

-----bleed zone

-----non essential zone

-----main design area

General Guidelines

The red area represents the bleed area on the finished page. This area extends 1/8" around the final page size of 5.5" x 8.5". By extending any graphics that are meant to print right up to the edge of the finished page into the bleed area, any variations in production will avoid producing an unintended white line on the edge of the page. The page can bleed on any or all sides; e.g. the page may have a solid colored box with type in it that is positioned on the bottom center of the finished page where the colored box prints right to the edge of the finished page, in which case only the bottom would require bleed. Be sure to extend any items in the bleed area out as fully as possible to the outer edges of the bleed box. See the bottom of the page for this example.

The yellow area represents the 1/8" area near the edge of the final page size. It is recommended that any information that is considered essential, such as a logo, company information, or product information be kept out of this area as production variations may clip or make difficult to read information in this area.

The green area represents the bulk of the design area for the finished page size of 5.5" x 8.5".

When saving the document, be sure to include the bleed information even if no bleed exists on the designed page. This is generally done via a checkbox in the options area of most programs. When saved or exported with bleed, the document size should read 5.75" x 8.75".

Some design programs may only allow for the creation of 8.5" x 11" pages. In this situation, the easiest method to produce a properly sized ad is to draw an outline box that measures 5.75" x 8.75" in the center of the page, and then to draw another box that is 5.5" x 8.5" and place it in the center of the first box. This will provide you with the finished page size (the inside box) and bleed area required (the outside box). If necessary a third box could be created with the size of 5.25" x 8.25" and placed in the center of the 2nd box, which would represent the main design area. **These boxes are for reference and should be deleted before saving or exporting the file for print if they are not being used in the design of the page**, as some programs will automatically outline the box with a black line that will print on the finished piece. This is not an issue with the bleed box, but may create unwanted lines from the reference boxes placed inside the bleed box.

When saving or exporting a document created on an 8.5" x 11" sheet, the document **does not need to be saved with the bleed information** as you have already manually created the proper bleed information for the finished page size of the book.

Example of a box that bleeds off the bottom of the finished page.