

localsearch



LISTINGS HOUSE STYLE GUIDE

GENERIC LISTINGS STYLE

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1. ABBREVIATIONS & HOUSE PRESENTATIONS

1.1 GENERAL HOUSE STYLE

These abbreviations are to be used at all times unless the word is a part of the name of the listing or if the word is being used as a location within an address.

Words not on this list must be spelt in full.

5 p.m.....	5pm	Mail.....	Mail
9 a.m.....	9am	metre.....	m
9.00am – 10.00 p.m.....	9am–10pm	Military Post Office.....	MilPO
9.30 am – 10p.m.....	9.30am–10.00pm	millimetre.....	mm
11 mile.....	11 Mile	MILPO.....	MilPO
12Noon.....	12 noon	Monday - Friday.....	Mon–Fri
24 Hours.....	24 Hr	Motorway.....	Mwy
After Hours.....	A/H	Oppostie.....	Opp
All Hrs.....	All Hours	Parade.....	Pde
Apartment.....	Aptmnt	Park.....	Pk
Apartments.....	Aptmnts	Parkway.....	Pkwy
Arcade.....	Arc	Phone/Fax.....	Ph/Fax
Avenue.....	Ave	Place.....	Pl
Barracks.....	Brcks	Plaza.....	Plz
Boulevard.....	Blv	Preschool.....	Pre-school
Bpay.....	BPAY	Private Mail Bag.....	PMB
Broadway.....	Bdwy	Promenade.....	Pmde
Building.....	Bldg	Reserve.....	Rsrve
Caravan Park.....	Cvan Pk	Residence.....	Res
care of.....	c/-	Right Hand Side.....	RHS
CD's.....	CDs	Rise.....	Rse
Centre.....	Cntr	Road.....	Rd
Circuit.....	Cct	Round.....	Rnd
Complex.....	Cmplx	Rural Post.....	RP
Continued.....	(cont)	Shop.....	Shop
Corner.....	Cnr	Siding.....	Sdg
Country Mail Bag.....	CMB	Square.....	Sq
Court.....	Crt	Station.....	Stn
Crescent.....	Crs	Street.....	St
Cul de sac.....	Cul-de-sac	Tafe.....	TAFE
Department.....	Dept	Terrace.....	Tce
Drive.....	Drv	Toll Free.....	Toll free
E Mail.....	email	Tower.....	Twr
Eftpos.....	EFTPOS	Town.....	Twn
Esplanade.....	Esp	Trading as.....	T/A
Established.....	Est	TV's.....	TVs
Estate.....	Est	Van Park.....	Van Pk
Extended.....	Extd	Via.....	via
Factory.....	Fctry	Village.....	Vlge
Fax/facsimile.....	Fax	Walk.....	Wlk
Four Wheel Drive.....	4WD or 4x4	Way.....	Way
Four Wheel Drives.....	4WDs or 4x4s	Website.....	website
Freecall.....	Free call	Wharf.....	Whf
Gardens.....	Gdns	Wholesale.....	Wsale
Ground.....	Grnd		
Grove.....	Grv		
Harbour.....	Hbr		
Headquarters.....	HQ		
Heights.....	Hts		
Highway.....	Hwy		
House.....	Hse		
Junction.....	Jn		
Kilometre.....	km		
Lane.....	Ln		
Left Hand Side.....	LHS		
Level.....	Lvl		
Mail Centre.....	MC		
Mail Service.....	MS		

1.2 ADDITIONAL ABBREVIATIONS

Bay.....	By
Beach.....	Bh
Bend.....	Bnd
Creek.....	Ck
Downs.....	Dwns
Forest.....	Forst
Heads.....	Hds
Hill.....	Hil
Island.....	Is
Lake.....	Lk
Little.....	Ltl
Mountain.....	Mtn
Point.....	Pt
River.....	Rvr
Springs.....	Sprgs
Water.....	Wtr
Woods.....	Wds

1.3 AUSTRALIAN STATES & TERRITORIES

Australian Capital Territory.....	ACT
New South Wales.....	NSW
Northern Territory.....	NT
Queensland.....	Qld
South Australia.....	SA
Tasmania.....	Tas
Victoria.....	Vic
Western Australia.....	WA

