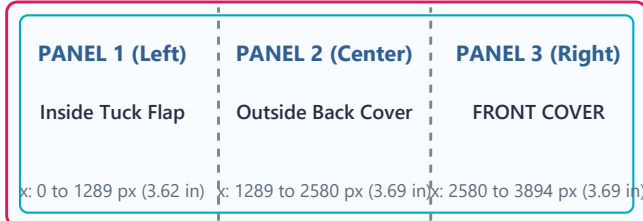


Why Brochure Art Misses the Fold (And How We Fix It)

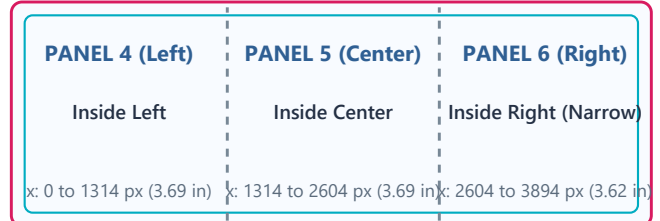
The #1 Brochure Setup Trap: Equal 3.667 in Columns Do Not Match Real Offset Fold Rollers

On an 8.5 x 11 tri-fold (letter fold), the inside-left flap tucks inside the folded sheet. That flap is narrower so the brochure lies flat without buckling. Designing three equal columns pushes headlines and borders onto the gray dashed fold lines.

PAGE 1: OUTSIDE SHEET (Front) Folds @ px 1289 / 2580



PAGE 2: INSIDE SPREAD (Back) Folds @ px 1314 / 2604



Tri-Fold (Letter / Roll Fold) vs. Z-Fold (Accordion Fold): Stop Ordering the Wrong Fold

Tri-Fold (Letter Fold)

Panels: Unequal (~3.62 / 3.69 / 3.69 in)

Right flap folds in first; left flap folds over top like a business letter.

Best for: Menus, clinic guides, service mailers where panels open in sequence.

Z-Fold (Accordion Fold)

Panels: 3 Equal Thirds (3.667 in each)

Folds back and forth in opposite directions forming a Z silhouette from the top.

Best for: Step-by-step maps, wide 3-panel hero graphics that span across folds.

Bleed Area Regeneration & Official 55printing Brochure Template Dimensions (350 DPI)

Customer brochure files almost always arrive at exact 11 x 8.5 in trim with zero bleed. Shrinking the whole page to fit the sheet narrows the panels; blind cover-scaling chops headlines near the edge. Here is how our prepress pipeline mounts and extends your file:

Brochure Size & Fold	Trim Size	Full Bleed Sheet (+0.0625/side)	Pixels @ 350 DPI	Safe Zone Inset
8.5 x 11 in Tri-Fold / Z-Fold	11.000 x 8.500 in	11.125 x 8.625 in	3894 x 3019 px	Cyan ~66 px (0.1875 in)
11 x 17 in Half-Fold / Tri-Fold	17.000 x 11.000 in	17.125 x 11.125 in	5994 x 3894 px	Cyan ~66 px (0.1875 in)
8.5 x 14 in Legal Tri-Fold	14.000 x 8.500 in	14.125 x 8.625 in	4944 x 3019 px	Cyan ~66 px (0.1875 in)

1. Solid Color Edge Clamp

When a panel has a solid one-color background, we extend the outer pixel cleanly across the 22 px magenta bleed ring without shifting your columns.

2. AI Uncrop for Photo Edges

Never smear last-pixel rows on grass, water, brick, or photography. We pad the original with AI Uncrop (ClipDrop) so real texture flows past the knife.

3. Safe-Zone Rescue (50+ px)

Vital headlines, phone numbers, and icons sit at least 50 px from the canvas wall (20 px inside cyan) and at least 0.1875 in clear of both fold creases.

Every Upload Runs Through Our 101-Point Pre-Proof Inspection Before Offset Press

01. Equal-Thirds Fold Drift

Canva 3.667 in columns miss real offset fold lines (px 1289 / 2580 out).

02. Z-Fold vs. Tri-Fold Mix

Accordion 3-equal panels vs. roll-in tuck flap that nests flat inside.

