

School Promote E-mail for CollegeView Web Site

Thank you for participating in Hobsons' CollegeView Web site. Your e-mail will be sent to the users fitting the criteria agreed upon in your contract. The quality of your materials is very important. We have put together some guidelines that will help you produce a unique e-mail for our Web site users.

Please ensure that the materials you choose to supply meet the criteria outlined in the following checklist. You can submit your materials via e-mail, CD, DVD, or FTP site.

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

□ Logo

- Dimensions: 120 (w) x 60 (h) pixels
- File format: GIF (best for logos), JPEG, EPS, PNG, TIFF
- File size: Approximately 5k

□ Photos

- Dimensions: no larger than 378 (w) x 250 (h) pixels, we recommend 200 (w) x 140 (h)
- File format: GIF, JPEG, EPS, PNG, TIFF
- File size: Approximately 25k
- Suggested images: images that will be relevant to the criteria selected for your e-mail

□ Content

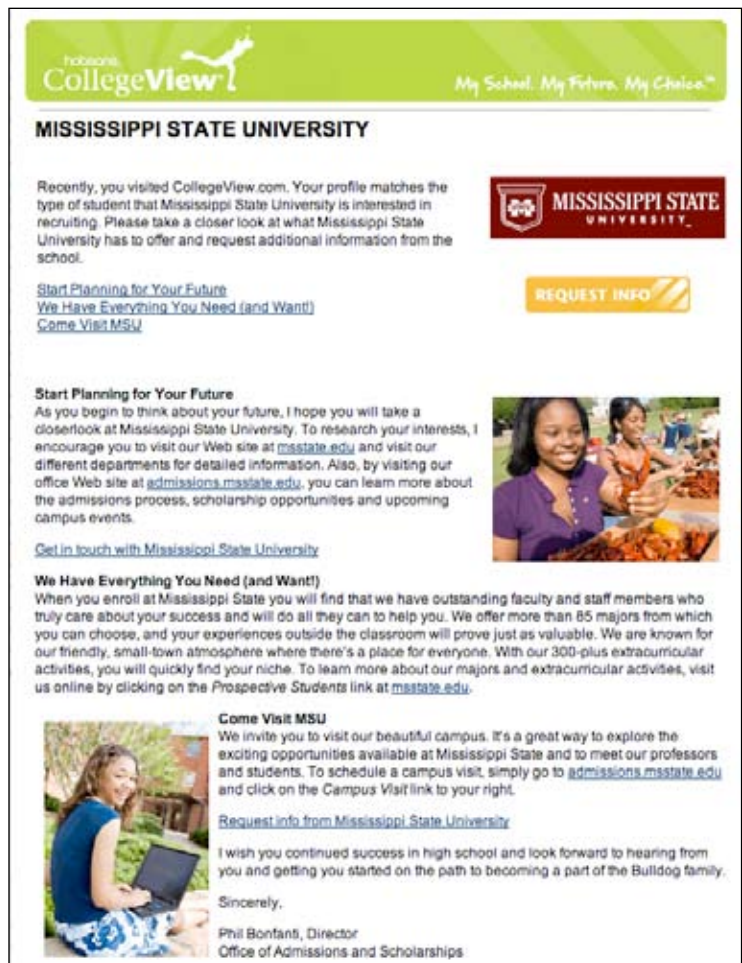
Please supply the content for your e-mail. We suggest using three paragraphs with subheads.

- Copy: three paragraphs of content
- Word count: no more than 100 per paragraph
- Paragraph headings: no more than seven words
- File format: Microsoft Word

□ Subject Line

The default subject line will be "CollegeView thinks you will like [Your School Name]." However, you have the option to modify the subject line of the e-mail.

- Please use caution when modifying the subject line so that the e-mail does not appear to be spam
- You should include CollegeView in the subject line if it all possible



The screenshot shows an email from Mississippi State University. The header features the CollegeView logo and the tagline "My School. My Future. My Choice." The main body of the email includes a personalized message: "Recently, you visited CollegeView.com. Your profile matches the type of student that Mississippi State University is interested in recruiting. Please take a closer look at what Mississippi State University has to offer and request additional information from the school." It contains several links: "Start Planning for Your Future We Have Everything You Need (and Want!) Come Visit MSU", "Get in touch with Mississippi State University", and "Request info from Mississippi State University". There are three images: a woman in a purple shirt, a woman with a laptop, and a group of people. The email concludes with a signature from Phil Bonfanti, Director of Admissions and Scholarships.