



# Online Reference Manual, 11e



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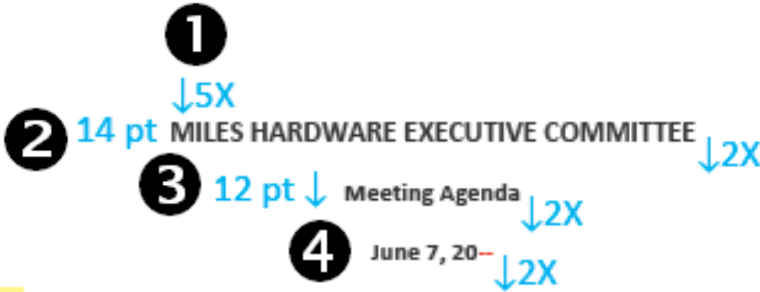
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**Agenda, Meeting**  
**([R-11A](#); pp. 281-282)**

**A. MEETING AGENDA**



**Numbered list:  
default format**

- 5**
  - 1. Call to order
  - 2. Approval of minutes of May 5 meeting
  - 3. Progress report on building addition and parking lot restrictions (Norman Hodges and Anthony Pascarelli)
  - 4. May 15 draft of Five-Year Plan
  - 5. Review of National Hardware Association annual convention
  - 6. Employee grievance filed by Ellen Burrows (John Landstrom)
  - 7. New expense-report forms (Anne Richards)
  - 8. Announcements
  - 9. Adjournment

# Bibliography

(business or academic style, endnotes or footnotes)  
([R-9B](#); pp. 181-182)

## B. BIBLIOGRAPHY



(for business or academic style using either endnotes or footnotes)

1  
↓5X  
14 pt **BIBLIOGRAPHY**

3 hanging indent ↓  
12 pt ↓

2  
↓2X

4

**Book—one author** Adams, Ana B., *Internet Advertising*, Brunswick Press, Boston, 2009. ↓2X

**Annual report** AdNet Incorporated, *2010 Annual Report*, BCI, Inc., San Francisco, 2010.

**Newspaper article** An, Sang Jin, "Banner Ad Frenzy," *The Wall Street Journal*, July 12, 2010, p. R6.

**Book—two authors** Arlens, Rachel, and Seymour Schell, *E-Vertising*, New England Publishing, Cambridge, Mass., 2009.  
→ hanging indent

**Book—organization as author** *Directory of Internet Business Services*, International Corporate Libraries Assoc., New York, 2009.

**WWW page** "eWebStats: Online Trends in the United States," *eWebStats Home page*, August 11, 2010, <<http://www.ewebstats.com/trends/ad>>, accessed on September 7, 2010.

**Journal article—paged continuously** Ingram, Fred, "Hiring Trends in Online Advertising," *Personnel Quarterly*, Vol. 30, September 2009, pp. 104-116.

**Journal article—paged each issue** Johnson, Jennifer, "WebRatings Index Shows 8% Rise in Web Ads," *Advertising Today*, July 19, 2010, p. 18.

**Online database** "Motivational Advertising Techniques," *Advertising Encyclopedia*, N.D., <[http://www.adtech.com/motivational\\_advertising\\_techniques.html](http://www.adtech.com/motivational_advertising_techniques.html)>, accessed on January 7, 2010.

**Government document** National Institute of Psychology, *Who Clicks? An Analysis of Internet Advertising*, TNIP Publication No. ADM 82-1195, U.S. Government Printing Office, Washington, 2009.

**E-mail** Williams, Dennis V., "Reaction to Analysis of Internet Ads," e-mail message, August 18, 2010.

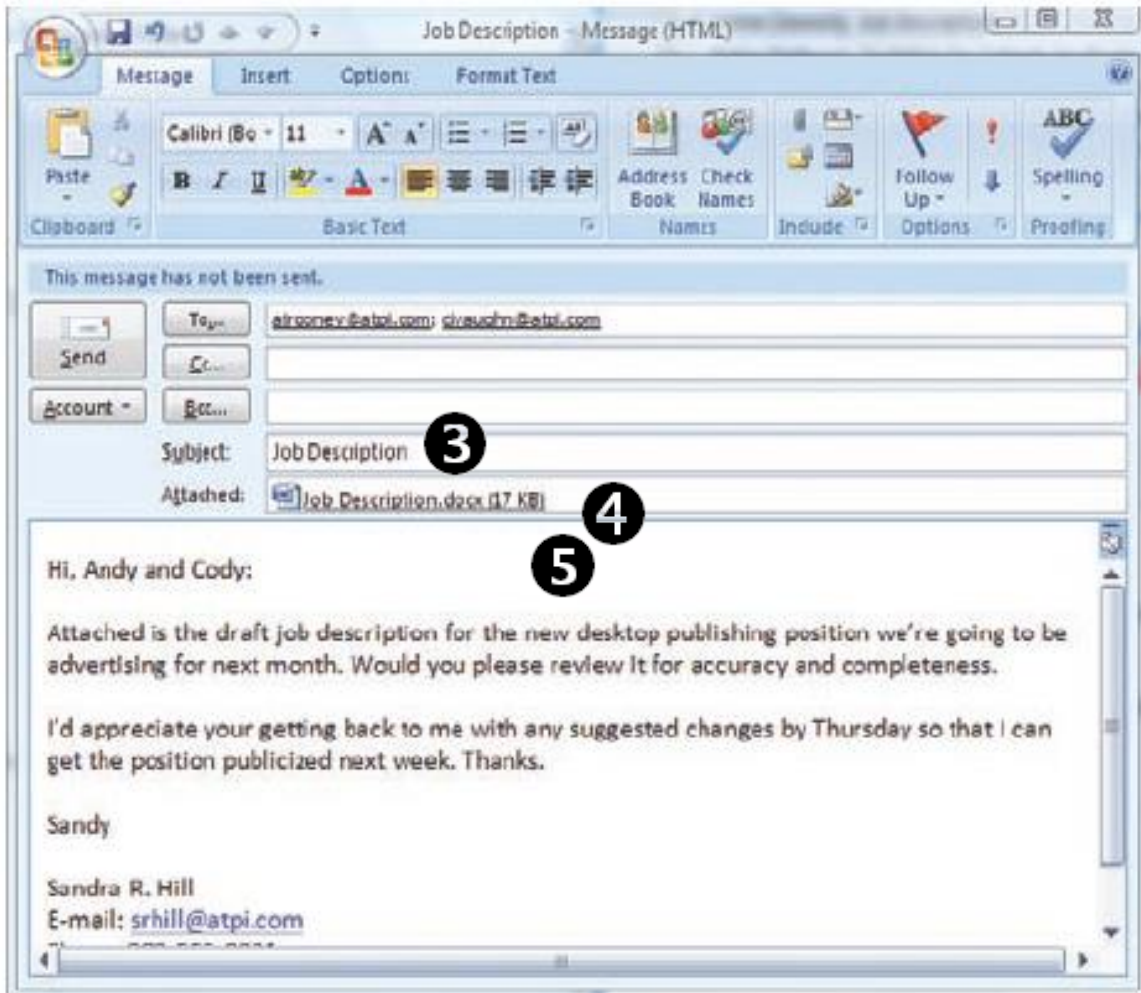
Note: Delete "Home page."

# E-Mail Message, Microsoft Outlook (R-5C; p. 84)

## C. E-MAIL MESSAGE IN MICROSOFT OUTLOOK



1  
2



# E-Mail Message, MSN Hotmail ([R-5D](#); p. 84)

## D. E-MAIL MESSAGE IN MSN HOTMAIL



Send | Save draft | Attach | Spell check | Rich text ▾ | ! ↓ | Cancel

Your message was saved in Drafts at 3:58 PM.

From: arlene\_zimmerly@hotmail.com ▾ Show Cc & Bcc

To:

Click the "To" button to view your contact list | ✕

Subject:  **3**

Total size: 17.3 KB of 10.0 MB **4**

Verdana ▾ 10 ▾ **B** / *I* / U [List icons] [Link icon] [Smiley icon]

Hi, Andy and Cody: **5**

Attached is the draft job description for the new desktop publishing position we're going to be advertising for next month. Would you please review it for accuracy and completeness.

I'd appreciate your getting back to me with any suggested changes by Thursday so that I can get the position publicized next week. Thanks.

Sandy

Sandra R. Hill  
E-mail: [srhil@atpi.com](mailto:srhil@atpi.com)  
Phone: 289-555-0231

**1**  
**2**  
**6**  
**7**

# Itinerary ([R-11C](#); p. 277)

## C. ITINERARY



<b>1</b>			↓5X
<b>2</b>	<b>3</b>	14 pt	PORTLAND SALES MEETING ↓2X
<b>5</b>	<b>4</b>	12 pt ↓	Itinerary for Dorothy Turner ↓2X
<b>6</b>			March 12-15, 20-- ↓1X
	THURSDAY, MARCH 12		↓1X
	5:10 p.m.-7:06 p.m.	Flight from Detroit to Portland; Northwest 83 (800-555-1212); e-ticket; Seat 8D; nonstop. ↓2X	
		Jack Weatherford (Home: 503-555-8029; Office: 503-555-7631) will meet your flight on Thursday, provide transportation during your visit, and return you to the airport on Saturday morning.	
			↓1X
		Airport Sheraton (503-555-4032) King-sized bed, nonsmoking room; late arrival guaranteed; Reservation No. 30ZM6-02.	
	FRIDAY, MARCH 13		
	9 a.m.-5:30 p.m.	Portland Sales Meeting 1931 Executive Way, Suite 10 Portland, OR 97211 (503-555-7631)	
	SATURDAY, MARCH 14		
	7:30 a.m.-2:47 p.m.	Flight from Portland to Detroit; Northwest 360; e-ticket; Seat 9a; nonstop.	

**Note:** Move "↓1X" under the date in Column A.

(Note: Table shown with "View Gridlines" active.)



Legal Document  
(line numbers)  
(R-11D; p. 391)

**D. LEGAL DOCUMENT** 

(with line numbers)

**1** left tabs: 1", 3.25"  
right tab: 6.5"

line numbers (court documents only)

**2** 1 STATE OF NEVADA  
2  
3 COUNTY OF CLARK  
4  
5 JOHN C. SMITH → tab 3.25"  
6 209 East Clark Avenue )  
7 Las Vegas, NV 89155-1603 )  
8 )  
9 → tab 1" Plaintiff, → tab 3.25"  
10 )  
11 vs. ) → tab 6.5" SUMMONS  
12 )  
13 FAITH GEORGIA )  
14 )  
15 Defendant. )  
16 )

**3** → tab 6.5" IN DISTRICT COURT ↓2X  
NORTHEAST JUDICIAL DISTRICT ↓2X

**4** NO. 1 space, 20 underscores

**5** ↓2X

**6** 17 THE STATE OF NEVADA TO THE ABOVE-NAMED DEFENDANT: ↓2X  
18  
19 → tab 1" You are hereby summoned and required to appear and defend  
20 against the Complaint in this action, which is hereby served upon you by serving  
21 upon the undersigned an Answer or other proper response within twenty (20)  
22 days after the service of the Summons and Complaint upon you, exclusive of the  
23 day of service. ↓2X  
24  
25 If you fail to do so, judgment by default will be taken against you for  
26 the relief demanded in the Complaint.  
27

**7** 28 SIGNED this \_\_\_\_ day of July, 20-- ↓2X  
29 1 space;  
30 5 underscores; → tab 3.25"  
31 1 space

**8** underscores to the right margin  
32 → tab 6.5" Jim Roe Attorney at Law  
33 229 South Civic Way  
34 Laughlin, NV 89029-2648  
35 Telephone: 702-555-1205  
Attorney for Plaintiff



Letter, Application, Block Style  
(return address)  
([R-12B](#); p. 197)

**B. APPLICATION LETTER IN BLOCK STYLE**



(with return address)

**1**  
↓5X  
March 1, 20— ↓4X

**2** Mr. Lou Mansfield, Director  
Human Resources Department  
Rocky Resorts International  
P.O. Box 1412 **3**  
Denver, CO 80214 ↓2X

Dear Mr. Mansfield: **4** ↓2X

Please consider me an applicant for the position of concierge for Suite Retreat, as advertised in last Sunday's *Denver Times*. ↓2X

I will receive my A.A. degree in hotel management from Edgewood Community College in May and will be available for full-time employment immediately. In addition to my extensive coursework in hospitality services and business, I've had **5** experience in working for a ski lodge similar to Suite Retreats in Aspen. As a lifelong resident of Colorado and an avid skier, I would be able to provide your guests with any information they request.

