

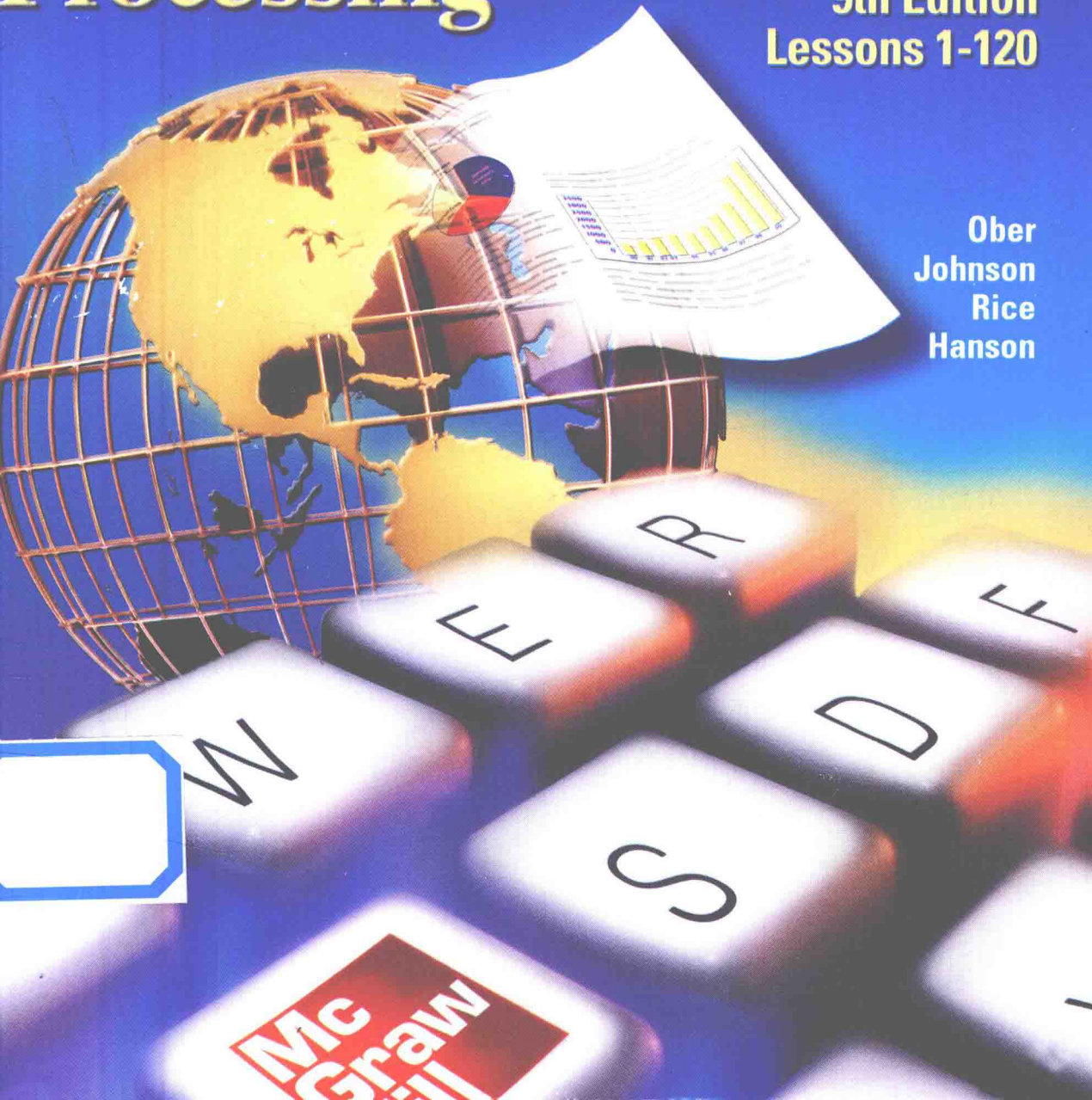
Microsoft® Word 2002 Manual for

GREGG

College Keyboarding & Document Processing

9th Edition
Lessons 1-120

Ober
Johnson
Rice
Hanson



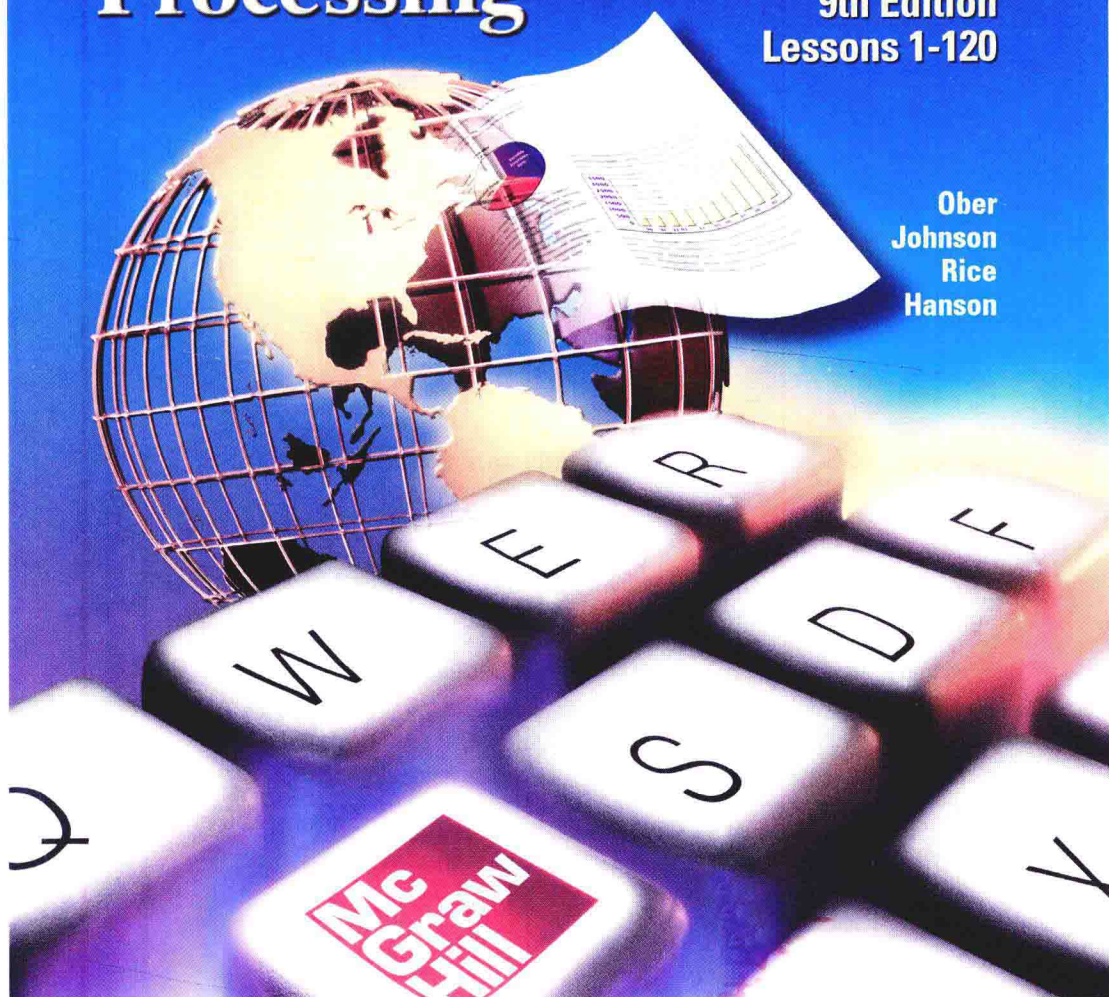
Microsoft® Word 2002 Manual for

GREGG

College Keyboarding & Document Processing

9th Edition
Lessons 1-120

Ober
Johnson
Rice
Hanson



**Glencoe
McGraw-Hill**

New York, New York Columbus, Ohio Chicago, Illinois Peoria, Illinois Woodland Hills, California

Notes to user: Your screens may not be identical to the illustrations shown in this book. The dynamic capabilities of Word 2002 result in toolbars and/or keystrokes that change as options are used.

