



SMARTPRESS

Interior DIRECT MAIL PERFECT BOUND BOOKLETS

Finished Product Size: 5.5"W x 8.5"H

FILE SETUP: When creating a Perfect Bound Booklet, you will need to provide **two files: a cover file and an interior file**. The interior page file should be set up in the order the pages will be read. Perfect Bound Booklets are set up in sheet count (one sheet = two pages). Because of this, the number of interior pages must be divisible by two. For more information on Perfect Bound Booklets, visit our website: smartpress.com/support/product-faq/booklet-printing-faq.

BLEED: Your file needs to include a **0.125" bleed necessary for production**. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: smartpress.com/support/printing-basics/bleeds-borders.

CUT LINE (FINISHED SIZE): This is where your artwork will be trimmed.

SAFE MARGIN: Your file needs to include a **0.375" safe margin on the spine and at least a 0.25" safe margin on the other three sides necessary for production**. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: smartpress.com/support/printing-basics/cutting-tolerance.