After you've reviewed my enclosed resume, I would appreciate having an opportunity to discuss with you why I believe I have the right qualifications and personality to serve as your concierge. I can be reached at 303-555-9311. ↓2X

**6** Sincerely, ↓4X  
*Terry M. Martina*

**7** **Return address** Terry M. Martina  
250 Maxwell Avenue, Apt. 8  
Boulder, CO 80305 ↓2X

**8** Enclosure

Letter, Business, Block Style  
(standard punctuation, indented display)  
([R-3A](#); pp. 89-90)

**A. BUSINESS LETTER IN BLOCK STYLE**



(with standard punctuation and indented display)

**1** ↓5X

**2** **Date line** September 5, 20-- ↓4X

**3** **Inside address** Ms. Joan R. Hunter  
Bolwater Associates  
One Parklands Drive  
Darien, CT 06820 ↓2X

**4** **Salutation** Dear Ms. Hunter: ↓2X **Standard punctuation**

**5** **Body** You will soon receive the signed contract to have your organization conduct a one-day workshop for our employees on eliminating repetitive-motion injuries in the workplace. As we agreed, this workshop will apply to both our office and factory workers and you will conduct separate sessions for each group. ↓2X

We revised Paragraph 4-b shown below to require the instructor of this workshop to be a full-time employee of Bolwater Associates: ↓2X

→indent 0.5" Paragraph 4-b of the Bolwater Associates agreement is hereby ←indent 0.5" amended as follows: The instructor of the one-day workshop on eliminating repetitive-motion injuries at the workplace must be a full-time employee of Bolwater Associates. ↓2X

**6** **Indented display**

If this revision is satisfactory, please sign and return one copy of the contract for our files. We look forward to this opportunity to enhance the health of our employees. I know that all of us will enjoy this workshop. ↓2X

**7** **Complimentary closing** Sincerely, ↓4X **Standard punctuation**

**8** **Signature** *Jeffrey Olszewski*

**9** **Writer's identification** Jeffrey Olszewski  
Vice President for Operator ↓2X

**9** **Reference initials** jo

**Note:** Insert "jo" as the reference initials.

**Letter, Business, Executive Stationery**  
(7.25" x 10.5"; 1" side margins; delivery notation)  
**(R-4A)**

**A. BUSINESS LETTER ON EXECUTIVE STATIONERY**



(7.25" x 10.5"; 1" side margins; with delivery notation)

**1**

↓5X

July 18, 20-

**2**

↓4X

Mr. Rodney Eastwood  
BBL Resources  
523 Northern Ridge  
Fayetteville, PA 17222

**3**

↓2X

Dear Rodney:

**4**

↓2X

I see no reason why we should continue to consider the locality around Geraldton for our new plant. Even though the desirability of this site from an economic view is undeniable, there is not sufficient housing readily available for our workers.

↓2X

**5**

In trying to control urban growth, the city has been turning down the building permits for much new housing or placing so many restrictions on foreign investment as to make it too expensive.

Please continue to seek out other areas of exploration where we might form a joint partnership.

↓2X

Sincerely,

↓4X

**6**

*Jennifer Gwatkin*

Jennifer Gwatkin, Director

↓2X

**7**

mme  
By fax

**8**

**Delivery notation**

Letter, Business, Formatted for Window Envelope  
(open punctuation)  
(R-4C)

**C. BUSINESS LETTER FORMATTED FOR A WINDOW ENVELOPE**



(with open punctuation)

**1**  
↓5X  
July 18, 20—

**2**  
↓3X

Ms. Reinalda Guerrero  
BBL Resources  
52A Northern Ridge  
Fayetteville, PA 17222

**3**  
↓3X

**4** Dear Ms. Guerrero ↓2X *Open punctuation*

I see no reason why we should even continue to consider the locality around Geraldton for our new plant. Even though the desirability of this site from an economic view is undeniable, there is insufficient housing readily available for our workers.

**5** ↓2X  
In trying to control urban growth, the city has been turning down the building permits for new housing or placing so many restrictions on foreign investment as to make it too expensive.

Please continue to seek out other areas of exploration where we might form a joint partnership.

**6** Sincerely ↓4X *Open punctuation*  
Augustus Mays

**7** Augustus Mays  
Vice President for Operations ↓2X  
woc

Letter, Business, Half-Page Stationery  
(5.5" x 8.5"; 0.75" side margins)  
**(R-4B)**

**B. BUSINESS LETTER ON HALF-PAGE STATIONERY**



(5.5" x 8.5"; 0.75" side margins)

**1**  
↓4X  
July 18, 20~~10~~

**2**  
↓4X

Mr. Aristeo Olivas  
BBL Resources  
52A Northern Ridge  
Fayetteville, PA 17222

**3**  
↓2X

**4** Dear Aristeo: ↓2X

**5** We should discontinue considering Geraldton for our new plant. Housing is not readily available.

Please seek out other areas of exploration where we might someday form a joint partnership. ↓2X

Sincerely, ↓4X

**6** *Chimere Jones*

Chimere Jones, Director ↓2X

**7** adk

**Letter, Business, Modified-Block Style**  
(multiline list, enclosure notation)  
([R-3B](#); p. 165)

**B. BUSINESS LETTER IN MODIFIED-BLOCK STYLE**



(with multiline list and enclosure notation)

**1**

left tab: 3.25" (centerpoint)

**2**

→ tab 3.25" (centerpoint) May 15, 20--

↓5X

↓4X

Mr. Ichiro Xie  
Bolwater Associates  
One Parklands Drive  
Darien, CT 06820

**3**

↓2X

**4**

Dear Mr. Xie:

↓2X

**5**

I am returning a signed contract to have your organization conduct a one-day workshop for our employees on eliminating repetitive-motion injuries in the workplace. We have made the following changes to the contract:

↓2X

**6**

**Multiline list**

1. We revised Paragraph 4-b to require the instructor of this workshop to be a full-time employee of Bolwater Associates.
2. We made changes to Paragraph 10-c to require our prior approval of the agenda for the workshop.

↓2X

If these revisions are satisfactory, please sign and return one copy of the contract for our files. We look forward to this opportunity to enhance the health of our employees. I know that all of us will enjoy this workshop.

↓2X

**7**

→ tab 3.25" (centerpoint) Sincerely,

↓4X

*Jeffrey Olszewski*

**8**

Jeffrey Olszewski  
Vice President for Operations

↓2X

**9**

**Enclosure notation**

pec  
Enclosure

# Letter, Business, Multipage

(page 1, on-arrival notation, international address, subject line, boxed table)

([R-5A](#); p. 253)

## A. MULTIPAGE BUSINESS LETTER



(page 1; with on-arrival notation, international address, subject line, and boxed table)

**1**  
↓5X  
May 13, 20—

**2**  
↓2X  
CONFIDENTIAL ↓2X

**3** *On-arrival notation*

Mr. Lester Thompson  
Associate Director  
British Mutual Broadcasting  
24 Portland Place

**4** *International address*  
London WIN 4BB  
ENGLAND ↓2X

Dear Mr. Thompson: ↓2X

**5** *Subject line*  
Subject: International Study Tour ↓2X

I have been invited by the Federal Communications Commission to participate in a study of television news programming in six European countries. The enclosed report explains the purpose of the study in detail. ↓2X

I have been assigned to lead a study group through six European countries to gather firsthand information on this topic. In addition to me, our group will consist of the following members: ↓2X

**6** *Boxed table*

14 pt INTERNATIONAL STUDY TOUR GROUP ↓1X		
Name	Organization	Location
Mrs. Katherine Grant	WPQR-TV	Los Angeles, CA
Dr. Manuel Cruz	Miami Herald	Miami, FL
Mr. Richard Logan	Cable News Network	Atlanta, GA
Ms. Barbara Brooks	Associated Press	Chicago, IL

12 pt ↓

**7** ↓1X  
Our initial plans are for the team to spend at least one full day in each of these countries. That, of course, could change. Many different events have been planned. I will be organizing and facilitating meeting with the news programming

**8**



**Letter, Business, Multipage**  
(page 2; page number; multiline list; company name; enclosure,  
delivery, copy, postscript, blind copy notations)  
(**R-5B**; p. 253)

**B. MULTIPAGE BUSINESS LETTER**



(page 2; with page number; multiline list; company name; and enclosure, delivery, copy, postscript, and blind copy notations)

**1** <sup>2</sup> **Page number**

staff of one or two of the major networks, touring their facilities, viewing recent broadcasts, and, in general, getting a firsthand view of actual news operations.

Our tentative itinerary calls for a departure date of Monday, July 26. Our arrival city is London. We will spend at least two days there to be sure that all meeting participants have arrived safely.

We should arrive at Heathrow Airport at 7:10 a.m. on Tuesday, July 27. We will immediately go to our hotel and begin our tours the next morning. Would it be possible for us to do the following:

**2** **Multiline list**

1. Meet with various members of your staff sometime on July 28. We would be available from 8:30 a.m. until 1:30 p.m.
2. Receive a copy of your programming log for the week of July 26-30 and especially a minute-by-minute listing of the programming segments for your national news reporting.

I would appreciate your contacting Barbara Jones, our liaison, at 202.555.3943 to let us know whether we may study your operations on July 28.

Sincerely,

**5** **Company name**

METRO BROADCASTING COMPANY

*Denise J. Watterson*

Denise J. Watterson  
General Manager

ncp

**7** **Enclosure notation**  
**Delivery notation**  
**Copy notation**

Enclosures: FCC Report, Biographical Sketches  
By FedEx  
c: Barbara Jones, Manuel Cruz

**8** **Postscript**

PS: The Federal Communications Commission will reimburse your organization for any expenses associated with our visit.

**9** **Blind copy notation**

bc: Public Relations Office, FCC

**Letter, Business, Simplified**  
(subject line, single-line list; enclosure, delivery, copy notations)  
**(R-3C)**

**C. BUSINESS LETTER IN SIMPLIFIED STYLE**



(with subject line, single-line list; enclosure, delivery, and copy notations)

**1** ↓5X  
October 5, 20~~10~~

**2** ↓4X

Mr. Dale P. Griffin  
Bolwater Associates  
One Parklands Drive  
Darien, CT 06820

**3** ↓3X

**4** **Subject line** WORKSHOP CONTRACT ↓3X

**5** I am returning the signed contract, Mr. Griffin, to have your organization conduct a one-day workshop for our employees on eliminating repetitive-motion injuries in the workplace. We have amended the following sections of the contract: ↓2X

**6** **Single-line list**

- Paragraph 4-b
- Table 3
- Attachment 2 ↓2X

If these revisions are satisfactory, please sign and return one copy of the contract for our files. We look forward to this opportunity to enhance the health of our employees. I know that all of us will enjoy this workshop. ↓4X

**7** *Rogena Kyles*  
ROGENA KYLES, DIRECTOR ↓2X

iww

**8** **Enclosure notation** Enclosure  
**Delivery notation** By e-mail  
**Copy notation** c: Legal Department

## Lists, Formatting (R-12C)

### C. FORMATTING LISTS



Numbers or bullets are used in documents to call attention to items in a list and to increase readability. If the sequence of the list items is important, use numbers rather than bullets.

