

Corporate Profile for MBA Guides

Thank you for participating in Hobsons' 2009 print publications. Your profile will appear in alphabetical order and will also be featured on the table of contents in the beginning of the guide.

To assist you in creating your 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 readers an overview of your corporation and set yourself apart from others. Your corporate branding, photos, and tailored content will 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.](#)

❑ Corporate branding

- 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

**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: 350
- File format: Microsoft Word
- Content should consist of shortened bullets or paragraphs written from a first-person or third-person perspective
- Subjects for content could include:
 - Corporate overview
 - Headquarters
 - Employees
 - Specializations
 - Office/corporate environment
 - Unique features of your corporation
 - Benefit packages or unique bonuses
 - Opportunities for career advancement

❑ KeyFacts[®]

Please provide the following information for your KeyFacts[®] sidebar:

Company name
Contact person
Address
Telephone number
Fax number
E-mail address
Web site
Main business activity
Number of employees
Employee benefits
Internship programs
Employment opportunities
Application procedures

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