

How to prepare a full-bleed newsletter for submission to Chalk Line

To ensure that your newsletter prints well, please refer to the following guidelines to help you layout and submit your design.

LAYOUT

Full-bleed newsletters have color that goes all the way to the edge of the paper. Our printers are unable to print all the way to the edge of paper, so to achieve a full-bleed, each piece must be cut down to its final size after printing.

The final dimensions of a standard-sized newsletter after it is cut are 8.5" x 11". Our equipment requires a 0.125" space around every edge for the full-bleed. **When you design your newsletter, please design it with the dimensions 8.75" x 11.25"**.

Although 0.125" is required on every side to allow for the full-bleed, please keep any essential artwork or text 0.325" away from every edge to avoid losing any important information or images. This allows for any shifts during printing. The background should continue beyond the bleed zone all the way to the edge of the design.

Refer to the image to the right as a guideline. The red guide indicates the approximate cut locations. The blue guide indicates the area in which all essential elements should be.

FULL-BLEED NEWSLETTER DIMENSIONS

Submission dimensions: 8.75" x 11.25" (These dimensions ensure enough bleed space on every edge.)

Final dimensions: 8.5" x 11"

— BLEED ZONE

The red box indicates approximately where the cuts for full bleed will be. The background should extend past the red guide. The red guide is 0.125" from the edge.

— SAFE ZONE

All essential artwork and text should be within the blue box to ensure it is not lost after cutting. The safe zone is 0.325" from the edge.

To the right is an example of a newsletter designed according to our specs. The dimensions of this design are **8.75" x 11.25"**, and it takes into account the bleed zone and cut zone. Notice that the background is continuous and runs all the way to the edges.

Similarly, if you are using a images or photos that run to the edge, make sure that no essential elements of the image (e.g. the side of a person's face, the family dog, etc.) are beyond 0.325" margins.

Pieces of Pisa

the monthly update from jane smith
serving in italy

Ministry update March 2012

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Jane

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Prayer Requests:
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contact:
Jane Smith
jane@ministryname.net
000.000.0000

Now I'm going to overlay the bleed zone and safe zone margins so you can see where they fall on the design.

The red line indicates the approximate location of the cuts. The blue line indicates the margin of the safe zone. Notice that all of the text and images are within the blue line to ensure that they will not be cut off. If the paper shifts during printing, I know that my graphics are still safe.

Pieces of Pisa

the monthly update from jane smith
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Ministry update March 2012

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Jane

Note on size:

All sizes require 0.125” bleed space on every edge, so artwork must be designed with the same bleed and safe space as shown in this guide. This guide uses examples of our **standard size newsletter**, which has the final dimensions 8.5” x 11”. If you have questions about other sizes, please email friends@chalkline.org.

Note on images:

To ensure high quality printing, please use the highest quality images you have. In general, the larger the image size, the higher the quality. Images taken from the internet tend to be of lower quality than is required for printing. Using original files for all photos, logos, and other graphics is always best.

Design options:

Chalk Line can send you a template with our guides in the following formats:

- Microsoft Publisher
- Apple Pages
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

Or you can send your text and photos to friends@chalkline.org for Chalk Line to lay out for you.

If you have any questions about layout, printing, or pricing, please email friends@chalkline.org.