

## eZine for MBA Web Site

Thank you for participating in Hobsons' MBA Web site. We've put together some guidelines that will help you produce a unique eZine 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: 216 (w) x 216 (h) pixels\*
- File format: GIF (best for logos), JPEG, EPS, TIFF
- Wordmark and logo is better than school seal

### Campus photos (optional)

- Quantity: One to two
- 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.*

### Text content

- Please write your copy in third person.
- Maximum word count: 150
- File format: Microsoft Word
- Copy suggestions: You will have booked either a news story or a success story.

#### **News story:**

If you are providing copy for a news story:

- Keep it unique. Talk about things that separate you from the other institutions, such as setting records and being the first to offer a new course or technique of teaching.
- Keep it interesting. Remember to make your copy lively, as your aim is to give your reader a reason to click through to your Web site.

#### **Success story:**

If you are providing copy for a success story:

- Keep it unique. Make sure your student highlights what separates you from the other institutions, and also what makes the institution's location special (i.e. cathedrals, tourist attractions, nightlife, etc).
- Keep it interesting. Remember to make your copy lively, as your aim is to give your reader a reason to click through to your Web site.

*Please note: In order to produce an editorially consistent publication, all text will be edited to comply with Hobsons' house style. You will receive a completed page proof to approve.*

### School URL

Please provide the URL for your institution's Web site.

