

## Focus On Article for College and Financial Aid Guides

Thank you for participating in Hobsons' 2009 print publications. Through the Focus On Article, Hobsons has provided you with the opportunity to highlight unique aspects of your university in a conversant, easy-to-read format. The Focus On Article is your chance to emphasize your school's location, proximity to a cultural center, athletic programs, or organizations that set your school ahead of the competition. Relevant photos and rich content will help make your Focus On Article very appealing to its readers. You simply need to submit the following materials via e-mail, CD, DVD, or FTP site. [Click here to download FTP instructions.](#)

### ☐ Photos

- Quantity: five (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.*

### ☐ Content

- Headline (no more than ten words)
- Maximum word count: 300 for one-page Focus On, 800 for two-page Focus On
- File format: Microsoft Word
- Subjects for content could include:
  - Specific program, major, or degree
  - Area in which your school is located
  - Tradition unique to your school
  - Facilities
  - Student or professional organizations
  - Athletic programs
  - Career/co-op/internship opportunities

[Click here to download a sample Focus On Article.](#)

