

## Place Listing As (PLA) Job Aid

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## Table of Contents

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General.....	3
Description .....	3
Restrictions .....	3
Use PLA with Caution.....	3
Common PLA Mistakes .....	4
Abbreviations.....	6
How an abbreviation is sorted .....	6
PLA for listings with Acronyms.....	9
Sorting a Listing with an Acronym .....	9
How to use PLA with Acronyms .....	9
PLA for Listings with Numbers .....	10
Number Listing Positioning .....	10
PLA Number examples.....	10
How a Number is Sorted.....	11
Revisions .....	14

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## General

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### 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.

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### Restrictions

Place Listing As is required only when a business listing contains an acronym or number. It should not be used to modify the values placed in the LNFN and LNLN fields.

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### 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.

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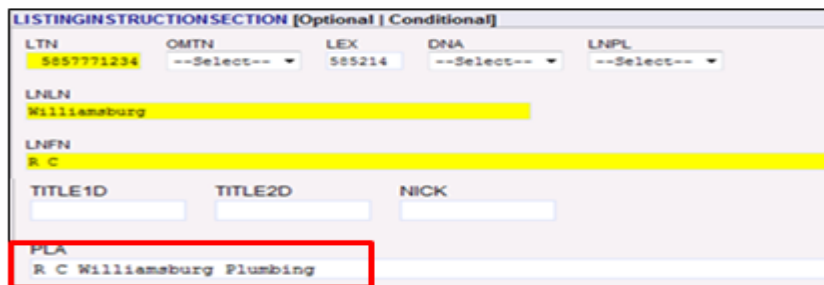
**Common PLA Mistakes**

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.



LISTINGINSTRUCTIONSECTION [Optional | Conditional]

LTN 5857771234 OMTN --Select-- LEX 585214 DNA --Select-- LNPL --Select--

LNLN Williamsburg

LNFN R C

TITLE1D TITLE2D NICK

PLA R C Williamsburg Plumbing

**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.



LNLN Outlandish

LNFN Dishes

PLA Outlandish Dishes

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**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.

LNLN	HHH
LNFN	Metrodome
PLA	Metrodome Sports Arena

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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

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As if it were spelled as...	
EXCH	EXCHANGE
EXCHS	EXCHANGES
EXT	EXTENSION
FCTRY	FACTORY
FERD	FERDINAND
FR	FATHER
FREDK	FREDERICK
FT	FORT
GEN	GENERAL
GEO	GEORGE
GOVT	GOVERNMENT
HDQTRS	HEADQUARTERS
HDW	HARDWARE
HOSPTL	HOSPITAL
HOSPMLS	HOSPITALS
HTG	HEATING
HWY	HIGHWAY
INC	INCORPORATED
IND	INDUSTRIAL
INDP	INDEPENDENT
INDSTRY	INDUSTRY
INS	INSURANCE
INST	INSTITUTE
INTL	INTERNATIONAL
JAS	JAMES
JOS	JOSEPH
JR	JUNIOR
JUS	JUSTICE
KATH	KATHERINE
LAB	LABORATORY
LABS	LABORATORIES
LAWR	LAWRENCE
LN	LANE
LNDRY	LAUNDRY
LP	LOOP
LT	LIEUTENANT
LTD	LIMITED
MAJ	MAJOR

As if it were spelled as...	
MANS	MANSIONS
MED	MEDICAL
MFG	MANUFACTURING
MFR	MANUFACTURER
MFRS	MANUFACTURERS
MKT	MARKET
MKTS	MARKETS
MME	MADAME
MNL	MANILA
MR	MISTER
MT	MOUNT
MTN	MOUNTAIN
NATHL	NATHANIEL
NATL	NATIONAL
NO	NUMBER
OFC	OFFICE
OFCs	OFFICES
OP	OPERATIVE
PAC	PACIFIC
PARC	PARCELAS
PATK	PATRICK
PHIL	PHILIP
PHILS	PHILIPPINES
PHRMCY	PHARMACY
PK	PARK
PKWY	PARKWAY
PL	PLACE
PLBG	PLUMBING
PT	POINT
RD	ROAD
REP	REPRESENTATIVE
REPS	REPRESENTATIVES
RESID	RESIDENCE
REST	RESTAURANT
RESTRANTS	RESTAURANTS
REV	REVEREND
RICHd	RICHARD
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

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## 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

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### 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

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### 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

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**How a Number  
is Sorted**

The following charts show how the publisher sorts a number.

As if it were spelled as...	
0	ZERO
1	ONE
2	TWO
3	THREE
4	FOUR
5	FIVE
6	SIX
7	SEVEN
8	EIGHT
9	NINE
10	TEN
11	ELEVEN
12	TWELVE
13	THIRTEEN
14	FOURTEEN
15	FIFTEEN
16	SIXTEEN
17	SEVENTEEN
18	EIGHTEEN
19	NINETEEN
20	TWENTY
21	TWENTY ONE
22	TWENTY TWO
23	TWENTY THREE
24	TWENTY FOUR
25	TWENTY FIVE
26	TWENTY SIX
27	TWENTY SEVEN
28	TWENTY EIGHT
29	TWENTY NINE
30	THIRTY
31	THIRTY ONE
32	THIRTY TWO
33	THIRTY THREE
34	THIRTY FOUR
35	THIRTY FIVE

