

## Introduction

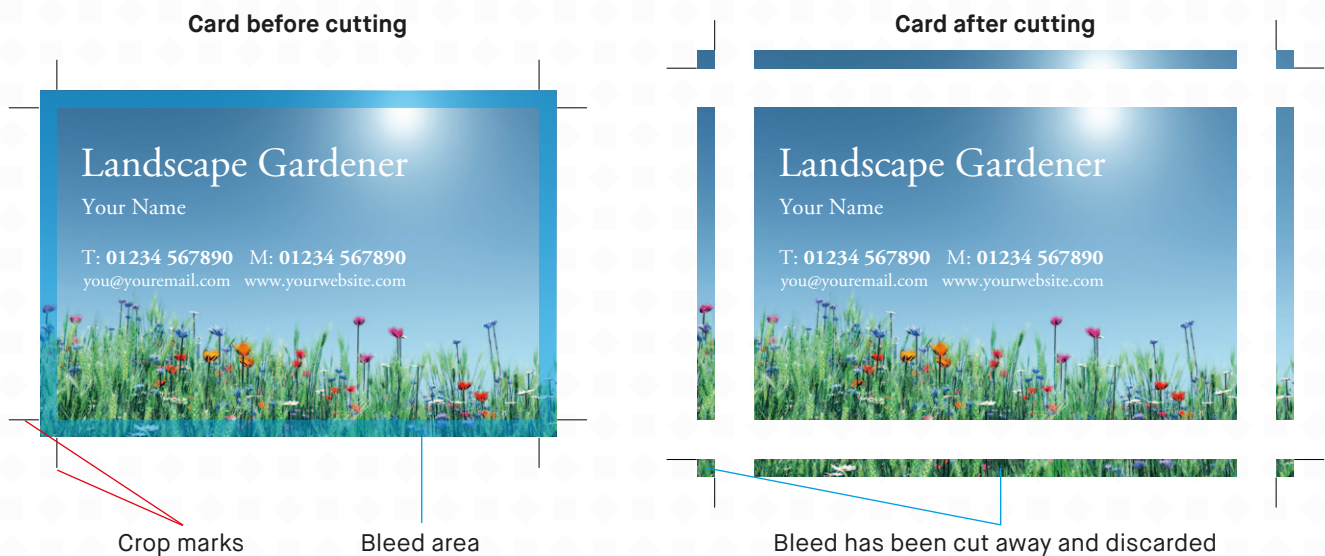
In this document we will explain what the printing term “bleed” is and why it is required. We will also show how to add a print “Safe Zone” to a document that you have designed and show specifications for standard print sizes.

## What is bleed and why is it required?

When graphics continue to the edge of a sheet of paper, bleed is required. This is because a commercial printing press cannot print to the edge of a sheet of paper. Instead, multiple products are printed on much larger sheets of paper and then cut down to size. Because it is impossible to cut exactly to the edge of your design, a little over print on each side is required. This overprint is called “bleed”. Any document that is being professionally printed will require a bleed area and a safe zone if the print area extends to the edge of the document.

The diagram below shows a correctly lined up business card with 3mm of bleed and crop marks.

The crop marks show the line that the guillotines must cut to. The bleed is the area outside of these marks.



## How much bleed do I need?

The industry standard is to have 3mm of bleed on each edge and a 3mm safe zone inside. This means that the length of each side will be 6mm longer. For example an A4 sheet when lined up correctly with bleed will be 216mm x 303mm. It will then be cut down to its finished size of 210mm x 297mm. The table provided on page two contains the correct dimensions of documents lined up with a bleed area.

### What is the safe zone?

The safe zone is the 3mm inside of the cutting edge in which no text or important information should be placed. Any graphics in this area risk being clipped when cutting.



### Standard sizes and resolutions

The table below is based on printing a document at 300 dots per inch that will print at high quality.

Size Name	Size in mm (without bleed area)	Size in pixels at 300dpi (without bleed area)	Size in mm (with bleed)	Size in pixels at 300dpi (with bleed)
Business Card	85 x 55 mm	1004 x 650 px	91 x 61 mm	1075 x 720 px
DL / Comp Slip	210 x 99 mm	2480 x 1169 px	216 x 105 mm	2551 x 1240 px
A6	105 x 148 mm	1240 x 1748 px	111 x 154 mm	1311 x 1819 px
A5	148 x 210 mm	1748 x 2480 px	154 x 216 mm	1819 x 2551 px
A4	210 x 297 mm	2480 x 3508 px	216 x 303 mm	2551 x 3579 px
A3	297 x 420 mm	3508 x 4961 px	303 x 426 mm	3579 x 5031 px
A2	420 x 594 mm	4961 x 7016 px	426 x 600 mm	5031 x 7087 px
A1	594 x 841 mm	7016 x 9933 px	600 x 847 mm	7087 x 10004 px
A0	841 x 1189 mm	9933 x 14043 px	847 x 1195 mm	10004 x 14114 px