

Parent Profile for Custom Publishing

We've put together some guidelines that will help you produce a unique parent profile for your custom publication. Please submit the following materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

□ Parent information

- Parent's first name
- Hometown/state
- Child's first name
- Child's year in school

□ Photos

- Quantity: two to three (your Hobsons designer will select which photos to use based upon which will work best with the layout and design of your profile)
- Minimum size: 1200 x 1200 pixels*
- File format: TIFF or JPEG
- Color format: CMYK

**These measurements apply no matter what the dpi/resolution of the photo may be. Do not crop or resize photos.*

□ Interview

- Format: Question & Answer
- Maximum word count: 300
- File format: Microsoft Word
- Have the parent answer five to seven of the following questions:
 - What had the biggest impact on your child's decision to attend their school?
 - What is the biggest difference students should expect between high school and college?
 - What were the most helpful things your child did in high school to prepare for college?
 - How heavily did your opinion weigh into your child's decision?
 - How involved were you in your child's college search process?
 - How involved were you in securing financial aid for your child's education?
 - What was the most enjoyable part of the college search process?
 - Do you have any advice for high school students who are considering going to your child's school?