

## Custom Publishing Vertical Pocket Folder

Use the following suggestions to help you plan your custom publishing piece.

### Layout options include:

- [Cover](#)
- Two articles from our editorial bank
- Two panels of school-specific content
- Display ad

### What needs to be submitted

#### Existing collateral material

- Brochures, viewbooks, direct mail pieces, etc.

#### School colors

- PMS (Pantone Matching System) colors and CMYK equivalents (for example, red=PMS 201, C=0, M=100, Y=63, K=29)
- Provide both primary and secondary colors (if applicable)

#### Logo

- Minimum size: either the height or width must be a minimum of 600 pixels\* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG also accepted
- Color format: PMS colors with CMYK equivalents

#### Photos

- Quantity: 10  
(your Hobsons designer will select which photos to use based upon which will work best with the layout and design)
- Minimum size: 1200 x 1200 pixels\*
- File format: TIFF or JPEG
- Color format: CMYK
- Subjects for photos could include: students, activities, athletics, dorm rooms, or other unique campus features

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

#### Content

- Pick from our bank of articles targeting various audiences
- Submit your own content
  - File format: Microsoft Word files
  - Word count: For a full-page article max is 300 words. For a half-page article max is 175 words.
  - Here are some content ideas:

[School Profile/Overview](#)

[Student Profile](#)

[Faculty Profile](#)

[Alumni Profile](#)

[Parent Profile](#)

[Display Ads](#)

Listing of Majors

Facility Listing

Campus Map

Please submit materials via e-mail, CD, DVD, or FTP site.

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