Place Listing As (PLA) Job Aid

Contents

Frontier Wholesale

Jurisdiction: All
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General

Description

PLA is the detail needed for a publisher to place a directory listing in the correct alphabetic order. Place Listing As (PLA) can be used on a business directory listing that contains an acronym or number, telling the publisher where to position the listing within the alpha section.

Use Place Listing As when a business listing contains an acronym or number. Populating the PLA field when a listed name does not contain an acronym or number may significantly and negatively alter the placement of the listing in an illogical section of the printed directory.

The PLA field is required when a business listed name includes a number. The directory publisher uses sorting logic that translates a number into a corresponding word version of the number. This detail is provided in the *How a Number is Sorted* section of this document.

The PLA field is required on a business listing name includes two or more upper-case letters. This type of listing is considered an acronym and is placed in the directory as a word. See *PLA for Acronyms*.

Listed names that include abbreviations do not prompt PLA field population. The directory publisher uses sorting logic that translates an abbreviation into a fully spelled word. This detail is provided in the *How an Abbreviation is Sorted* section of this document.

Restrictions

Place Listing As is required when a business listing contains an acronym or number.

Note: Effective February 2014, only business listings prompt PLA field population. Residential listings are prohibited from populating the PLA field. A Directory Listing inquiry on a residential listing may return a PLA line of detail on an existing listing. However, subsequent orders on the listing will restrict continued use of the PLA field on the residential listing.

Use PLA with Caution

Use caution when populating the PLA field. The publisher uses the PLA entry to determine listing placement in the printed directory regardless if the PLA detail is contradictory to the listed name or ultimately places a listing in an alpha section unrelated to the listed name.
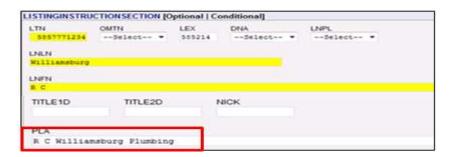

Common PLA Mistakes

This section contains examples of the most common Place Listing As PLA mistakes.

The PLA name conflicts with the Listed Name
What is populated in the PLA field serves to assist the publisher with positioning the listing alphabetically.

In this example the listed name Williamsburg R C is destined for the "W" section of the printed directory. The PLA indicates the listing should be printed as if it were R C Williamsburg Plumbing. The result of this placement will cause Williamsburg R C to be printed in the "R" section of the directory.

PLA name exactly matches the listed name:
In this example the LNLN and LNFN indicate the listed name is Outlandish Dishes. The PLA indicates it should be listed as….Outlandish Dishes. There is not difference between the two listings. In this case, the PLA was unnecessary.
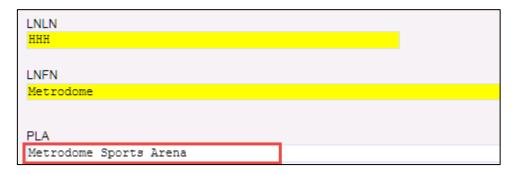
(continued)   PLA places the listed name in an illogical alpha section of the directory.

In this example the LNLN and LNFN indicate the listed name is HHH Metrodome. Because the PLA instructs the placement to be as if the listing were Metrodome Sports Arena, this listing is found in the "M" section, not "H" as one would expect.

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Abbreviations

How an abbreviation is sorted

The following charts show how the publisher sorts abbreviated words.

As if it were spelled as…	
ADM	ADMINISTRATION
AGCY	AGENCY
AGCYS	AGENCIES
AGRI	AGRICULTURE
AGT	AGENT
AGTS	AGENTS
ALEX	ALEXANDER
ALEX	ALEXANDER
ALT	ALTURA
AMER	AMERICAN
AND	
APT	APARTMENT
APTS	APARTMENTS
ASSN	ASSOCIATION
ASSNS	ASSOCIATIONS
ASSOC	ASSOCIATES
ASSOCS	ASSOCIATES
ATTY	ATTORNEY
AV	AVENUE
AVE	AVENUE
BD	BOARD
BDA	BARRIADA
BENJ	BENJAMIN
BGLOW	BUNGALOW
BLDG	BUILDING
BLDGS	BUILDINGS
BLDR	BUILDER
BLVD	BOULEVARD
BO	BARRIO
BR	BRANCH
BRIG	BRIGADIER
BRO	BROTHER
BROS	BROTHERS
BUR	BUREAU
BUS	BUSINESS
CAPT	CAPTAIN
CAWY	CAUSEWAY
CHAS	CHARLES

