



These dotted lines indicate approximately where your brochure will be folded.

These are the dimensions of the usable area for each panel, with the exception of the short fold panel (see below, far right).

This green area is the gutter, text or images shouldn't extend into this area or the fold will cause them to be distorted or unreadable. Also, brochures printed on our color laser copier may display cracking along the fold if toner is applied across the gutter for background images or color fields.

Arrange text and graphics in the areas shown in white as in this example panel. You may extend the content to the very edge of the box with no printing problems. Items that you wish to have bleed off of the page or cross the gutter may be placed anywhere in the printable area.

These are crop marks, they indicate where the sheets will be cut down to the final trim size of your brochure.

This is the bleed area, anything that falls in this area will be trimmed off of your final brochure.

These Instructions Provided by:

 www.AllegraTucson.com

The panel on the far right (this will be the farthest left on the opposite side, in either case, it should be the panel that will fold *inside* the finished brochure) is slightly smaller than the other two, this will allow the brochure to fold properly when run through our folder. See below and right for precise measurements.

Images or backgrounds that you wish to have bleed off of the page should extend a full quarter inch (0.25") beyond the final trim size of the brochure

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. - Mark Twain

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