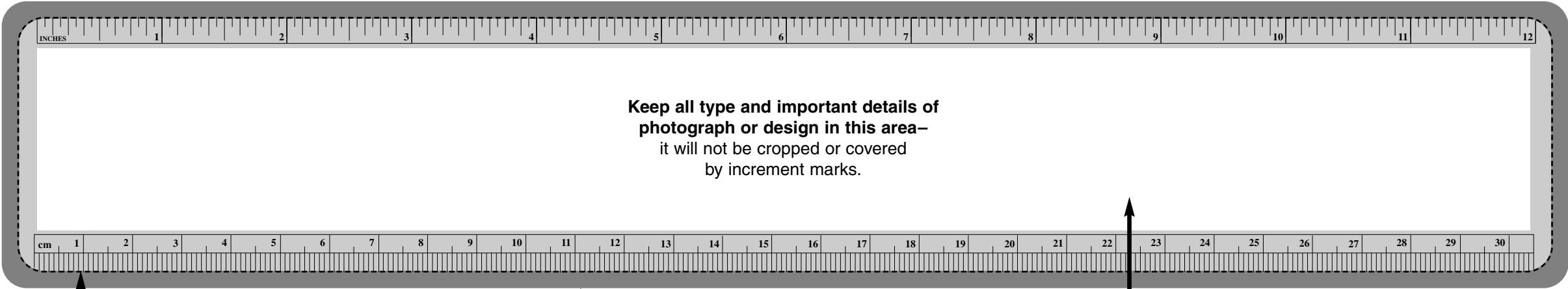


# Ruler Template & Design Specifications



**Ruler Size: 12 ¼" x 2 ½"**  
Include an additional ⅛" for bleed around all edges (to extend color or photograph to edges of ruler). The bleed area will be cropped and not part of the finished product.

**Ruler Size with Bleed: 12 ½" x 2 ¾"**  
Bleed should only include color, photograph, or design that is able to be cropped—**no type** should touch bleed edge.

**Type**  
Type should not be closer than ⅜" to the cropped edges of the ruler.

**Uploading – File Types**  
Acceptable files types include: JPG, PNG, GIF, TIF, PSD, PDF, and EPS.

**File Size**  
Please keep file size under 2 MB for easy uploading. Art resolution should be around 300 dpi.