

## WHAT IS A BLEED?

It's a term used by printers to refer to imagery that extends beyond the edge of a sheet and is intended to be cut off.

## WHY DO I NEED A BLEED?

Printers can't print all the way to the edge of paper, so they print on larger pieces of paper that they can cut down to the desired size. During the process of printing, paper is moving throughout the machine and things can shift ever so slightly. To account for this movement, bleeds are used so that there are no edges without print.

## HOW LARGE IS A STANDARD BLEED?

The standard is 1/8 inch (0.125"). This means that the pdf version of your document should be 0.25" larger than the desired width and height.

## WHAT DOES IT LOOK LIKE?

This pdf shows a standard bleed and crop marks. The marks do not touch. If this document didn't have the red band on the bottom, it would not need a bleed.

