



**Early Access
Listee Guide 2021**

How to use this guide

This is a **listing style guide** for the Writer's Marketplace. The purpose of this guide is:

- a) to help clients who are listing their business or title to write copy that adopts a consistent style across the website; and
- b) to provide consistency for those who subscribe to the database and use the information to submit work, purchase services or seek advice and information.

The guide covers issues and information styles specifically related to the following categories:

- **Commercial Services**

- **Editing & Manuscript Assessment**
- **Design & Visual**
- **Writing**

- **Marketing & Promotional**
- **General**

- **Publications**

- **Agents**

- **Publishers**

- **Writers' Groups & Organisations**

- **Competitions, Awards, & Opportunities**

- **Courses, Events & Festivals**

It also includes guidelines on general copy standards for addresses and general style. Please use this style guide to avoid editing by Queensland Writers Centre – all listings will be reviewed according to the style guide prior to publication on the website.

THE WRITER'S MARKETPLACE AUDIENCE

The audience for this website are emerging, published and established writers who are seeking information on publication opportunities and contacts, and information and contacts on courses, services and writing events.

GENERAL RULES

Write in the third person to Australian English conventions and, where possible, keep sentences to 25 words or less. Paragraphs should be 70 words or less. Please direct any queries to support@qldwriters.org.au.

Adding new listings

With a **Listee** account, you can submit a new listing to The Writer's Marketplace at any time. Once submitted, your listing will go into a queue to be approved by a member of the Writer's Marketplace staff, who will check it for style and content before approving it or contacting you to discuss any issues. This process can take up to two working days for Standard (paid) Listings and up to five working days for Free Listings during high-traffic periods throughout the year. The Writer's Marketplace reserves the right to reject and refund listings deemed inappropriate in the review process.

NOT SURE WHERE YOUR LISTING BELONGS?

The Writer's Marketplace sorts all listings into one of the below categories. The following guide can help you determine which is the most appropriate category for your listing. If there are any queries or concerns, please contact the Writer's Marketplace team at support@qldwriters.org.au.

We are open to including a listing in multiple categories, in occasional circumstances where appropriate. We recommend contacting the Writer's Marketplace team prior to submission - you will be required to submit (and pay for) a separate entry for each category you wish to be included in, as different data will be captured for each one.

Directory categories

- **Commercial Services:** This section covers a variety of services and other businesses marketing directly to writers and creators rather than readers.
 - **Editing & Manuscript Assessment:** Manuscript assessors, freelance editors, and the like. Beta readers also included here.
 - **Design & Visual:** For all design related services; graphic design, illustrations, book interior and exterior design, typesetting, web design, photography, etc.
 - **Writing:** Includes ghostwriters, journalists, biographers and other content writers.
 - **Marketing & Promotional:** For publicists and other marketing specialists, digital marketers & SEO strategists, advertising agencies, etc.
 - **General:** Don't quite fit the mould of any of the above? Specify the services you provide here. Please note this category is subject to close review and your Listing may be recategorised prior to appearing in the Directory.
- **Publications:** Includes publications (both print and digital) such as magazines, journals, and newspapers. Other publication opportunities such as anthologies also accepted here.
- **Agents:** This section covers listings for literary agents and agencies.

- **Publishers:** Covers print and electronic publishers and publishing houses, including both traditional publishers and self-publishing / print-on-demand services. Paying Markets to be clearly indicated.
 - **Writers' Groups & Organisations:** Includes writing groups, writers centres, support organisations, social groups, and any other membership-based organisation targeted at writers and publishers.
 - **Competitions, Awards, & Opportunities:** Competitions, awards, fellowships, residencies and grants listed here. Other writing opportunities, including internships and job opportunities also accepted.
 - **Courses, Events & Festivals:** Writing workshops, degrees, and professional development listed here alongside events, festivals, conferences and conventions aimed at writers.
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Ongoing listing management

Once your listing has been approved, it will be attached to the account used to submit the details. This means that you can login to the Writer's Marketplace at any time and update the details within your listing. Please note this will re-add your listing to the queue for approval before it appears again on the site. Get in touch with the Writer's Marketplace team directly at support@qldwriters.org.au if your updates are urgent.