- Insert 1 blank line before and after the list.
- Use Word's default format for all lists in either single- or double-spaced documents, including lists in documents such as a meeting agenda. Any carryover lines will be indented automatically.
- Use the same line spacing (single or double) between lines in the list as is used in the rest of the document.

The three bulleted and numbered lists shown at the right are all formatted correctly.

## Lists, Examples (R-12D)

### D. EXAMPLES OF DIFFERENT TYPES OF LISTS



According to the Internet Advertising Bureau, the following are the most common types of advertising on the Internet:

- Banner ads that feature some type of appropriate animation to attract the viewer's attention and interest.
- Sponsorship, in which an advertiser sponsors a content-based Web site.
- Interstitials, ads that flash up while a page downloads.

There is now considerable controversy about the effectiveness of banner advertising. As previously noted, a central goal of banner advertisements is to

\*\*\*\*\*

According to the Internet Advertising Bureau, the following are the most common types of advertising on the Internet, shown in order of popularity:

1. Banner ads
2. Sponsorship
3. Interstitials

There is now considerable controversy about the effectiveness of banner advertising. As previously noted, a central goal of banner advertisements is to

\*\*\*\*\*

According to the Internet Advertising Bureau, the following are the most common types of advertising on the Internet:

- Banner ads that feature some type of appropriate animation to attract the viewer's attention and interest.
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- Interstitials, ads that flash up while a page downloads.

There is now considerable controversy about the effectiveness of banner advertising. As previously noted, a central goal of banner advertisements is to

Letter, Personal Business, Modified-Block Style  
(international address, return address)  
([R-3D](#); p. 155; p. 165 mod. block)

**D. PERSONAL-BUSINESS LETTER IN  
MODIFIED-BLOCK STYLE**



(with international address and return address)

**1**

left tab: 3.25" (centerpoint)

**2**

→ tab 3.25" (centerpoint) July 15, 20~~10~~  
↓5X ↓4X

Mr. Luis Fernandez  
Vice President  
Arvon Industries, Inc.  
21 St. Claire Avenue East  
Toronto, ON M4T 1L9  
CANADA

**3**

International address

**4**

Dear Mr. Fernandez:  
↓2X ↓2X

As a former employee and present stockholder of Arvon Industries, I wish to protest the planned sale of the Consumer Products Division.

**5**

According to published reports, consumer products accounted for 19 percent of last year's corporate profits, and they are expected to account for even more this year. In addition, Dun & Bradstreet predicts that consumer products nationwide will outpace the general economy for the next five years.

I am concerned about the effect that this planned sale might have on overall corporate profits, on our cash dividends for investors, and on the economy of Melbourne, where the two consumer-products plants are located. Please ask your board of directors to reconsider this matter.

**6**

→ tab 3.25" (centerpoint) Sincerely,  
↓2X ↓4X

*Jeanine Ford*

**7**

Jeanine Ford  
901 East Benson, Apt. 3  
Fort Lauderdale, FL 33301  
U.S.A.

Return address

# Memo

(ruled table; left/right-aligned columns; attachment notation)  
**(R-4D; pp. 102-103)**

## D. MEMO

(with ruled table, left- and right-aligned columns, and attachment notation)

1

↓5X →tab

2

MEMO TO: Nancy Price, Executive Vice President ↓2X

FROM: Arlyn J. Bunch, Operations ajb

DATE: July 18, 20--

SUBJECT: New Plant Site ↓2X

3

As you can see from the attached letter, I've informed BBL Resources that I see no reason why we should continue to consider the locality around Geraldton for our new plant. Even though the desirability of this site from an economic standpoint is undeniable, there is insufficient housing available. In fact, as of June 25, the number of appropriate single-family houses listed for sale within a 25-mile radius of Geraldton was as follows:

↓2X

Agent	Units
Belle Real Estate	123
Castleton Homes	11
Red Carpet	9
Geraldton Homes	5

4
Ruled table

5

6
↓1X

In addition, in trying to control urban growth, Geraldton has been either turning down building permits for new housing or placing excessive restrictions on them. Because of this deficiency of housing for our employees, we have no choice but to look elsewhere.

↓2X

7
Attachment notation

woc  
Attachment

# Memo Report

(page 1, 2-line subject line, endnote references, single-line list)  
([R-9C](#); p. 272)

## C. MEMO REPORT



(page 1, with 2-line subject line, endnote references, and single-line list)

1

↓5X →tab

2

MEMO TO: Luis Torres, General Manager ↓2X

FROM: Jonathan R. Evans, Assistant Marketing Manager *pro*

DATE: January 19, 20--

3

2-line subject line

SUBJECT: An Analysis of the Scope and Effectiveness of Current Online  
→tab Advertising in Today's Marketplace ↓2X

4

Online advertising uses the Internet and World Wide Web for the sole purpose of delivering marketing messages to customers. Some examples of online advertising are ads on search engine results pages, banner ads, interactive media ads, social network site advertising, online classified advertising, advertising networks, and e-mail marketing, including e-mail spam. ↓2X

One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, the emerging area of interactive advertising presents fresh challenges for advertisers.<sup>1</sup> Such challenges are opportunities for growth. ↓2X

Endnote reference

5

6

GROWTH FACTORS ↓2X

Online business has grown in tandem with the expanding number of Internet users. That trend will only increase as time goes on. ↓2X

Uncertainty. The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. All of the Internet advertising industry is today in a state of flux.

Reasons for Not Advertising Online. A recent survey found two main reasons cited for not advertising online.<sup>2</sup> ↓2X

7

Single-line list

1. The difficulty of determining return on investment.
2. The lack of reliable tracking and measurement data.



**Memo, Transmittal**  
(2-line subject line; attachment notation)  
**(R-7C)**

**C. TRANSMITTAL MEMO**



(with 2-line subject line and attachment notation)

**1**

↓5X →tab

**2**

MEMO TO: Luis Torres, General Manager ↓2X

FROM: Jonathan R. Evans, Assistant Marketing Manager/jre

DATE: January 19, 20--

**3**

**2-line subject line**

SUBJECT: An Analysis of the Scope and Effectiveness of Current Online  
→tab Advertising in Today's Marketplace ↓2X

**4**

Here is the final report analyzing the scope and effectiveness of Internet advertising that you requested on January 5. ↓2X

The report predicts that the total value of the business-to-business e-commerce market will continue to increase by geometric proportions. New technologies aimed at increasing Internet ad interactivity and the adoption of standards for advertising response measurement and tracking will contribute to this increase. Unfortunately, as discussed in this report, the use of "rich media" and interactivity in Web advertising will create its own set of problems.

I enjoyed working on this assignment, Luis, and learned quite a bit from my analysis of the situation. Please let me know if you have any questions about the report. ↓2X

**5**

**Attachment notation**

plw  
Attachment

## Minutes of a Meeting ([R-11B](#); pp. 282-283)

### B. MINUTES OF A MEETING



<p><b>1</b> ↓5X</p>											
<b>2</b>	<p>14 pt RESOURCE COMMITTEE ↓2X</p> <p><b>3</b> 12 pt ↓Minutes of the Meeting ↓2X</p> <p><b>4</b> March 13, 20-- ↓1X</p>										
<b>5</b>	<table border="1"> <tr> <td style="width: 20%;">ATTENDANCE</td> <td> <p>The Resource Committee met on March 13, 20--, at the Airport Sheraton in Portland, Oregon, with all members present. Michael Davis, chairperson, called the meeting to order at 2:30 p.m. ↓1X</p> </td> </tr> <tr> <td>APPROVAL OF MINUTES</td> <td> <p>The minutes of the January 27 meeting were read and approved as presented.</p> </td> </tr> <tr> <td>OLD BUSINESS</td> <td> <p>The members of the committee reviewed the sales brochure on electronic copyboards and agreed to purchase one for the conference room. Cynthia Giovanni will secure quotations from at least two suppliers.</p> </td> </tr> <tr> <td>NEW BUSINESS</td> <td> <p>The committee reviewed a request from the Purchasing Department for three new computers. After extensive discussion regarding the appropriate use of the computers and software to be purchased, the committee approved the request.</p> </td> </tr> <tr> <td>ADJOURNMENT</td> <td> <p>The meeting was adjourned at 4:45 p.m. The next meeting is scheduled for April 13 in Suite B. ↓2X</p> <p>Respectfully submitted, ↓4X</p> <p><i>D. S. Madsen</i></p> <p>D. S. Madsen, Secretary</p> </td> </tr> </table>	ATTENDANCE	<p>The Resource Committee met on March 13, 20--, at the Airport Sheraton in Portland, Oregon, with all members present. Michael Davis, chairperson, called the meeting to order at 2:30 p.m. ↓1X</p>	APPROVAL OF MINUTES	<p>The minutes of the January 27 meeting were read and approved as presented.</p>	OLD BUSINESS	<p>The members of the committee reviewed the sales brochure on electronic copyboards and agreed to purchase one for the conference room. Cynthia Giovanni will secure quotations from at least two suppliers.</p>	NEW BUSINESS	<p>The committee reviewed a request from the Purchasing Department for three new computers. After extensive discussion regarding the appropriate use of the computers and software to be purchased, the committee approved the request.</p>	ADJOURNMENT	<p>The meeting was adjourned at 4:45 p.m. The next meeting is scheduled for April 13 in Suite B. ↓2X</p> <p>Respectfully submitted, ↓4X</p> <p><i>D. S. Madsen</i></p> <p>D. S. Madsen, Secretary</p>
ATTENDANCE	<p>The Resource Committee met on March 13, 20--, at the Airport Sheraton in Portland, Oregon, with all members present. Michael Davis, chairperson, called the meeting to order at 2:30 p.m. ↓1X</p>										
APPROVAL OF MINUTES	<p>The minutes of the January 27 meeting were read and approved as presented.</p>										
OLD BUSINESS	<p>The members of the committee reviewed the sales brochure on electronic copyboards and agreed to purchase one for the conference room. Cynthia Giovanni will secure quotations from at least two suppliers.</p>										
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ADJOURNMENT	<p>The meeting was adjourned at 4:45 p.m. The next meeting is scheduled for April 13 in Suite B. ↓2X</p> <p>Respectfully submitted, ↓4X</p> <p><i>D. S. Madsen</i></p> <p>D. S. Madsen, Secretary</p>										
<b>6</b>											
	<b>7</b>										

(Note: Table shown with "View Gridlines" active.)

Outline  
(2-line title)  
**(R-7A)**

**A. OUTLINE**



(with 2-line title)

1

right tab: 0.3"  
left tabs: 0.4", 0.7"

2

↓5X

3

2-line title

14 pt

AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS  
OF ONLINE ADVERTISING

↓2X

4

12 pt ↓

The Status of Point-and-Click Selling

↓2X

Jonathan R. Evans

↓2X

6

5

January 19, 20-

↓2X

7

→ tab 0.3"

→ tab 0.4"

→ tab 0.7"

I. INTRODUCTION

↓2X

II. SCOPE AND TRENDS IN INTERNET ADVERTISING

A. Internet Advertising

B. Major Online Advertisers

C. Positioning and Pricing

D. Types of Advertising

↓2X

III. ADVERTISING EFFECTIVENESS

A. The Banner Debate

B. Increasing Advertising Effectiveness

C. Measuring ROI

IV. CONCLUSION

References, APA Style  
(page 14; header)  
(R-10B; p. 182)

**B. REFERENCES IN APA STYLE**



(page 14; with header)

1

2

top, bottom, and side margins: *default (1")*  
double-space throughout

Online Advertising 14 **Header**

3

5

hanging indent ↓

References

4

6

→ hanging indent Boston: Brunswick Press.