1.4 QUALIFICATION ABBREVIATIONS

BA.....	Bachelor of Arts
BA (Hons).....	Bachelor of Arts (Honours)
BAdmin.....	Bachelor of Administration
BAgr.....	Bachelor of Agriculture
BAgrSc.....	Bachelor of Agricultural Science
BA, LLB.....	Bachelor of Arts & Bachelor of Laws
BArch.....	Bachelor of Architecture
BBA.....	Bachelor of Business Administration
BCE.....	1. Bachelor of Chemical Engineering 2. Bachelor of Civil Engineering
BCh.....	Bachelor of Surgery
BChD.....	Bachelor of Dental Surgery
BChE.....	Bachelor of Chemical Engineering
BCom.....	Bachelor of Commerce
BD.....	Bachelor of Divinity
BDS.....	Bachelor of Dental Surgery
BDSc.....	Bachelor of Dental Science
BE.....	Bachelor of Engineering
BEcon.....	Bachelor of Economics
BEd.....	Bachelor of Education
BEE.....	Bachelor of Electrical Engineering
BEng.....	Bachelor of Engineering
BL.....	Bachelor of Law
BLitt.....	Bachelor of Letters
BLL.....	Bachelor of Laws
BM.....	Bachelor of Medicine
BMechE.....	Bachelor of Mechanical Engineering
BMedSc.....	Bachelor of Medical Science
BMus.....	Bachelor of Music
BN.....	Bachelor of Nursing
BPharm.....	Bachelor of Pharmacy
BS.....	Bachelor of Surgery
BSc.....	Bachelor of Science

1.4 QUALIFICATION ABBREVIATIONS (CONT)

BSocSc.....	Bachelor of Social Science
BSocWk.....	Bachelor of Social Work
BTh.....	Bachelor of Theology
BVetSc.....	Bachelor of Veterinary Science
(CDec).....	Commissioner for Declarations
ChB.....	1. Bachelor of Surgery 2. Doctor of Chemistry 3. Doctor of Surgery
ChM.....	Master of Surgery
DAgr.....	Doctor of Agriculture
DAgrSc.....	Doctor of Agricultural Science
DArch.....	Doctor of Architecture
DCh.....	Doctor of Surgery
DD.....	Doctor of Divinity
DDS.....	Doctor of Dental Surgery
DE.....	Doctor of Engineering
DEcon.....	Doctor of Economics
DEd.....	Doctor of Education
DEng.....	Doctor of Engineering
DipEd.....	Diploma of Education
DLitt.....	1. Doctor of Letters 2. Doctor of Literature
DMus.....	Doctor of Music
DPh.....	Doctor of Philosophy
DPhil.....	Doctor of Philosophy
DSc.....	Doctor of Science
DSocSc.....	Doctor of Social Science
DSocWk.....	Doctor of Social Work
DTh.....	Doctor of Theology
DVetSc.....	Doctor of Veterinary Science
LD.....	Doctor of Letters
LitD.....	Doctor of Letters
LittB.....	Bachelor of Letters
LittD.....	Doctor of Letters
LLB.....	Bachelor of Laws
LLD.....	Doctor of Laws
LLM.....	Master of Laws
MA.....	Master of Arts
MAdmin.....	Master of Administration
MAgr.....	Master of Agriculture
MAgrSc.....	Master of Agricultural Science
MArch.....	Master of Architecture
MB.....	Bachelor of Medicine
MBA.....	Master of Business Administration
MCE.....	Master of Civil Engineering
MChD.....	Master of Dental Surgery
MchemE.....	Master of Chemical Engineering
MD.....	Doctor of Medicine
MEcon.....	Master of Economics
MEd.....	Master of Education
MEE.....	Master of Electrical Engineering
MEng.....	Master of Engineering
MLitt.....	Master of Letters
MMechE.....	Master of Mechanical Engineering
MMed.....	Master of Medicine
MMus.....	Master of Music
MSc.....	Master of Science
MSocSc.....	Master of Social Science
MSocWk.....	Master of Social Work
MTh.....	Master of Theology
MusB.....	Bachelor of Music
MusM.....	Master of Music
MVSc.....	Master of Veterinary Science
PhD.....	Doctor of Philosophy