The toolbars show only buttons used most recently; many other buttons are available. To look for a button not shown on the docked toolbars, click the More Buttons button at the end of the toolbars. When a button is used that is not displayed on the toolbars, Word moves that button to the docked toolbars.

Glencoe/McGraw-Hill

A Division of The McGraw-Hill Companies



Microsoft is a registered trademark, and Windows is a trademark, of Microsoft Corporation.

**Microsoft® Word 2002 Manual for Gregg College Keyboarding & Document
Processing™ 9th Edition**

Copyright © 2003 by The McGraw-Hill Companies, Inc. Printed in the United States of America. All rights reserved. Except as permitted under the United States Copyright Act of 1976, no part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without prior written permission of the publisher.

Send all inquiries to:
Glencoe/McGraw-Hill
21600 Oxnard Street, Suite 500
Woodland Hills, CA 91367-4947

Printed in the United States of America.

ISBN: 0-07-830386-9

2 3 4 5 6 7 8 9 071 06 05 04 03 02

Reference Manual

COMPUTER SYSTEM

keyboard, R-2B
parts of, R-2A

CORRESPONDENCE

application letter, R-12B
attachment notation, R-4D, R-7C
blind-copy notation, R-5B
block style, R-3A
body, R-3A
company name, R-5B
complimentary closing, R-3A
copy notation, R-3C, R-5B
date line, R-3A
delivery notation, R-4A, R-5B
email, R-5C, R-5D
enclosure notation, R-3B, R-5B
envelope formatting, R-6A
executive stationery, R-4A
half-page stationery, R-4B
inside address, R-3A
international address, R-3D
letter folding, R-6B
letterhead, R-3A
list, bulleted, R-3C
list, multiline, R-3B, R-5B
list, numbered, R-3B
list, single-line, R-3C, R-8A
memo, R-4D, R-7C
modified-block style, R-3B
multipage, R-5A, R-5B
on-arrival notation, R-5A
open punctuation, R-3B
personal-business, R-3D
postscript notation, R-5B
reference initials, R-3A, R-5B
return address, R-3D
salutation, R-3A
simplified style, R-3C
standard punctuation, R-3A, R-3D
subject line, R-5A, R-7C
table, R-4D
window envelope, folding for, R-6B
window envelope, formatted for, R-4C
window envelope, formatting, R-6A
writer's identification, R-3A

EMPLOYMENT DOCUMENTS

application letter, R-12B
job-application form, R-12D
resume, R-12A

FORMS

placing information on printed lines, R-12C
job-application form, R-12D
business forms, R-14A

LANGUAGE ARTS

abbreviations, R-22
adjectives and adverbs, R-20
agreement, R-19
apostrophes, R-17
capitalization, R-21
colons, R-18
commas, R-15
grammar, R-19
hyphens, R-17
italics, R-18
mechanics, R-21
number expression, R-21
periods, R-18
pronouns, R-20
punctuation, R-15
quotation marks, R-18
semicolons, R-16
sentences, R-19
underline, R-18
word usage, R-20

PROOFREADERS' MARKS

R-14C

REPORTS

academic style, R-8C
agenda, R-11A
APA style, R-10A-B
author/year citations, R-10A
bibliography, R-9B
business style, R-8A, R-8B, R-9A
byline, R-8A
citations, R-9D
date, R-7A, R-8A
endnotes, R-8C-D, R-9A
footnotes, R-8A
headings, paragraph, R-8A
headings, R-9D

headings, main, R-10A
headings, side, R-8A
itinerary, R-11C
left-bound, R-9A
legal document, R-11D
lists, R-8A, R-8C, R-9A, R-9C
margins, R-9D
memo, R-9C
minutes of a meeting, R-11B
MLA style, R-10C, R-10D
outline, R-7A
quotation, long, R-8B, R-8D
references page, R-10B
resume, R-12A
spacing, R-9D
subheadings, R-10A
subtitle, R-8A
table, R-8B
table of contents, R-7D
title page, R-7B
title, R-8A
transmittal memo, R-7C
works-cited page, R-10D

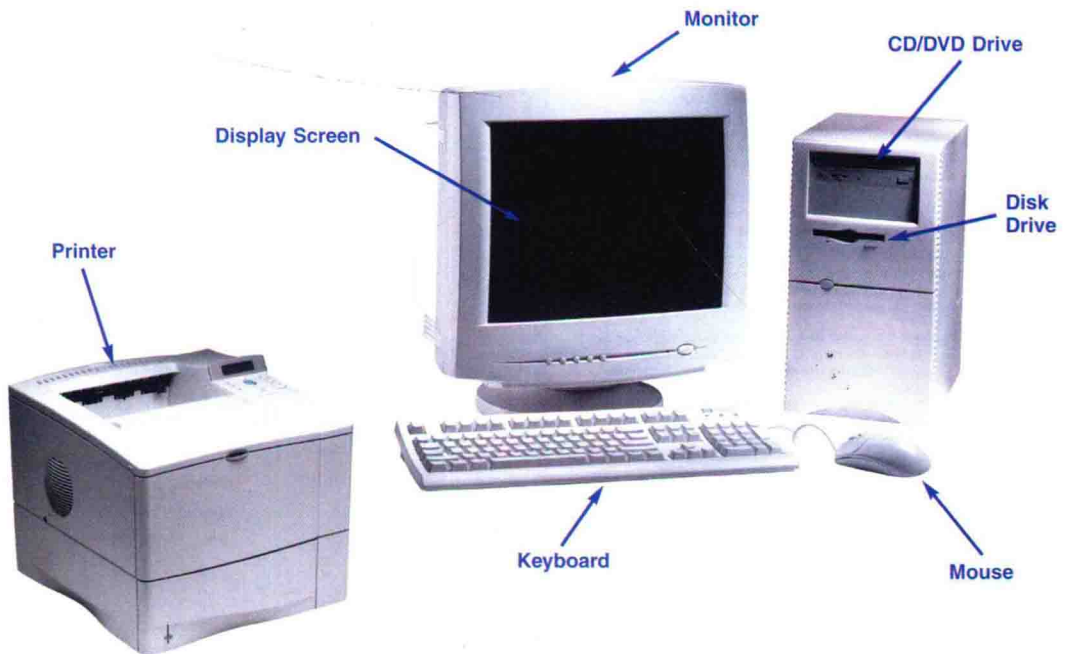
TABLES

2-line column heading, R-13B
blocked column headings, R-13B
body, R-13A
boxed, R-13A
braced headings, R-13A
capitalization in columns, R-13D
column headings, R-13A, R-13D
dollar signs, R-13D
in correspondence, R-4D, R-5A, R-13C
in reports, R-8B
note, R-13A
open, R-13B
percent signs, R-13D
ruled, R-13C
subtitle, R-13A, R-13B
table number, R-13C
title block, R-13D
title, R-13A
total line, R-13A, R-13D
vertical placement, R-13D

