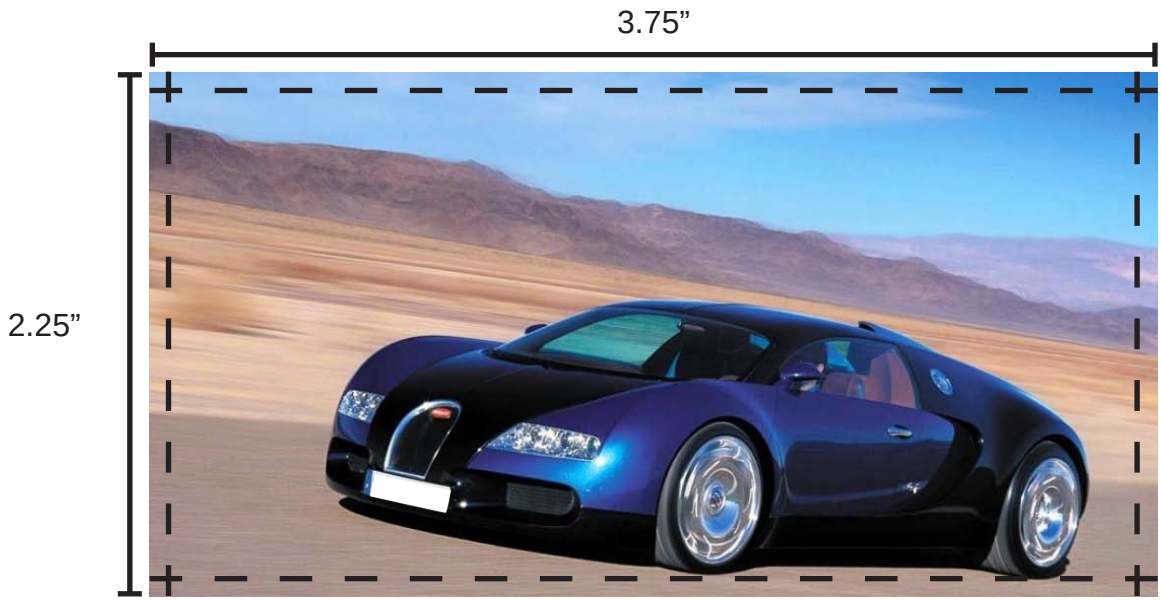
What a Bleed is
&
How to Set Up Your Bleed

Definition: An area of text or graphics that extends beyond the edge of the page. Commercial printers usually trim the paper after printing to create bleeds.

1) How to set up your artwork.

Make sure you set your artwork with **1/8" bleed** on all four edges of your document. Here is an example of a business card sized image **before it is cut...**



And here is the same image after it is cut. This is the finished size. Notice how the wheels are cut off just slightly. For best cutting results keep text and important elements at least ¼" from the outside edges to allow for 1/8" border on all four sides after cutting.