

Active Match

Thank you for participating in Hobsons' Active Match product. We've put together some guidelines that will help you produce a targeted message for students to view.

Please submit the following materials via e-mail, CD, DVD, or FTP site.
[Click here to download FTP instructions.](#)

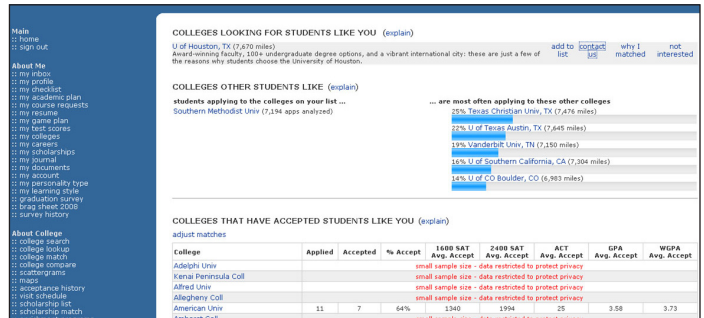
□ School Information

We need certain information to enter your message into our system. If you would like your school information to be different from the KeyFacts® information we have on file, please supply us with the updated school information listed below.

- E-mail Address
- Phone Number

□ Content

- Length: 250 characters, including spaces
- You should not include your institution's name, URL, or a call to action within this text.
- We recommend tailoring your content to the demographics you selected on your contract. If you purchased multiple slots with different demographics, we recommend you supply different and targeted text for each slot.
- If possible, you should supply different text for each month you purchased.



The screenshot shows the Hobsons Active Match interface. On the left is a navigation menu with options like 'Main', 'About Me', 'About College', and 'Adjust Matches'. The main content area is titled 'COLLEGES LOOKING FOR STUDENTS LIKE YOU' and lists several colleges with their locations and distances. Below this is a section for 'COLLEGES OTHER STUDENTS LIKE' and a table for 'COLLEGES THAT HAVE ACCEPTED STUDENTS LIKE YOU'.

College	Applied	Accepted	% Accept	1600 SAT Avg. Accept	2400 SAT Avg. Accept	ACT Avg. Accept	GPA Avg. Accept	WSPA Avg. Accept
Adelphi Univ				small sample size - data restricted to protect privacy				
Kenai Peninsula Coll				small sample size - data restricted to protect privacy				
Albion Univ				small sample size - data restricted to protect privacy				
Allegheny Coll				small sample size - data restricted to protect privacy				
American Univ	11	7	64%	1340	1994	25	3.58	3.73
Indiana Coll				small sample size - data restricted to protect privacy				