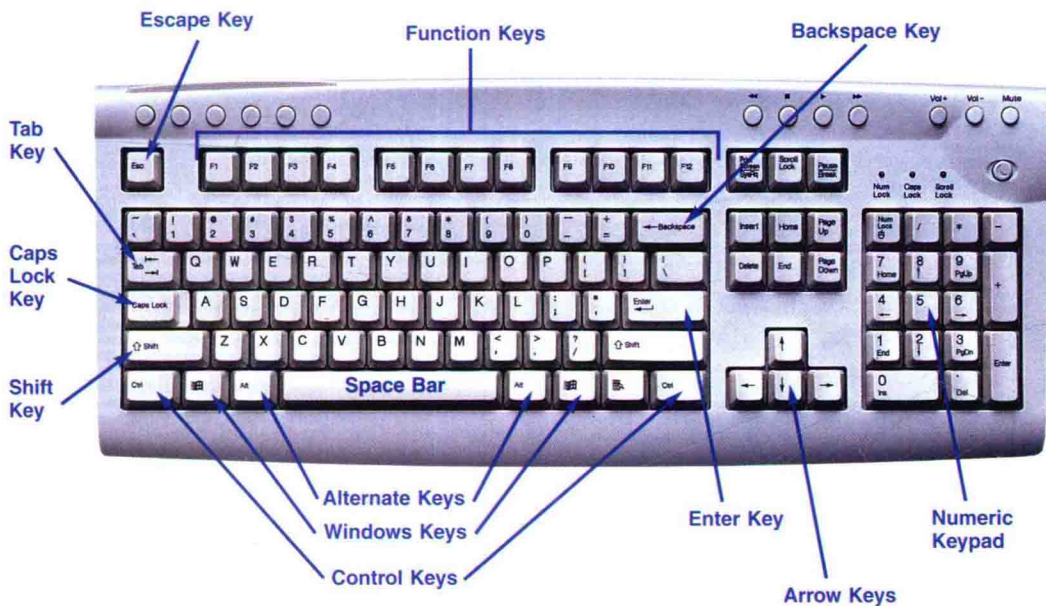
U.S. POSTAL SERVICE STATE ABBREVIATIONS

R-14B

A. MAJOR PARTS OF A MICROCOMPUTER SYSTEM



B. THE COMPUTER KEYBOARD



Reference Manual

A. BUSINESS LETTER

(in block style with standard punctuation)

Letterhead NATIONAL GEOGRAPHIC SOCIETY

Date line September 5, 20--

Inside address Ms. Joan R. Hunter
Bolwater Associates
One Parklands Drive
Darien, CT 06820

Salutation Dear Ms. Hunter:

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.

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

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.

Complimentary closing Sincerely,

Writer's identification John L. Merritt
John L. Merritt, Director

Reference initials fej

(145 17th Street N.W., Washington, D.C. 20036-4688, U.S.A. Telephone: (202) 857-7537 Fax: (202) 426-5776)

B. BUSINESS LETTER IN MODIFIED-BLOCK STYLE

(with open punctuation, multiline list, and enclosure notation)

SRA/McGraw-Hill

May 15, 20--

Ms. Joan R. Hunter
Bolwater Associates
One Parklands Drive
Darien, CT 06820

Dear Ms. Hunter:

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:

Multiline list

1. We revised Paragraph 4b 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.

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.

pec
Enclosure

C. BUSINESS LETTER IN SIMPLIFIED STYLE

(with single-line list, enclosure notation, and copy notation)

200 East River Road
Murray, CT 06390
Tel: (203) 611-7000
Fax: (203) 611-7000

CTB/McGraw-Hill

October 5, 20--

Ms. Joan R. Hunter
Bolwater Associates
One Parklands Drive
Darien, CT 06820

WORKSHOP CONTRACT

I am returning the signed contract, Ms. Hunter, 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:

Single-line list

- Paragraph 4b
- Table 3
- Attachment 2

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.

John L. Merritt
JOHN L. MERRITT, DIRECTOR

iww
Enclosure
c: Legal Department

D. PERSONAL-BUSINESS LETTER

(in modified-block style and with international address and standard punctuation)

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

Dear Mr. Fernandez:

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

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 will have on overall corporate profits, on 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.

Sincerely,
Roger J. Michaelson

Roger J. Michaelson
901 East Benson, Apt. 3
Ft. Lauderdale, FL 33301

A. BUSINESS LETTER ON EXECUTIVE STATIONERY

(7¼" × 10½"; 1-inch side margins; with delivery notation)

Business Stationery
Date: _____
To: Mr. Rodney Eastwood
BBL Resources
52A Northern Ridge
Fayetteville, PA 17222
Tel: (717) 441-2740
Fax: (717) 441-2740

Sweet's Group
McGraw-Hill Construction Information Group
A Division of The McGraw-Hill Companies

July 18, 20--

Mr. Rodney Eastwood
BBL Resources
52A Northern Ridge
Fayetteville, PA 17222

Dear Rodney:

I see no reason that 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 insufficient housing readily available for our workers.

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.

Sincerely,
Arlyn J. Bunch

Arlyn J. Bunch
Vice President for Operations

mme
By Fax

Delivery notation

B. BUSINESS LETTER ON HALF-PAGE STATIONERY

(5½" × 8½"; 0.75-inch side margins)

Business Stationery
Date: _____
To: Mr. Rodney Eastwood
BBL Resources
52A Northern Ridge
Fayetteville, PA 17222
Tel: (717) 441-2740
Fax: (717) 441-2740

Business Week
A Division of The McGraw-Hill Companies

July 18, 20--

Mr. Rodney Eastwood
BBL Resources
52A Northern Ridge
Fayetteville, PA 17222

Dear Rodney:

We should continue considering Geraldton for our new plant. Even though the desirability of this site from an economic view is undeniable, there is insufficient housing readily available.

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

Sincerely,
Arlyn J. Bunch

Arlyn J. Bunch
Vice President for Operations

adk

C. BUSINESS LETTER FORMATTED FOR A WINDOW ENVELOPE

APH
AMERICAN PRINTING HOUSE
FOR THE BLIND, INC.

July 18, 20--

Mr. Rodney Eastwood
BBL Resources
52A Northern Ridge
Fayetteville, PA 17222

Dear Rodney:

I see no reason that 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 insufficient housing readily available for our workers.

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.

Sincerely,
Arlyn J. Bunch

Arlyn J. Bunch
Vice President for Operations

woc

1039 Franklin Avenue P.O. Box 6984 Louisville, Kentucky 40206-0389 502.895.2805 Fax 502.895.2350

D. MEMO

(with table and attachment notation)

MEMO TO: Nancy Price, Executive Vice President

FROM: Arlyn J. Bunch, Operations

DATE: July 18, 20--

SUBJECT: New Plant Site

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:

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

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.

llw
Attachment

Reference Manual

A. MULTIPAGE BUSINESS LETTER

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

100 Main Street
New York, NY 10001

↓6X

Standard & Poor's
A Division of The McGraw-Hill Companies

May 13, 20--

CONFIDENTIAL

Mr. Lester Thompson, Director
British Mutual Broadcasting
24 Portland Place
London W1N 4BB
ENGLAND

Dear Mr. Thompson:

Subject: International Study Tour

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

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:

INTERNATIONAL STUDY TOUR GROUP		
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

Our initial plans are to spend at least one full day in each of the countries, meeting with the news programming staff of one or two of the major networks.

B. MULTIPAGE BUSINESS LETTER

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

touring their facilities, viewing recent broadcasts, and getting a firsthand view of actual news operations. Our tentative itinerary calls for us to arrive at Heathrow Airport at 7:10 p.m. on Tuesday, July 27. Would it be possible for us to do the following:

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 Azar, our liaison, at 202-555-3943 to let us know whether we may study your operations on July 25.