1.5 OCCUPATION PRESENTATIONS

In Full	Abbreviation
Accountant.....	Accntnt
Acupuncturist.....	Acpnctrst
Attorney	Attorney
Backhoe	Backhoe
Barrister	Brrstr
Bricklayer	Brcklyr
Building Contractor	Bldg Cntrctr
Butcher	Btchr
Cabinet Maker.....	Cabnt Mkr
Carpenter.....	Crpntr
Ceramic Tiler.....	Ceramic Tiler
Certified Practising Accountant.....	CPA
Chartered Accountant.....	Chrtrd Accntnt
Chiropractor	Chrprctr
Civil Marriage Celebrant	Cvl Mrge Cibrnt
Contractor	Cntrctr
Driving Instructor.....	Drvng Instrctr
Electrical Contractor	Elctrc Cntrctr
Electrician	Elctrcn
Farmer	Fmr
Grazier	Grzr
Hairdresser	Hrdssr
Instructor.....	Instrctr
Lawyer	Lwyr
Manager.....	Mngr
Manufacturer.....	Mnfr
Marriage Celebrant	Mrge Cibrnt
Mechanic	Mechnc
Motor Mechanic	Mtr Mechnc
Painter.....	Painter
Panel Beater	Pnl Beatr
Plumber	Plmbr
Psychologist.....	Psychlgst
Solicitor	Slctr
Specialist	Speclst
Surgeon	Surgn
Veterinary Surgeon.....	Vtrnry Surgn
Welder.....	Welder
Welding.....	Welding
Wholesalers	Wsalers

1.6 MEASUREMENTS

Presentation HS ads

- 6mm (no space)
- 6m² (six square metres) Use Superscript on the 2
- 6m³ (six cubic metres) Use Superscript on the 3
- H₂O Use Subscript on the 2
- Per is represented by an unspaced forward slash, eg 10km/h (ten kilometres per hour)
- Spans of time and days etc are presented using unspaced text and an en rule (6.30pm–8.30pm).

Measurement Abbreviations

METRIC

centimetre.....	cm
gram	g
hectare	ha
hertz	Hz
kilogram.....	kg
kilojoule	kJ
kilometre.....	km
kilometre per hour	km/h
kilowatt.....	kW
litre.....	L
metre	m
millilitre	mL
millimetre	mm
tonne	t

IMPERIAL

foot.....	ft
horsepower.....	hp

2. NAME LINE

2.1 APOSTROPHES

Apostrophes are used to indicate the possessive case or missing letters in a word, eg

- Rock 'n' Roll

Both apostrophes face the same way when indicating missing letters.

If it is difficult to determine whether the remaining letter from the abbreviated word should be in upper or lower case, leave it as presented on the contract. In general, this should be upper case for 'R' and lower case for 'n', eg

- Rock 'n' Roll • Toys 'R' Us

Include the space on either side of the remaining letter from the abbreviated word.

2.2 ASSOCIATION/ASSOCIATE

The word or abbreviation for Association and Associate(s) should be left as it appears in supplied data, as requested by non-clients or clients.

2.3 BRACKETS

Names

Brackets are acceptable as part of the name line or used to separate an acronym of the name from the name in full, eg

- Johnson Outboards (Aust) Pty Ltd
- Applied Environmental Impact Association (AEIA)
- Holloway's Engineering (Qld) Pty Ltd

Sales Messages/Extra Information

Sales messages are not permitted as Extra Lines (EL).

2.4 BUSINESS REGISTRATION SUFFIXES

Registration suffixes (Pty Ltd, P/L, Incorporated, Inc, Company, Co Limited etc) should be left as they appear in supplied data, as requested by non-clients or clients.

2.5 CAPITALISATION OF PARTS OF SPEECH

Prepositions, conjunctions and articles are to be presented in lower case style unless specifically requested by a client, eg

- Flowers on Broadbeach
- Dial A Pizza (company specifically uses capital 'A')
- Thompson and Burrows Solicitors
- Nothing but the Best Florists

2.6 COMMAS & FULL STOPS

Do not include commas and full stops unless they are an essential element of the business name without which the intended meaning of the name would be compromised, eg

- Taylor, Brown & Price would not retain correct name identity if expressed as Taylor Brown & Price without the comma.
- Coolangatta.gold.com.au would lose its unique presentation (derived from a play on email/website addresses) if expressed as Coolangatta gold com au.
- T.H.E Caterers would risk not retaining the acronym form if it was to be presented as THE Caterers as it would then be shown in title case as The Caterers.

