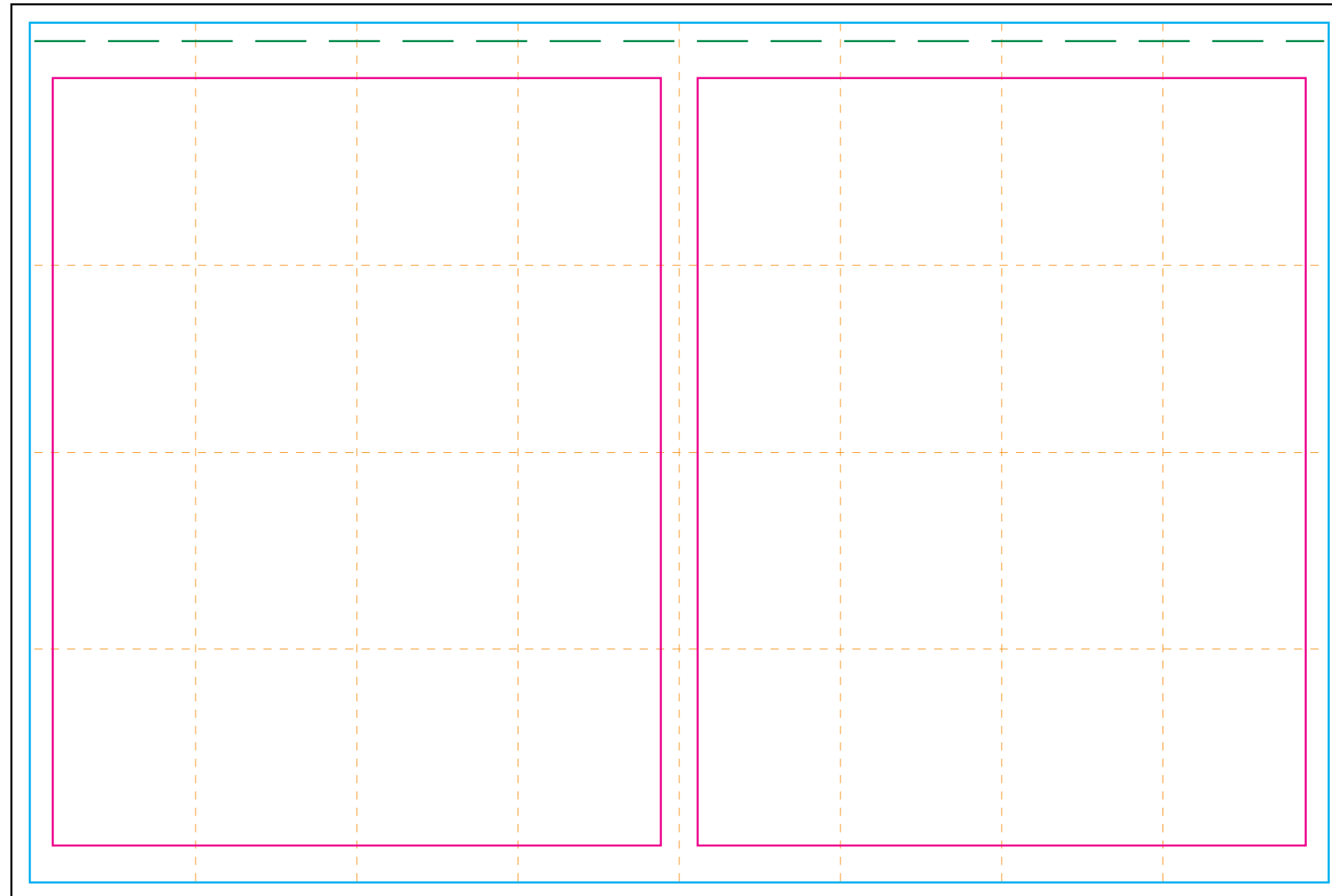


VENTURA, INC.

Layout Guide for BL-9000

Revised 8 - 18 - 04 - OS

Lip ———



Copy and designs should stay within the live area (magenta lines). If the design is two parts, front and back, then the two panels should be used separately. The live area provides for a 1/4" margin all around the insert. The 1/4" is made by 1/8" on the left and right and 1/4" on the bottom. The top margin appears to be 3/8" on this layout guide, but there is a lip on the top of the cup that covers about 1/8" of the insert.