Sincerely,

Company name METRO BROADCASTING COMPANY

Denise J. Watterson

Denise J. Watterson
General Manager

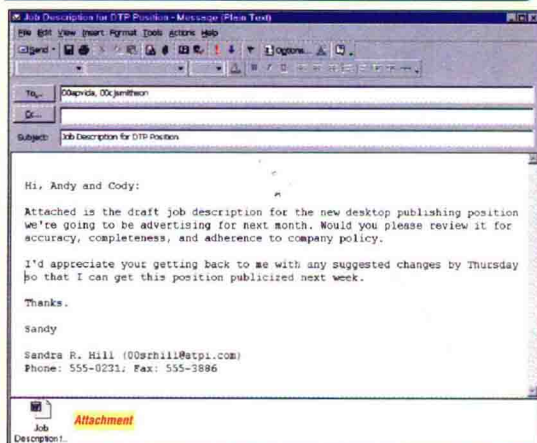
Reference initials rcp
Enclosure notation Enclosures: FCC Report, Biographical Sketches
Delivery notation By FedEx

Copy notation c: Barbara Azar, Manuel Cruz

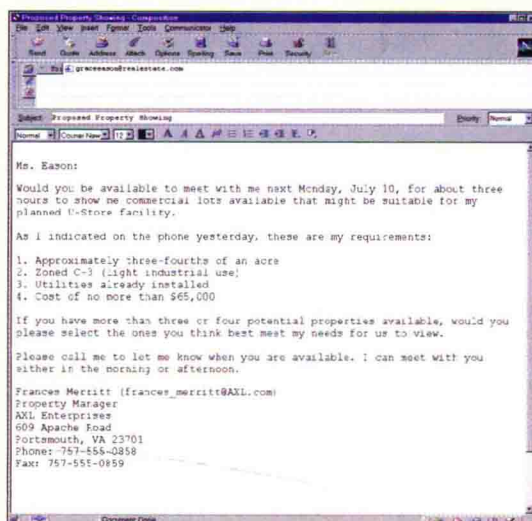
Postscript notation PS: The Federal Communications Commission will reimburse your organization for any expenses associated with our visit.

Blind copy notation bc: Public Relations Office, FTC

C. EMAIL MESSAGE IN MICROSOFT OUTLOOK/INTERNET EXPLORER

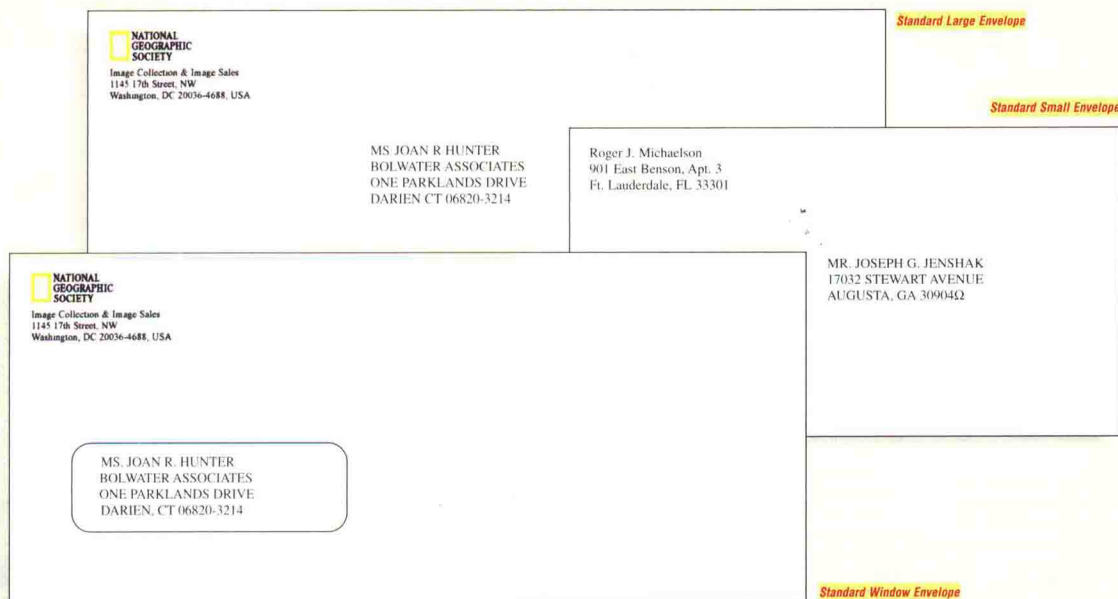


D. EMAIL MESSAGE IN NETSCAPE NAVIGATOR



A. FORMATTING ENVELOPES

A standard large (No. 10) envelope is 9½ by 4¼ inches. A standard small (No. 6½) envelope is 6½ by 3¾ inches. Although either address format shown below is acceptable, the format shown for the large envelope (all capital letters and no punctuation) is recommended by the U.S. Postal Service for mail that will be sorted by an electronic scanning device.



B. FOLDING LETTERS

To fold a letter for a large envelope:

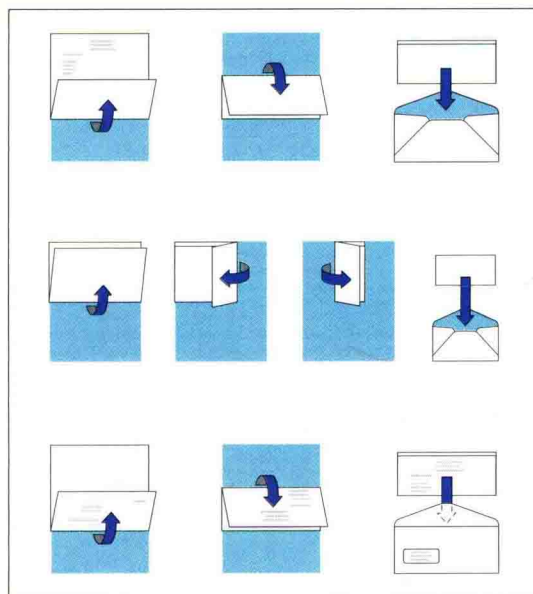
1. Place the letter *face up* and fold up the bottom third.
2. Fold the top third down to 0.5 inch from the bottom edge.
3. Insert the last crease into the envelope first, with the flap facing up.

To fold a letter for a small envelope:

1. Place the letter *face up* and fold up the bottom half to 0.5 inch from the top.
2. Fold the right third over to the left.
3. Fold the left third over to 0.5 inch from the right edge.
4. Insert the last crease into the envelope first, with the flap facing up.

To fold a letter for a window envelope:

1. Place the letter *face down* with the letterhead at the top and fold the bottom third of the letter up.
2. Fold the top third down so that the address shows.
3. Insert the letter into the envelope so that the address shows through the window.



Reference Manual

A. OUTLINE

Set right tab at 0.3; left tabs at 0.4 and 0.7.

- ↓6X
- 14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS
OF ONLINE ADVERTISING ↓2X
- 12 pt↓ The Status of Point-and-Click Selling ↓2X
- tab Jonathan R. Evans ↓2X
- January 19, 20-- ↓2X
- I. INTRODUCTION ↓2X
- II. SCOPE AND TRENDS IN INTERNET ADVERTISING ↓2X
- A. Internet Advertising
- B. Major Online Advertisers
- C. Positioning and Pricing
- D. Types of Advertising ↓2X
- III. ADVERTISING EFFECTIVENESS ↓2X
- A. The Banner Debate
- B. Increasing Advertising Effectiveness
- C. Measuring ROI ↓2X
- IV. CONCLUSION

B. TITLE PAGE

center page↓

14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS
OF ONLINE ADVERTISING ↓2X

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

Submitted to ↓2X

Luis Torres
General Manager
ViaWorld, International ↓12X

Prepared by ↓2X

Jonathan R. Evans
Assistant Marketing Manager
ViaWorld, International ↓2X

January 19, 20--

C. TRANSMITTAL MEMO

(with 2-line subject line and attachment notation)

↓6X

→ tab

MEMO TO: Luis Torres, General Manager ↓2X

FROM: Jonathan R. Evans, Assistant Marketing Manager jre ↓2X

DATE: January 19, 20-- ↓2X

SUBJECT: An Analysis of the Scope and Effectiveness of Online
Advertising ↓2X

Here is the report analyzing the scope and effectiveness of Internet Advertising that you requested on January 5, 20--.