**Annual report** AdNet Incorporated. (2010). *2010 annual report*. San Francisco: BCI, Inc.

**Newspaper article** An, S. J. (2010, July 12). Banner ad frenzy. *The Wall Street Journal*, p. R6.

**Book—two authors** Arlens, R., & Seymour, S. (2010). *E-marketing*. Cambridge, MA: New England Publishing.

**Book—organization as author** *Directory of business and financial services*. (2009). New York: International Corporate Libraries Association.

**WWW page** eWebStats: Advertising revenues and trends. (n.d.). New York: eMarketer.  
Retrieved August 11, 2010, from  
<http://www.emarketer.com/ewebstats/2507manu.ad>

**Journal article—paged continuously** Ingram, F. (2009). Trends in online advertising. *Personnel Quarterly*, 20, 804-816.

**Journal article—paged each issue** Johnson, J. (2010, July 19). WebRatings Index shows 4% rise in Web ads.  
*Advertising Today*, 39, 18.

**Online database** *Motivational advertising techniques*. (2010, January). *Advertising Encyclopedia*.  
Retrieved January 7, 2010, from <http://www.adtech.com/ads.html>

**Government document** National Institute of Psychology (2009). *Who clicks? An analysis of Internet advertising* (TNIP Publication No. ADM 82-1195). Washington, DC.

**Report, Academic**  
(page 1; 2-line title, endnote references, multiline list)  
**(R-8C; pp. 123-124)**

**C. MULTIPAGE ACADEMIC REPORT**



(page 1; with 2-line title, endnote references, and multiline list)

**1**  
↓5SS

**2** *2-line title* 14 pt **AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS** ↓1DS  
**OF ONLINE ADVERTISING** ↓1DS

**3** 12 pt ↓ **The Status of Point-and-Click Selling** ↓1DS

**4** Jonathan R. Evans ↓1DS  
January 19, 20-- ↓1DS

**5** One major benefit of online advertising is the immediate publishing of content that is not limited by geography or time. ↓1DS

**6** **GROWTH FACTORS** ↓1DS  
Online business has grown in tandem with the expanding number of Internet users, which is growing exponentially each year.<sup>1</sup> ↓1DS

**7** *Endnote reference*  
**Reasons for Not Advertising Online.** A recent survey conducted by TAIR found two main reasons cited for not advertising online:<sup>2</sup>

**8** *Multiline list*

1. The difficulty of determining return on investment, especially in terms of repeat business and first-time shoppers.
2. The lack of reliable tracking and measurement data.

Obviously, there are many other reasons in addition to these two for not advertising online. However, with the growing number of Internet users, these

**Report, Academic**  
(last page; page number, indented display, endnotes)  
**(R-8D; pp. 123-124)**

**D. MULTIPAGE ACADEMIC REPORT**



(last page; with page number, indented display, and endnotes)

**1** 14 *Page number*

advertising effectiveness, but rather the quality of the banner and the attention to the banner placement. According to Mike Windsor, president of Ogilvy

Interactive:

↓1DS

→indent 0.5" ←indent 0.5"

**2** *Indented display*

It's more a case of bad banner ads, just like there are bad TV ads. The space itself has huge potential. As important as using the space within the banner creatively is to aim it effectively. Unlike broadcast media, the Web offers advertisers the opportunity to reach a specific audience based on data gathered about who is surfing at a site and what their interests are.<sup>41</sup>

**3**

↓2SS

From an advertiser's perspective, most effective Internet ads do more than just deliver information to the consumer and grab the consumer's attention—they also gather information about consumers (e.g., through "cookies" and other methodologies). From the consumer's perspective, this type of interactivity may represent an intrusion and an invasion of privacy.

**4** *Endnotes*

<sup>41</sup> Shannon Newsome, "Effective Online Advertising," *E-Mail Marketing Daily*, July 12, 2010, p. B6.

<sup>42</sup> "eWebStats: Online Trends in the United States," eWebStats Home page, August 11, 2010, <<http://www.ewebstats.com/trends/ad>>, accessed on September 7, 2010.

<sup>43</sup> Barbara Fisher, "Net Ratings Index Predicts Rise in Web Ads," *Advertising Today*, July 19, 2010, p. 10.

<sup>44</sup> Ron Heisman, "Internet Banner Ads Growth Trends," *Internet Associates Conference Home page*, November 13, 2010, <<http://www.iac.net/conference>>, accessed on December 8, 2010.

<sup>45</sup> Alexis Dirksen, "Point-and-Click Bargains for Internet Ad Surfers," *Internet Age*, March 8, 2010, p. 12.

<sup>46</sup> Andrew Romero, "Gathering Statistics to Grow Your Internet Business," *The Wall Street Journal*, March 2, 2010, p. C20.

<sup>47</sup> Lisa Sunderson, "Banner Banter" *The London Financial Times*, June 17, 2010, p. D1.

# Report, APA Style

(page 3; header, 2-line title, byline, main heading, subheading, citations)

([R-10A](#); pp. 174-175)

## A. REPORT IN APA STYLE



(page 3; with header, 2-line title, byline, main heading, subheading, and citations)

1

top, bottom, and side margins: *default (1")*  
double-space throughout

Online Advertising 3 **Header**

2

**2-line title**

An Analysis of the Scope and Effectiveness

of Online Advertising

3

**Byline**

Jonathan R. Evans

4

→ **tab** Online advertising uses the Internet for the sole purpose of delivering marketing messages to customers. Some examples of online advertising are ads on search engine results pages, banner ads, interactive media ads, online classifieds, advertising networks, and e-mail marketing (Gunderson, 2011, p. D1).

**Citation**

5

One major benefit of online advertising is the immediate publishing of content that is not limited by geography or time. To that end, interactive advertising presents fresh challenges for advertisers (Newsome, 2010).

6

**Main heading**

Growth Factors

Online business has grown in tandem with the expanding number of Internet users. That trend will only increase as time goes on (Arlens & Schell).

7

**Subheading**

*Uncertainty* ← **Italic**

The uncertainties surrounding Internet advertising are impeding its expansion. A recent survey found two main reasons cited for not advertising online. The first is the difficulty of determining return on investment, especially in terms of repeat business and first-time shoppers. The second is the lack of reliable tracking and measurement data ("eWebStats," 2010).



**Report, Business, Left-Bound**  
(page 1; 2-line title, single-line list, footnotes)  
([R-9A](#); pp. 170-171)

**A. LEFT-BOUND BUSINESS REPORT**



(page 1; with 2-line title, single-line list, and footnotes)

**1** left margin: 1.5"  
right margin: *default 1"*

**2**

↓5X

**2-line title** 14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS  
OF ONLINE ADVERTISING

**3**

12 pt ↓

The Status of Point-and-Click Selling

**4**

Jonathan R. Evans

**5**

January 19, 20-

Online advertising uses the Internet for the sole purpose of delivering marketing messages to customers. Some examples of online advertising are as follows: ads on search engine results pages, banner ads, interactive media ads, and e-mail marketing. One major benefit of online advertising is the immediate publishing of content that is not limited by geography or time. Interactive advertising presents new challenges for advertisers.<sup>1</sup>

**6**

GROWTH FACTORS

Online business has grown in tandem with the expanding number of Internet users. That trend will only increase as time goes on.

**7**

Uncertainty. The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. All of the Internet advertising industry is today in a state of flux.

Reasons for Not Advertising Online. A recent survey found two main reasons cited for not advertising online:<sup>2</sup>

**8** **Single-line list**

1. The difficulty of determining return on investment.
2. The lack of reliable tracking and measurement data.

**9**

**Footnotes**

<sup>1</sup> Shannon Newsome, "Effective Online Advertising," *E-Mail Marketing Daily*, July 12, 2010, p. R6.

<sup>2</sup> "eWebStats: Online Trends in the United States," eWebStats Home page, August 11, 2010, <<http://www.ewebstats.com/trends/edb>>, accessed on September 7, 2010.

# Report, Business, Multipage

(page 1; side/paragraph headings, multiline list, footnote references, footnotes)

([R-8A](#); pp. 111-112)

## A. MULTIPAGE BUSINESS REPORT



(page 1; with side and paragraph headings, multiline list, footnote references, and footnotes)

**1**  
↓5X  
**2-line title** 14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS OF ONLINE ADVERTISING

**2** **Subtitle** 12 pt ↓ The Status of Point-and-Click Selling ↓2X

**3** **Byline** Jonathan R. Evans ↓2X

**4** **Date** January 19, 20-- ↓2X

Online advertising uses the Internet for the sole purpose of delivering marketing messages to customers. Some examples of online advertising are ads on search engine results pages, banner ads, interactive media ads, and online classified advertising. One major benefit of online advertising is the immediate publishing of content that is not limited by geography or time. Interactive advertising presents fresh challenges for advertisers.<sup>1</sup> **Footnote reference** **7**

**5** **Side heading** GROWTH FACTORS ↓2X

Online business has grown in tandem with the expanding number of Internet users. That trend will only increase as time goes on. ↓2X

**6** **Paragraph heading** Uncertainty. The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. ↓2X

Reasons for Not Advertising Online. A recent survey found two main reasons cited for not advertising online:<sup>2</sup> ↓2X

**8** **Multiline list**

1. The difficulty of determining return on investment, especially in terms of repeat business and first-time shoppers.
2. The lack of reliable tracking and measurement data.

**9** **Footnotes**

<sup>1</sup> Shannon Newsome, "Effective Online Advertising," *E-Mail Marketing Daily*, August 12, 2010, p. R6.

<sup>2</sup> "eWebStats: Online Trends in the United States," eWebStats Home page, August 11, 2010, <<http://www.ewebstats.com/trends/ad>>, accessed on September 7, 2010.

# Report, Business, Multipage

(last page; page number, indented display, side heading, boxed table with table number/note, footnote)

(**R-8B**; pp. 111-112)

## B. MULTIPAGE BUSINESS REPORT



(last page; with page number, indented display, side heading, boxed table with table number and note, and footnote)

**1** <sup>3</sup> Page number

who argue that banners have a strong potential for advertising effectiveness point out that it is not the banner format itself that presents a problem to advertising effectiveness, but rather the quality of the banner and the attention to its placement. According to Steven Mocha, president of Web Ads International:

↓2X

→indent 0.5" A banner ad notifies visitors of the product or service and presents ←indent 0.5"

**2** Indented display

reasons why the consumer should choose the product in question. If the reasons are not compelling, then the banner ad has failed to achieve its purpose. If the banner ad is unattractive and obtrusive, it will alienate the consumer. When written and designed well, the banner ad is extremely effective in garnering business.<sup>4</sup>

↓2X

Thus, while some analysts continue to argue that the banner advertisement is passé, there is little evidence of its abandonment. Instead, ad agencies are focusing on increasing the banner's effectiveness.

↓2X

**3** SCOPE AND TRENDS IN ONLINE ADVERTISING

↓2X

Starting from zero in 1994, analysts agree that the volume of Internet advertising spending has risen rapidly. However, as indicated in Table 3, analysts provide a wide range of the exact amount of such advertising.

↓2X

**4** Table number title

14 pt  
12 pt ↓

Table 3. INTERNET ADVERTISING  
Current Year Estimates

↓1X

**5**

Source	Estimate
Internet Advertising Conference	\$3.92 billion
Forecaster	3.30 billion
IPC International	3.20 billion
Brown Media	980 million

**6** Table note

↓1X

The differences in estimates of total Web advertising spending is generally attributed to the different methodologies used by the research agencies to gather the data. Further research is pending and will be reported next month.

