



Directory Listings Rules

Purpose: This document provides guidelines for writing directory listings based on rules that exist for accurate syntax.

Abbreviations and DNA (Do Not Abbreviate)

If the clarity of the listing or the identification of the customer is not impaired, Fidium Fiber can shorten any listing by using abbreviations.

- Last names are never altered or abbreviated.
- First names are normally spelled out on the service order and in the directory. If the customer requests that a name is abbreviated, it is entered on the order in abbreviated form. Names appear in the directory as entered.

Unless the customer requests a full spelling, certain words are abbreviated and will be alphabetized as if spelled in full. If full spelling is requested, the DNA field on the DL Form must be populated with "1".

Example

If the finding word is...	Abbreviate:	If the customer requests listing to appear at the beginning of the alphabetical sequence, enter:
MAINE	ME	ME (POSITION AS LETTERS)
NEW HAMPSHIRE	NH	NH (POSITION AS LETTERS)
MOUNT	MT	MT (POSITION AS LETTERS)
SAINT	ST	ST (POSITION AS LETTERS)
UNITED STATES	US	US (POSITION AS LETTERS)
EXAMPLE: VT HAULING CO (POSITION AS LETTERS)		

- End, or terminal, words like "corporation" are normally abbreviated but may be spelled out if requested. Enter the word on the order in the desired form, that is, abbreviated or in full.
- Designations and directive text are normally abbreviated. If they are not to be abbreviated in the directory, spell out on the order. They are not edited, or changed, by Fidium Directory Services.
- Street names are not abbreviated on the order. When it is necessary to abbreviate street names in the directory, they are abbreviated by Fidium Directory Services. When the customer wants the street name spelled in full, the DNA field on the DL Form should be populated with "3".



- Thoroughfares, such as ST, RD, HWY, etc., are abbreviated unless a word normally used to describe a thoroughfare is included as part of the street name, for example, KENNEDY *SQUARE* RD. If a customer requests that the thoroughfare designation (RD, CIR, HWY, etc.), be spelled out, populate the DNA field on the DL Form):

Ampersand

The ampersand is always used in lieu of the word "and." If the customer requests the full spelling of "and," the DNA field should be populated with "1".

Apostrophe

The apostrophe is used in listing name or address. Leave no space before or after it unless positioned at the beginning or end of a word, then leave a space before or after.

Capitalization

- The first letter of each word in a listing (name and address) is capitalized, all other letters are in lowercase.
- Directive text is capitalized.
- A letter following a virgule in the listed address is capitalized.
- Each letter immediately following an ampersand, space, hyphen, closed parentheses, and apostrophe is capitalized. All other letters are in lowercase.
- If a listing contains all CAPS for an acronym, a PLA value must be entered and LNPL value populated if the acronym should be filed by letter, otherwise filing by word is assumed.
- A terminal S following an apostrophe is printed in lower case.

Hyphen

The hyphen (-) is used in the listing name or address. Leave no space before or after it.

Less than Three Characters

Listings of less than *three* characters are *not* to be accepted. This includes cross reference listings. Fidium Directory Services will reject such listings.

Listing Criteria

- It leads to a positive and particular identification of a party.
- It is a name the party is legally authorized to use.
- It is a name used by the party in the community.
- It is a name that is not misleading, deceptive, or confusing to the public.



Proof of Name

Valid proof of name is required when:

- A customer has told Fidium that he/she does not currently have the right to operate the business under that name.
- Listing uses a well-known trademark name (for example, Hoover Sales, Panasonic Service Center).
- 800/RCF number uses a geographic location and generic product name (Wilmington Florist).
- Listing attempts preferential treatment (for example, AAAA Auto Sales).

Acceptable proof of name is:

- Business license under proposed listing name from the state or local municipality where the listing will be used
- Registration of name with state or local government
- Articles of Incorporation/Partnership Agreements
- Franchise agreements in which the owner grants the franchisee the right to use a particular name
- Certificate of Trademark Registration for trademark names from the U.S. Patent Trademark Office or a letter from the trademark owner or agent authorizing use in the business name

Unacceptable proof of name is:

- Customer letterhead
- Business cards
- Correspondence addressed to customer

Listings that do not serve to identify the customer or which appear to be designed to secure preferential position in the directory will be refused.

A listing with the following requires approval:

- Capital A
- Small a

Followed by a:

- Asterisk (*)
- Space
- Symbol
- Number
- Capital letter
- Small a

A listing that begins with a letter "A" followed by a last name is not acceptable.

If the customer cannot supply documentation, the listing is refused. Proof is required that the customer is doing business under that name.



Misleading or Confusing Customer Requests

When a customer requests an unusual or irregular listing, the following information will be reviewed.

Is the listing:

- Misleading
- Confusing
- A slogan
- A catch phrase
- Of excessive length
- Several adjectives

Unless it is *definitely* known that the customer is actually doing business under the name requested, the listing will be investigated. Criteria for checking irregular listings may be:

- Canceled checks preprinted with name and address or letter from bank
- Certificate of incorporation validated by secretary of state
- Sales tax certificate of authority or certificate of exemption

If the listing is not acceptable, Fidium will negotiate with the customer to vary the listing so it would be acceptable.

