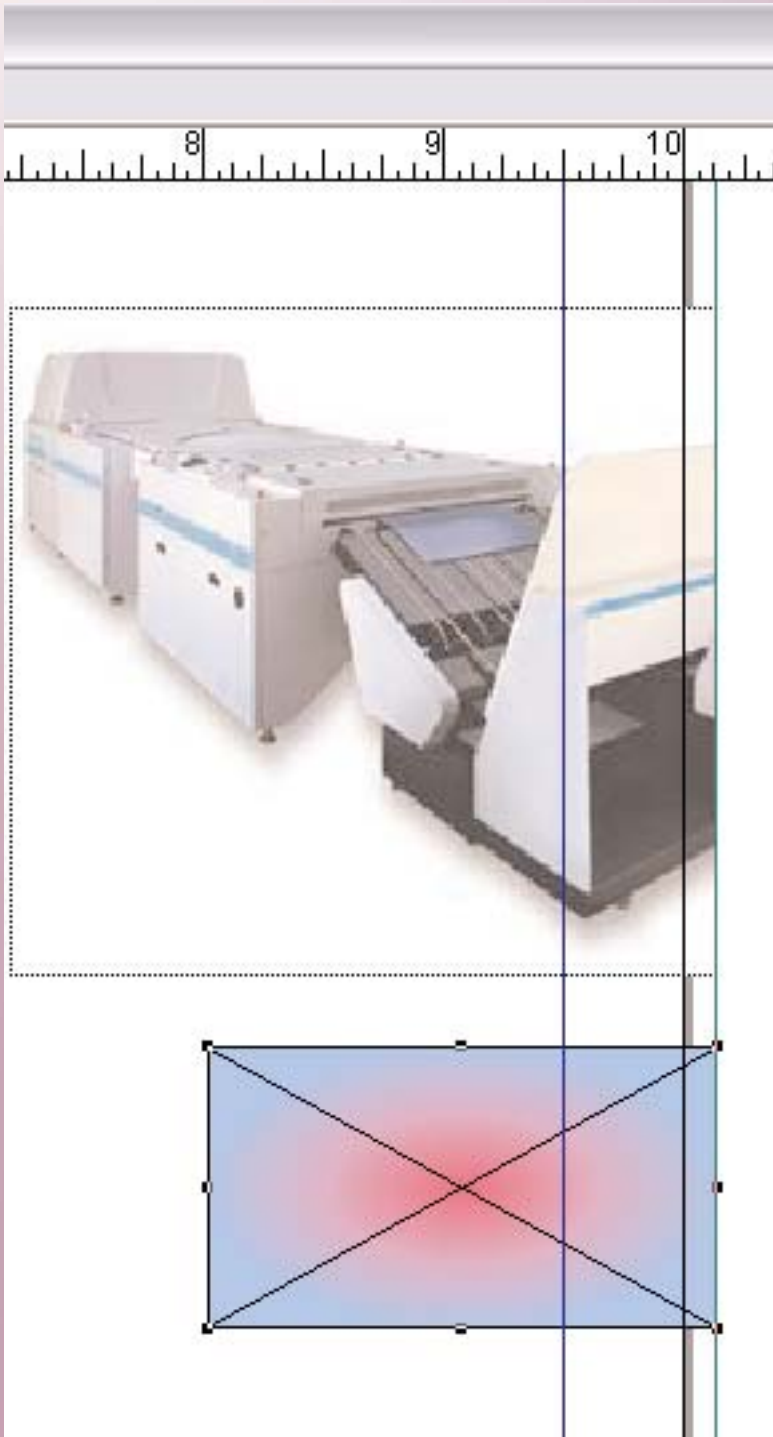


Including Bleeds

One of the most common mistakes among jobs received by Action is the absence of bleeds. Creating a “bleed” is simply extending a graphic beyond the edge of the page. This is needed to compensate for any slight shifting that may occur when cutting or printing a document.



Bleeds are visible in the document to the left. The edge of the page is at the 10” mark. The graphics, however, are extended out to 10-1/8”, allowing a 1/8” bleed.

Action requires 1/8” bleed on jobs being printed on a sheetfed press, and 1/4” on jobs printed on a web press.