

## School Profile for GradView Web Site

Thank you for participating in Hobsons' GradView Web site. We've put together some guidelines that will help you produce a unique school profile for our student readers.

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

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

### ❑ School logo

- Dimensions: 120 (w) x 60 (h) pixels\*
- File format: GIF (best for logos), JPEG, EPS, TIFF
- File size: Approximately 5k
- Wordmark and logo is better than school seal

### ❑ Campus photo

- Quantity: One
- Minimum size: 378 (w) x 250 (h) pixels\*
- File format: JPEG, EPS, TIFF, PSD, PNG

\*These measurements apply no matter what the dpi/resolution of the photo/logo may be. Do not crop or resize photos or logos.

### ❑ Content

- 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.
- Length: 300-400 words
- File format: Microsoft Word
- Suggested topics:
  - Overview—Mission, history, traditions
  - Setting—Location, campus size
  - Accreditation/recognition—Awards, rankings, esteemed faculty
  - Program features—Entrance requirements, size, facilities
  - Student body—Number of students per program, full time vs. part time
  - Student activities—Professional organizations, study-abroad opportunities

*Note: Please keep in mind that the visitors to GradView.com are generally between 22 and 35 years of age, are interested in both part- and full-time programs, and generally fall into three categories: undergraduate students wanting to go directly into a graduate program, people in the workforce wanting to continue working and attend school on a part-time basis, and people returning to school full time after being in the workforce.*



### ❑ KeyFacts®

Visit <http://keyfacts.collegeview.com> to revise your details and reflect your current information.