The report predicts that the total value of business-to-business e-commerce market will reach \$1.3 trillion by 2003, up from \$190 billion in 1999. 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

urs
Attachment

D. TABLE OF CONTENTS

Set left tab at 0.5; right dot-leader tab at 6.

↓6X	
14 pt	CONTENTS ↓2X
12 pt↓	INTRODUCTION 1 ↓2X
	SCOPE AND TRENDS IN ONLINE ADVERTISING 3 ↓2X
→tab	Internet Advertising Spending 4
	Major Online Advertisers 5
	Positioning and Pricing 7
	Types of Advertising 8 ↓2X
	ADVERTISING EFFECTIVENESS 9 ↓2X
	The Banner Debate 9
	Increasing Advertising Effectiveness 11
	Measuring ROI 12 ↓2X
	CONCLUSION 13 ↓2X
	APPENDIX 15 ↓2X
	Sample Internet Advertising 15
	Proposed WEFA Standards 18 ↓2X
	BIBLIOGRAPHY 19

A. REPORT IN BUSINESS STYLE

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

16X

Title 14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS OF ONLINE ADVERTISING 12X

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

Byline Jonathan R. Evans 12X

Date January 19, 20-- 12X

Side hd INTRODUCTION 12X

Over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online. Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003.¹ 12X

Para hd Uncertainty. The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. Dating from just 1994 when the first banner ads appeared on the Hotwired home page, the young Internet advertising industry is today in a state of flux. 12X

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television and other visual media. Others contend that new advertising on the Internet should reflect the unique characteristics of this new medium. 12X

Reasons for Not Advertising Online. A recent Association of National Advertisers survey found two main reasons cited for not advertising online:² 12X

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

Footnotes

¹ George Anders, "Buying Frenzy," *Wall Street Journal*, July 12, 1999, p. B6.
² "eStats: Advertising Revenues and Trends," *eMarketer Home Page*, August 11, 1999, <http://www.emarketer.com/estats/ad> (January 7, 2000).

B. REPORT IN BUSINESS STYLE

(page 3; with long quotation and table)

who argue that banners have a strong potential for advertising effectiveness point out that it is not the banner format itself which presents a problem to advertising effectiveness, but rather the quality of the banner and the attention to its placement. According to Mike Windsor, president of Ogilvy Interactive: 12X

It's more a case of bad banner ads, just like there are bad television 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 particular site and what their interests are.¹ 12X ← indent 0.5"

Thus, while some analysts continue to argue that the banner advertisement is passé, there is little evidence of its abandonment. Instead agencies are focusing on increasing the banner's effectiveness. 12X

SCOPE AND TRENDS IN ONLINE ADVERTISING 12X

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. 12X

Source	Estimate
Internet Advertising Board	\$1.92 billion
Forrester	1.30 billion
IDC	1.20 billion
Burst! Media	\$60 million

Source: "Advertising Age Teams with eMarketer for Research Report," *Advertising Age*, May 3, 1999, p. 24. 12X

The differences in estimates of total Web advertising spending is generally attributed to the different methodologies used by the research agencies to

¹ Lisa Napoli, "Banner Ads Are Under the Gun—And On the Move," *New York Times*, June 17, 1999, p. D1.

C. REPORT IN ACADEMIC STYLE

(page 1; with endnotes and multiline list)

13DS

14 pt AN ANALYSIS OF THE SCOPE AND EFFECTIVENESS OF ONLINE ADVERTISING 12DS

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

Jonathan R. Evans 12DS

January 19, 20-- 12DS

INTRODUCTION

Over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online. Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003.ⁱ

Reasons for Not Advertising Online. A recent Association of National Advertisers survey found two main reasons cited for not advertising online:ⁱⁱ

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

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television.ⁱⁱⁱ Other visual media

Endnotes

ⁱ George Anders, "Buying Frenzy," *Wall Street Journal*, July 12, 1999, p. B6.
ⁱⁱ "eStats: Advertising Revenues and Trends," *eMarketer Home Page*, August 11, 1999, <http://www.emarketer.com/estats/ad> (January 7, 2000).
ⁱⁱⁱ Bradley Johnson, "Nielsen/NetRatings Index Shows 4% Rise in Web Ads," *Advertising Age*, July 19, 1999, p. 18.
^{iv} Adrian Mand, "Click Here: Free Ride Doodles Out Freebies to Ad Surfers," *Brandweek*, March 8, 1999, p. 30.
^v Andrea Petersen, "High Price of Internet Banner Ads Slips Amid Increase in Web Sites," *Wall Street Journal*, March 2, 1999, p. B20.
^{vi} Lisa Napoli, "Banner Ads Are Under the Gun—And On the Move," *New York Times*, June 17, 1999, p. D1.

D. REPORT IN ACADEMIC STYLE

(last page; with long quotation and endnotes)

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

It's more a case of bad banner ads, just like there are bad television 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 particular site and what their interests are.ⁱ 12X ← indent 0.5"

From the advertiser's perspective, the 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. There appears to be a shift away from the ad-supported model and toward the transaction model, wherein users pay for the content they want and the specific transactions they perform.

ⁱ George Anders, "Buying Frenzy," *Wall Street Journal*, July 12, 1999, p. B6.
ⁱⁱ "eStats: Advertising Revenues and Trends," *eMarketer Home Page*, August 11, 1999, <http://www.emarketer.com/estats/ad> (January 7, 2000).
ⁱⁱⁱ Bradley Johnson, "Nielsen/NetRatings Index Shows 4% Rise in Web Ads," *Advertising Age*, July 19, 1999, p. 18.
^{iv} Adrian Mand, "Click Here: Free Ride Doodles Out Freebies to Ad Surfers," *Brandweek*, March 8, 1999, p. 30.
^v Andrea Petersen, "High Price of Internet Banner Ads Slips Amid Increase in Web Sites," *Wall Street Journal*, March 2, 1999, p. B20.
^{vi} Lisa Napoli, "Banner Ads Are Under the Gun—And On the Move," *New York Times*, June 17, 1999, p. D1.

Reference Manual

A. LEFT-BOUND REPORT IN BUSINESS STYLE

(page 1; with endnotes and single-line list)

left margin: 1.75"

right margin: default (1.25")

14 pt
12 pt↓

↓6X

AN ANALYSIS OF THE SCOPE AND
EFFECTIVENESS OF ONLINE ADVERTISING

↓2X

The Status of Point-and-Click Selling

↓2X

Jonathan R. Evans

January 19, 20--

↓2X

INTRODUCTION

Over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online. Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003.

Uncertainty. The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. Dating from just 1994 when the first banner ads appeared on the Hotwired home page, the young Internet advertising industry is today in a state of flux.

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television and other visual media. Others contend that advertising on the Internet should reflect the unique characteristics of this new medium.