As if it were spelled as…	
CINTI	CINCINNATI
CIR	CIRCLE
CLNRS	CLEANERS
CNTL	CONTINENTAL
CNTR	CENTER
CNTRY	COUNTRY
CNTY	COUNTY
CO	COMPANY
COL	COLONEL
COMM	COMMISSION
CONSTR	CONSTRUCTION
CONTL	CONTINENTAL
CONTR	CONTRACTOR
COOP	COOPERATIVE
CORP	CORPORATION
CORPS	CORPORATIONS
COS	COMPANIES
COTTG	COTTAGE
CPA	CERTIFIED PUBLIC ACCOUNTANT
CSWY	CAUSEWAY
CT	COURT
CTR	CENTER
DANL	DANIEL
DEPT	DEPARTMENT
DEPTS	DEPARTMENTS
DIST	DISTRICT
DIV	DIVISION
DIVS	DIVISIONS
DLR	DEALER
DLRS	DEALERS
DR	DOCTOR
DRS	DOCTORS
EDIF	EDIFICIO
EDW	EDWARD
ELEC	ELECTRIC
ELIZ	ELIZABETH
EQUIP	EQUIPMENT
EST	ESTANCIAS

(continued)

As if it were spelled as…		As if it were spelled as…	
EXCH	EXCHANGE	MANS	MANSIONS
EXCHS	EXCHANGES	MED	MEDICAL
EXT	EXTENSION	MFG	MANUFACTURING
FCTRY	FACTORY	MFR	MANUFACTURER
FERD	FERDINAND	MFRS	MANUFACTURERS
FR	FATHER	MKT	MARKET
FREDK	FREDERICK	MKTS	MARKETS
FT	FORT	MME	MADAME
GEN	GENERAL	MNL	MANILA
GEO	GEORGE	MR	MISTER
GOVT	GOVERNMENT	MT	MOUNT
HDQTRS	HEADQUARTERS	MTN	MOUNTAIN
HDW	HARDWARE	NATHL	NATHANIEL
HOSPTL	HOSPITAL	NATL	NATIONAL
HOSPTLS	HOSPITALS	NO	NUMBER
HTG	HEATING	OFC	OFFICE
HWY	HIGHWAY	OFCS	OFFICES
INC	INCORPORATED	OP	OPERATIVE
IND	INDUSTRIAL	PAC	PACIFIC
INDP	INDEPENDENT	PARC	PARCELAS
INDSTRY	INDUSTRY	PATK	PATRICK
INS	INSURANCE	PHIL	PHILIP
INST	INSTITUTE	PHILS	PHILIPPINES
INTL	INTERNATIONAL	PHRMCY	PHARMACY
JAS	JAMES	PK	PARK
JOS	JOSEPH	PKWY	PARKWAY
JR	JUNIOR	PL	PLACE
JUS	JUSTICE	PLBG	PLUMBING
KATH	KATHERINE	PT	POINT
LAB	LABORATORY	RD	ROAD
LABS	LABORATORIES	REP	REPRESENTATIVE
LAWR	LAWRENCE	REPS	REPRESENTATIVES
LN	LANE	RESID	RESIDENCE
LNDRY	LAUNDRY	REST	RESTAURANT
LP	LOOP	RESTRANTS	RESTAURANTS
LT	LIEUTENANT	REV	REVEREND
LTD	LIMITED	RICHD	RICHARD
MAJ	MAJOR	RL EST	REAL ESTATE

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As if it were spelled as…	
RN	REGISTERED NURSE
ROBT	ROBERT
ROCHSTR	ROCHESTER
RR	RAILROAD
RT	RIGHT
RTE	ROUTE
RY	RAILWAY
SAML	SAMUEL
SCHL	SCHOOL
SERV	SERVICE
SERVS	SERVICES
SGT	SERGEANT
SHR	SHORE
SOC	SOCIETY
SQ	SQUARE
SR	SENIOR
SS	SAINTS
ST	SAINT

As if it were spelled as…	
STA	STATION
STAS	STATIONS
STS	SAINTS
SUPT	SUPERINTENDENT
SYSTS	SYSTEMS
TELEPH	TELEPHONE
TER	TERRACE
THEO	THEODORE
THOS	THOMAS
TR	TRAIL
TRK	TRUNK
TV	TELEVISION
UNIV	UNIVERSITY
US	UNITED STATES
WHSE	WAREHOUSE
WHSES	WAREHOUSES
WHSLE	WHOLESALE
WM	WILLIAM

PLA for listings with Acronyms

Sorting a Listing with an Acronym

All directory listings are organized in Alphabetic order. When two or more sequential capital letters make up part of the listed name it is considered an acronym. The default sorting rule for a listed business name containing an acronym is to consider the acronym as a single word.

