Bleed v Non-Bleed Cheat Sheet

NON-BLEED

The crop marks indicate the edge of the ad (AKA the **Trim**) within the larger page size. These ads require a .5 pt black rule around to delineate the ad space (whether or not there is a white background).
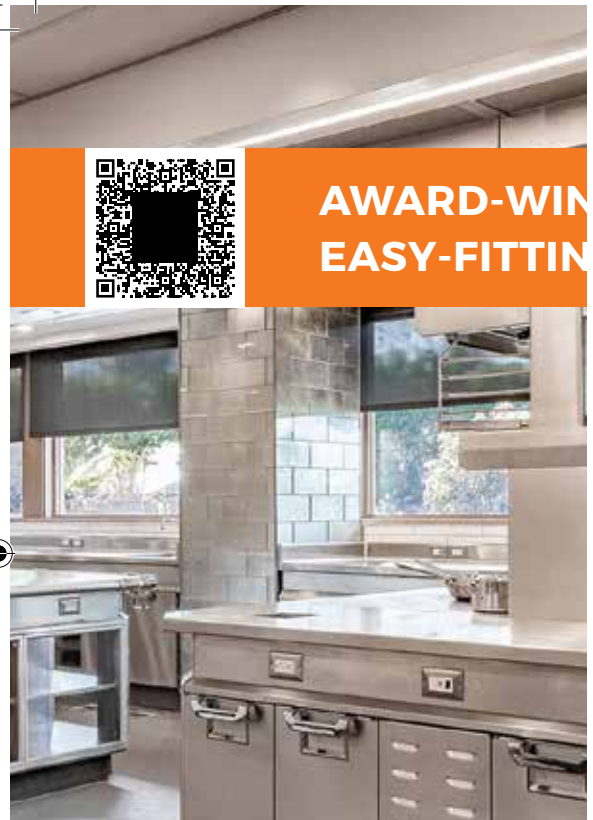

Any ad that is less than a full page is a non-bleed ad. There are rare exceptions, and if this is the case, we need to know that.

If there is any doubt, it is always safer to send the ad set up as a non-bleed, because you know nothing will get cut off.

BLEED

The inner crop marks indicate the page Trim where the page will be physically cut. The outer crop marks indicate the extra **Bleed** that will be cut off. This is done so that there will not be a white edge and the image will extend all the way to the edge of the page.

A full page ad can be either a bleed or non-bleed depending on the pub and what was purchased.

Some bleed specs will include a **Safety** area. This is the distance from the edge that is safe to include text or important elements. Some pubs cut more precisely than others.

It's not only ads! Projects that will be printed by a printing vendor will also need bleed.