You will receive automated emails at various times asking you to confirm that your listing is still active and contains valid information. You will also be notified via email shortly prior to your listing's expiry, from which you will be able to access a quick-renew option for those listings where the details are unchanged, or take the option to update details before renewing.

Free and paid listings

The Writer's Marketplace offers two separate tiers for listings. **Free Listings** are short, expire after 90 days, offer basic contact details and include one specialised field most relevant to the category of your choice. (For example, *Open & Close Dates* for a Listing in the category of [Competitions, Awards, & Opportunities](#).) **Standard Listings** (\$29.95) are valid for one year, and give you more scope to describe your service, publication or opportunity, with expanded character limits, more contact fields for websites and social media, and the full suite of specialised fields relevant to the category of your choice.

Please note to be eligible for a Free Listing in the categories of [Publications](#) and [Publishers](#), your listing must be a **Paying Market** (your listing pays writers and creators for successful submissions or contributions).

Submissions guide (with example data)

* = required field.

Italics = example data only.

All Listings = applies to Free and Standard Listings.

Standard Listing = applies to Standard Listings only.

UNIVERSAL (AVAILABLE TO ALL CATEGORIES)

ALL LISTINGS

Listing Name* : <i>Editors Inc</i>	Title of your business, publication, etc only. Do not include any additional information here.
Listing Category* : <i>Editing Services</i>	See previous pages for all available Categories.
Detail* : <i>Editors Inc has been operating since 1997, providing editing services and manuscript appraisals to writers in the Brisbane local area. We take pride in the quality of our work and make the editing process fast, easy, and stress-free.</i>	In short paragraph form, briefly describe your Listing. Do not include links or other information included in separate fields. Up to 240 characters available for Free Listings and up to 480 characters for Standard Listings.
Phone : <i>+61 3842 9922</i>	See Style Guide for correct formats.
Email : <i>email@example.com</i>	
Address : <i>13 Somewhere Street, BRISBANE QLD 4000</i>	See Style Guide for more detail on address formats.
Website : <i>www.example.com</i>	Use your website's home page only, unless otherwise instructed. Use https:// prefix only if necessary.

UNIVERSAL (CONT.)

STANDARD LISTING

Contact: <i>John Citizen, Editor</i>	Name followed by position.
Genre/s: <i>Crime, Fantasy</i>	Genres of writing that your listing deals with or prefers submissions of. If all accepted, select the option 'All' only.
Tags: <i>Structural edit, manuscript assessment</i>	Up to five short tags of your choice, comma separated, to elevate your search presence in the directory. Most effective for including keywords not already appearing in the body of your listing.
Facebook: www.facebook.com/qldwriters	Don't include handles or '@' symbols.
Twitter: www.twitter.com/qldwriters	" "
Other Link: www.instagram.com/qldwriters	" "

COMMERCIAL SERVICES

ALL LISTINGS

Services Offered: *Manuscript Assessment / Appraisals*

Available options include:

Editing and Manuscript Assessment

Editing
 Manuscript Assessment / Appraisals
 Proofreading / Beta Reading
 Other

Design and Visual

Graphic Design
 Illustration
 Book Exterior (Cover Design)
 Book Interior (Print Layout / Typesetting)
 Web Design
 Photography
 Other

Writing

Content Writing
 Ghostwriting
 Journalism
 Blogging
 Other

Marketing & Promotional

Marketing (General)
 Publicity
 Social Media / Web / Digital
 SEO Strategy
 Advertising
 Other

General

(Please specify)

COMMERCIAL SERVICES (CONT.)

STANDARD LISTING

<p>Submission Information: <i>Initial contact: email • Submit manuscripts for appraisal at www.example.com/appraisals</i></p>	<p>Concise, relevant information separated by bullets. Include average response time if possible. Links & email addresses permitted (if different to those listed in basic contact details).</p>
<p>Schedule of Fees: <i>\$35 per hour for editing / Fees based on manuscript length eg 20,000 words \$190</i></p>	<p>Short description of standard fees for your service.</p>

PUBLICATIONS

ALL LISTINGS

Publisher: <i>Example Press</i>	
Paying Market*: Yes	Answer must be 'Yes' for all Free Listings.

