

# PRINTERS BLEED

*getting it right, first time!*

When sending files to print we require your artwork to include 3mm bleed on each edge of the document.

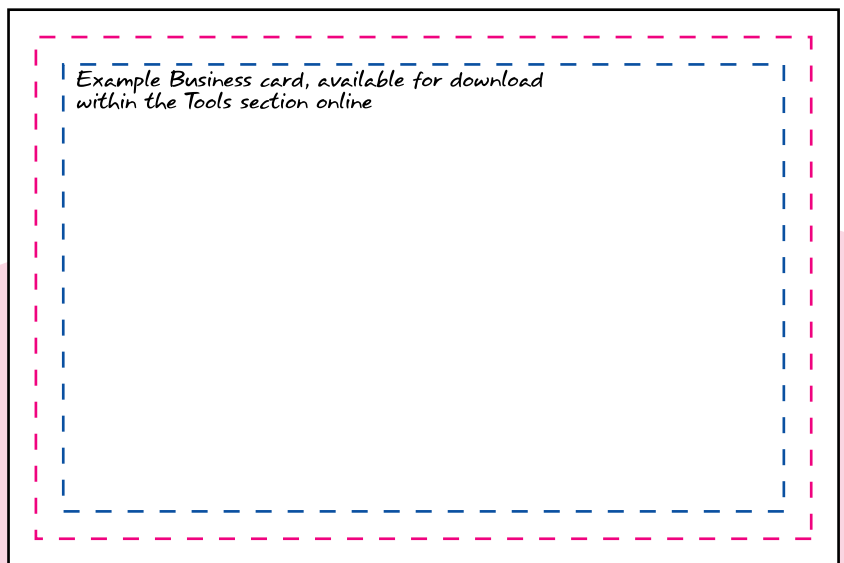
Bleed refers to the extension of any blocks of graphics or colour that you want to run right up to the edge of the cut sheet.

Without bleed you can sometimes end up with a white border around your artwork, where you haven't carried your design far enough into the bleed area.

You must ensure that you don't leave any text or items that you don't want chopping off within the bleed area.

You can download a template showing the exact bleed layouts for all our standard 'A' and 'DL' on the website. Just click on the 'Tools' section, then choose 'Product Download'.

The No1 cause for delays in printing can be attributed to files being sent without bleed. By following the simple rules laid out within the Product Download section you can dramatically speed up your print orders progression through the system.



## PRODUCT INFO

**NAME:** Business Card 85x55

**SIZE INCLUDING BLEED:** 91MM X 61MM

**SIZE TRIMMED:** 85MM X 55MM

**COLOUR SPACE:** CMYK

- - - - - : CUT LINE

- - - - - : SAFE EDGE (Where possible all text to remain inside the safe edge line)

**PREFERRED FORMAT:** Press Ready PDF, all fonts and linked images embedded.

**ALTERNATIVE FORMAT:** EPS, all fonts converted to paths and linked images embedded

TIFF, minimum 300dpi, preferred 450dpi

PSD, minimum 300dpi, with all layers preserved and fonts included with upload

## Key Points:

Always include 3mm bleed on each edge

Always create the CANVAS size of your document to the bleed size.

For example A5: Canvas size (154mm x 216mm) Trimmed Size (148mm x 210mm)