Explaining bleeds...

If you want your artwork to be printed to the edge of the paper, you need add a bleed to the artwork.

What is a bleed?

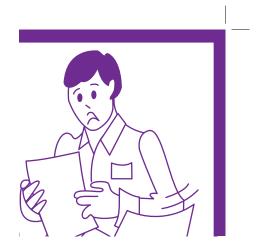
A bleed is when a printed artwork extends further than its finished size. The extra printing is cut off when the print is cut down to the correct size

Incorrect.



The printed color does not extend paste the trim marks.

The artwork cannot be cut properly.



Correct!



The printed color extends past the trim marks and when the artwork is cut the purple color will reach to the edge of the paper.