03. Front Cover on Left Panel

Outside cover belongs on Panel 3 (far right), not Panel 1 (left tuck).

04. Missing 0.0625 in Bleed

11 x 8.5 trim files expanded to 11.125 x 8.625 in (3894 x 3019 px).

05. Smeared Photo Bleed Edges

AI Uncrop regenerates textured edges; solid colors use clean edge clamp.

06. Low-Res Photos (<220 DPI)

Free 4x AI Quality Enhance sharpens soft logos and photos on request.

07. Last-Minute File Updates

Free File Swap before press replaces old drafts or updated prices at \$0.

08. QR Code <0.8 in or Smudged

Locked at NEAREST pixel sharpness, kept out of folds, live-scanned.

09. Micro Menu Type (<6 pt)

101-point preproof measures x-height in points and flags tiny copy.

10. Logos & Phones on Cut Line

Vital text pulled 20 px inside cyan safe zone (~66 px from sheet wall).

11. Upside-Down Inside Spread

Fixes /Rotate 90 PDFs from Publisher or Canva so page 2 opens upright.

12. RGB Neon Shift on Offset

Converted to GRACoL2006_Coated1v2.icc CMYK so blues stay true on press.

13. 16:9 Slide or A4 Stretch

Enforces scaleX == scaleY so circles and faces never warp wide.

14. 6 Single Panels or Guides

Assembles 6 panel JPGs into 2 spreads and strips baked template lines.

15. Heavy Dark Ink on Creases

100 lb Gloss Book includes Aqueous Coating (C2S) to protect fold edges.

Live 2026 Brochure Prices (100 lb Gloss Book + AQ)

Full Color Both Sides | Standard 3-5 Business Days | Ground to ZIP 33140

Spec & Fold	Qty	Print	Ground	Delivered
8.5x11 Tri-Fold	100	\$59.94	\$16.42	\$76.36 (\$0.76/ea)
8.5x11 Tri-Fold	250	\$112.44	\$17.43	\$129.87 (\$0.52/ea)
8.5x11 Tri-Fold	500	\$142.79	\$19.12	\$161.91 (\$0.32/ea)
8.5x11 Tri-Fold	1,000	\$171.86	\$24.25	\$196.11 (\$0.20/ea)
8.5x11 Tri-Fold	2,500	\$268.04	\$57.45	\$325.49 (\$0.13/ea)
8.5x11 Z-Fold	250	\$112.44	\$17.43	\$129.87 (\$0.52/ea)
11x17 Half/Tri	100	\$139.75	\$17.60	\$157.35 (\$1.57/ea)
11x17 Half/Tri	250	\$258.09	\$21.11	\$279.20 (\$1.12/ea)

Included Free Before Your Brochure Goes to Press

Free File Swap (Before Press):

Spotted a seasonal price change or uploaded an old draft? Click Request Changes on your proof or send a replacement file at \$0.

Free 4x AI Quality Enhance:

Low-res logo or soft photo under 220 DPI? Our in-house Smart 4x Conjunction sharpens text and images while keeping QR codes crisp.

Free Bleed & Safe-Zone Rescue:

We mount your art onto the official 3894 x 3019 px GRACoL template and extend solid or textured bleed on request.

Free Live QR & Grammar Audit:

We test-scan every QR code, verify the 0.8 in print floor, check 6 pt minimum type, and flag spelling errors in your proof note.

6-Point Pre-Upload Checklist for Designers & Marketing Teams

- [] Download the official 55printing Outside & Inside template JPGs (3894 x 3019 px @ 350 DPI for 8.5 x 11).
- [] Place the Outside Front Cover on Panel 3 (far right), Back Cover on Panel 2 (center), and Tuck Flap on Panel 1 (left).
- [] Keep all headlines, prices, phone numbers, and QR codes at least 0.1875 in (66 px) inside trim and away from fold lines.
- [] Size every QR code at 0.8 in or wider with a clean white quiet zone, and keep body or menu text at 6 pt or larger.
- [] Delete or hide the template guide layer before exporting your 2-page PDF so magenta/cyan rings do not bake into art.
- [] Export a 2-page PDF (Page 1 = Outside, Page 2 = Inside, same orientation) and upload at 55printing.com/brochure-printing/.