



SMARTPRESS

DIRECT MAIL CARDS

Finished Product Size: 8.5"W x 5.5"H

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/bleed-borders.

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

SAFE MARGIN: Your file needs to include a 0.125" safe margin 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.

ENVELOPE: If you are setting up your own envelope file, make sure to download the correct file from the product page.

This card size fits into a 6x9 Envelope. To download the Envelope file, go to the Direct Mail Cards and Envelopes product page: smartpress.com/offering/direct-mail-card.

