APPENDIX I-1

BetterInvesting Editorial Style Book

BetterInvesting Magazine uses the Associated Press Stylebook as its primary reference in matters of style and usage. In addition to matters addressed in the AP book, the following items have been established as the BetterInvesting Magazine acceptable style, listed here alphabetically.

Abbreviations
The following common abbreviations should be used without spelling out:

NAIC--National Association of Investors Corporation
S&P 500 index -- Standard & Poor’s 500 index
URL--Uniform Resource Locator

For the following, first mention in an issue, the term should be spelled out, with the abbreviation following in parentheses, and used in all subsequent mentions.

dividend reinvestment plan (DRIP)
Dow Jones industrial average (DJIA)
earnings per share (EPS)
exchange-traded funds (ETFs)
Nasdaq National Market (the Nasdaq) - except when using with stock price or symbol. Then use (NNM). Use Nasdaq composite index (the NASDAQ) when referring to the index. Use Nasdaq Stock Market (the Nasdaq) for the electronic market.
New York Stock Exchange (NYSE)
Portfolio Evaluation and Review Technique (PERT)
Portfolio Management Guide (PMG)
price/earnings (P/E)
Stock Check List (SCL)
Stock Comparison Guide (SCG)
Stock Selection Guide (SSG)
Upside/Downside (U/D)
Capitalization (cap -- no period)

State abbreviations - Use AP style in text, Postal style in address listings.
Company names listed with ticker symbols (Exchange: Symbol). AT&T would be (NYSE:T). First reference only.

Advertising
Ads separated by .25 lines  (changed from hairline 4/22/02)

Apostrophes
In keeping with correct usage, BetterInvesting Magazine will use apostrophes (‘) to denote grammatical contractions, or to indicate possession. Apostrophes are not to be used before a plural ending, even if the writer thinks it looks funny without it.

“SSGs” is correct  “SSG’s” is not
“1990s” is correct  “1990’s” is not

BetterInvesting Magazine
When mentioning a previous issue, as in the Letters to the Editor, if BetterInvesting Magazine is mentioned in the letter, simply identify the issue as “(June 2000)”. If BetterInvesting Magazine is not mentioned, use “(BetterInvesting Magazine, June 2000)”. When using the possessive of “BetterInvesting Magazine”, italicize the “s” as well as “BetterInvesting Magazine” – “BetterInvesting Magazine’s”

For editor’s notes use “Editor’s note:” put the entire note in italics.

Titles of other BetterInvesting Magazine features are written as: BetterInvesting Magazine’s “Repair Shop”

Repair Shop table - for negative dollar amounts are written ($888) not $(888).

Top 100:
For companies whose names begin with the word “The”, put the “The” at the beginning of the name in the 100 & Second 100 listings. Put the “The” at the end of the name in the Alpha listing. Use legal names in all cases, even if company is known by a shorter name. For buyouts, mergers, etc. treat new company as a continuation of the old company -- not as a new company to the Top 100 (provided original company was in Top 100)

Annual Report section
Use legal names for all titles. Use company’s submission thereafter. Do not follow BetterInvesting Magazine style for company submissions.

Tortoise & the Hare

Books (Non-BetterInvesting publications)
When mentioning a book, indicate the publisher and year in parenthesis (Harper Books, 1965). Book titles are italicized. When occurring in an already italicized paragraph, regular type is used for the title.

Company names – see Titles

Congress Issue
Exhibitor’s listing
- list phone numbers as: 212/555-1111
- indent overflow lines 2 spaces
- list both P. O. Boxes and street addresses when requested
- list all exchanges requested
- separate multiple booth numbers with commas

For articles that continue over multiple pages, the following rules apply for directing the reader:
1. No indication for continuation to facing page.
2. No indication for continuation on following page (right hand to left hand), unless the article appears to end (end of paragraph, sidebar, etc.)
3. If an article is broken by one or more full-page ads, use the indication "Continued on page #".
4. If an article jumps to another area in the magazine, use "Continued on page #".
5. When "Continued on page #" is used, use "Continued from page #" on the corresponding page.

Dates
Spell out
Confusion abounds over usage of those troublesome twins, affect and effect. First, they're similar in sound and spelling. Second, each can serve as either a noun or a verb, so four usages are possible. The two words have no senses in common.

One trick for keeping them straight is simply to determine whether the sentence requires a verb or a noun, then play the odds. Affect, for example, is almost always a verb. (And in my book it's the preferable alternative to usage in bureaucrat-speak of “impact” as a verb — “How will the budget cuts affect our department?” not, “How will the budget cuts impact our department?”)

The only use of affect as a noun is specific to psychology (a feeling or emotion, as distinguished from cognition, thought or action). Diagnostically, to say that someone lacks affect means he shows no emotion in his facial expressions, tone of voice or actions due to depression, medication, etcetera. Note that the pronunciation changes for the noun form of affect — the emphasis is on the first syllable.

Effect is almost always a noun (a result, influence or particular impression, commonly). “Our photon torpedoes have no effect on that monster, Captain Kirk!” Scotty brayed. Its use as a verb is somewhat uncommon (to bring into existence, produce as a result, bring about, execute, put into effect). “General Jumpin’ Joe Schmidlap will effect the conquest of Baghdad in June.” (I blamed Schmidlap for everything in my classroom examples.)