**7**

<sup>4</sup> Steven Mocha, "Banner Ads That Really Work," *The Online Advertising Journal*, June 17, 2010, p. 01.

**8**

**Report, MLA Style**  
(page 1; header, heading, 2-line title, citations)  
([R-10C](#); p. 178)

**C. REPORT IN MLA STYLE**



(page 1; with header, heading, 2-line title, and citations)

**1** top, bottom, and side margins: *default (1")*  
double-space throughout

Evans 1 **Header** **2**

**3** **Heading** Jonathan R. Evans  
Professor Inman  
Management 302  
19 January 20--

**4** **2-line title** An Analysis of the Scope and Effectiveness  
of Online Advertising

**5** → **tab** Online advertising uses the Internet for the sole purpose of delivering marketing messages to customers. Some examples of online advertising are ads on search engine results pages, banner ads, interactive media ads, social network site advertising, online classifieds, and e-mail marketing (Gunderson D1). **Citation** **6**

One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, interactive advertising presents fresh challenges for advertisers (Newsome 58).

Online business has grown in tandem with the expanding number of Internet users. That trend will only increase as time goes on (Arlens & Schell 376-379). The uncertainties surrounding Internet advertising remain one of the major impediments to the expansion. A recent survey found two main reasons cited for not advertising online. The first is the difficulty of determining return on investment. The second is the lack of reliable tracking and measurement data.

## Reports, Formatting (R-9D)

### D. FORMATTING REPORTS



**Margins, Spacing, and Indents.** Begin the first page of each section (for example, the table of contents, first page of the body, and bibliography pages) 2 inches from the top of the page. Begin other pages 1 inch from the top. Use 1-inch default side and bottom margins for all pages. For a left-bound report, add 0.5 inch to the left margin. Single-space business reports. Double-space academic reports and indent paragraphs.

**Titles and Headings.** Center the title in 14-pt. font. Single-space multiline titles in a single-spaced report, and double-space multiline titles in a double-spaced report. Insert 1 blank line before and after all parts of a heading block (may include the title, subtitle, author, and/or date), and format all lines in bold. Format side headings in bold, at the left margin, with 1 blank line before and after them. Format paragraph headings at the left margin for single-spaced reports and indented for double-spaced reports in bold, followed by a period in bold and one space.

**Citations.** Format citations using Word's footnote (or endnote) feature.

**Margins, Spacing, Headings, and Citations for APA- or MLA-Style Reports.** See page R-10.

# Resume ([R-12A](#); pp. 193-194)

## A. RESUME



<b>1</b>	
↓5X <b>TERRY M. MARTINA</b> ↓2X	
250 Maxwell Avenue, Boulder, CO 80305 Phone: 303-555-9311; e-mail: <a href="mailto:tmartina@ecc.edu">tmartina@ecc.edu</a> ↓1X	
<b>3</b> Cambria 12 pt Bold ↓	<b>4</b> ↓1X <b>OBJECTIVE</b> ↓1X
<b>5</b> Calibri 12 pt Bold ↓	Position in resort management anywhere in Colorado. ↓1X
<b>7</b> → indent 0.5"	<b>6</b> ↓2X EDUCATION Edgewood Community College, Boulder, Colorado A.A. in hotel management to be awarded May 2011 Achieved grade point average of 3.1 (on 4.0 scale). Received Board of Regents tuition scholarship. Central City High School, Denver, Colorado Graduated: May 2009 ↓1X
→ indent 0.5"	EXPERIENCE <i>Assistant Manager, Burger King Restaurant</i> ← Calibri 12 pt Italic Boulder, Colorado May 2010 to Present In charge of balancing the cash register, closing the restaurant, and making night deposits.  <i>Student Intern, Ski Valley Haven</i> Aspen, Colorado September to December 2009 Worked as an assistant to the manager. Gained experience in operating First-Guest software and produced daily occupancy reports. Received Outstanding Employee award.
<b>ACTIVITIES</b>	Activities pursued while attending college: • Volunteer tutor, Literacy Council of America • Secretary of ECC Hospitality Services Association
<b>REFERENCES</b>	Available upon request.
<b>8</b>	

(Note: Table shown with "View Gridlines" active.)

## Table, Boxed

(subtitle; bottom-aligned/braced column headings  
left/right-aligned columns; total line, table note)

([R-13A](#); pp. 132-133)

### A. BOXED TABLE



(with subtitle; bottom-aligned and braced column headings; left- and right-aligned columns; total line and table note)

1

2  
center page ↓  
center horizontally

3

14 pt  
12 pt ↓

AUSTIN-REEVES PRINTER DEPOT  
Sales Trends for 20--  
(000s omitted)

↓1X

align bottom ↓

Braced column headings

↓1X

4

5

6

7

8

Product	Annual Sales		Quarterly Sales	
	This Year	Last Year	This Quarter	Last Quarter
Ink-jet: color	\$ 569	\$ 841	\$ 120	\$ 99
Ink-jet: color portable	6	24	2	6
Ink-jet: black and white	273	588	71	147
Printer/copier combination	1,622	2,054	422	509
Black-and-white laser: standard	389	507	121	129
Black-and-white laser: premium	2,368	87	592	25
Color laser	409	230	100	70
<b>Totals</b>	<b>\$5,636</b>	<b>\$4,331</b>	<b>\$1,428</b>	<b>\$985</b>

**Total line**  
**Table note**  
Note: Sales for this quarter ended at midnight, December 31.

## Table, Open

(2-line title; 2-line centered, bottom-aligned column headings;  
left/right aligned columns; column entries with dollar/percent signs)

([R-13B](#); pp. 132-133; 135)

### B. OPEN TABLE



(with 2-line title; 2-line centered, bottom-aligned column headings;  
left- and right-aligned columns; column entries with dollar and  
percent signs)

1

2

center page ↓  
center horizontally

3

2-line title

Row 1

14 pt SUITE HOLIDAY RETREAT  
12 pt ↓ BOUTIQUE HOTELS  
New Lodging Rates ↓1X

4

align bottom ↓

Location	Rack Rate ↓1X	Discount Rate	Saving
Bozeman, Montana	\$ 95.75	\$ 91.50	4.4%
Chicago, Illinois	159.00	139.50	12.3%
Dallas, Texas	249.50	219.00	12.2%
Las Vegas, Nevada	98.50	89.95	8.7%
Beverly Hills, California	1,179.00	950.00	19.4%
Minneapolis, Minnesota	115.00	95.00	17.4%
New York, New York	227.50	175.00	23.1%
Orlando, Florida	105.75	98.50	6.3%
Portland, Maine	93.50	93.50	0.0%
Seattle, Washington	143.75	125.75	12.5%

2-line column heading

5

2 spaces for each digit  
3 spaces: 2 for each digit; 1 for each comma

6

Column A

Column B →

7

Note: Change "3 spaces" to "5 spaces."

(Note: Table shown with "View Gridlines" active.)



**Table, Ruled**  
 (table number, title, centered column headings, total line)  
 ([R-13C](#); p. 141)

**C. RULED TABLE**



(with table number, title, centered column headings, and total line)

**1**

**2**

center page ↓  
center horizontally

**3**

*Table number and title*

14 pt ↓

<b>Table 2. RESCUE ONE COMPUTER TECHNICAL SUPPORT</b>	
<b>Support Service</b>	<b>Fees to Date</b>
Replacement parts	\$ 9,200
Troubleshooting	12,850
Software support	5,095
Hardware support	8,032
Product literature	105
Technical documentation	150
Printer drivers	129
<b>Total</b>	<b>\$35,561</b>

↓1X

**4** 12 pt ↓

**5**

*(Note: Table shown with "View Gridlines" active.)*

# Table of Contents ([R-7D](#); pp. 187-188)

## D. TABLE OF CONTENTS

**1**

left tab: 0.5"  
right dot-leader tab: 6.5"

**3**

12 pt ↓

INTRODUCTION.....→tab 6.5" 1

↓2X

SCOPE AND TRENDS IN ONLINE ADVERTISING ..... 3

↓2X

**5**

→tab 0.5"

Internet Advertising Spending.....→tab 6.5" 4

Major Online Advertisers..... 5

Positioning and Pricing ..... 7

Types of Advertising ..... 8

↓2X

ADVERTISING EFFECTIVENESS..... 9

    The Banner Debate ..... 9

    Increasing Advertising Effectiveness..... 11

    Measuring ROI..... 12

CONCLUSION..... 13

APPENDIX

    Sample Internet Advertising ..... 15

    Proposed WEFA Standards ..... 18

BIBLIOGRAPHY ..... 19

**2**

14 pt ↓5X  
CONTENTS ↓2X

**4**

## Tables, Formatting (R-13D)

### D. FORMATTING TABLES



The three basic styles of tables are boxed, open, and ruled. Tables have vertical columns (Column A), horizontal rows (Row 1), and intersecting cells (Cell A1). Center a table vertically that appears alone on the page. Insert 1 blank line before and after a table that appears within a document. Automatically adjust column widths and horizontally center all tables.

**Heading Block.** Merge any cells in Row 1, and type the heading block. Center and bold throughout. Type the title in all-caps, 14-pt. font, and the subtitle in upper- and lowercase, 12-pt. font. If a table has a number, type *Table* in upper- and lowercase. Follow the table number with a period and 1 space. Insert 1 blank line below the heading block.

**Column Headings.** Center column headings. Type in upper- and lowercase and bold. Bottom-align all column headings if a row includes a 2-line column heading. Merge desired cells for braced headings.

**Column Entries.** Left-align text columns, and right-align number columns. Capitalize only the first word and proper nouns in column entries.

**Column Entry Dollar and Percent Signs.** Insert the dollar sign only before the amount in the first entry and before a total amount entry. Align the dollar sign with the longest amount in the column, inserting spaces after the dollar sign as needed (allowing for 2 spaces for each digit and 1 space for each comma). Repeat the percent sign for each number in each column entry (unless the column heading identifies the data as percentages).

**Table Note and Total Line.** For a note line, merge the cells of the last row and use “Note” followed by a colon. For a total line, add a top and bottom border, use “Total” or “Totals” as appropriate, and add a percent or dollar sign if needed.

**Title Page**  
(2-line title)  
**(R-7B; pp. 186-187)**

**B. TITLE PAGE**



(with 2-line title)

**1**  
center page ↓

**2** 2-line title 14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS  
OF ONLINE ADVERTISING ↓2X

**3** 12 pt ↓ The Status of Point-and-Click Selling ↓12X

**4**  
Submitted to ↓2X  
Luis Torres  
General Manager  
ViaWorld, International ↓12X

**5**  
Prepared by ↓2X  
Jonathan R. Evans  
Assistant Marketing Manager  
ViaWorld, International ↓2X

**6** January 19, 20-

# Works Cited, MLA Style (R-10D; p. 183)

## D. WORKS CITED IN MLA STYLE



(page 14; with header and hanging indent)

1

top, bottom, and side margins: *default* (1")

2

double-space throughout

Evans 14 **Header**

3

5

hanging indent ↓

4

Works Cited

**Book—one author** Adams, Ana. B. *Internet Advertising and the Upcoming Electronic Uproar*.

→ hanging indent Boston: Brunswick Press, 2009.

