

## Sponsored Editorial for CollegeView Web Site

Thank you for participating in Hobsons' CollegeView Web site. Our sponsored editorial offering enables you to focus on one particular aspect of your institution and provide students with in-depth information on that topic. Your topic is identified in your contract, and the corresponding article that you create will be linked directly from the section of the Web site that your school selected, which is also noted on in your contract.

We've put together some guidelines to help you produce a targeted, informative article for our student readers.

Please submit the following via e-mail, CD, DVD, or FTP site.

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

### Image

- Quantity: One
- Dimensions: 307 (w) x 176 (h) pixels
- File format: GIF, JPEG, PNG, TIFF
- File size: Approximately 25k
- Click-throughs: Tracked

### Image caption

- Length: 45 characters
- File format: Microsoft Word

### Text content

- Heading length: 40 characters
- Article length: 300–400 words
- File format: Microsoft Word