Here’s a representation of how the two words relate to one another, with usages ranked in order of frequency:

<table>
<thead>
<tr>
<th>Verb</th>
<th>Noun</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Affect</td>
<td>1. Effect</td>
</tr>
<tr>
<td>2. Effect</td>
<td>3. Affect (áf fect)</td>
</tr>
</tbody>
</table>

Financial terms, publications

- 10-K
- 10-Q
- 401(k)
- 1065
- 1099
- K-1

Exchange-traded funds is spelled out in all cases
“spin-off” as a verb, “spinoff” as a noun
“Sell off” as a verb, “selloff” as a noun
“stockbroker” is one word
Ticker symbols are listed (Exchange: Symbol). AT&T would be (NYSE:T)

Fonts

Garamond Book 10pt
Garamond Bold Condensed

However - try not to start a sentence with the word However.

**Hyphenated words**
“spin-off” as a verb, “spinoff” as a noun  
“walk-in” as a noun, “walk in” as a verb  
“year-end” is hyphenated as an adj., year end as a noun  
“e-mail”, “Exchange-traded funds”, “pre-tax”, “tax-deductible”, “teen-ager”, “toll-free” are hyphenated  
“Co” occupational words are hyphenated such as co-manager, co-chairman, co-owner, co-worker  
Do not hyphenate – bylaw, nonvoting, publicly traded or other adj. ending in “ly”

**Internet terms and style**
"World Wide Web" appears with capital letters at the beginning of each word.  
"Internet" is always capitalized, and may be referred to as "the Web."  
"e-mail" is hyphenated, lower case when not at the beginning of a sentence; all words with the prefix "e-" (denote electronic or Internet-related) shall be hyphenated.  
"website” including NAIC site.  
URLs begin with "www" in lower case (e.g., www.fool.com).  
“webpage”  
“the Web” - World Wide Web  
“Web-based”  
“e-mail” is hyphenated  
"logon” as a noun, “log on” when a verb  
“online”  
As an adjective use “on-line”  
dot.com  
Screen commands in bold

**Miscellaneous**
“adviser” not “advisor”

**NAIC terms**
Correct use is “NAIC”, not “the NAIC”. Also, “an NAIC”, not “a NAIC”.  
an SSG, when abbreviated, a Stock Selection Guide when spelled out.

**Names (New)**
BetterInvesting  
S&P Stock Data Service  
S&P Mutual Fund Service and Online Analysis Tools  
Company Reports  
Portfolio Manager  
BetterInvesting National Convention  
website  
online  
www.betterinvesting.org  
Club Accounting Maintenance  
(ICLUB) Technical Support  
Toolkit 5  
Online Club Accounting  
Club Accounting 3  
Federal Tax Software for Clubs

**formerly known as**
NAIC  
OPS (Online Premium Service)  
MFRC (Mutual Fund Resource Center)  
Green Sheets  
Portfolio Record Keeper (PRK)  
BINC  
Web Site  
On-line  
www.better-investing.org  
Club Accounting Support  
(ICLUB) Customer Support  
TK5  
NOCA  
CA3  
Federal Tax Printer
Numbers
Numbers “one” thru “nine” are spelled out. “10” or higher are not, except when used together.
(e.g., “nine out of 10” is incorrect. It should be 9 out of 10.)
Phone numbers should use a slash between the area code and the number rather than parenthesis.
(e.g., “333/333-3333”)
Use dollar signs with earnings and revenues.
Negative numbers – use parenthesis Gain/(Loss) heading for Repair Shop
Ages – use numerals for all
Use $ in front of stock prices (beginning with July BetterInvesting Magazine)

Over/more than
"Over" is a preposition that denotes position (e.g., "a sign over the desk"), not quantity. For reporting round figures, use "more than" (e.g., "more than 2.5 million members").

Percent
Percent is always spelled out in copy

Photos
nothing under 300 dpi, except screen captures

Quotes
Use on the outside of commas and periods. On the inside of exclamation and question marks.
Single quotes - used in headlines, lead-ins and teasers
Double quotes - used in subheads, text and pulled quotes

Regional Notices
e-mail addresses - list only one
list investors fair exhibitors the first month only
Spacing
Two spaces at the end of every sentence.

Titles
uppercase before the name, lower case after. (e.g., President John Smith or John Smith, president)
“investors fair” or “chapter” are lower case unless a specific event or chapter are being mentioned.
(e.g., “the Cleveland Chapter” or “the 15th annual Cleveland Investors Fair”)
Book, magazine, newspaper, movie, TV shows, art, song titles and ship names are italicized.
When occurring in an already italicized paragraph, regular type is used for the title.
Speech titles are not italicized.
Titles of other BetterInvesting Magazine features are written as: BetterInvesting Magazine’s
“Repair
Shop”
Value Line is not italicized
I-Club-List (ICL)
Company names - use bold face on first reference. Exceptions: when entire article is about the company; when a company is mentioned with no further information (e.g., “click on the word Home Depot to link to their website.” Home Depot is not placed in bold type in this case.); when there is
a list of companies, such as a listing of all the companies in the XYZ Investment Club portfolio. Also use bold type when mentioning companies within the table of contents of BetterInvesting Magazine.

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Widows and orphans
A column of type should neither end nor begin with a single line or less of copy.

Miscellaneous
payoff as a noun, pay off as a verb

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