

Retractable Banner

Finished Size: **33.5" W x 84" H**

BLEED (34" W X 84.5"H): Your file needs to **include a 0.25" bleed** allowance necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is NOT included, there is a good chance there will be a gap between the edge of the printed area and the cut line. This can produce a white line of the material. This happens because there is a tolerance when cutting the printed piece.

TRIM AREA (FINISHED SIZE 33.5" W X 84"H): This is where your artwork will be trimmed.

VIEWABLE AREA (33.5" W X 77.5"H): 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 of the base.

SAFE MARGIN AREA (31.5" W X 75.5"H): Your file will need to **include a 1" safe margin** for production. Safe margin (or safe area) is the area around the edge of the sheet. If the safe margin is not included, 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.