2.7 HYPHENS, EN RULES & EM RULES

The use of hyphens is restricted into proper names and words which are hyphenated according to standard dictionary presentation, eg Mary-Anne, Hotel-Motel and go-karts.

All other hyphenation is to be set with an unspaced en rule eg,

- The Title Centre–Broadbeach
- 12–14 Brown Ln Brdbh



Em rules are used, as required, in category headings and are not used within listings data.

How to type hyphens, en & em rules:

- Hyphen – Hyphen key
- En rule – Hyphen + Option key
- Em rule – Hyphen + Shift + Option key

2.8 NUMERIC NAMES

Numeric names should be left as presented in supplied data, as advised by non-clients or clients.

For example, if the number is spelt out it should be left this way, eg Seven Eleven Stores. If the number is expressed numerically it should be left numeric, eg 7 to 7 Stores.

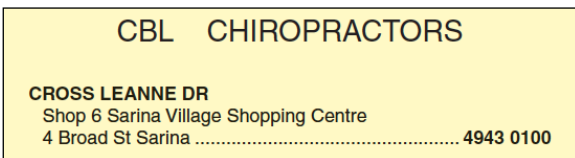
2.9 SPACING OF INITIALS

The presence of a surname indicates that spaces should be inserted between initials. If it is not a surname, then there are no spaces between the initials, eg

- Johnson A B & G R
(surname present, spaced initials)
- L R Groves Plumbing
(surname present, spaced initials)
- LR Plumbing
(no surname present, unspaced initials)

2.10 TITLES

When a title (Dr, Mr, Mrs, Ms, Capt, Rev etc) is used in a listing name, the title is to be presented following the surname and Christian name or initials.



3. ADDRESS

3.1 SITE DESCRIPTIONS

Site descriptions include such terms as: apartment, factory, flat, lot, office, shed, shop, suite, unit.

General Rule

A slash is used when a site description directly precedes a street number, eg

- Shop 2/10 Smith St

A site description is required when a building or estate name is included between the street number and the site description, eg

- Unit 4 Billabong Village 62 Bellevue Pde
- Factory 24 Riverside Industrial Complex Smiths Rd

3.2 STREET NUMBER

Alpha Characters

When an alphabet character is part of the street number, the alpha character should appear in upper case with no space, eg 16A.

Level & Floor

Level—Always include the word level, abbreviated to Lvl, as well as the level number.

Floor—Always include the word floor, abbreviated to Flr, as well as the floor number.

Correct presentation is 6th Flr not Flr 6, Ground Floor is presented Grnd Flr.

Number Ranges

When one number runs to a second number, an unspaced en rule is to be used, eg 163–165.

3.3 PROPERTY NAMES

Property names are to be presented without quotation marks.

3.4 STREET NAME & TYPE

Numeric

A street name that is numeral should always be spelt in full, eg Fifth Ave.

Names such as Twenty-first Ave are shown as presented in the street index: hyphenated, not an en rule.

Abbreviations

Street types are always abbreviated, eg Rd, Ave.

Refer to Abbreviations list on page 3.

Hyphenated

Street names such as Southport-Nerang Rd are to be separated by a hyphen, not an en rule.

3.5 CORNER

When the corner of two streets is given as the address, the abbreviation Cnr is to be used.

Example

- Cnr Smith Rd & Jones Ave
- Cnr Blue & Black Sts

When a street number is also given, the address should appear as standard eg. 52 Blue St.

3.6 PO BOX

Spacing & Case

The PO is to appear unspaced and in upper case, box is to appear in title case (eg PO Box) and should be entered into the Street field on the database.

Postcodes

Postcodes must appear in listings with a PO Box address.

3.7 SUBURBS

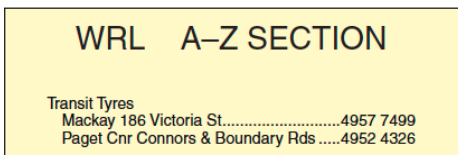
Listings

The suburb, for all listing types, is to be presented in full on the database. It will be automatically abbreviated in the directory for CRLs and WRLs unless it is outside the directory coverage area.

