





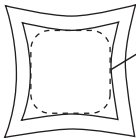
A	Skin	Size	
	1x1 Flat Front	13.375"	W
		x	H
		13.375"	
1x1 Flat Front Shown as it will appear on the Xpressions unit			

B	Skin	Size	
	1x1 Flat Front	13.375"	W
		x	H
		13.375"	
1x1 Flat Front Shown as it will appear on the Xpressions unit			

C	Skin	Size	
	1x1 Flat Front	13.375"	W
		x	H
		13.375"	
1x1 Flat Front Shown as it will appear on the Xpressions unit			

D	Skin	Size	
	1x1 Flat Front	13.375"	W
		x	H
		13.375"	
1x1 Flat Front Shown as it will appear on the Xpressions unit			

It is recommended that all text and borders be 1.5" from the finish size



**Focus Area Key**  
focus area is always  
1.5"-2.5" inside edge of all  
four sides on all skin  
styles and sizes

NOTE: ALL SET UP INSTRUCTIONS  
APPLY TO THE 4X3 US SKIN SIZES  
AS WELL

# xpressions<sup>®</sup> SALES<sup>®</sup>MATE<sup>™</sup> Setup Guide 2010

## • File Setup •

FOR GENERAL FILE SETUP CONSULT THE FULL FILE PREP GUIDELINE AT:

<http://xpressions-snap.com/guidelines.htm>

For all XSnap skins we require **1.5" of bleed OVERALL (.75" on all sides)**. If bleed is not provided to us we will do our best to add/clone your artwork when applicable. If not, we will need to bleed out your image to ensure we have enough for print/finishing. See example below:

Artwork provided  
w/out bleed



Image bled out  
for print size



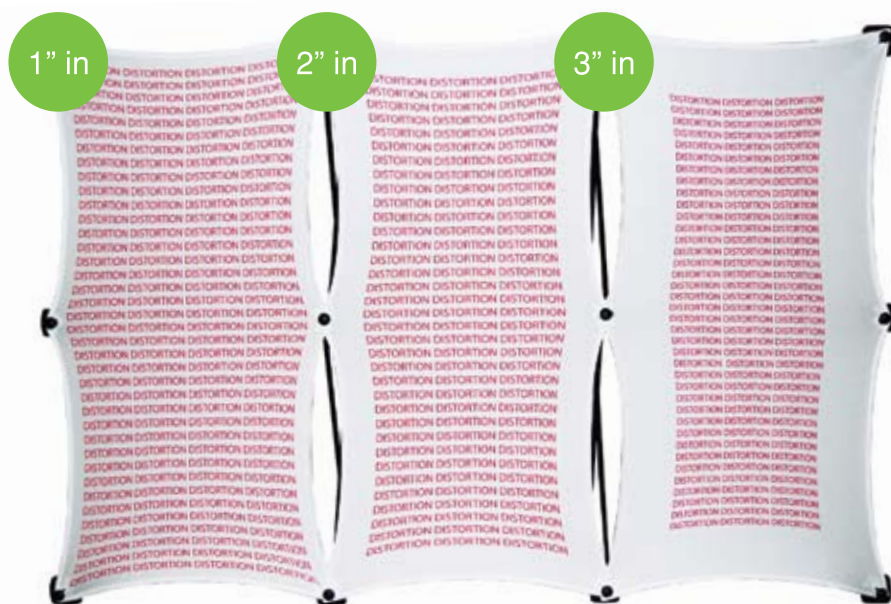
Finished Size



## • X-Factor •

Due to the nature of the Xpressions<sup>®</sup> Salesmate<sup>™</sup> graphics, we recommend keeping all artwork elements you do not want severely distorted (ie text, logos, or faces) 3-5" in on all sides, however due to the small size of the Salesmate<sup>™</sup> skins this leaves little room for design. We find that **1.5" in** on all sides creates an acceptable amount of stretch while still allowing plenty of space for your design.

EXAMPLES OF STRETCH AT DIFFERENT SIZES SHOWN BELOW:



\*PLEASE NOTE IF DISTORTION IS INTENDED AS PART OF DESIGN\*