Example:
Dixon Plumbing
DMC Heating
Dmitrieva Art Gallery

How to use PLA with Acronyms

The default and primary sorting method of an acronym is "word placement." It is as if the acronym were a single word.

PLA entries should carefully reflect the listed name. correspond with the A placement option of sorting the acronym as if the *first letter* of the acronym were a word by itself is called "letter placement." This chart provide examples of how PLA entries are treated when the listed name is an acronym.

In this chart of example entries, the listed name is DMC Heating

PLA Entry	Sorting Treatment
DMC Heating	DMC Heating is printed and sorted in the "D" section as if DMC were a single word
David Michael Connor Heating	DMC Heating is printed and sorted in the "D" section as if the listing were David Michael Connor Heating.
Heating DMC	DMC Heating is printed in the "H" section as if the listing were Heating DMC.

PLA for Listings with Numbers

Number Listing Positioning

All directory listings are organized in Alphabetic order. When a listed name includes a number, PLA is required to help the publisher position the listing. The spelled-out versions of the number(s) are written on the PLA line.

When a listed name **begins** with a number the publisher uses sorting logic to determine the alpha section in which to place the listing. This detail is provided in the *How a Number is Sorted* section of this document. Some examples are…

-O-
191 School District of Columbia
Oasis Travel Agency
One on One Tutoring

-S-
7 Up Beverage Company
7-11 Convenience Store
Saab Automobile

PLA Number examples

Populate the PLA field with any numbers spelled as written words. Do not include special characters in the PLA field. Use only alpha characters. Here are some samples of correct PLA field population.

Listed Name: Glass 4 Everyone
PLA example: Glass For Everyone

Listed Name: 4 Eyes Eyewear
PLA example: Four Eyes Eyewear

Listed Name: 191 School District
PLA example: One Ninety One School District

Listed Name: C3 Medical Spa
PLA example: C Three Medical Spa

Be careful that the PLA entry reflects the listed name. In this example, the PLA entry will cause the listing to be sorted in an unrelated alpha section.

Listed Name: C3 Medical Spa
PLA example: Three Rivers Medical Clinic

PLA for Listings with Numbers, Continued

The following charts show how the publisher sorts a number.

How a Number is Sorted

As if it were spelled as…		As if it were spelled as…	
0	ZERO	36	THIRTY SIX
1	ONE	37	THIRTY SEVEN
2	TWO	38	THIRTY EIGHT
3	THREE	39	THIRTY NINE
4	FOUR	40	FORTY
5	FIVE	41	FORTY ONE
6	SIX	42	FORTY TWO
7	SEVEN	43	FORTY THREE
8	EIGHT	44	FORTY FOUR
9	NINE	45	FORTY FIVE
10	TEN	46	FORTY SIX
11	ELEVEN	47	FORTY SEVEN
12	TWELVE	48	FORTY EIGHT
13	THIRTEEN	49	FORTY NINE
14	FOURTEEN	50	FIFTY
15	FIFTEEN	51	FIFTY ONE
16	SIXTEEN	52	FIFTY TWO
17	SEVENTEEN	53	FIFTY THREE
18	EIGHTEEN	54	FIFTY FOUR
19	NINETEEN	55	FIFTY FIVE
20	TWENTY	56	FIFTY SIX
21	TWENTY ONE	57	FIFTY SEVEN
22	TWENTY TWO	58	FIFTY EIGHT
23	TWENTY THREE	59	FIFTY NINE
24	TWENTY FOUR	60	SIXTY
25	TWENTY FIVE	61	SIXTY ONE
26	TWENTY SIX	62	SIXTY TWO
27	TWENTY SEVEN	63	SIXTY THREE
28	TWENTY EIGHT	64	SIXTY FOUR
29	TWENTY NINE	65	SIXTY FIVE
30	THIRTY	66	SIXTY SIX
31	THIRTY ONE	67	SIXTY SEVEN
32	THIRTY TWO	68	SIXTY EIGHT
33	THIRTY THREE	69	SIXTY NINE
34	THIRTY FOUR	70	SEVENTY
35	THIRTY FIVE	71	SEVENTY ONE

(continued)