Reasons for Not Advertising Online. A recent Association of National Advertisers survey found two main reasons cited for not advertising online:

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

B. BIBLIOGRAPHY

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

- 12 pt↓
- hanging indent
- 14 pt
- ↓6X
- ↓2X
- BIBLIOGRAPHY**
- Book—one author** Adams, Jeffrey B., *Internet Advertising*. Brunswick Press, Boston, 2000.
- Annual report** AdCom Industries, *2001 Annual Report*. ACI, Inc., San Francisco, 2002.
- Newspaper article** Andew, George, "Buying Frenzy," *Wall Street Journal*, July 12, 1999, p. R6.
- Book—two authors** Arlens, Ramon, and Seymour Stevens, *E-Tailing*. All-State, Cambridge, Mass., 1999.
- Book—organization as author** *Directory of Business and Financial Services*. Corporate Libraries Assoc., New York, 1998.
- WWW page** "eStats: Advertising Revenues and Trends," *eMarketer Home Page*, August 11, 1999, <http://www.emarketer.com/estats/ad> (January 7, 2000).
- Journal article—paged continuously** Ivans, Edward, "Typical ROIs in Online Advertising," *Personnel Quarterly*, Vol. 20, September 2001, pp. 804-816.
- Journal article—pages each issue** Johnson, Bradley, "Nielsen/NetRatings Index Shows 4% Rise in Web Ads," *Advertising Age*, July 19, 1999, p. 18.
- Online database** "Modern Advertising Techniques," *Advertising Encyclopedia*, N.D., http://www.adency.com/modern_advertising_techniques.html (January 7, 2000).
- Gov. document** National Institute of Mental Health, *Who clicks? Four Years of Internet Advertising*, DHHS Publication No. ADM 82-1195, U.S. Government Printing Office, Washington, 1998.
- Email** Waerov, Denis V. dvwaerov@aol.com, "Reaction to Management's Offer," August 18, 2001, personal email (August 19, 2001).

C. MEMO REPORT

(page 1, with single-line list)

↓6X

→tab

MEMO TO: Luis Torres, General Manager

↓2X

FROM: Jonathan R. Evans, Assistant Marketing Manager

DATE: January 19, 20--

↓2X

SUBJECT: An Analysis of the Scope and Effectiveness of Online Advertising

↓2X

According to a July 12, 1999, *Wall Street Journal* article, over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online. Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003.

UNCERTAINTY

The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. Dating from just 1994 when the first banner ads appeared on the Hotwired home page, the young Internet advertising industry is today in a state of flux.

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television and other visual media. Others contend that advertising on the Internet should reflect the unique characteristics of this new medium.

A recent Association of National Advertisers survey found two main reasons cited for not advertising online:

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

D. REPORTS: SPECIAL FEATURES

MARGINS AND SPACING. Use a 2" top margin for the first page of each section of a report (for example, the table of contents, first page of the body, and bibliography page) and a 1" top margin for other pages. Use default side margins (1.25") and bottom margins (1") for all pages. If the report is going to be bound on the left, add 0.5" to the left margin. Single-space business reports and double-space academic reports.

HEADINGS. Center the report title in 14-point font (press ENTER to space down before switching to 14-point font). Single-space multiline report titles in a single-spaced report and double-space multiline titles in a double-spaced report. Leave 1 blank line before and after all parts of a heading block (consisting of the title, subtitle, author, and/or date) and format all lines in bold.

Leave 1 blank line before and after side headings and format in bold, beginning at the left margin. Format paragraph headings in bold; begin at the left margin for single-spaced reports and indent for double-spaced reports. The text follows on the same line, preceded by a period and 1 space.

CITATIONS. For business and academic reports, format citations using your word processor's footnote (or endnote) feature. For reports formatted in APA or MLA style, use the format shown on page R-10.

A. REPORT IN APA STYLE

(page 3; with author/year citations)

top, bottom, and side margins: 1"
Double-space throughout.

Online Advertising 3 header

An Analysis of the Scope and Effectiveness

of Online Advertising

Jonathan R. Evans

Introduction

Over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online (Napoli, 1999). Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003 (Arlens & Stevens, 1999).

↓1DS

Uncertainty

The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. Dating from just 1994 when the first banner ads appeared on the Hotwired home page, the young Internet advertising industry is today in a state of flux.

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television and other visual media ("eStats," 1999). Others contend that advertising on the Internet should reflect

main hd.

subhd.

B. REFERENCES IN APA STYLE

top, bottom, and side margins: 1"
Double-space throughout.

Online Advertising 14 header

References

- Adams, J. B. (2000). *Internet advertising*. Boston: Brunswick Press.
- AdCom Industries. (2002). *2001 annual report*. San Francisco: ACI, Inc.
- Anders, G. (1999, July 12). Buying frenzy. *Wall Street Journal*, p. R6.
- Arlens, R., & Stevens, S. (1999). *E-tailing*. Cambridge, MA: All-State.
- Directory of business and financial services*. (1998). New York: Corporate Libraries Association.
- eStats: Advertising revenues and trends. (n.d.). New York: eMarketer. Retrieved August 11, 1999 from the World Wide Web: <http://www.emarketer.com/estats/ad>.
- Evans, E. (2001). Typical ROIs in online advertising. *Personnel Quarterly*, 20, 804-816.
- Johnson, B. (1999, July 19). Nielsen/NetRatings Index shows 4% rise in Web ads. *Advertising Age*, 39, 18.
- Napoli, L. (1999, June 17). Banner ads are under the gun—And on the move. *New York Times*, p. D1.
- National Institute of Mental Health. (1998). *Who clicks? Four years of Internet advertising* (DHHS Publication No. ADM 82-1195). Washington,

C. REPORT IN MLA STYLE

(page 1; with author/page citations)

top, bottom, and side margins: 1"
Double-space throughout.

Evans 1 header

Jonathan R. Evans

Professor Inman

Management 302

19 January 20—

An Analysis of the Scope and Effectiveness

of Online Advertising

Over the past three years, the number of American households online has tripled, from an estimated 15 million in 1996 to 45 million in 1999. Jupiter Communications, predicts that by the year 2003, 70 million households, representing about 62% of all U.S. households, will be online (Napoli D1). Online business has grown in tandem with the expanding number of Internet users. Forrester Research Inc. predicts that the total value of business-to-business e-commerce will reach \$109 billion in 1999 and is likely to reach \$1.3 trillion by 2003 (Arlens & Stevens 376-379).

The uncertainties surrounding advertising on the Internet remain one of the major impediments to the expansion. Dating from just 1994 when the first banner ads appeared on the Hotwired home page, the young Internet advertising industry is today in a state of flux.

Some analysts argue that advertising on the Internet can and should follow the same principles as advertising on television and other visual media ("eStats"). Others contend that advertising on the Internet should reflect the

D. WORKS CITED IN MLA STYLE

top, bottom, and side margins: 1"
Double-space throughout.

Evans 13 header

Works Cited

- Adams, Jeffrey B. *Internet Advertising*. Boston: Brunswick Press, 2000.
- AdCom Industries. *2001 Annual Report*. San Francisco: ACI, Inc., 2002.
- Anders, George. "Buying Frenzy." *Wall Street Journal*, July 12, 1999, p. R6.
- Arlens, Ramon, and Seymour Stevens. *E-Tailing*. Cambridge, MA: All-State, 1999.
- Corporate Libraries Association. *Directory of Business and Financial Services*. New York: Corporate Libraries Association, 1998.
- "eStats: Advertising Revenues and Trends." *eMarketer Home Page*. 11 Aug. 1999. 7 Jan. 2000. <http://www.emarketer.com/estats/ad>.
- Evans, Edward. "Typical ROIs in Online Advertising." *Personnel Quarterly* Sep. 2001: 804-816.
- Johnson, Bradley. "Nielsen/NetRatings Index Shows 4% Rise in Web Ads." *Advertising Age* 19 Jul. 1999: 18.
- Napoli, Lisa. "Banner Ads Are Under the Gun—And On the Move." *New York Times* 17 Jun. 1999: D1.
- National Institute of Mental Health. *Who Clicks? Four Years of Internet Advertising*. DHHS Publication No. ADM 82-1195. Washington, DC: GPO, 1998.

hanging indent

Reference Manual

A. MEETING AGENDA

First type list unformatted; then apply numbering feature.