As if it were spelled as...	
36	THIRTY SIX
37	THIRTY SEVEN
38	THIRTY EIGHT
39	THIRTY NINE
40	FORTY
41	FORTY ONE
42	FORTY TWO
43	FORTY THREE
44	FORTY FOUR
45	FORTY FIVE
46	FORTY SIX
47	FORTY SEVEN
48	FORTY EIGHT
49	FORTY NINE
50	FIFTY
51	FIFTY ONE
52	FIFTY TWO
53	FIFTY THREE
54	FIFTY FOUR
55	FIFTY FIVE
56	FIFTY SIX
57	FIFTY SEVEN
58	FIFTY EIGHT
59	FIFTY NINE
60	SIXTY
61	SIXTY ONE
62	SIXTY TWO
63	SIXTY THREE
64	SIXTY FOUR
65	SIXTY FIVE
66	SIXTY SIX
67	SIXTY SEVEN
68	SIXTY EIGHT
69	SIXTY NINE
70	SEVENTY
71	SEVENTY ONE

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As if it were spelled as...	
72	SEVENTY TWO
73	SEVENTY THREE
74	SEVENTY FOUR
75	SEVENTY FIVE
76	SEVENTY SIX
77	SEVENTY SEVEN
78	SEVENTY EIGHT
79	SEVENTY NINE
80	EIGHTY
81	EIGHTY ONE
82	EIGHTY TWO
83	EIGHTY THREE
84	EIGHTY FOUR
85	EIGHTY FIVE
86	EIGHTY SIX
87	EIGHTY SEVEN
88	EIGHTY EIGHT
89	EIGHTY NINE
90	NINETY
91	NINETY ONE
92	NINETY TWO
93	NINETY THREE
94	NINETY FOUR
95	NINETY FIVE
96	NINETY SIX
97	NINETY SEVEN
98	NINETY EIGHT
99	NINETY NINE
100	ONE HUNDRED
1ST	FIRST
2ND	SECOND
3RD	THIRD
4TH	FOURTH
5TH	FIFTH
6TH	SIXTH
7TH	SEVENTH

As if it were spelled as...	
8TH	EIGHTH
9TH	NINTH
10TH	TENTH
11TH	ELEVENTH
12TH	TWELFTH
13TH	THIRTEENTH
14TH	FOURTEENTH
15TH	FIFTEENTH
16TH	SIXTEENTH
17TH	SEVENTEENTH
18TH	EIGHTEENTH
19TH	NINETEENTH
20TH	TWENTIETH
21ST	TWENTY FIRST
22ND	TWENTY SECOND
23RD	TWENTY THIRD
24TH	TWENTY FOURTH
25TH	TWENTY FIFTH
26TH	TWENTY SIXTH
27TH	TWENTY SEVENTH
28TH	TWENTY EIGHTH
29TH	TWENTY NINTH
30TH	THIRTIETH
31ST	THIRTY FIRST
32ND	THIRTY SECOND
33RD	THIRTY THIRD
34TH	THIRTY FOURTH
35TH	THIRTY FIFTH
36TH	THIRTY SIXTH
37TH	THIRTY SEVENTH
38TH	THIRTY EIGHTH
39TH	THIRTY NINTH
40TH	FORTIETH
41ST	FORTY FIRST
42ND	FORTY SECOND
43RD	FORTY THIRD

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As if it were spelled as...	
44TH	FORTY FOURTH
45TH	FORTY FIFTH
46TH	FORTY SIXTH
47TH	FORTY SEVENTH
48TH	FORTY EIGHTH
49TH	FORTY NINTH
50TH	FIFTIETH
51ST	FIFTY FIRST
52ND	FIFTY SECOND
53RD	FIFTY THIRD
54TH	FIFTY FOURTH
55TH	FIFTY FIFTH
56TH	FIFTY SIXTH
57TH	FIFTY SEVENTH
58TH	FIFTY EIGHTH
59TH	FIFTY NINTH
60TH	SIXTIETH
61ST	SIXTY FIRST
62ND	SIXTY SECOND
63RD	SIXTY THIRD
64TH	SIXTY FOURTH
65TH	SIXTY FIFTH
66TH	SIXTY SIXTH
67TH	SIXTY SEVENTH
68TH	SIXTY EIGHTH
69TH	SIXTY NINTH
70TH	SEVENTIETH
71ST	SEVENTY FIRST
72ND	SEVENTY SECOND

As if it were spelled as...	
73RD	SEVENTY THIRD
74TH	SEVENTY FOURTH
75TH	SEVENTY FIFTH
76TH	SEVENTY SIXTH
77TH	SEVENTY SEVENTH
78TH	SEVENTY EIGHTH
79TH	SEVENTY NINTH
80TH	EIGHTIETH
81ST	EIGHTY FIRST
82ND	EIGHTY SECOND
83RD	EIGHTY THIRD
84TH	EIGHTY FOURTH
85TH	EIGHTY FIFTH
86TH	EIGHTY SIXTH
87TH	EIGHTY SEVENTH
88TH	EIGHTY EIGHTH
89TH	EIGHTY NINTH
90TH	NINETYETH
91ST	NINETY FIRST
92ND	NINETY SECOND
93RD	NINETY THIRD
94TH	NINETY FOURTH
95TH	NINETY FIFTH
96TH	NINETY SIXTH
97TH	NINETY SEVENTH
98TH	NINETY EIGHTH
99TH	NINETY NINTH
100TH	ONE HUNDREDTH



### Revisions

Date	Page	Details