

## Parent Profile for College and Financial Aid Guides

Thank you for participating in Hobsons' 2009 print publications. To assist you in creating your parent profile, we've put together some guidelines that will help you produce a unique profile for our student readers. Therefore, 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?

[Click here to download a sample parent profile.](#)