3.8 MULTIPLE LOCATIONS

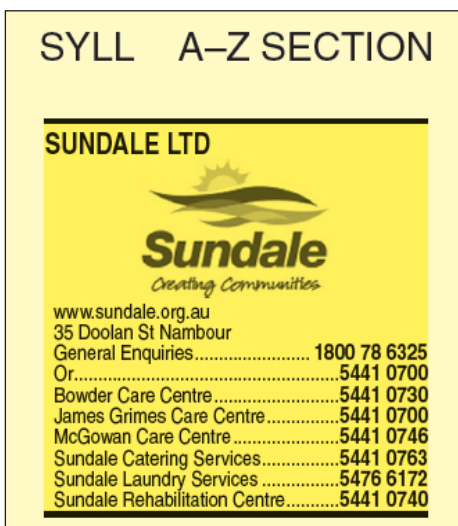
Suburb Style & Position

Suburbs are to be in full and placed first, followed by the street address(es). This layout is an automated task for the DI's when the multi-location tick is enabled in the Line Content tab in Filemaker.



Suburb & Address Order

Suburbs and services are to be sorted in alpha order unless there is a main information number such as a head office or enquiries number that should come first:



Incomplete or Suspect Addresses

A listing address that does not make sense, or appears to have a component of the street or unit number missing, can be modified.

Example

- Unit 7 Bruce Hwy Townsville should be Bruce Hwy Townsville

3.9 CLIENT LISTINGS

Extra Lines

When a client has purchased extra lines for additional contact details, the following order applies:

MAGNA-DRY CARPET CLEANING	
magna-dry@bigpond.com	
www.magnadry.net.au	
10 Smith St Mackay	4959 3102
Mobile.....	0437 04 6100
Fax	4959 3111

Only Website/Email to be Listed

If a client would like to list a website or email address only, as they are an online business or don't want a specific phone number listed, the listings are to be presented as follows:

WBL A-Z SECTION
ONLINE WINDOWS www.onlinewindows.com.au

CBL CLUBS—FOOTBALL
GRACEMERE REDBACKS FOOTBALL CLUB gracemere_redbacks@hotmail.com

3.10 ABLs, CABLs, WABLs & SYABLs (Multiple Category Links)

These listing types can be linked to two categories with the addition of an ANC-Y (Classified Section) or ANC-W (A-Z Section) ad item. The refer line will read like the example below:

CABL HOME IMPROVEMENTS	
STONE AGE CREATIONS	
Gympie 0408 36 1154	
<i>See our advertisements under either Landscapers or Retaining & Rock Walls</i>	

4. TELEPHONE NUMBERS

4.1 ALPHANUMERIC NUMBERS (PHONEWORDS)

Phonewords are only permitted in bold client listings and a bold extra line must be used. The numeric version of the number must also be present in the listing. Spacing must occur between the numeric and alphabetical elements of the number, eg **13 TYRES**

4.2 AREA CODES

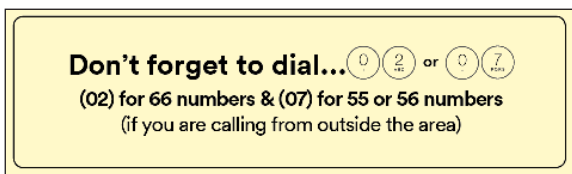
Area codes (STD codes) are not to be included unless the listing is a number from a different state.

The Tweed Coast market is positioned on the border of two states so disclaimers are included in the directory informing users of which area code to use.

A–Z Section–box appears at the bottom of every page:

Phone numbers commencing with "66" require the (02) area code prefix when dialing from non-(02) prefix regions.
Phone numbers commencing with "55" or "56" require the (07) area code prefix when dialing from non-(07) prefix regions.

Classified Section–box is scattered throughout the classified section:



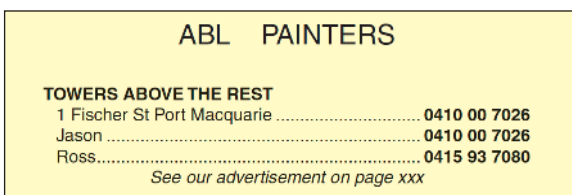
4.3 DOT LEADERS

A leader dot links the listing address or listing name to the phone number.

There must be a minimum of one dot leader between the end of the address/name and the beginning of the telephone number.

4.4 LOCATION DEFINITION

A location, as defined for listings, can be an address or a contact name.



