

Building to trim plus 1/8" bleed versus building to bleed

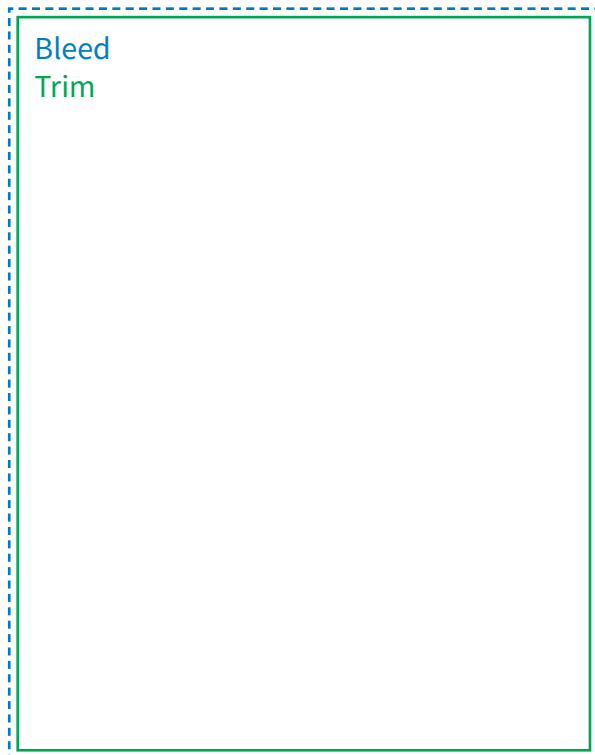


Fig. 1: Correctly built to trim.
(Trim size plus 1/8" bleed on all sides)



Fig. 2: Incorrectly built to bleed.

SendMyAd is based off of the trim size of an ad. Documents need to be built to the trim size. Bleed items should extend 0.125" past the trim edge. This will set up invisible bleed and trim page boxes in your final PDF that SendMyAd will use to check the ad size (Fig. 1).

Even though building to the bleed size is technically the same size as building to the trim size plus 0.125" for bleed on all sides SendMyAd sees the ad as being too big because the trim box is set up as the bleed size.

An easy fix in SendMyAd for ads that are incorrectly built to the bleed size is to click on the "Edit Ad" button. There is no need to reposition the ad since it already fits in the allotted area. All that needs to be done is to click "Trim & Save" at the top right hand corner. Once the trim and save button has been clicked SendMyAd will change the Trim Box from bleed size to the trim size plus bleed.