

## ESL 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/program

- 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 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 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

*\*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, facilities, success rates (transfer into university program), cost, location and climate, surrounding area, skills students will acquire, teaching methods, school standards, professional affiliations, class size, support services, study concentrations, housing, organizations, staff/faculty qualifications, visas, financial aid, scholarships, TOEFL waiver, 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:

#### **ESL Admissions Office**

Address  
City, State, ZIP  
Phone  
E-mail  
Web (ESL admissions office Web site)

#### **ESL Contact**

Name  
Title

#### **Program Information**

Program enrollment  
Length of program  
Student-faculty ratio

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

Estimated tuition costs  
Estimated living expenses

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