Classified style notes

This is a guide to ensure that any premium classifieds adhere to *VetScript's* style and standard guidelines. Please note that the editor reserves the right to send the classified back and request changes to ensure these standards are met.

Acronyms:
spell out in full unless one of the exceptions listed below.

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BESTPRACTICE:
All capitals and BEST is bold. Also **BEST**PRACTICE-accredited (with hyphen).

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Bullet points:
When the bulleted list reads on from the introductory sentence:
➲ start each point in lower case
➲ keep each point punctuation free until the last one
➲ end the final point with a full stop.

When the bulleted list doesn't read on from the introductory sentence, apply the following styles:
➲ Start each point in upper case.
➲ End each point with a full stop.

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Capitalisation:
Rule of thumb: if in doubt use lower case eg, it's "small animal veterinarian" not "Small Animal Veterinarian" and "master's degree" not "Master's degree". Proper nouns are capitalised eg, The Australian and New Zealand College of Veterinary Scientists (also see note about acronyms above).

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Contact details:
If the contact details flow-on from a sentence, put a full stop at the end: eg, If you are interested in working in a very relaxed atmosphere, please send your CV or any enquiries that you might have to zorand@xtra.co.nz.

If the contact details follow a colon use this format (note no full stop at end and include postcode with address):

Please send enquiries and applications to:
Example Person
Phone: 021 123 4567 or 09 123 4567
Email: exampleperson@outlook.com
Example Vet Clinic
110 Some Street
Someplace 0900

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Email format:
example.person@organisation.org.nz (all lower case)

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Hyphens:
Common words/phrases that have them:
➲ after-hours
➲ call-out
➲ in-house testing
➲ well-established
➲ work-life

Common words/phrases that don't:
➲ caseload
➲ fully equipped
➲ fully qualified
➲ postgraduate
➲ postmortem
➲ purebred
➲ ski field
➲ well equipped

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Job titles:
Always write "veterinarian" in full (not vets). It's also "veterinary nurses" and "veterinary technicians" (not nurses or vet nurses).

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Numbers:
One to nine are spelled out, then use numbers for 10 and up. Phone numbers are written like this (note spacing): 021 123 4567 or 09 123 4567

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Rosters:
Written as ratios eg, "one in four weekends" = "1:4 weekends". Or "one weeknight" = "1:5 weeknights"

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Spelling:
VetScript uses UK English so spelling should be with 's' instead of 'z' and 'ou' instead of just 'o'. The only exceptions are when spelling overseas organisation names eg, the United Nations Educational, Scientific and Cultural Organization.

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Words to watch out for:
➲ After-hours (not afterhours or after hours)
➲ IDEXX in-house laboratory (often written Idexx).
➲ In-house laboratory equipment (not lab equipment)
➲ X-ray

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Exceptions to acronyms:
➲ BVSc
➲ CBC
➲ CEO
➲ CPD
➲ CPR
➲ CT
➲ DNA
➲ DVM
➲ IT
➲ MRI
➲ NZVA
➲ NZVNA
➲ pH
➲ RNA
➲ SPCA
➲ UK
➲ US
➲ VCNZ

**1/2 page vertical display ad
(no bleed off page, aligned to outside margin)**
80mm wide x 232 mm high

Display classifieds

All artwork must be supplied as print quality pdfs at the correct size. All imagery must be high resolution. *VetScript* reserves the right to decline classified display advertising that does not meet print quality standards.

1/4 page display ad
80mm wide x 113 mm high