

## School Profile for Hobsons' International Fair Brochures

Thank you for participating in Hobsons' International 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: international student admissions, location, TOEFL/IELTS score requirements, campus life, facilities, student activities, housing, academics/programs, international student support services, financial aid/tuition assistance, scholarships, athletics, campus transportation/travel, research, faculty, average class size, other items of interest to students

### KeyFacts<sup>®</sup>

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

#### **International Admissions Office**

Address  
City, State, ZIP  
Phone  
Web (international admissions office Web site)

#### **Average Cost of Attendance**

Estimated tuition (academic year)  
Average room and board (academic year)

#### **International Financial Aid**

Grants offered  
Scholarships offered  
Loans offered

#### **General Information**

Setting  
Number of undergraduate students  
Number of international students

#### **Testing Requirements**

TOEFL<sup>®</sup> Internet-based test score  
IELTS band score  
SAT score  
ACT score

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