Names

Listings that specify a service or a commodity without indicating the customer's personal or trade name are undesirable. These listings do not identify the customer to a caller and may direct calls to one concern in preference to others in the same line of business.

Proof of Names

Listing names are normally accepted "in good faith" when the customer has a legal right to operate the business under that name and the name:

- Is not a geographic location or a generic product for an 800 or Remote Call Forwarding number
- Does not include a well-known trademark name
- Is not a preferential listing

If the listing falls into one of these categories, it would not be accepted until valid proof has been produced



Commodity Names

These listings indicate the product sold, rather than the business.

If the customer requests:	Fidium Fiber may suggest a qualifying word:
SMITH'S CLOTH	SMITH'S CLOTH BOUTIQUE
NATURAL FOOD	NATURAL FOODS LUNCHEONETTE

If the customer does not agree, the listing will be accepted as requested.

Corporate Names

Corporate listings are acceptable as presented.

The law provides that the corporate name may contain:

- The last name of some or all of the shareholders
- A name descriptive of the type of professional service
- The initials P A (Professional Association)
- The initials PC (Professional Corporation)
- The word "chartered"

If P A follows an individual name, the title is shown with a space between the letters to obtain proper capitalization.

Trade Names

Fidium may ask the customer if they are licensed to operate under this name. If a recognized brand/trademark is part of the name, Fidium will ask for proof in the form of a business license or incorporation papers. The fact that the customer is authorized by the trademark owner to service products does **not** mean the customer can use that product name in the listing.

Fidium will never use the following words in a listing unless the customer has a business license that includes those words:

- Accredited
- Approved
- Authorized
- Certified
- Factory, factory service, or factory repairs

The listing must read exactly like the business license.

Word "The"

Except when essential to identify the customer, the word "the" is omitted as the first word in a listing, rather, proper placement would be at the end of the listed name (will file under T for "The"). If the customer insists that the first word should be "The," suggest an additional listing.



No Address

If the address in an additional listing is the same as the main listing, it is preferable to omit it.

In a caption or indented listing, one address is required.

Exceptions to the rule that most straight line listings should contain an address are:

- General announcement service
- Cross reference listings
- Alternate call numbers
- WATS
- Centralized information numbers, such as airline reservations

Area listings should be used for Foreign Exchange and Remote Call Forwarding service. The area should be either a locality or well-known area within the local calling area.

Numbers

A numeral used as a word or words of a name is spelled in full or shown in numeric form as desired by the customer, if the listing contains numeric values, the order must contain a PLA value (Place Listing As) with the PLA value showing the spelled out value of the numerics.

Example: 1040 Tax Help would be:

LNLN 1040

LNFN Tax Help

PLA Ten Forty Tax Help

The listing is alphabetized as if it were a word (under T for Ten) and would appear as 1040 Tax Help.

Requests to list a telephone number as a word are not accepted. The system used to process listings requires that telephone numbers must be numeric.

Fractions

To enter a fraction as a house number, enter the number followed by a dash and a virgule to separate the fraction.

To enter a fraction as part of location (LOC) data, use a virgule only for separation.

Out of Alphabetical Sequence

Requests for listings out of alphabetical sequence should be negotiated.

Suggested compromises may include:



- Using a caption or an indent, or changing to or from initials to a full name Fidium cannot guarantee a request on a non-standard arrangement if the customer insists.

Periods

Periods are permitted as part of a business listing when used as a decimal point.

Plus Sign

A plus sign (+) separates a suffix from a name. No space is left before or after the plus sign.

Symbols

The only symbols allowed to be used in a customer's listing text are the dash (--), apostrophe ('), and hyphen (-).

Directory Appearance
D'Amato Scott O'Brien's Bakery
Albany-Bohrer Inc

The ampersand (&), colon (:), and virgule (/) may be used under special circumstances only.

Directory Appearance
Re/Max Kingston Motors Inc Parts/Service Fax Orders

Titles and Designations

Designations

A designation is used to further identify the listing. It may indicate the type or part of the business.

- An entry in the DES field on the DL Form is populated
- The designation is printed in lowercase in the directory
- The designation is normally one word.

Bornstein, Joe atty

Two or more words may be used if one word is not an explicit description.

- Trade names/trademarks are not permitted (e.g., Panasonic authorized dealer).
- Modifying words are not permitted, (e.g., wholesale, retail, kosher, Italian).



Titles and Degrees

A title or degree may be included in the listing. Some degrees and titles are used with business listings only.

When a designation and a title denote the same information, only one should be used. Customers may list their service using different approved combinations of titles and degrees. The following are the most common.

The use of DR and MD together is *not permitted*. FACS (Fellow Associate College of Surgeons) can be used *instead* of DR or MD, never in addition.

Existing listings that do not conform to the above format are considered "grandfathered."

For medical degrees, only the name and the professional degree can be listed in the alphabetical directory.