



COMMON TEMPLATES/DESIGNS

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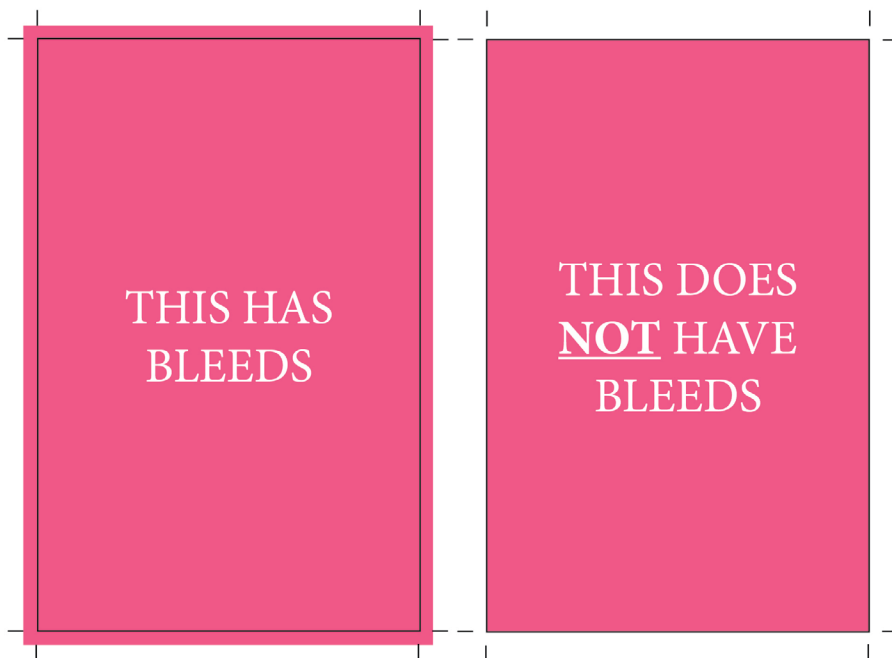
Rapid Press Templating Guide

This document contains templates for some of the most commonly-requested product types. You can place these into your design software to ensure that you're setting your file with the correct bleeds and safe zones.

Definitions:

Bleeds (Pink)

Bleeds refer to images or backgrounds that extend beyond the edge of where your piece will trim. These are incredibly important as they ensure that you won't end up with slivers of white space around the edge of your piece after it's cut to final size. In the below graphic, you can see that the pink background on the left is *larger* than the actual document, while it stops right at the edge on the right one.



You should have at least 1/8" (0.125") bleed on all sides for any images/backgrounds that sit on the edge of where the piece will trim. Note that this will increase the "size" of your file (an 8.5" x 11" letter with bleeds will actually be 8.75" x 11.25" if they are set properly since we're adding 1/8" to each side).

Warning/Clear Zone (Yellow)

Printing (like many things) is extremely precise but not exact. There are minute shifts that can occur during printing, folding, or cutting, that may lead to tiny shifts in where your pictures and copy land on the page. To that end, it's a best practice to keep critical images, copy, etc at least 1/8" (0.125") from where your piece will trim. You can almost think of it as the opposite of bleeds if that's helpful.

Printer's Marks

The only marks we want on your finished PDF are crop marks. Do not include color bars, registration marks, printer's marks, or any other options. Crop marks and bleeds are the only things that need to be included in most cases. Be certain those crop marks are offset by 0.125" (you don't want them right against the edge of the piece).

