

Custom Auto Response for USA Education Web Site

Thank you for participating in Hobsons' USA Education Web site. Students will receive a personalized message from you when they request information through our Web site. We will design your message to match your school's online admissions page. In addition, you can add up to five links to your message, driving students immediately to your Web site.

We've put together some guidelines that will help you produce an effective auto response message.

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*
- Format: GIF (best for logos), JPEG, EPS, TIFF
- File size: Approximately 5k
- Wordmark and logo is better than school seal

□ Campus photo

- Quantity: Three to five
- Maximum width: 185 pixels*
- File format: JPEG, 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.*

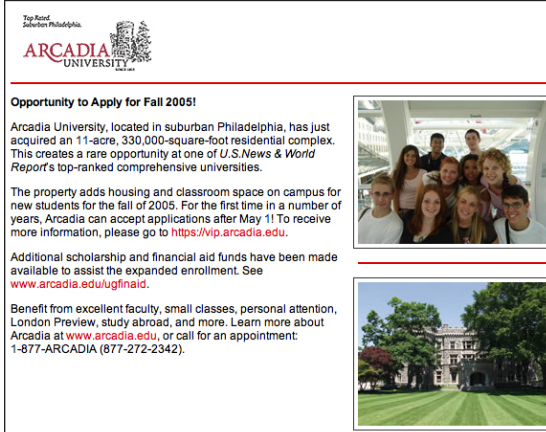
□ Text content

- Word count: 150–200
- Links: Up to five within copy text
- File format: Microsoft Word

□ Message links

- Aside from the HTML template links, the message can include up to five links
- File format: Microsoft Word

Our graphic designers will work with you to design your customized e-mail to match the look and feel of your admissions Web pages. Through a template, they will remake your school's admissions Web site page, using logos and images.



The image shows a sample email auto-response template for Arcadia University. At the top left, it features the Arcadia University logo with the text "Top Rated Suburban Philadelphia" above it. Below the logo is a red horizontal line. The main body of the email contains the following text: "Opportunity to Apply for Fall 2005! Arcadia University, located in suburban Philadelphia, has just acquired an 11-acre, 330,000-square-foot residential complex. This creates a rare opportunity at one of U.S. News & World Report's top-ranked comprehensive universities. The property adds housing and classroom space on campus for new students for the fall of 2005. For the first time in a number of years, Arcadia can accept applications after May 1! To receive more information, please go to <https://vip.arcadia.edu>. Additional scholarship and financial aid funds have been made available to assist the expanded enrollment. See www.arcadia.edu/ugfinaid. Benefit from excellent faculty, small classes, personal attention, London Preview, study abroad, and more. Learn more about Arcadia at www.arcadia.edu, or call for an appointment: 1-877-ARCADIA (877-272-2342)." To the right of the text are two images: the top one shows a group of diverse students smiling, and the bottom one shows a large, multi-story brick building with a green lawn in front.