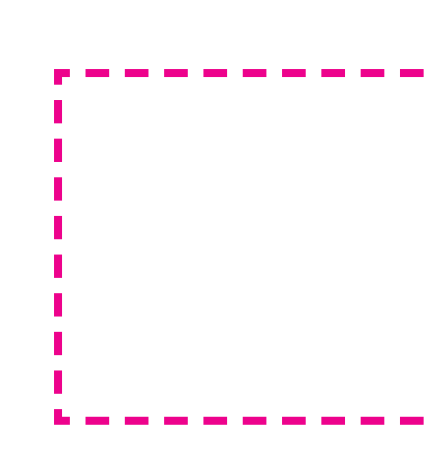
 = bleed area
1210X2220mm

 = viewable area
1200X2020mm