**Annual report** AdNet Incorporated. *2010 Annual Report*. San Francisco: BCI, Inc., 2010.

**Newspaper article** An, Sang Jin. "Banner Ad Frenzy." *The Wall Street Journal*, 12 July 2010: R6.

**Book—two authors** Arlens, Rachel, and Seymour Schell. *E-marketing*. Cambridge, MA: New England Publishing, 2009.

**Book—organization as author** Corporate Libraries Association. *Directory of Business and Financial Services*. New York: Corporate Libraries Association, 2009.

**WWW page** "eWebStats: Advertising Revenues and Trends." 11 Aug. 2009. 7 Jan. 2010  
<<http://www.emarketer.com/ewebstats/ad>>.

**Journal article—paged continuously** Ingram, Frank. "Trends in Online Advertising." *Personnel Quarterly* 20 (2010): 804-816.

**Journal article—paged each issue** Johnson, June. "WRI shows 4% rise in Web ads." *WebAds Today* 19 July 2010: 18.  
**Online database** *Motivational Advertising Techniques*. 2010. *Advertising Encyclopedia*. 7 Jan. 2010  
<<http://www.adtech.com/ads.html>>.

**Government document** National Institute of Psychology. *Who clicks?* TNIP Publication No. ADM 82-1195. Washington, DC: GPO: 2010.

**E-mail** Williams, Dan V. "Reaction to Internet Ads." E-mail to the author. 18 Aug. 2010.

# CALLOUT LISTINGS

## **Agenda, Meeting, [R-11A](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page.
2. Center and type the name of the committee or company in all-caps, bold, 14-point font. Press ENTER 2 times. Type the rest of the agenda in 12-point font.
3. Center and type "Meeting Agenda" in upper- and lowercase letters in bold, 12-point font. Press ENTER 2 times.
4. Center and type the date and time (if included) in upper- and lowercase letters in bold, 12-point font. Press ENTER 2 times.
5. Type all agenda items as a numbered list using Word's default list format.

## **Bibliography, [R-9B](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page.
2. Type the date and press ENTER 4 times.
3. Type the inside address and press ENTER 2 times.
4. Type the salutation and press ENTER 2 times.
5. Type the body and press ENTER 2 times after each paragraph, including the last one. Do not indent the paragraphs in a block-style letter.
6. Type the complimentary closing and press ENTER 4 times to leave room for the handwritten signature.
7. Type the reference initials (the initials of the person who typed the letter) in lowercase letters, no spaces, and 2 lines below the writer's identification.
8. Type a delivery notation (for example, "By Fax") on the line below the enclosure notation, if used, or on the line below the reference initials.

## **E-Mail Message, Microsoft Outlook, [R-5C](#)**

1. There is no standard format specifically for e-mail messages, but most writers use a block format. Include a salutation and perhaps a complimentary closing in an e-mail message.
2. An e-mail message is automatically time-stamped when it is sent, so there is no need to type a date line.
3. Type a descriptive name for the subject of the message in upper- and lowercase letters.
4. E-mail attachments can contain dangerous computer viruses. Never open an attachment from an unknown source.
5. Reread your message before sending. An e-mail message, just like any business letter, should be considered a permanent record. If you wrote the message emotionally, consider saving a draft and rereading it later before sending it.
6. Press ENTER 2 times before and after each paragraph.
7. The signature line(s) often include the writer's name, street address, telephone number or voice mail number, e-mail address, fax number, and other helpful data.

## **E-Mail Message, MSN Hotmail, [R-5D](#)**

1. There is no standard format specifically for e-mail messages, but most writers use a block format. Include a salutation and perhaps a complimentary closing in e-mail messages.

2. An e-mail message is automatically time-stamped when it is sent, so there is no need to type a date line.
3. Type a descriptive name for the subject of the message in upper- and lowercase letters.
4. E-mail attachments can contain dangerous computer viruses. Never open an attachment from an unknown source.
5. Reread your message before sending. An e-mail message, just like any business letter, should be considered a permanent record. If you wrote the message emotionally, consider saving a draft and rereading it later before sending it.
6. Press ENTER 2 times before and after each paragraph.
7. The signature line(s) often include the writer's name, street address, telephone number or voice mail number, e-mail address, fax number, and other helpful data.

### **Itinerary, [R-11C](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page.
2. Insert an open table with 2 columns and the desired number of rows. In the first merged row, type and center "ITINERARY" in all caps, 14 -point bold font. Press ENTER 2 times. Type the remaining lines in 12-point font.
3. Type and center the subtitle in upper- and lowercase letters, bold, 12-point font. Press ENTER 2 times.
4. Type and center the date in bold, 12-point font. Press ENTER 1 time.
5. Format the body of the itinerary as a 2-column open table. Manually adjust column widths as needed.
6. The days for which the itinerary is being prepared are formatted as section headings. Type the day of the week followed by a comma and the date in all-caps and bold in Column A. Press ENTER 1 time after each section heading.
7. Type specific times in Column A. In the corresponding cell in Column B, type related narratives, including phone numbers and other details. Press ENTER 1 time at the end of last paragraph in the corresponding cell in Column B.

### **Legal Document, [R-11D](#)**

1. Before typing a legal document, set all required tabs. In this document, set left tabs at 1" and 3.25"; set a right tab at 6.5".
2. Add line numbers to all court documents for easy reference.
3. Press TAB as many times as needed to position information as required by a given legal document.
4. Type 1 space and 20 underscores following "NO."
5. Press ENTER 2 times above and below paragraphs.
6. Press TAB to indent all paragraphs 1 inch from the left margin.
7. Type 1 space, 5 underscores, and 1 space for a date line.
8. To type a signature line, press ENTER 2 times; then press TAB 2 times to move to the centerpoint; type the signature line and extend the line to the right margin.

### **Letter, Application, Block Style, [R-12B](#)**

1. Press ENTER 5 times to begin the date 2" from the top of the page. Since this letter is formatted in block style, type all lines at the left margin. Type the date and press ENTER 4 times.
2. Application letters addressed to "To Whom It May Concern" or to someone who no longer works there seldom gives a good impression. Find out the name and title of the appropriate person, and use it in the inside address.

3. Type the inside address and press ENTER 2 times.
4. Type the salutation and press ENTER 2 times.
5. Press ENTER 2 times after each paragraph in the body, including the last paragraph. Do not indent the paragraphs in a block-style letter. Limit your application letter to one page.
6. Type a formal complimentary closing such as "Sincerely," and press ENTER 4 times to allow room for your signature. When you print out the letter, sign it neatly and legibly.
7. Type your full name and complete address in the writer's identification lines with each element on a different line. Press ENTER 2 times, and type "Enclosure" to indicate that an item (in this case, your resume) has been enclosed with the letter.
8. Proofread your application letter several times. It must be perfect in every way.

#### **Letter, Business, Block Style, [R-3A](#)**

1. Press ENTER 5 times to begin the date 2" from the top of the page. Since this letter is formatted in block style, type all lines at the left margin. Type the date and press ENTER 4 times.
2. The date line includes the month, day, and year the letter is typed. Type the date and press ENTER 4 times.
3. The inside address includes the name and address of the party to whom the letter is written. Type the inside address and press ENTER 2 times.
4. The salutation is the opening greeting of the letter (shown here with standard punctuation—a colon after the salutation and a comma after the complimentary closing). Type the salutation and press ENTER 2 times.
5. The body is the message of the letter. Press ENTER 2 times before and after each paragraph of the body, including the last paragraph. Do not indent the paragraphs in a block-style letter.
6. Place quoted material that is 4 or more typed lines in a separate, displayed paragraph (single-spaced and indented 0.5" from the left and the right margins). Press ENTER 2 times above and below the displayed paragraph.
7. The complimentary closing is the closing farewell (shown with standard punctuation—a colon after salutation and a comma after complimentary closing). Type the complimentary closing, and press ENTER 4 times to leave room for the handwritten signature.
8. The writer's identification includes the typed name and usually the title of the writer. The title may include a department name. Type the writer's identification, and press ENTER 2 times.
9. Type the reference initials (the initials of the person who typed the letter) in lowercase letters, no spaces, 2 lines below the writer's identification.

#### **Letter, Business, Executive Stationery, [R-4A](#)**

1. Press ENTER 5 times to begin the date 2" from the top of the page. Use 1" side margins for a business letter typed on executive stationery (7.25" by 10.5").
2. Type the date and press ENTER 4 times.
3. Type the inside address and press ENTER 2 times.
4. Type the salutation and press ENTER 2 times.
5. Type the body and press ENTER 2 times after each paragraph, including the last one. Do not indent the paragraphs in a block-style letter.
6. Type the complimentary closing and press ENTER 4 times to leave room for the handwritten signature.



7. Type the reference initials (the initials of the person who typed the letter) in lowercase letters, no spaces, and 2 lines below the writer's identification.
8. Type a delivery notation (for example, "By Fax") on the line below the enclosure notation, if used, or on the line below the reference initials.

**Letter, Business, Formatted for Window Envelope, [R-4C](#)**

1. Format a letter to be placed in a window envelope with special spacing that will allow the inside address to appear in the envelope's window. Press ENTER 5 times to begin the date 2" from the top of the page.
2. Type the date and press ENTER 3 times.
3. Type the inside address and press ENTER 3 times.
4. Type the salutation and press ENTER 2 times. No colon is used after a salutation with open punctuation.
5. Type the body and press ENTER 2 times after each paragraph, including the last one. Do not indent the paragraphs in a block-style letter.
6. Type the complimentary closing. No colon is used after the compliment with open punctuation. Press ENTER 4 times to leave room for the handwritten signature.
7. Type the writer's identification and press ENTER 2 times. Type reference initials (the typist's initials) in lowercase letters, no spaces.

**Letter, Business, Half-Page Stationery, [R-4B](#)**

1. Press ENTER 4 times to begin the date 2" from top of page to allow space for the company letterhead. Use 0.75" side margins for a business letter typed on half-page stationery (5.5" by 8.5"). Type all lines at the left margin.
2. Type the date and press ENTER 4 times.
3. Type the inside address and press ENTER 2 times.
4. Type the salutation and press ENTER 2 times.
5. Type the body and press ENTER 2 times after each paragraph, including the last one. Do not indent the paragraphs in a block-style letter.
6. Type the complimentary closing and press ENTER 4 times to leave room for the handwritten signature. Type the writer's identification and press ENTER 2 times.
7. Type reference initials (the typist's initials) in lowercase letters, no spaces, 2 lines below the writer's identification.

**Letter, Business, Modified-Block Style, [R-3B](#)**

1. Set a left tab at 3.25" (the centerpoint); type the date, complimentary closing, and writer's identification at the centerpoint.
2. Press ENTER 5 times to begin the date 2" from the top of the page; press TAB 1 time to move to centerpoint; type the date; press ENTER 4 times.
3. Type the inside address and press ENTER 2 times.
4. Type the salutation, and press ENTER 2 times.
5. In a modified-block-style letter, block the first lines of paragraphs, as shown here. Type the body and press ENTER 2 times after each paragraph, including the last one.
6. Press ENTER 2 times to begin the multiline list. Type the single-spaced list using Word's default format. Press ENTER 2 times after the last item in the list. If you choose to end the list by pressing ENTER, you would press ENTER 3 times under the list.
7. Press TAB 1 time to move to centerpoint; type the complimentary closing; press ENTER 4 times.

8. Press TAB 1 time to move to centerpoint; type the writer's name; repeat for the writer's title; press ENTER 2 times.
9. Press ENTER 1 time after the reference initials (typist's initials), and type "Enclosure" to indicate that an item has been enclosed with a letter.

