

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

B	Skin	Size
	15" W x 13.375" H	1x1 Horizontal Thread
		<small>1x1 Horizontal Thread Shown as it will appear on the Xpressions unit</small>

C	Skin	Size
	13.375" W x 15" H	1x1 Vertical Thread
		<small>1x1 Vertical Thread Shown as it will appear on the Xpressions unit</small>

Please add a 1.5" bleed on all sides of each file submitted.

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

	<p><b>Focus Area Key</b>                  focus area is always                  1.5"-2.5" inside edge of all                  four sides on all skin                  styles and sizes</p>
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xpressions®  
**SALES MATE™**  
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



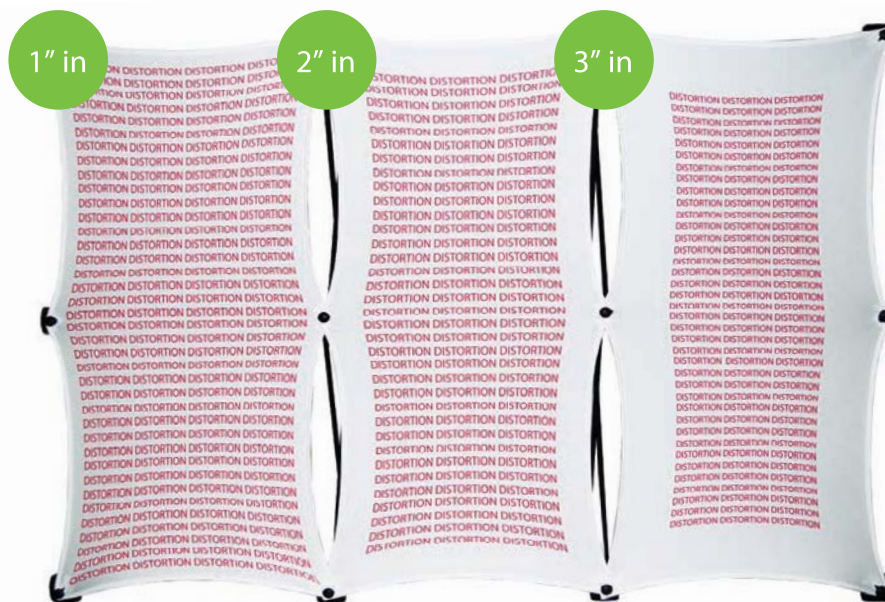
Finished Size



• X-Factor •

Due to the nature of the Xpressions® Salesmate™ 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™ 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\*