Fact Sheet Style Guide

Last Updated 7.23.10

PLEASE THOROUGHLY READ THE DEMAND STUDIOS EDITORIAL GUIDELINES FOR DETAILED STYLE AND VOICE INSTRUCTIONS.

* Indicates a required field

General Guidelines

- **Accurately define the given topic by providing the most essential information a reader would need to know in roughly 150 to 200 words.** Note that Fact Sheet articles are mini-versions of About articles.

***Overview**
Refer to the Introduction/Overview section in the Demand Studios Editorial Guidelines.*

- The overview should ideally total 30 to 40 words.

***Sections**
Refer to the Subheads section in the Demand Studios Editorial Guidelines.*

- Complete at least three sections, and assign a subhead to each. Each section should include at least one fact that is two or three sentences long.

- The facts should be short and provide a well-rounded overview of a topic. For example, an article titled "Facts on Bipolar Disorder" might include information relating to features, treatment, significance, considerations, famous ties and/or warnings.

Sections 1 through 3 are required.

Location
Refer to the Location section in the Demand Studios Editorial Guidelines.*

Include a location name or address that directly relates to your article if your article is location-based. The main objective of this section is to categorize the article using the lowest common denominator for all locations mentioned. See examples below:

- If your article is titled "Things to do in Chicago," type Chicago in the city box, and select Illinois from the state pull-down menu.
- If your article is titled "Best Shops on Armitage Avenue in Chicago's Lincoln Park," type Chicago, select Illinois, and add 60614 to the postal code box.
- If your article is "Best Ways to Explore Disneyland," type the street address of Disneyland.
- If your article is "Backpacking Through Eastern Europe," type "Eastern Europe" in the Region box.

***Key Concepts**
Refer to the Key Concepts section in the Demand Studios Editorial Guidelines*

- Each article must contain at least three unique "key concepts" in separate boxes, which concisely summarize what the article is about. Key concepts (or tags) are the phrases the reader uses to search for the subject of your article.

***<u>References</u>**
Refer to the References section in the Demand Studios Editorial Guidelines.

- The References field is used to cite external sources and reference any material you used for your research. Sources enhance an article, improve the quality and lend a tremendous amount of credibility to your work.

<u>Resources</u>
Refer to the Resources section in the Demand Studios Editorial Guidelines.

- The Resources field provides pertinent information that expands on the article content. It is separate from the References section, which is used to cite material used as research. Think of this as suggested reading for the audience.