↓6X

14 pt MILES HARDWARE EXECUTIVE COMMITTEE ↓2X

12 pt↓ Meeting Agenda ↓2X
June 7, 20--; 3 p.m. ↓2X

1. Call to order ↓2X
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

B. MINUTES OF A MEETING

Format body as a two-column open table; manually adjust column widths as needed.

↓6X

14 pt RESOURCE COMMITTEE ↓2X

12 pt↓ Minutes of the Meeting ↓2X
March 13, 20-- ↓2X

ATTENDANCE The Resource Committee met on March 13, 20--; at the Airport Sheraton in Portland, Oregon, with all members were present. Michael Davis, chairperson, called the meeting to order at 2:30 p.m. ↓2X

APPROVAL OF MINUTES The minutes of the January 27 meeting were read and approved. ↓2X

OLD BUSINESS 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.

NEW BUSINESS 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.

ADJOURNMENT The meeting was adjourned at 4:45 p.m. ↓2X

Respectfully submitted, ↓4X
D. S. Madsen
D. S. Madsen, Secretary

C. ITINERARY

Format body as a two-column open table; manually adjust column widths as needed.

↓6X

14 pt ITINERARY ↓2X

12 pt↓ For Arlene Gilsdorf ↓2X
March 12-15, 20-- ↓2X

THURSDAY, MARCH 12 ↓2X

5:10 p.m.-7:06 p.m. Flight from Detroit to Portland; Northwest 83 (Phone: 800-555-1212); e-ticket; Seat 8D; nonstop; dinner ↓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. ↓2X

Airport Sheraton (503-555-4032)
King-sized bed, nonsmoking room; late arrival guaranteed (Reservation No. 302M6-02) ↓2X

FRIDAY, MARCH 13

9 a.m.-5:30 p.m. Portland Sales Meeting
1931 Executive Way, Suite 10
Portland (503-555-7631)

Evening On your own

SATURDAY, MARCH 14

7:30 a.m.-2:47 p.m. Flight from Portland to Detroit; Northwest 360; e-ticket; Seat 9a; nonstop; breakfast

D. LEGAL DOCUMENT

Set left tabs at 1" and 3".

↓3DS

14 pt POWER OF ATTORNEY ↓1DS

12 pt↓ KNOW ALL MEN BY THESE PRESENTS that I, ATTORNEY
LEE FERNANDEZ, of the City of Tulsa, County of Swisher, State of Texas, do hereby appoint my son, Robert Fernandez, of this City, County, and State as my attorney-in-fact to act in my name, place, and stead as my agent in the management of my business operating transactions.

I give and grant unto my said attorney full power and authority to do and perform every act and thing requisite and necessary to be done in the said management as fully, to all intents and purposes, as I might or could do if personally present, with full power of revocation, hereby ratifying all that my said attorney shall lawfully do.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this
thirteenth day of April, 20-- ↓2DS

→tab to centerpoint (L.S.) ↓1DS

SIGNED and affirmed in the presence of: ↓2DS

↓2DS

A. RESUME

Format body as a two-column open table; manually adjust column widths as needed.

↓6X
14 pt
12 pt ↓

TERRY M. MARTINA ↓2X
250 Maxwell Avenue, Boulder, CO 80305
Phone: 303-555-9311; email: tmartina@ecc.edu ↓1X

OBJECTIVE Position in resort management anywhere in Colorado ↓1X

EDUCATION A. A. in hotel management to be awarded May 2001
Edgewood Community College, Boulder, CO ↓2X

EXPERIENCE Assistant Manager, Burger King Restaurant
Boulder, CO: 1999-Present
 • Achieved grade point average of 3.1 (on 4.0 scale).
 • Received Board of Regent tuition scholarship.
 • Financed all college expenses through savings, scholarships, and part-time work.

Student Intern, Ski Valley Haven
Aspen, CO: September-December 2000
 • Worked as an assistant to the night manager of 200-room ski resort.
 • Gained practical experience in operating First-Guest management system.
 • Was in charge of producing daily occupancy reports.

PERSONAL • Speak and write fluent Spanish
 • Competent in Microsoft Office 2000
 • Secretary of ECC Hospitality Services Association
 • Special Olympics volunteer: Summer 2000

REFERENCES Available upon request

B. APPLICATION LETTER

↓6X

March 1, 2000 ↓4X

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

Dear Mr. Mansfield: ↓2X

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

I will receive my A.A. degree in hotel administration 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 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

Sincerely, ↓4X
Terry M. Martina

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

Enclosure

C. PLACING INFORMATION ON PRINTED LINES

Because of the difficulty of aligning copy on a printed line with a computer and printer, lined forms such as job-application forms are most efficiently completed on a typewriter.


When typing on a lined form, use the typewriter's variable line spacer to adjust the paper so that the line is in the position that a row of underlines would occupy. (On many machines, this is accomplished by pressing in the left platen knob.)

Do not leave any lines for requested information blank; use *N/A* ("not applicable") if necessary. Because of space limitations, it may be necessary to abbreviate some words.

Because first impressions are important, ensure that all your employment documents are in correct format, are neat in appearance, and are free from errors.

D. JOB-APPLICATION FORM

(first page)



ROCKY RESORTS INTERNATIONAL
P.O. Box 1412 Denver, CO 80218
Employment Application

POSITION APPLIED FOR: Concierge DATE OF APPLICATION: 3/1/00

TYPE OF EMPLOYMENT DESIRED: ☒ Full-time ☐ Part-time ☐ Temporary ☐ Co-op/Internship

NAME: Martina Terry M. LAST FIRST MI

ADDRESS: 250 Maxwell Avenue, Apt. 8 Boulder CO 80305
STREET CITY STATE ZIP

TELEPHONE: 303-555-9311 SOCIAL SECURITY NO: 247-78-8431

If you are under 18, can you furnish a work permit? ☒ N/A ☐ Yes ☐ No

Have you ever worked here before? ☒ Yes ☐ No

Are you legally eligible for employment in this country? ☒ Yes ☐ No

Have you been convicted of a felony within the past seven years? ☐ Yes ☒ No

If yes, please explain: N/A

EDUCATION (most recent first)

Institution	City/State	Degree/Major	Date
Edgewood Community College	Boulder, CO	A.A. - Hotel Admin.	2000/05
Durango High School	Durango, CO	Diploma	1997/06

WORK EXPERIENCE (most recent first)

Organization	City/State	Position	Date (inclusive)
Burger King Restaurant	Boulder, CO	Asst. Mgr.	1999-present
Ski Valley Haven	Aspen, CO	Intern	Sep-Dec. 1999

AN EQUAL OPPORTUNITY EMPLOYER

Reference Manual

A. BOXED TABLE (Default Style)

(with subtitle, braced headings, total line, and table note.)

center page ↓

12 pt ↓

AUSTIN-REEVES PRINTER DEPOT
Sales Through September 2001
(000s omitted) ↓1X

Product	Year-to-Date Sales		Prior-Year Sales	
	2002	2001	2000	1999
Dot matrix	\$ 5	\$ 14	\$ 19	\$ 28
Ink-jet: color	188	423	569	841
Ink-jet: color portable	4	7	6	24
Ink-jet: black and white	146	200	273	588
Printer and copier combination	1,000	1,184	1,622	2,054
Black-and-white laser: standard	144	316	389	507
Black-and-white laser: premium	2,501	1,636	2,368	87
Color laser	6	0	0	0
Totals	\$4,084	\$3,780	\$5,246	\$4,129

Note: Year-to-date sales have increased 7.4%.