#### **Letter, Business, Multipage (page 1), [R-5A](#)**

1. Press ENTER 5 times to begin the date 2" from the top of the page. Since this letter uses the block style, type all lines at the left margin.
2. Type the date, and press ENTER 2 times to type the on-arrival notation.
3. If an on-arrival notation (for example, "CONFIDENTIAL") is used, type it in all caps at the left margin. Press ENTER 2 times before and after an on-arrival notation.
4. Type the name of a foreign country in an inside address on a separate line in all-caps. Do not abbreviate the country name. Press ENTER 2 times after the inside address.
5. If a subject line is used, it is positioned between the salutation and the body of the letter. Type "Subject" in upper- and lowercase letters followed by a colon. Press ENTER 2 times before and after the subject line.
6. If a table is used in the body of a single-spaced document, press ENTER 2 times before typing the table. Type the table, automatically adjust the column widths for all columns, and center the table horizontally.
7. Click outside the table, just under the last row, and press ENTER 1 time in a single-spaced document.
8. Do not leave a single line at the bottom or top of a page. At least 2 lines of a paragraph should remain, and at least 2 lines should be carried over to the next page. Use Word's "keep with next" approach described on p. 32 of the Word Manual.

#### **Letter, Business, Multipage, (page 2), [R-5B](#)**

1. Beginning with page 2 of a multipage letter, use the page numbering word processing feature to insert a page number in the upper-right-hand corner of each page.
2. Press ENTER 2 times before the multiline list using the same spacing as the rest of the document. Type list using Word's default format for lists.
3. Press ENTER 2 times at the end of the list. If you choose to end the list by pressing ENTER, you would press ENTER 3 times under the list.
4. Press ENTER 2 times before the complimentary closing.
5. Press ENTER 2 times after the complimentary closing when using a company name. Type the company name in all-caps, and press ENTER 4 times.
6. Press ENTER 2 times after the writer's identification.
7. A copy notation (c:) indicates that another person or persons are also receiving a copy of that document. Type the copy notation on the line below the reference initials or on the line below the enclosure notation or the delivery notation, if used.
8. A postscript notation is often used to express an idea that needs special emphasis. Press ENTER 2 times after the last notation (in this case, a copy notation) and type "PS:" before the first word of the postscript.
9. A blind copy notation (bc:) is used when addressee should not know that other persons are being copied. Press ENTER 2 times before blind copy notation. When typing a letter with blind copy, print one copy; add the blind copy notation; print another.

#### **Letter, Business, Simplified, [R-3C](#)**

1. Press ENTER 5 times to begin the date 2" from the top of the page. In a simplified-style letter, type all lines at the left margin.

2. The date line includes the month, day, and year the letter is typed. Type the date and press ENTER 4 times.
3. The inside address includes the name and address of the party to whom the letter is written. Type the inside address and press ENTER 3 times.
4. In a simplified-style business letter, no salutation or complimentary closing is used. Instead, type the subject line (a few words describing the letter's main topic) in all-caps, and press ENTER 3 times.
5. Type the body and press ENTER 2 times after each paragraph of the body. Do not indent the paragraphs in a block-style letter.
6. Use Word's default format for lists. Use the same line spacing as is used in the rest of the document. Press ENTER 2 times before and after list. If you choose to end the list by pressing ENTER, you would press ENTER 3 times under the list.
7. In a simplified-style business letter, no salutation or complimentary closing is used. Press ENTER 4 times after the last line of the body to leave room for the signature, and then type the writer's name and title in all-caps. Press ENTER 2 times.
8. Type reference initials (lowercase letters, no spaces), enclosure or attachment notations, and a copy notation (c:) as necessary. A copy notation identifies another person or persons who will also receive the letter.

#### **Letter, Personal Business, Modified-Block Style, [R-3D](#)**

1. Set a 3.25" left tab at the start of the letter. Start the date, complimentary closing, and writer's identification at the centerpoint by pressing TAB 1 time. Print a personal business letter on plain paper.
2. Press ENTER 5 times to begin the date 2 inches from the top of the page; press TAB 1 time to move to centerpoint; type the date; press ENTER 4 times.
3. Type the inside address. Type the name of a foreign country in an inside address on a separate line in all caps. Do not abbreviate the country name. Press ENTER 2 times after the inside address.
4. Type the salutation and press ENTER 2 times
5. In a modified-block-style letter, block the first lines of paragraphs, as shown here. Type the body and press ENTER 2 times after each paragraph, including the last one.
6. Press TAB 1 time to move to the centerpoint; type the writer's name; repeat for the writer's title; press ENTER 2 times.
7. Type the writer's return address directly below the writer's name in the closing lines.

#### **Memo, [R-4D](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page. Type all lines of a memo at the left margin.
2. Turn on bold, type the headings (including the colons) in all-caps; turn off bold, press TAB, type the corresponding information, and press ENTER 2 times here and after all remaining heading lines.
3. After the last heading and corresponding information, press ENTER 2 times. Press ENTER 2 times after all paragraphs. All the lines of the body of a memo are typed at the left margin.
4. If a table is used in the body of a single-spaced document, press ENTER 2 times before typing the table. Remove all borders from a ruled table; then apply a top and bottom border to Row 1 and a bottom border to the last row.
5. Type the table, automatically adjust the column widths for all columns, and center the table horizontally.

6. Click outside the table, just under the last row, and press ENTER 1 time in a single-spaced document.
7. Do NOT use a complimentary closing in a memo. However, press ENTER 2 times and include reference initials (typist's initials), a copy notation (c:), and attachment/enclosure notations as necessary.

### **Memo Report, [R-9C](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page. Type all lines of a memo at the left margin.
2. Type headings (including colons) in bold/all-caps; turn off bold, press TAB, type information; press ENTER 2 times after all heading lines. If any lines wrap, click in front of second line and press TAB until second line aligns with information above it.
3. Press ENTER 1 time when you are nearing the right margin in a 2-line subject line; press TAB at the start of the second line to indent it to the same point as the first line.
4. After the last heading and corresponding information, press ENTER 2 times. All the lines of the body of a memo are typed at the left margin. Press ENTER 2 times after all paragraphs.
5. An endnote reference is inserted automatically at the point of the endnote using Word's references/endnotes feature.
6. Type side headings in bold and all caps, and press ENTER 2 times after each side heading.
7. Press ENTER 2 times before and after lines of list. Type the list using Word's default list format using the same line spacing as the rest of the document.

### **Memo, Transmittal, [R-7C](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page. Type all lines of a memo at the left margin.
2. Type headings (including colons) in bold/all-caps; turn off bold, press TAB, type information; press ENTER 2 times after all heading lines. If any lines wrap, click in front of second line and press TAB until second line aligns with the information above.
3. Press ENTER 1 time when you are nearing the right margin in a 2-line subject line; at the start of the second line, press TAB to indent it to the same point as the first line.
4. After the last heading and corresponding information, press ENTER 2 times. All the lines of the body of a memo are typed at the left margin. Press ENTER 2 times after all paragraphs.
5. An attachment notation indicates that something is attached; if used, type it directly below the reference initials (typist's initials).

### **Minutes of a Meeting, [R-11B](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page.
2. Insert an open table with 2 columns and the desired number of rows. In first merged row, type and center the name of the company or committee in all-caps, 14-point bold font. Press ENTER 2 times. Type the rest of the agenda in 12-point font.
3. Type and center "Minutes of the Meeting" in upper- and lowercase, bold, 12-point font. Press ENTER 2 times.
4. Type and center the date in bold, 12-point font. Press ENTER 1 time.
5. Format the body of the minutes as a 2-column open table. Manually adjust column widths as needed. Type the heading for each section in Column A in all-caps and bold.

6. In the corresponding cell in Column B, type each narrative section. After each narrative section, press ENTER 1 time.
7. In Column B, type last line of narrative; press ENTER 2 times. Type the complimentary closing; press ENTER 4 times. Type the secretary's name, a comma, and a title. Print the minutes and sign before making photocopies for meeting attendees.

### **Outline, [R-7A](#)**

1. Set all tabs at the start of the document. Set a right tab at 0.3"; set left tabs at 0.4" and 0.7".
2. Press ENTER 5 times to begin first line 2" from the top of the page. Center the title in all-caps, 14-point, bold font. Break a 2-line title so that wording on each line make sense. Press ENTER 2 times after title. Type the remaining lines in 12-pt. font.
3. Press ENTER 1 time after the first line in a 2-line title and 2 times after the title.
4. Type and center the subtitle in upper- and lowercase, bold, 12-point font. Press ENTER 2 times.
5. Type and center the writer's name in upper- and lowercase letters, bold, 12-point font. Press ENTER 2 times. Type and center the date in upper- and lowercase letters, bold, 12-point font. Press ENTER 2 times.
6. Note that Roman numerals are right aligned. Press TAB 1 time to move to the .3" right tab; then type the Roman numeral to ensure that Roman numerals are aligned at the right.
7. Press TAB 1 time, type the Roman numeral with a period, then press TAB again. Type the heading in all caps (no bold). Press ENTER 2 times before headings typed in all caps.

### **References, APA Style, [R-10B](#)**

1. For more detailed information on reference list entries, refer to the illustrations in the textbook or consult a current APA style guide. Use default 1" margins all around.
2. Set double spacing and double-space the entire report.
3. Insert a header, type a shortened title, and insert an automatic page number that continues the page-numbering sequence from the previous page right-aligned inside the header.
4. Type "References" centered in upper- and lowercase letters. Press ENTER 1 time
5. Set a hanging indent and type the first line. Each reference will begin at the left margin. Any carryover lines will be indented automatically 0.5" by the hanging indent.
6. Type each reference carefully. Note the formatting used in each example, including the use of italics for the titles of books, magazines, and newspapers.

### **Report, Academic, [R-8C](#)**

1. Press ENTER 5 times to begin the first line of the academic report 2" from the top of the page.
2. Change line spacing to double. Type the title in all-caps, centered, 14-point bold font. Double-space a 2-line title. Press ENTER 1 time after the title, and change to 12-point font size. Type the remaining lines in 12 point.
3. If the report includes a subtitle, byline, or date, type each one on a separate line in upper-and lowercase letters, centered, in 12-point bold. Press ENTER 1 time after each line in the heading block.
4. Type a byline in upper- and lowercase, centered, bold, 12-point font; then press ENTER 1 time. Type the date (if used) in upper- and lowercase, centered, bold, 12-point font; then press ENTER 1 time.

5. Press TAB 1 time at the start of a paragraph and before a paragraph heading. Type a paragraph heading in upper-and lowercase letters and bold, and follow it with a period and 1 space. Turn off bold. Do not press ENTER before typing text that follows.
6. Type side headings at the left margin in all-caps using a 12-point, bold font. Press ENTER 1 time before and after each side heading.
7. An endnote reference includes source information. The endnote feature automatically inserts a superscript (raised, lowercase Roman numeral) at the point of reference in the body and a dividing line/endnote number at the end of the report.
8. Press ENTER 1 time before and after a list. Use Word's default format for all lists using the same line spacing as the rest of the document.

### **Report, Academic, [R-8D](#)**

1. Beginning with page 2 of a multipage academic report, use Word's page numbering feature to insert a page number in the upper-right-hand corner of each page.
2. Press ENTER 1 time, type the display lines and the paragraph that follows; select the display lines only (not the blank lines above/below), apply single spacing; set 0.5" left/right paragraph indents.
3. An endnote reference includes source information. Word's endnote feature automatically inserts a superscript (raised, lowercase Roman numeral) at the point of reference in the body and inserts a dividing line and endnote number at the end of the report.
4. Word's endnote feature inserts an automatic underline at the bottom of the report at the left margin to separate the body from the endnote references.

