

Preparing Your Brochure

Document Size, Alignment, Margins & Bleeds

Some often overlooked problems that pertain to the document specs include:

- Making sure all the elements are aligned properly. Most drawing and layout programs have the tools that will position selected graphics correctly on the page. If you do not have this capability, you should print a full sized—not fit-to-page—proof so that you can fold and measure the exact position of your text and graphics on the page.
- Not setting guidelines for the folds and margins. Text that runs too close to the gutters looks unprofessional. Each column should have an equal amount of space from the trim edge to the text to the fold. See Figure A for an example.
- Position the panel that folds in on a tri-fold brochure so that it is at least 1/8" shorter and will fold correctly. Most art that comes in for brochures is set-up on the assumption that a tri-folded brochure is 11" divided into three evenly sized panels. That assumption is incorrect. See Figure B1 and B2 for the exact dimensions for 8-1/2 x 11 tri-folds and 24-1/2" x 11" 6-page tri-fold brochures.

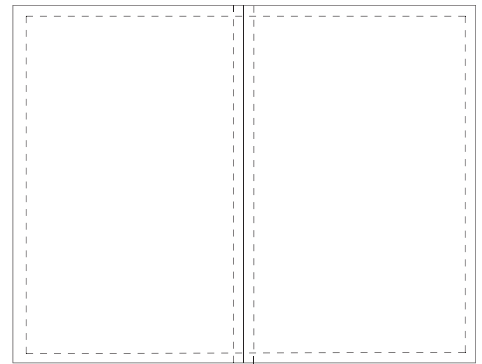


Fig. A 8-1/2" x 11" page with fold and .25" margins and .5" gutter.

$3 \frac{9}{16}$ 3.5625 Inside Cover	$3 \frac{11}{16}$ 3.6875 Back	$3 \frac{11}{16}$ 3.6875 Front
$3 \frac{11}{16}$ 3.6875 Inside Front	$3 \frac{11}{16}$ 3.6875 Inside Back	$3 \frac{9}{16}$ 3.5625 Inside Cover Back

Fig. B1 8-1/2" x 11" tri-folds with .25" margins and .5" gutters.

$8 \frac{1}{8}$ 8.125 Inside Cover	$8 \frac{3}{16}$ 8.1875 Back	$8 \frac{3}{16}$ 8.1875 Front
$8 \frac{3}{16}$ 8.1875 Inside Front	$8 \frac{3}{16}$ 8.1875 Inside Back	$8 \frac{1}{8}$ 8.125 Inside Cover Back

Fig. B2 24-1/2" x 11" tri-fold with .25" margins and .5" gutters.