Business Card

(3.5" x 2")

Pink = Bleeds (0.125")

Yellow = Warning Zone (0.125")

Rapid Press #10 Window Address Clear Zone
(no printing in this area)
5.625" x 1.375"

**Letterhead/
Stationary
(8.5" x 11")**

Pink = Bleeds (0.125")
Yellow = Warning Zone (0.125")

Blue = Address Block Clear zone (if
inserting into a #10 window envelope,
leave this area entirely clear of
print/copy/etc)

**Rapid Press #10 Window Address
Clear Zone, Legal-Size (preferred)**
(no printing in this area)
5.625" x 1.375"

**Legal-Size
Letterhead/
Stationary**
(8.5" x 14")

Pink = Bleeds (0.125")
Yellow = Warning Zone (0.125")

Blue = Address Block Clear zones (if inserting into a #10 window envelope, leave either of these areas entirely clear of print/copy/etc. We prefer to use the upper section for addressing but can use the lower if needed.)

**Rapid Press #10 Window Address
Clear Zone, Legal-Size (alternate)**
(no printing in this area)
5.625" x 1.375"

#10 Window Envelope (9.5" X 4.125")

Indicia
Placement
(1" x 1")

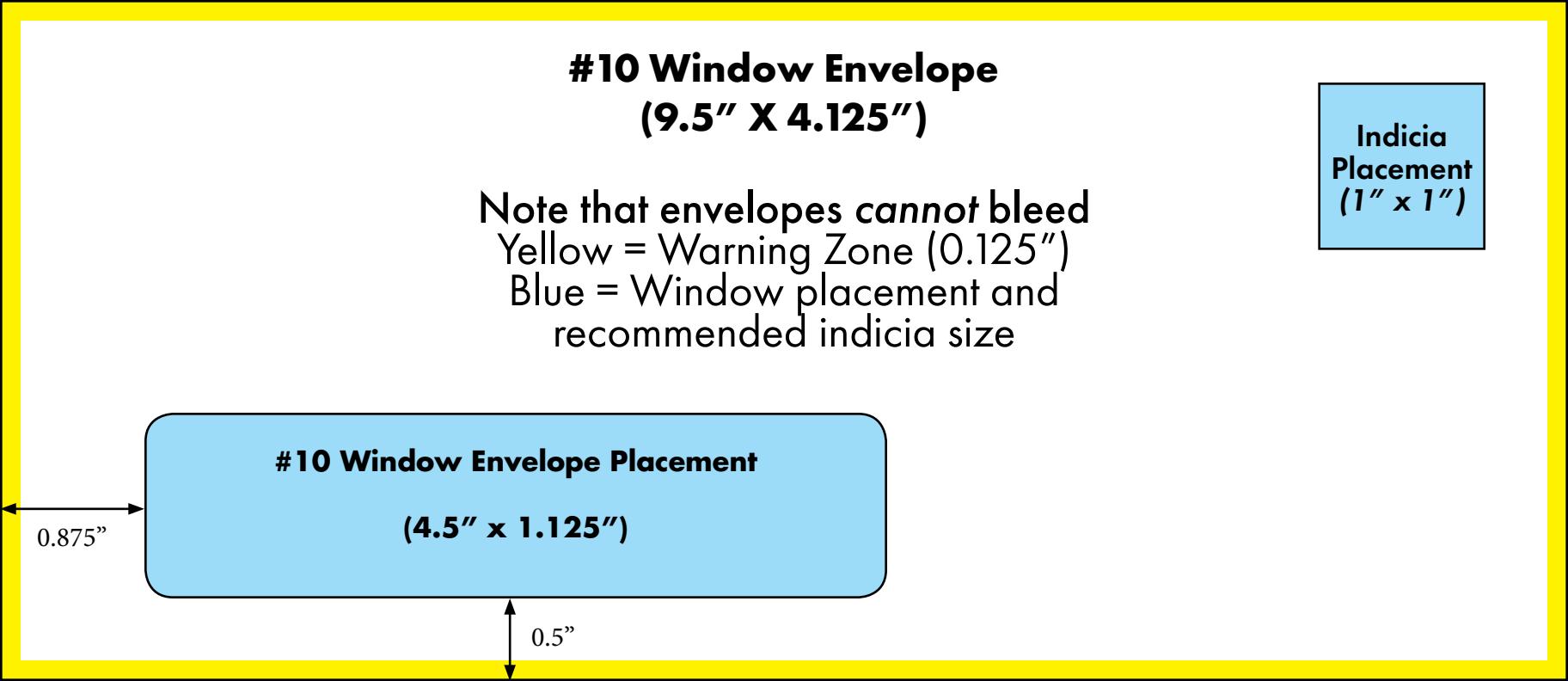
Note that envelopes *cannot* bleed
Yellow = Warning Zone (0.125")
Blue = Window placement and
recommended indicia size

