

School Profile for Hobsons' Domestic Fair Brochures

Thank you for participating in Hobsons' Domestic Fair Brochures. 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. Please submit the following materials via e-mail, CD, DVD, or FTP site.

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

School/program name

- Please provide exactly how you would like your program name and/or institution name to appear on your profile

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 the layout and design of your profile)
- Minimum size: 1200 x 1200 pixels*
- File format: TIFF or JPEG
- Color format: CMYK

Content

- Profile Text can be written as bullet points or full paragraphs; breaking the text up under subheads is recommended. You can choose to write from either a first-person or third-person perspective
- Length
 - Half-page profile: 150 words
 - Full-page profile: 300 words
- File format: Microsoft Word
- Subjects for content could include: overview, setting, accreditation, academics, financial aid, facilities, student body, student life, residential life, etc.

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:

Admissions Office

Address
City, State, ZIP
Web site
Telephone

General Information

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

Average Cost of Attendance

Estimated undergraduate in-state tuition (academic year)
Estimated undergraduate out-of-state tuition (academic year)
Average room and board (academic year)

Testing Requirements

Average ACT score
Average SAT score

[Click here to download a sample online info request or school profile.](#)