

Sponsored Editorial for GradView Web Site

Thank you for participating in Hobsons' GradView 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 on your contract with Hobsons, 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 your contact.

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, SWF*, PNG, TIFF, EPS
- File size: Approximately 25k
- Audio: Not available
- Click-throughs: Tracked

**Flash version 6 or later*

File size max 50k

Submit SWF and FLA

Submit default GIF

Teaser text

- Length: 20–25 words
- File format: Microsoft Word

Text content

- Headline
- Article length: 300–400 words
- File format: Microsoft Word

Campus photo

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

School logo

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

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

