

## Home Page Ad for GradView Web Site

Thank you for participating in Hobsons' GradView Web site.

Please ensure that your advertisement and sponsored editorial meet the criteria outlined in the following checklists. You can submit your materials via e-mail, CD, DVD, or FTP site. [Click here to download FTP instructions.](#)

### Advertisement

Large block advertisements on the home page increase your visibility to the student audience and link students directly to your Web site or hub page. Because your advertisement will appear on the home page, the quality of your ad is very important; you want to attract each and every visitor to your advertisement.

#### Large block (left)

- Dimensions: 366 (w) x 212 (h) pixels
- File format: GIF, JPEG, SWF\*, PNG, TIFF, EPS
- Maximum file size: 40k (Flash: 50k)
- Maximum animation loop: 3x
- Audio: Not available

#### Large block (right)

- Dimensions: 378 (w) x 212 (h) pixels
- File format: GIF, JPEG, SWF\*, PNG, TIFF, EPS
- Maximum file size: 40k (Flash: 50k)
- Maximum animation loop: 3x
- Audio: Not available

*\*Flash version 6 or later*

*File size max 50k*

*Submit SWF and FLA*

*Submit default GIF*

### Sponsored editorial

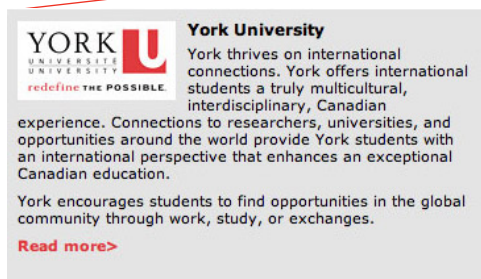
Sponsored editorial on the home page enables you to focus on one particular aspect of your institution and provide students with in-depth information on that topic. Your topic is identified on your contract with Hobsons, and the corresponding article that you create will be linked directly from the home page and should also include an image.

#### □ Copy

- Heading characters: 40
- Copy word count: 300–400
- File format: Microsoft Word

#### □ Image

- Dimensions: 360 (w) x 60 (h) pixels
- File format: GIF, JPEG, SWF\*, PNG, TIFF, EPS
- Maximum file size: 40k (Flash: 50k)
- Maximum animation loop: 3x
- Audio: Not available



**YORK UNIVERSITY**  
YORK UNIVERSITY  
redefine THE POSSIBLE

**York University**  
York thrives on international connections. York offers international students a truly multicultural, interdisciplinary, Canadian experience. Connections to researchers, universities, and opportunities around the world provide York students with an international perspective that enhances an exceptional Canadian education.

York encourages students to find opportunities in the global community through work, study, or exchanges.

[Read more >](#)



The screenshot shows the GradView website interface. At the top, there's a navigation bar with 'GradView' and 'MBA' logos. Below that, there's a main content area with a large red rectangle indicating where an advertisement would be placed. To the right of the red rectangle, there's a sidebar with a 'The great world is...' section and a 'MBA CENTRAL' section. At the bottom, there's a footer with various partner logos including DENVER, LA, and others.