#10 Window Envelope Placement

(4.5" x 1.125")

0.875"

0.5"



**Indicia
Placement
(1" x 1")**

**Postcard - 6x11
(11" x 6")**

Pink = Bleeds (0.125")
Yellow = Warning Zone (0.125")
Blue = Suggested address block and
indicia placement

**Address Block Clear Zone
(no printing in this area)
4" x 2"**

**Indicia
Placement
(1" x 1")**

**Postcard - 6x9
(9" x 6")**

Pink = Bleeds (0.125")
Yellow = Warning Zone (0.125")
Blue = Suggested address block and
indicia placement

**Address Block Clear Zone
(no printing in this area)
4" x 2"**

Postcard - 5x7
(7" x 5")

**Indicia
Placement**
(1" x 1")

Pink = Bleeds (0.125")

Yellow = Warning Zone (0.125")

Blue = Suggested address block and
indicia placement

Address Block Clear Zone
(no printing in this area)
4" x 2"

Postcard - 4x6

(6" x 4")

Pink = Bleeds (0.125")

Yellow = Warning Zone (0.125")

Blue = Suggested address block and indicia placement

**Indicia
Placement
(1" x 1")**

Address Block Clear Zone
(no printing in this area)
4" x 2"

**Trifold Brochure
(8.5" x 11"
when unfolded)**

Pink = Bleeds (0.125")
Yellow = Warning Zone (0.125")

Outside Back Panel

Outside Front Panel

The innermost panel (the one that folds in) on a trifold should be 1/16" smaller than the two exterior panels, see dimensions below.

← 3.625" →

← 3.6875" →

← 3.6875" →

9x12 Pocket Folder Outside (19.5" x 16" when flat, including glue flaps)

Orange = NO INK AREAS
These areas are needed for gluing and
final assembly of your pocket folder. Do
not put anything in these sections but you
can design whatever you'd like in the rest
of the space.

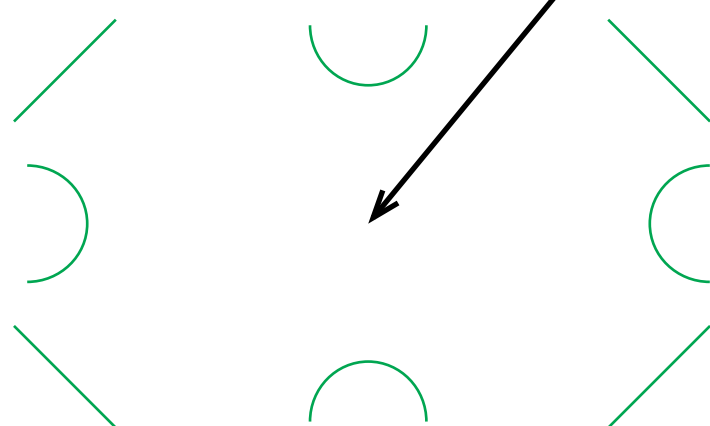
You should include standard 1/8" bleeds
as appropriate (including around the glue
flaps) and also be mindful of the 1/8"
warning zone.

If you only want one pocket, only put
art on that pocket. We can remove the
unnneeded dieline elements.

