

School Promote E-mail for USA Education Web Site

Thank you for participating in Hobsons' USA Education Web site. Your e-mail will be sent to the users fitting the criteria agreed upon in your contract. The quality of your materials is very important. We have put together some guidelines that will help you produce a unique e-mail for our Web site users.

Please ensure that the materials you choose to supply meet the criteria outlined in the following checklist. You can submit your materials via e-mail, CD, DVD, or FTP site.

[Click here to download FTP instructions.](#)

□ Logo

- Dimensions: 120 (w) x 60 (h) pixels
- File format: GIF (best for logos), JPEG, EPS, PNG, TIFF
- File size: Approximately 5k

□ Photos

- Dimensions: no larger than 378 (w) x 250 (h) pixels, we recommend 200 (w) x 140 (h)
- File format: GIF, JPEG, EPS, PNG, TIFF
- File size: Approximately 25k
- Suggested images: images that will be relevant to the criteria selected for your e-mail

□ Content

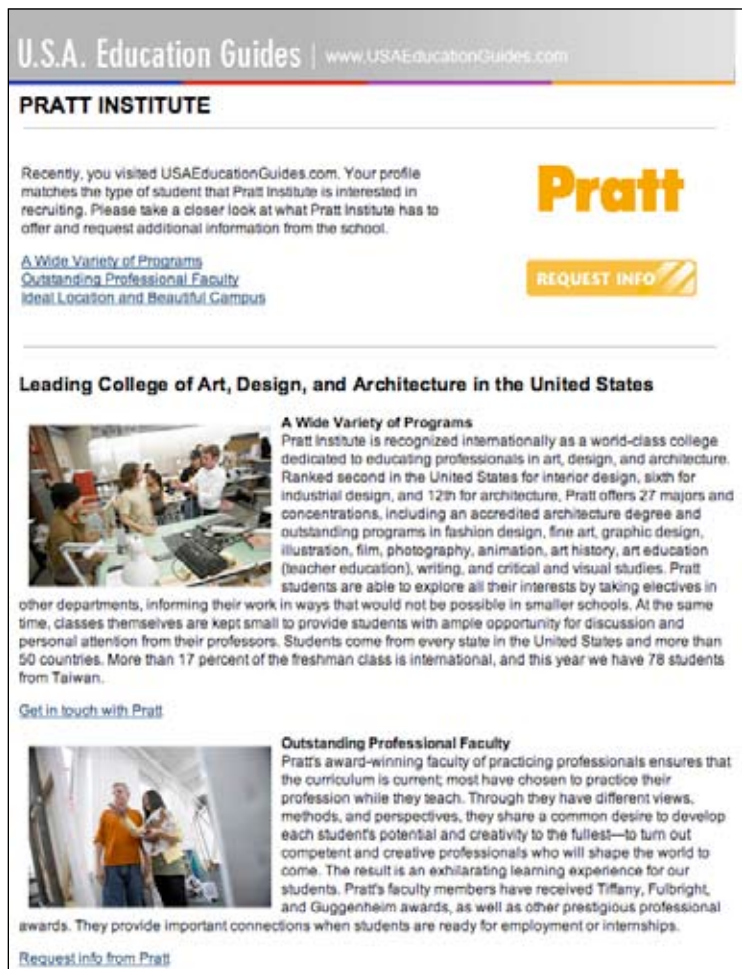
Please supply the content for your e-mail. We suggest using three paragraphs with subheads.

- Copy: three paragraphs of content
- Word count: no more than 100 per paragraph
- Paragraph headings: no more than seven words
- File format: Microsoft Word

□ Subject Line

The default subject line will be "USA Education Guides thinks you will like [Your School Name]." However, you have the option to modify the subject line of the e-mail.

- Please use caution when modifying the subject line so that the e-mail does not appear to be spam
- You should include USA Education Guides in the subject line if it all possible



The screenshot shows a promotional email template for Pratt Institute. At the top, it says "U.S.A. Education Guides | www.USAEducationGuides.com". Below that is the "PRATT INSTITUTE" header. The main body of the email contains a personalized message: "Recently, you visited USAEducationGuides.com. Your profile matches the type of student that Pratt Institute is interested in recruiting. Please take a closer look at what Pratt Institute has to offer and request additional information from the school." To the right of this message is the "Pratt" logo and a "REQUEST INFO" button. Below the message are three sections of content, each with a subheading and a small image:

- A Wide Variety of Programs**: Pratt Institute is recognized internationally as a world-class college dedicated to educating professionals in art, design, and architecture. Ranked second in the United States for interior design, sixth for industrial design, and 12th for architecture, Pratt offers 27 majors and concentrations, including an accredited architecture degree and outstanding programs in fashion design, fine art, graphic design, illustration, film, photography, animation, art history, art education (teacher education), writing, and critical and visual studies. Pratt students are able to explore all their interests by taking electives in other departments, informing their work in ways that would not be possible in smaller schools. At the same time, classes themselves are kept small to provide students with ample opportunity for discussion and personal attention from their professors. Students come from every state in the United States and more than 50 countries. More than 17 percent of the freshman class is international, and this year we have 78 students from Taiwan.
- Outstanding Professional Faculty**: Pratt's award-winning faculty of practicing professionals ensures that the curriculum is current; most have chosen to practice their profession while they teach. Through they have different views, methods, and perspectives, they share a common desire to develop each student's potential and creativity to the fullest—to turn out competent and creative professionals who will shape the world to come. The result is an exhilarating learning experience for our students. Pratt's faculty members have received Tiffany, Fulbright, and Guggenheim awards, as well as other prestigious professional awards. They provide important connections when students are ready for employment or internships.

At the bottom of the email template, there is a "Request info from Pratt" button.