

AP PRINTING

MARKETING & MAIL

A diagram illustrating the printing layout guidelines. It features a large 'A' and 'P' logo in blue and green. To the right, the text 'PRINTING MARKETING & MAIL' is displayed. Below this, four horizontal lines with arrows pointing left represent different boundaries: a green line (content boundary), a red line (cut line), a black line (bleed line), and a blue line (border). Each line is accompanied by a text block explaining its purpose. The background is white, and the entire diagram is enclosed in a thin green border.

GREEN LINE IS THE CONTENT BOUNDARY

Content such as images & text that are not getting cut must be inside this Green Line.

RED LINE IS THE CUT LINE

This is where the finished product will be cut.

BLACK LINE IS THE BLEED LINE

Background and Images that bleed off must extend to this line.

BORDER: If you want a border surrounding the edge of your content, a minimum of 0.25 inch thick border must be at least 3/8" from the BLEED line.

DO:

- Edit & Save your file in CMYK
- Outline text in the file before saving (select all layers, click "Type" in the menu, select "Create Outlines")
- Save your file with Press Quality and PDF/X-1a
- Delete the artwork guideline group layer before saving

DON'T:

- Flatten your layers or image before saving
- Add additional bleed or print/crop marks to your files
- Save as a multiple page PDF

Finished Size - 5" x 7"
With Bleed - 5.25" x 7.25"