4.5 NUMBER SPACING

Spacing is dependent on the number of digits present in the number:

- Six digits..... XX XXXX
- Eight digitsXXXX XXXX
- Ten digitsXXXX XX XXXX
- With area code..... (XX) XXXX XXXX

The only exceptions are phone numbers that contain words (an alphanumeric number), eg

13 LOVE or 1800 EXHAUST

4.6 SERVICE TERMS

Service terms are terms which describe the kind of phone service a particular number offers.

The following is a list of service terms currently in use:

- A/H
- All Hours
- Phone
- Mobile
- Fax
- Free call
- Local call charge
- Satellite Phone

4.7 LISTING PRESENTATION

Free call

The term Free call relates to 1800 numbers only.

Landline/Mobile

All listings are entitled to one landline or mobile number per location (location being considered an address, a contact name or the service term phone or mobile).

Local call charge

This term relates to 13 and 1300 numbers only.

Satellite Phone

The correct presentation for this term is:

Satellite Phone 0000 00 0000

5. PRESENTATION

5.1 TAKE-OVER POINTS

This procedure applies to all listing types: CRL, WRL, ABL, CBL, CABL, WBL, WABL, SYBL, SYABL, SYLL & SYALL.

If a listing has to be broken then the take-over point must be consistent with the following guidelines:

Correct ✓

Whitsunday Laundry & Dry Cleaners
Bay Industrial Estate
13 Willam Murray Drv Cnonvl 4946 9987

Incorrect ✗

Whitsunday Laundry & Dry Cleaners
Bay Industrial Estate 13 William Murray Drv
Cnonvl..... 4946 9987

Correct ✓

Smith J & P Bldr
Cnr Sun Valley Ave & Lone Pine Rd
Rkhptn..... 4956 7652

Incorrect ✗

Smith J & P Bldr
Cnr Sun Valley Ave &
Lone Pine Rd Rkhptn..... 4956 7652

Correct ✓

JAS Aircraft Engineering
Port Macquarie Airport
Keena PI Prt Mcqrie 6594 8372

Incorrect ✗

JAS Aircraft Engineering
Port Macquarie Airport Keena PI
Prt Mcqrie 6594 8372

Correct ✓

Bonnington C & L
14/26 Parkway Blv Mrtn Bh..... 5499 9864

Incorrect ✗ (always split after the name)

Bonnington C & L 14/26 Parkway Blv
Mrtn Bh..... 5499 9864

And also Incorrect ✗ (no dot leader)

Bonnington C & L 14/26 Parkway Blv Mrtn Bh 5499 9864

IF IT FITS ON ONE LINE PUT IT ON ONE LINE

This rule also applies to multiple address listings (paid & unpaid). Example:

Correct ✓

Golden Sands Holiday Units
Broadbeach 1 Smith St..... 5546 7890
Mermaid Waters 23 Third Ave..... 5542 7865

Incorrect ✗

Golden Sands Holiday Units
Broadbeach
1 Smith St 5546 7890
Mermaid Waters
23 Third Ave 5542 7865

6. GLOSSARY

ABL COMPUTER SALES & EQUIPMENT

ONBOARD I.T.
Mackay.....4722 1777
See our advertisement on page xxx

ABL (Anchor Bold Listing—Classified Section)

CBL SOLICITORS & LAWYERS

SELLENTIN ERIN—SOLICITOR
214 Victoria St Mackay4957 2458

CBL (Classified Bold Listing—Classified Section)

CRL TRAILERS—SALES & REPAIRS

Qld Golf Carts
Cnr Rene St & Leo Alley Rd Noosaville.....1300 42 2787

CRL (Classified Regular Listing—Classified Section)

WBL A—Z SECTION

NOOSA CONCRETE CUTTING & DRILLING
Gympie0418 71 9019

WBL (White Bold Listing—A—Z Section)

WRL A—Z SECTION

Mike Irving Refrigeration & Air Conditioning
Mcky.....4951 3600
Mobile.....0417 62 2215

WRL (White Regular Listing—A—Z Section)

SYBL A—Z SECTION

SO ELECTRICAL
10 McLennan St Mackay.....4952 2336

SYBL (Super Yellow Bold Listing—A—Z Section)

SYLL A—Z SECTION

CRANE LOGISTICS PTY LTD
 **CRANE LOGISTICS** PTY. LTD.
25 Caterpillar Drv Paget.....0429 64 8069

SYLL (Super Yellow Logo Listing—A—Z Section)