### **Report, APA Style, [R-10A](#)**

1. Use default 1" margins all around. Set double spacing and double-space all lines. Insert a header, type a shortened title, and insert an automatic page number that continues the page-numbering sequence from the previous page right-aligned.
2. Double-space the entire report. Center and type the report title in upper-and lowercase letters (no bold). If the title wraps to a second line, divide the words so the parts of the title will make sense to the reader. Press ENTER 1 time after the title.
3. The byline (if included) contains the name of the report writer. Center and type it in upper- and lowercase letters (no bold). Press ENTER 1 time after the byline.
4. Press TAB 1 time to indent each paragraph 0.5 inch.
5. This is an example of an author/year citation. For more detailed information on reference list entries, refer to the illustrations in the textbook or consult a current APA style guide.
6. Type main headings centered, using upper-and lowercase letters. Press ENTER 1 time before and after a main heading.
7. Type subheadings at left margin in italics using upper-and lowercase letters; press ENTER 1 time before and after a subheading.

### **Report, Business, Left-Bound, [R-9A](#)**

1. Set a left margin at 1.5" to allow room for a left binding.
2. Press ENTER 5 times to begin 2" from the top of the page. Center/type the title in all-caps, 14-point bold font. Press ENTER 1 time after the first line of the title and 2 times after the last line. Type the remaining lines in 12-point font.
3. Type the subtitle (if included) in upper- and lowercase letters, centered in 12-point bold. Press ENTER 2 times after the subtitle.

4. The byline (if included) is the name of the report writer. Type the byline in upper- and lowercase letters, centered, in bold with a 12-point font size. Press ENTER 2 times after the byline.
5. Type the date (if included) in upper- and lowercase letters centered, in bold with a 12-point font size. Press ENTER 2 times after the date or after the last line in the heading block.
6. Press ENTER 2 times before and after each side heading, and type side headings in all-caps and bold at the left margin.
7. Press ENTER 2 times before a paragraph heading. Type it at the left margin in upper- and lowercase letters and bold, and follow it with a bold period and 1 space; turn off bold. Do not press ENTER before typing the text following the heading.
8. Use Word's default format for all lists using the same line spacing as the rest of the document.
9. Word's footnote feature automatically inserts a superscript numeral in the report body at the point of reference and a dividing line at the bottom of the page to separate the body of report from the footnotes.

#### **Report, Business, Multipage, (page 1), [R-8A](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page. Center and type the title in all-caps, 14-point bold font. Press ENTER 2 times after the title. Type the rest of the report in 12-point font.
2. If the report includes a subtitle, byline, or date, type them on separate lines in upper- and lowercase letters, centered, in bold with a 12-point font size. Press ENTER 2 times after each line in the heading block.
3. The byline (if included) contains the name of the report writer. Type it in upper- and lowercase letters, centered, in bold with a 12-point font size. Press ENTER 2 times after the byline.
4. Type the date (if included) in upper- and lowercase letters centered, in bold with a 12-point font size. Press ENTER 2 times after the date or after the last line in the heading block.
5. Press ENTER 2 times before and after each side heading, and type side headings in all-caps and bold at the left margin.
6. Press ENTER 2 times before a paragraph heading. Type it at the left margin in upper- and lowercase letters and bold, and follow it with a bold period and 1 space; turn off bold. Do not press ENTER before typing the text following the heading.
7. Word's footnote feature automatically inserts a superscript in the report body at the point of reference and a dividing line at the bottom of the page to separate the body of the report from the footnote.
8. Press ENTER 2 times to begin the multiline list. Type the single-spaced list using Word's default format. Press ENTER 2 times after the last item in the list. If you choose to end the list by pressing ENTER, you would press ENTER 3 times under the list.
9. Word's footnote feature places the footnote references at the bottom of the page, single spaced at the left margin. No blank lines are inserted between footnotes.

#### **Report, Business, Multipage, (last page), [R-8B](#)**

1. Beginning with page 2 of a multipage report, insert an automatic page number at the top right of each page.



2. Place quoted material that is 4 or more lines in a separate, displayed paragraph (single-spaced and indented 0.5" from both the left and the right margins). Press ENTER 2 times above and below the displayed paragraph.
3. Press ENTER 2 times before and after each side heading, and type side headings in all-caps and bold at the left margin.
4. If a table is used in the body of a single-spaced document, press ENTER 2 times before inserting the table. This table includes a table number in the title.
5. Type the table, automatically adjust the column widths for all columns, and center the table horizontally.
6. This table uses a table note in the last row. Click outside the table, just under the last row, and press ENTER 1 time in a single-spaced document.
7. Word's footnote feature automatically inserts a superscript in the body at the point of reference and a dividing line at the bottom of the page followed by the footnote(s).
8. No blank lines are inserted between footnotes.

### **Report, MLA Style, [R-10C](#)**

1. Use default 1" margins all around. Set double spacing, and double-space the entire report.
2. Insert a header for all pages; type the author's last name and the page number right-aligned inside the header and positioned 0.5" from the top of the page.
3. Type the author's full name, the person to whom the report is being submitted, the course name and date, each on its own line at left margin. Type the date in the "day month year" format without commas. Press ENTER 1 time after date.
4. Center and type the report title in upper-and lowercase letters (no bold). If the title will wrap to a second line, divide the words so the parts of the title will make sense to the reader. Press ENTER 1 time after the title.
5. Press TAB 1 time to indent each paragraph 0.5".
6. This is an example of a citation. For more detailed information on citations, refer to the illustrations in the textbook or consult a current MLA style guide.

### **Resume, [R-12A](#)**

1. Press ENTER 5 times to begin the first line 2" from the top of the page. Insert an open table with 2 columns and 1 row for each section of the resume.
2. In the first merged row, type and center the name in all-caps, 14 -point Cambria bold font. Press ENTER 2 times.
3. Change to 12-point type. Center and type the address on one line and the telephone number and e-mail address, if included, on the next line in upper- and lowercase letters, Cambria bold font. Press ENTER 1 time.
4. Apply a bottom border to Row 1.
5. Move to Row 2, Col. A; press ENTER 1 time. Type Col. A headings in all caps, bold, Calibri 12 pt. In the corresponding cell in Col. B, type the corresponding narrative, and press ENTER 1 time. Note the use of italics for job titles/business names.
6. List your most recent job first and work backward. Limit your resume to one page until you are well advanced in your career.
7. For any job descriptions, increase the indent to reposition the information. For any lists, decrease the indent until the list is positioned at the left of the column. Include accomplishments and achievements that illustrate your job skills.
8. Decrease the width of Column A to about 1" to accommodate the longest entry and provide a small amount of space after the longest entry.



### **Table, Boxed, [R-13A](#)**

1. Vertical columns are identified by letter and horizontal rows, by numbers. A cell is created where a column and row intersect. Tables with borders are boxed tables; without, are open. Center a table horizontally and vertically when alone on page.
2. Type the title centered, all-caps, bold, 14-point font in Row 1. Press ENTER 1 time. Type rest of the table in 12-point font. Type any subtitle centered in upper-and lowercase letters, bold, 12-point font. Press ENTER 1 time.
3. Braced column headings apply to more than one column (for example, "Annual Sales"). Click where you want braced heading; merge cells that will hold braced heading; center/type braced column heading, 12-point font.
4. In Row 2, type all column headings in bold upper-and lowercase, 12-point font; center and bottom align all column headings.
5. In columns containing dollar amounts, insert \$ sign only before first amount and before total amount. Align \$ sign with longest amount in column, inserting 2 spaces for each missing digit in a number and 1 space for each comma after \$ sign as needed.
6. Align text entries at the left; align number entries at the right. Capitalize only the first word and proper nouns. Type all entries with a 12-point font.
7. This table includes a total line and a table note. Merge the cells in the last row to type the note.
8. Resize the column widths to fit the widest content in each column.

### **Table, Open, [R-13B](#)**

1. Vertical columns are identified by letter and horizontal rows, by numbers. A cell is created where a column and row intersect. Tables with borders are boxed tables; without, are open. Center a table horizontally and vertically when alone on page.
2. First, format the table in the default (boxed) style, for ease of construction. When the table is completed, remove all borders to create an open table.
3. Type the title centered, in all-caps, bold, 14-point font in Row 1; press ENTER 1 time. Type the rest of the table in 12-point font. Center/type any subtitle in upper-and lowercase letters, in a bold, 12-point font; press ENTER 1 time.
4. In Row 2, type all column headings in bold upper-and lowercase, 12-point font; center and bottom align all column headings; press ENTER 1 time, no space after last word, to create 2-line column headings
5. In columns containing dollar amounts, insert the \$ sign only before the first amount. Align the \$ sign with the longest amount in the column, inserting spaces after the \$ sign as needed (insert 2 spaces for each missing digit and 1 space for each comma).
6. Align text entries at the left; align number entries at the right. Capitalize only the first word and proper nouns. Type all entries with a 12-point font.
7. Resize columns widths to fit the widest entry in each column.

### **Table, Ruled, [R-13C](#)**

1. Vertical columns are identified by letter and horizontal rows, by numbers. A cell is created where a column and row intersect. A ruled table includes lines as shown in this example. Center a table horizontally and vertically when alone on a page.
2. If a table is used in the body of a single-spaced document, press ENTER 2 times before inserting the table. In a ruled table, remove all table borders; apply borders to the top/bottom of Row 2, to the bottom of the last row, and the top of any Total line.

3. Center and type a table number, if there is one, and a title in all-caps, bold, 14-point font. If the title wraps to a second line, divide the words so the parts of the title will make sense to the reader. Press ENTER 1 time and change to 12-point type.
4. Type all column headings in bold using upper- and lowercase letters, centered and bottom aligned.
5. Type the table, automatically adjust the column widths for all columns, and center the table horizontally.

### **Table of Contents, [R-7D](#)**

1. Before typing, set a 0.5" left tab for subsection headings; set a 6.5" right dot-leader tab. A row of leaders (periods) leads the eye from entries at left to page numbers at right. Press ENTER 5 times to begin the first line 2" from top of page.
2. Center and type the title in all-caps, 14-point font, and bold. Press ENTER 2 times after the title. The rest of the table of contents will be typed in 12-point font.
3. Type the main section headings (for example, "INTRODUCTION") in all-caps. Press ENTER 2 times before and after all main section headings.
4. Press TAB 1 or 2 times as needed to insert dot leaders and to move to the right margin. Type the page numbers for each of the entries immediately after the dot leaders, and then press ENTER 2 times to move to the next entry.
5. Press TAB 1 time to type each of the subsection headings, single-spaced. Press ENTER 2 times before the next main section heading.

### **Title Page, [R-7B](#)**

1. Center information on a title page both vertically and horizontally.
2. Type the title in all-caps, 14-point bold font. Single-space multiline titles; divide the lines so the parts of the title make sense to the reader. Press ENTER 2 times after the title.
3. Type the subtitle in upper- and lowercase letters and bold, using 12-point type. (Use 12-point type for the rest of the title page.) Press ENTER 12 times after the subtitle.
4. This section often begins with the words "Submitted to." Press ENTER 2 times, and type the addressee's name and identification single-spaced. After the last line, press ENTER 12 times.
5. This section often begins with the words "Prepared by." Press ENTER 2 times, and type the writer's name and identification single-spaced. After the last line, press ENTER 2 times.
6. Type the date. Do not press ENTER after the date.

### **Works Cited, MLA Style, [R-10D](#)**

1. Use default 1" margins all around.
2. Set double spacing and double-space the entire page.
3. Insert a header for all pages; type the author's last name and the page number right-aligned inside the header positioned 0.5" from the top of the page.
4. Type "Works Cited" in upper- and lowercase letters and center it. Press ENTER 1 time.
5. Set a hanging-indent and type the first entry double spaced. Each entry will begin at the left margin; any carryover lines will be indented automatically by 0.5".
6. Type each reference carefully, following the example formats shown. Note the use of italics for the titles of books, magazines, and newspapers.