THIS LINE

The diagram illustrates the layout of a book cover with several key areas and rules:

- NO TEXT - POLE AREA ONLY - NO TEXT**: A curved orange line at the top indicates the pole area where no text is allowed.
- NO TEXT - POLE AREA ONLY - NO TEXT**: A curved green line below the pole area also indicates a no-text zone.
- THE BLEED LINE**: A solid black line representing the edge where content must extend to.
- THE CUT LINE**: A dashed blue line representing the edge where the cover will be cut.
- THE FOLD LINE**: A solid black line representing the edge where the cover will be folded.
- THE HEM**: The bottom edge of the cover, which should not get folded inside the cut line.

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FOLDED SIZE - 32" X 119"

FLAT WITH BLEED - 36" X 123"