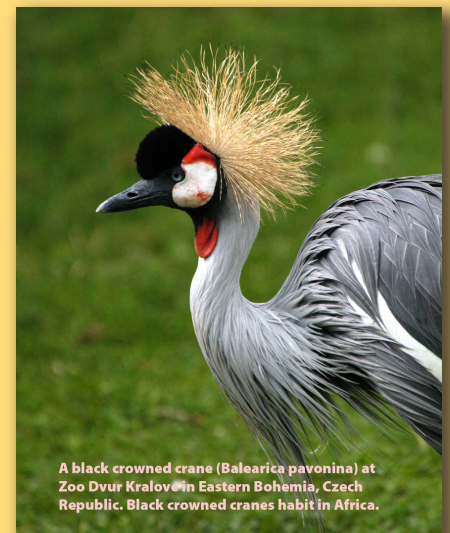


# What the bleep is "Bleed"??

Bleed, very simply, means the image runs right off the edge of the paper.



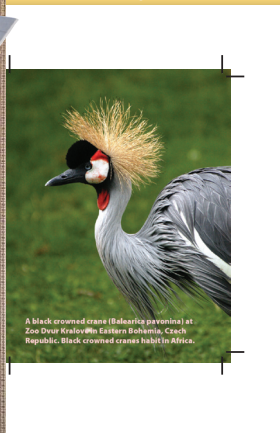
No bleed. You can still see the edge of the paper.



Bleed. The image runs right off, or "bleeds" off the edge of the paper.

## How do we create print jobs with Bleed?

Printers can't print off the edge of the paper. To make a print job bleed, we print it on a larger sheet of paper and trim it down to the final size.



Your file needs to include at least 1/8" that we can trim away without compromising the look of the final product. This area is the "Bleed". "Trim Marks" or "Crop Marks" are used to identify where the cuts will be made. They mark the final "trim-size" of the page. Anything within the trim marks stays. Anything outside, gets cut off. It is important to keep all type and critical image at least 1/4" inside the trim marks or it may get too close to the cut edge.

Does your job need to bleed? Ask to speak to one of our Design Specialists. They will show you how your graphics software can add bleed and trim marks to your print production files.