

School Profile for College and Financial Aid Guides

Thank you for participating in Hobsons' 2009 print publications. To assist you in creating your school 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.](#)

□ 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: 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
- Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features

□ Content

- Maximum word count: 300
- File format: Microsoft Word
- Profile text can be written as bullet points or full paragraphs; you can choose to write from either a first-person or third-person perspective.
- Subjects for content could include: overview, setting, accreditation, academics, financial aid, facilities, student body, student life, residential life, etc.

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

□ KeyFacts®

Visit <http://keyfacts.collegeview.com> to revise your details and reflect your current information. The following KeyFacts® will be pulled for your print profile:

Contact

Address:

Web site:

Admissions office phone #:

Financial aid office phone #:

Quick Facts

Institutional control: Public or private

School type: Four-year or two-year

Academic calendar: Semesters or quarters

Religious affiliation:

Campus size: Small (fewer than 2,000 students), medium (2,000 to 15,000 students), or large (15,000+ students)

Average class size:

Student-faculty ratio:

Number of registered organizations:

Costs and Aid (Estimated)

Undergraduate in-state tuition (academic year):

Undergraduate out-of-state tuition (academic year):

Room and board (academic year):

Average additional fees:

Scholarships offered: Yes or no

Grants offered: Yes or no

Loans offered: Yes or no

Work-study programs offered: Yes or no

Co-ops/internships offered: Yes or no

Admission

Average GPA:

Average ACT score:

Average SAT score:

Essay: Required, not required, or recommended

Interview: Required, not required, or recommended

Application deadline:

Application fee:

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