



SMARTPRESS

# Interior DIRECT MAIL PERFECT BOUND BOOKLETS

*Finished Product Size: 5"W x 7"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](https://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](https://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](https://smartpress.com/support/printing-basics/cutting-tolerance).













