

School Profile for LLM Guide

Thank you for participating in Hobsons' 2009 print publications. Your school profile will appear in alphabetical order by school name whenever possible and will be featured on both the table of contents in the beginning of the guide and the comprehensive directory at the end.

To assist you in creating your school profile, we've put together some guidelines to help you produce a targeted, informative profile for our student readers. With your profile, you'll be able to give students an overview of your school and set yourself apart from the others. Your school colors, unique photos, and tailored content help you personalize the message you send to students. 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: 350
- 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:

School name
Program name
Address
Telephone number
Fax number
E-mail address
Web site
Type of program
Degrees offered
Length of program
Tuition
Scholarships/funding
Entry requirements
Application deadlines

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