

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.](#)

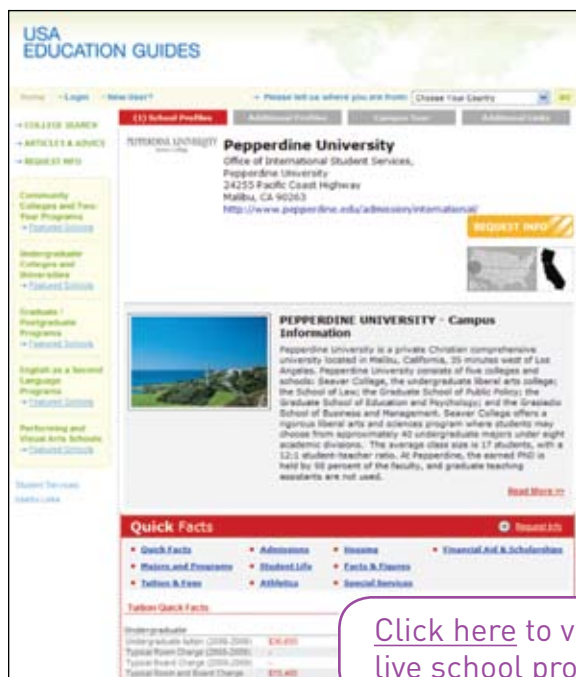
□ School logo

- 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 as bullet points or full paragraphs; you can choose to write 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, campus life
 - Accreditation/recognition—Awards, rankings, esteemed faculty
 - Program features—TOEFL score requirements, facilities, financial aid/tuition assistance, scholarships, housing
 - Student body—Average class size
 - Student activities—Academics/programs, international student support services, athletics, campus transportation/travel

Note: Please also keep in mind that some readers may not be fluent in English, and the visitors to USeduguides.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.