B. OPEN TABLE

(with subtitle, blocked column headings, and 2-line heading)

First, format the table in default (boxed) style. Then delete all borders.

center page ↓

12 pt ↓

SUITE RETREAT
New Lodging Rates

Location	Rack Rate	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%
Los Angeles, California	179.00	139.00	22.3%
Minneapolis, Minnesota	115.00	95.00	17.4%
New York City, 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%

C. RULED TABLE

(with table number and centered column headings)

an effort to reduce errors and provide increased customer support, we have recently added numerous additional telephone support services, some of which are available 24 hours a day and others available during the work day. These are shown in Table 2.

12 pt ↓

Table 2. COMPUTER SUPPLIES SUPPORT SERVICES

Support Service	Telephone	Hours
Product literature	800-555-3867	6 a.m. to 5 p.m.
Replacement parts	303-555-3388	24 hours a day
Technical documentation	408-555-3309	24 hours a day
Troubleshooting	800-555-8277	10 a.m. to 5 p.m.
Printer drivers	800-555-2377	6 a.m. to 5 p.m.
Software notes	800-555-3496	24 hours a day
Technical support	800-555-1205	24 hours a day
Hardware information	303-555-4289	6 a.m. to 5 p.m.

We hope you will take advantages of these additional services to ensure that the computer hardware and software you purchase from Computer Supplies continues to provide you the quality and service you have come to expect from our company.

Sincerely,

Douglas Pullis

Douglas Pullis
General Manager

cds

First, format the table in default (boxed) style. Then delete all borders. Finally, add borders to the top and bottom of the column-heading row and to the bottom of the last row of the body of the table.

D. TABLES: SPECIAL FEATURES

VERTICAL PLACEMENT. Vertically center a table that appears on a page by itself. Leave 1 blank line before and after a table appearing with other text.

TITLE BLOCK. Center and bold all lines of the title block, typing the title in all caps and the subtitle in upper- and lowercase. If a table has a number, type the word *Table* in initial caps. Follow the table number with a period and 1 space.

COLUMN HEADINGS. Center column headings if all columns consist of text (e.g., words, phone numbers, or years). Block column headings if columns consist of text (left-aligned) and quantities (right-aligned). Regardless of the type of column, center braced headings. If the column headings do not take the same number of lines, align the headings at the bottom (by choosing the *bottom alignment* option). Use bold upper- and lowercase.

COLUMN CAPITALIZATION. Capitalize only the first word and proper nouns in column entries.

PERCENTAGES AND DOLLARS. Repeat the % sign for each number in a column (unless the heading identifies the data as percentages). Insert the \$ sign only before the first amount and before a total amount. Align the \$ sign with the longest amount in the column, inserting spaces after the \$ sign as needed (leaving 2 spaces for each digit and 1 space for each comma).

TOTAL LINE. Add a border above a total line. Use the word *Total* or *Totals* as appropriate.

A. FORMATTING BUSINESS FORMS

Many business forms can be created and filled in by using templates that are provided within commercial word processing software. Template forms can be used "as is" or they can be edited. Templates can also be used to create customized forms for any business.

When a template is opened, the form is displayed on screen. The user can then fill in the necessary information, including personalized company information. Data is entered into cells or fields and you can move quickly from field to field with a single keystroke—usually by pressing Tab or Enter.

Masco Shipping
1320 Quaker Road
Columbus, OH 43270
614 555-3871

The following numbers must appear on all related correspondence, shipping papers, and invoices.
P.O. NUMBER: 1074

To: **Kwikon Office Supply**
United States Distribution Center
1321 West Van Buren Street
Chicago, IL 60607

Ship Via: _____

P.O. DATE	REQUISITION	SHIP VIA	F.O.B. POINT	TERMS
100221	201	Payroll		
QTY	UNIT	DESCRIPTION	UNIT PRICE	TOTAL
125	407 2548	Prepackaged Unit (407)	\$ 3.48	\$ 435.00
20	3648 548	Correction fluid	\$ 1.50	\$ 30.00
2	332 596	Paper (200)	\$ 168.51	\$ 337.02
1	344 596	24-page notebook (24 x 36) (hardcover) (black)	\$ 31.04	\$ 31.04
20	322 596	Paper (20)	\$ 11.51	\$ 230.20
1	302 514	40-page notebook (40 x 12) (hardcover) (black)	\$ 154.96	\$ 154.96
36	402 596	24-page notebook (24 x 36) (hardcover) (black)	\$ 3.04	\$ 109.44
SUBTOTAL			\$460.32	
SALES TAX			\$ 69.30	
SHIPPING & HANDLING				
TOTAL			\$ 629.62	

1. Please send me copies of your invoice.
2. Enter this order in accordance with the prices, terms, delivery method and shipping method listed.
3. Please notify us immediately if you are unable to ship as specified.
4. Detail all correspondence to:
Masco Shipping
1320 Quaker Road
Columbus, OH 43270
614 555-3871

Authorized for _____ Date _____

B. U.S. POSTAL SERVICE ABBREVIATIONS

(for States, Territories, and Canadian Provinces)

States and Territories

AlabamaAL
AlaskaAK
ArizonaAZ
ArkansasAR
CaliforniaCA
ColoradoCO
ConnecticutCT
DelawareDE
District of ColumbiaDC
FloridaFL
GeorgiaGA
GuamGU
HawaiiHI
IdahoID
IllinoisIL
IndianaIN
IowaIA
KansasKS
KentuckyKY
LouisianaLA
MaineME
MarylandMD
MassachusettsMA
MichiganMI
MinnesotaMN
MississippiMS
MissouriMO
MontanaMT
NebraskaNE
NevadaNV
New HampshireNH
New JerseyNJ
New MexicoNM
New YorkNY

North CarolinaNC
North DakotaND
OhioOH
OklahomaOK
OregonOR
PennsylvaniaPA
Puerto RicoPR
Rhode IslandRI
South CarolinaSC
South DakotaSD
TennesseeTN
TexasTX
UtahUT
VermontVT
Virgin IslandsVI
VirginiaVA
WashingtonWA
West VirginiaWV
WisconsinWI
WyomingWY

Canadian Provinces

AlbertaAB
British ColumbiaBC
LabradorLB
ManitobaMB
New BrunswickNB
NewfoundlandNF
Northwest TerritoriesNT
Nova ScotiaNS
OntarioON
Prince Edward IslandPE
QuebecPQ
SaskatchewanSK
Yukon TerritoryYT

C. PROOFREADER'S MARKS

Proofreaders' Marks	Draft	Final Copy
○ Omit space	data base	database
vor Insert	if he's ^{not} going	if he's not going,
≡ Capitalize	Maple street	Maple Street
⌋ Delete	a final draft	a draft
# Insert space	all ready to	all ready to
when Change word	and # you	and when you
/ Use lowercase letter	our President	our president
¶ Paragraph	¶ Most of the	Most of the
... Don't delete	a true story	a true story
○ Spell out	the only ①	the only one
∩ Transpose	they all see	they see all

Proofreaders' Marks	Draft	Final Copy
SS Single-space	ss first line second line	first line second line
ds Double-space	ds first line second line	first line second line
□ Move right	Please send	Please send
□ Move left	May 1	May 1
~~~~~ Bold	Column Heading	Column Heading
ital Italic	ital Time magazine	Time magazine
u/l Underline	u/l Time magazine	Time magazine readers
♂ Move as shown	readers will see	will see