

ESL School Profile for USA Education Web Site

Thank you for participating in Hobsons' USA Education 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 from either a first-person or third-person perspective.
- Word count: 300–400
- File format: Microsoft Word
- Suggested topics:
 - Overview—Mission, history, traditions
 - Setting—location, facilities, climate, surrounding area
 - Accreditation—success rates (transfer into university program), staff/faculty qualifications
 - Financial Aid—cost, international student admission, visas, financial aid, scholarships, TOEFL waiver
 - Program features—skills students will acquire, teaching methods, school standards, professional affiliations, study concentrations
 - Student body—class size
 - Student activities—housing, organizations

Note: Please also keep in mind that some readers may not be fluent in English, and that visitors to USAeducationguides.com are generally 19–24 years of age or older.

□ KeyFacts[®]

Visit <http://keyfacts.collegeview.com> to revise your details and reflect your current information. The following KeyFacts[®] will be pulled for the sidebar of your Web profile:

ESL Admissions Office

Address
City, State, ZIP
Phone
E-mail
Web (ESL admissions office Web site)

ESL Contact

Name
Title

Program Information

Program enrollment
Length of program
Student–faculty ratio

Average Cost of Attendance

Estimated tuition costs
Estimated living expenses



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