

## School Profile for MBA Central Web Site

Thank you for participating in Hobsons' MBA Central 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.*



[Click here to view live school profiles.](#)

### ☐ Accreditation

Please indicate which of the following accreditations your school holds, and the appropriate logos will be displayed on your school profile:

- AACSB
- AMBA
- Equis

### ☐ 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.
- Maximum word count: 350
- 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

### ☐ KeyFacts<sup>®</sup>

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