RETRACTABLE BANNER

VIEWABLE AREA: The top 0.5" and bottom 6" of the banner will not be visible in the banner stand. The top 0.5" will be covered for installation of the hanger and the bottom 6" will be covered for attachment to the base. The pink area will not be visible when displayed. For more information on Retractable Banners, visit our website: smartpress.com/support/product-faq/banner-printing-faq#retractable-banners.

BLEED: Your file needs to include a 0.25" bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: smartpress.com/support/printing-basics/bleed-borders.

CUT LINE (FINISHED SIZE): This is where your artwork will be trimmed.

SAFE MARGIN: Your file needs to include a 1" safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: smartpress.com/support/printing-basics/cutting-tolerance-for-print.