

symphony

guide to making a full-page ad with full bleed

A bleed is a printed area that extends beyond the actual page size and is trimmed off during manufacturing. To ensure that backgrounds and other design elements print all the way to the edge of the finished page without white gaps potentially appearing, a bleed must be included in the artwork for full-page ads that bleed. (Bleeds are not necessary on fractional-page ads since they get placed within the margins of the page.)

Make your full-page ad with full bleed one of two ways: (1) starting with the trim size dimensions and adding a bleed or (2) starting with the full-bleed dimensions.

1. Starting with the trim size dimensions and adding a bleed:

- Set your document size to the trim size of 8 1/2" x 10 7/8" (8.5" x 10.875") (represented by, though not to scale, the black line), set the bleed to 1/8" (0.125"), and the margins to 1/4" (0.25").
- Extend elements meant to print to the edge of the page to the bleed edge (represented by the blue line).
- Keep important information inside the margins (represented by the red line).
- When making your PDF, check Use Document Bleed Settings or type in your own bleed settings of 1/8" (0.125") for all four sides.
- Use the "PDF/X-1a:2001" profile (if available) or the "Press Quality" profile.
- Uncheck crop, bleed, and registration marks.

2. Starting with the full-bleed dimensions:

- Set your document to the combined trim-plus-bleed size of 8 3/4" x 11 1/8" (8.75" x 11.125").
- Extend bleed elements to the edges of the document.
- Keep important matter 3/8" (0.375") in from the edges.
- When making your PDF, choose the "PDF/X-1a:2001" profile (if available) or the "Press Quality" profile.
- Do not include crop, bleed, or registration marks.

— — — — The black line represents the trim size for *Symphony* (final size of page when bound and trimmed), which is **8 1/2" x 10 7/8"** (8.5" x 10.875").

- - - - - The blue line represents the trim size plus a full-bleed of **1/8"** (0.125") on all four sides totaling **8 3/4" x 11 1/8"** (8.75" x 11.125").

- - - - - The red line represents the safe zone of **1/4 inch** (0.25") inside the trim; keep important information inside red line.