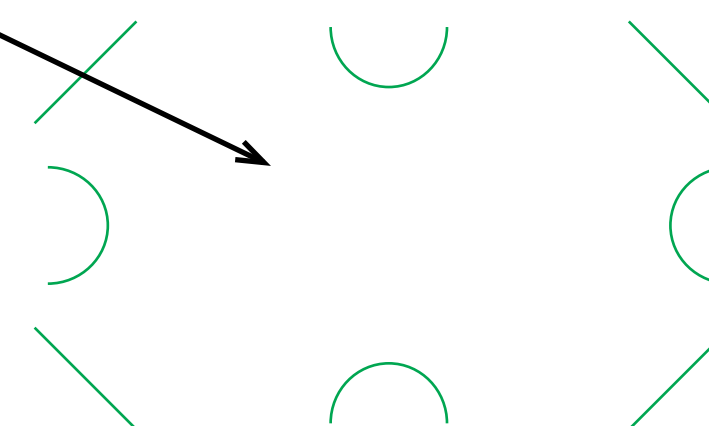
Outside Back Panel

Outside Front Panel

Standard Business Card Slits
Typically one set of half-moon diecuts
OR one set of 45degree cuts are used
(remove if not using)



This is the outside of the right-hand pocket



This is the outside of the left-hand pocket

9x12 Pocket Folder Inside (19.5" x 16" when flat, including glue flaps)

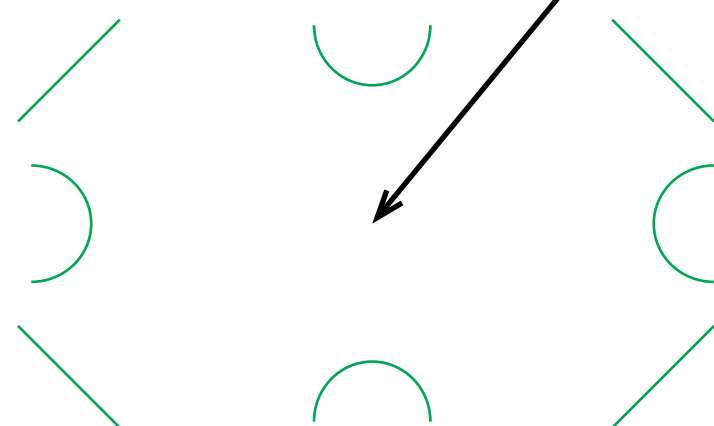
Orange = NO INK AREAS
These areas are needed for gluing and
final assembly of your pocket folder. Do
not put anything in these sections but you
can design whatever you'd like in the rest
of the space.

You should include standard 1/8" bleeds
as appropriate and also be mindful of the
1/8" warning zone.

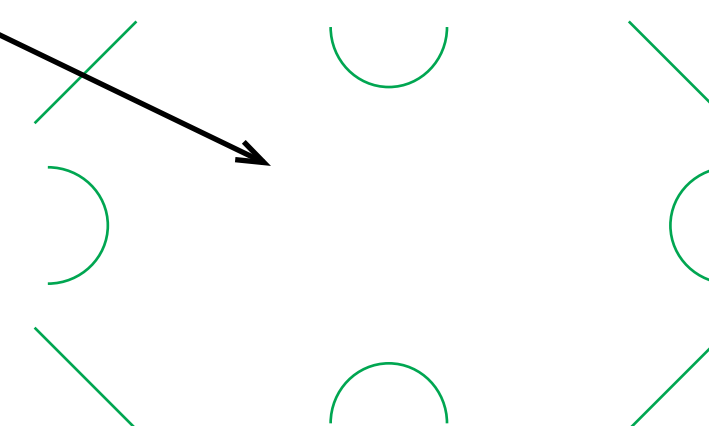
Inside Left Panel

Inside Right Panel

Standard Business Card Slits
Typically one set of half-moon diecuts
OR one set of 45degree cuts are used
(remove if not using)



This is the inside of the left-hand pocket



This is the inside of the right-hand pocket

9x12 Pocket Folder Dieline, Clean

