demand studios

List Style Guide
Last Updated 7.13.10

* Indicates a required field

General Guidelines

- **Accurately provide a range of items from a definite and authoritative perspective in roughly 400 to 500 words.** Do not submit a mere list of items without an explanation. Each item must be accompanied with prose that describes various attributes and characteristics of the listed items.

- Be specific. If you are writing about types of heirloom tomatoes, provide specific information on each type, enough so that the reader has a clear understanding of the difference between three or more kinds.

- **You must complete the introduction, at least three sections, key concepts, location (if the article is location-based) and references field.**

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

- The introduction should ideally contain 50 to 75 words.

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

- Complete at least three sections, but ensure the number of items included provides a well-rounded article that encompasses nearly all—if not all—elements of the title. Many List articles, such as "Things to Do In Las Vegas" should include more than three items.

- Assign a subhead to each section. For example, if you are writing an article titled "Types of Peppers," your subheads might include "Jalapeno Peppers," "Habanero Peppers," "Cayenne Peppers," "Serrano Peppers" "Jalapeno Peppers" and "Bell Peppers."

- For articles that contain the word "FAQ" (Frequently Asked Questions) in the title, use the subheads field to ask the question, and include the answer in the text that follows.

- If you are writing a location-specific list, include the business' contact information at the bottom of each section. For example, if you are writing "Best Vegetarian Restaurants in Los Angeles," include each restaurant's contact information.

  o Include the entire business name, address (including the physical address, city, state and five-digit zip code), phone number (with area code) and official website—in this exact order. Include the address, city, state, country and zip code for international locations.

o To format the contact info, stack each piece of information on a separate line. So, the contact information for the Plaza Hotel would read like this:
> The Plaza Hotel
> Fifth Avenue at Central Park South
> New York, NY 10019
> 212-759-3000
> theplaza.com

▪ For websites, include the short URL of the establishment's homepage. For example, if you are including a specific location of a chain restaurant, include the chain restaurant's main website, as opposed to the longer URL that leads to the exact location about which you're writing. For example, if you're writing about the Hard Rock Café's London location, include:
RIGHT: hardrock.com
WRONG:
http://www.hardrock.com/locations/cafes3/cafe.aspx?LocationID=91&MIBEnumID=3

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. Many List articles will be 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.

*References
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.

- Only reference websites of establishments you used directly for your research. For example, if you are writing about the Hard Rock Café in London and included the date it opened, reference the exact website from which you drew the information in the References section. Include the longer URL, such as:
http://www.hardrock.com/locations/cafes3/cafe.aspx?LocationID=91&MIBEnumID=3, with the appropriate link text. However, if you did not use any information from the establishment's website as research, do not reference it.

- Never regurgitate one source's list. A list taken from another publication or website (including repeating the same subheads) will be considered plagiarism.

<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.