As if it were spelled as…		As if it were spelled as…	
72	SEVENTY TWO	8TH	EIGHTH
73	SEVENTY THREE	9TH	NINTH
74	SEVENTY FOUR	10TH	TENTH
75	SEVENTY FIVE	11TH	ELEVENTH
76	SEVENTY SIX	12TH	TWELFTH
77	SEVENTY SEVEN	13TH	THIRTEENTH
78	SEVENTY EIGHT	14TH	FOURTEENTH
79	SEVENTY NINE	15TH	FIFTEENTH
80	EIGHTY	16TH	SIXTEENTH
81	EIGHTY ONE	17TH	SEVENTEENTH
82	EIGHTY TWO	18TH	EIGHTEENTH
83	EIGHTY THREE	19TH	NINETEENTH
84	EIGHTY FOUR	20TH	TWENTIETH
85	EIGHTY FIVE	21ST	TWENTY FIRST
86	EIGHTY SIX	22ND	TWENTY SECOND
87	EIGHTY SEVEN	23RD	TWENTY THIRD
88	EIGHTY EIGHT	24TH	TWENTY FOURTH
89	EIGHTY NINE	25TH	TWENTY FIFTH
90	NINETY	26TH	TWENTY SIXTH
91	NINETY ONE	27TH	TWENTY SEVENTH
92	NINETY TWO	28TH	TWENTY EIGHTH
93	NINETY THREE	29TH	TWENTY NINTH
94	NINETY FOUR	30TH	THIRTIETH
95	NINETY FIVE	31ST	THIRTY FIRST
96	NINETY SIX	32ND	THIRTY SECOND
97	NINETY SEVEN	33RD	THIRTY THIRD
98	NINETY EIGHT	34TH	THIRTY FOURTH
99	NINETY NINE	35TH	THIRTY FIFTH
100	ONE HUNDRED	36TH	THIRTY SIXTH
1ST	FIRST	37TH	THIRTY SEVENTH
2ND	SECOND	38TH	THIRTY EIGHTH
3RD	THIRD	39TH	THIRTY NINTH
4TH	FOURTH	40TH	FORTIETH
5TH	FIFTH	41ST	FORTY FIRST
6TH	SIXTH	42ND	FORTY SECOND
7TH	SEVENTH	43RD	FORTY THIRD

(continued)

As if it were spelled as…		As if it were spelled as…	
44TH	FORTY FOURTH	73RD	SEVENTY THIRD
45TH	FORTY FIFTH	74TH	SEVENTY FOURTH
46TH	FORTY SIXTH	75TH	SEVENTY FIFTH
47TH	FORTY SEVENTH	76TH	SEVENTY SIXTH
48TH	FORTY EIGHTH	77TH	SEVENTY SEVENTH
49TH	FORTY NINTH	78TH	SEVENTY EIGHTH
50TH	FIFTIETH	79TH	SEVENTY NINTH
51ST	FIFTY FIRST	80TH	EIGHTIETH
52ND	FIFTY SECOND	81ST	EIGHTY FIRST
53RD	FIFTY THIRD	82ND	EIGHTY SECOND
54TH	FIFTY FOURTH	83RD	EIGHTY THIRD
55TH	FIFTY FIFTH	84TH	EIGHTY FOURTH
56TH	FIFTY SIXTH	85TH	EIGHTY FIFTH
57TH	FIFTY SEVENTH	86TH	EIGHTY SIXTH
58TH	FIFTY EIGHTH	87TH	EIGHTY SEVENTH
59TH	FIFTY NINTH	88TH	EIGHTY EIGHTH
60TH	SIXTIETH	89TH	EIGHTY NINTH
61ST	SIXTY FIRST	90TH	NINETIETH
62ND	SIXTY SECOND	91ST	NINETY FIRST
63RD	SIXTY THIRD	92ND	NINETY SECOND
64TH	SIXTY FOURTH	93RD	NINETY THIRD
65TH	SIXTY FIFTH	94TH	NINETY FOURTH
66TH	SIXTY SIXTH	95TH	NINETY FIFTH
67TH	SIXTY SEVENTH	96TH	NINETY SIXTH
68TH	SIXTY EIGHTH	97TH	NINETY SEVENTH
69TH	SIXTY NINTH	98TH	NINETY EIGHTH
70TH	SEVENTIETH	99TH	NINETY NINTH
71ST	SEVENTY FIRST	100TH	ONE HUNDREDTH
72ND	SEVENTY SECOND		

Change Log

Date		Page Number	Change
11/25/2014		1	Update address on cover page.
08/12/2016		All	Complete Job Aid Revision

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