

## Two-Year School Profile for *USA Education Guides*

Thank you for participating in Hobsons' 2010 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. Please submit the following materials via e-mail, CD, DVD, or FTP site.

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

### □ Name of institution

- Please provide exactly how you would like your 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 primary color

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

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

### □ 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: international student admission/admission requirements, how does your institution stand out internationally, general study layout, location and climate, TOEFL/IELTS score requirements, campus life, facilities, student activities, housing/accommodations (for students and their families if relevant), academics/programs, international student support services and orientation programs, financial aid/tuition assistance, scholarships and how they are awarded, athletics, campus transportation/travel, research, faculty, average class size, other items of interest to students
- Please also keep in mind that some readers may not be fluent in English.

### □ Special Callout

- Word count: 20–30 words
- Content: If you could say just one thing to a prospective student about your institution, what would it be? This quote will be featured in larger text on your profile page. Please submit your quote as one or more complete sentences; the first sentence must start with "At School Name" (e.g., "At CU"). Follow the sample profile link below to see how the callout quote will be displayed.

### □ 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  
E-mail  
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  
Number of international organizations  
Average class size  
Student–faculty ratio

#### Testing Requirements

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

#### Top Five Majors

- 1.
- 2.
- 3.
- 4.
- 5.

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