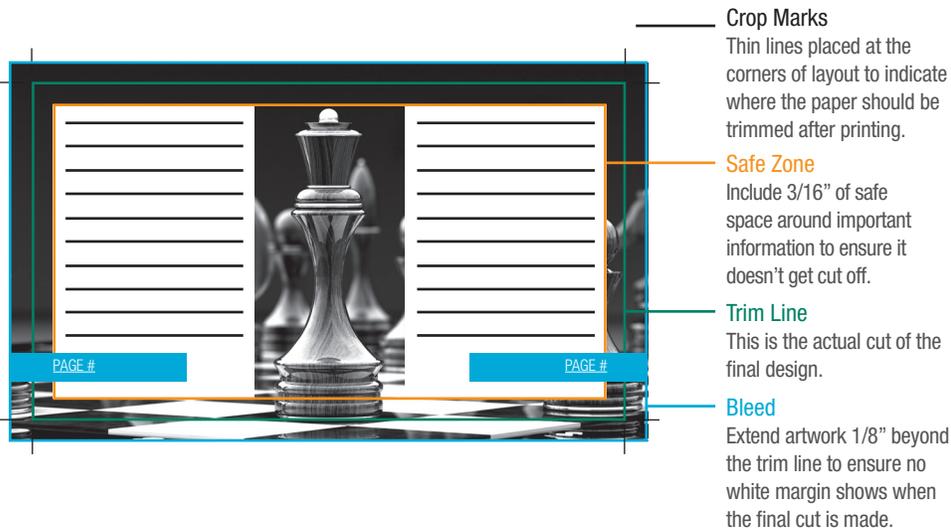


# What is Bleed & Why should I Care?

To ensure your job looks the best it can, always add bleed to your file, and here is why.

## WHAT IS BLEED?

Bleed is printing that extends to the edge of a sheet or page after trimming. As seen in the diagram, the photo and the blue bar “bleed” off the edge of the page (trim line) all the way to the bleed line.



## FREQUENTLY USED TERMS

- **Bleed:** Printing that extends to the edge of a sheet or page after trimming.
- **Saddle Stitch:** To bind by stapling sheets together where they fold at the spine, as compared to side stitch. Also called pamphlet stitch, saddle wire and stitch bind.
- **Creep:** Phenomenon of middle pages of a folded signature extending slightly beyond outside pages. Also called feathering, outpush, push out and thrust.
- **Shingling:** Allowance made to compensate for creep. Creep is the problem; shingling is the solution. Also called stair stepping and progressive margins.

## WHY DO I NEED TO ADD BLEED?

When paper is printed and folded, possibly multiple folds, with varying thicknesses of paper, inner pages can shift. (Refer to creep and shingling under “Frequently Used Terms.”)

## WHAT HAPPENS IF I DON'T ADD BLEED?

If you don't add bleed, as the paper is trimmed an area of clean white paper might show.

## HOW MUCH BLEED IS NEEDED?

Traditionally 1/8 of an inch (0.125) is enough. Some larger books or catalogs may require more due to significant push out. In this case, a larger bleed may be needed to allow for shingling.

## HOW CAN I ADD BLEED TO MY DOCUMENT?

The first solution is to add bleed in the native file, then output to PDF with the bleeds and crop marks. Unfortunately you don't always have the matching program available to you.

If your file is already a PDF and the objects on the page are simple, an editor like PitStop can help add bleed to the PDF.

Finally, another option is to output your file a small amount larger (101%) to allow the content to bleed beyond the trim.