STANDARD LISTING

Submission Information: <i>Accepts freelance submissions for articles, essays • Submissions via email at editor@example.com or www.example.com/submissions • Submission word length: 600–800 • Average response time: 1 week</i>	Concise, relevant information separated by bullets. Include average response time if possible. Links & email addresses permitted (if different to those listed in basic contact details).
Tips & General Information: <i>Editorial policy states all articles in magazine should be well-researched, informative and entertaining.</i>	240 characters to give brief further information or advice on successful submissions.
Target Audience: <i>Men aged 15–40.</i>	Briefly describe your target audience demographic; interests, age, etc.
Frequency: <i>Quarterly</i>	Refer to Style Guide for conventions.

AGENTS

ALL LISTINGS

Submission Information: *Submission guidelines available at www.example.com/submissions • Submit sample chapters 1–3 • Average response time: 30 days*

Concise, relevant information separated by bullets. Include average response time if possible. Links & email addresses permitted (if different to those listed in basic contact details).

STANDARD LISTING

Tips & General Information: *Please read guidelines carefully prior to submission. Check website to see if unsolicited submissions are open.*

240 characters to give brief further information or advice on successful submissions.

Target Audience: *Men aged 15–40.*

Briefly describe your target audience demographic; interests, age, etc.

PUBLISHERS

ALL LISTINGS

Publisher: <i>Example Press</i>	
Paying Market*: Yes	Answer must be 'Yes' for all Free Listings.

STANDARD LISTING

Submission Information: <i>Accepts unsolicited manuscripts periodically throughout year • Submissions via email at editor@example.com or www.example.com/submissions • Submission word length: 600–800 • Average response time: 1 month</i>	Concise, relevant information separated by bullets. Include average response time if possible. Links and email addresses permitted (if different to those listed in basic contact details).
Tips & General Information: <i>Please call before making submission.</i>	240 characters to give brief further information or advice on successful submissions.
Target Audience: <i>Men aged 15–40.</i>	If necessary, briefly describe your target audience demographic; interests, age, etc.
Fees: <i>Fees vary for Print-on-demand services, call for quotes.</i>	This is a required field for self-publishers, Print-on-demand services and other non-Paying Markets.

WRITERS' GROUPS & ORGANISATIONS

ALL LISTINGS

Memberships: *Membership costs: \$50 (annual), \$40 (concession)*

Outline membership rates for your group or organisation. If free, state 'Free'.

STANDARD LISTING

Meetings: *Meetings held every first Thursday at State Library of Queensland. / Meetings held monthly at listed address.*

Describe when and where your group meets.

Member of: *Queensland Writers Centre*

For Writers' Groups.

COMPETITIONS, AWARDS, & OPPORTUNITIES

ALL LISTINGS

Dates: <i>27 February 2021 - 4 April 2021</i>	Open and close dates for applications, submissions, or nominations for Competitions, Awards, Fellowships, etc.
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STANDARD LISTING

Organiser: <i>Example Library</i>	
Frequency: <i>Annual</i>	How often the competition or award runs. Leave blank if one-off. Refer to Style Guide for Frequency conventions.
Submission Information: <i>Submissions of short stories up to 500 words in length • Use application form at: www.example.com/competition</i>	Concise, relevant information separated by bullets. Links and email addresses permitted (if different to those listed in basic contact details).
Fees: <i>\$5 per entry</i>	Entry or application fees. If none, state 'Free'.
Prizes: <i>First prize \$500. Second prize \$250.</i>	Outline prizes for Competitions or briefly describe details of successful applications for Grants, Fellowships, etc.

COURSES, EVENTS & FESTIVALS

ALL LISTINGS

Date/s: <i>27 February 2021 - 4 April 2021</i>	Refer to Style Guide for more conventions on dates and times.
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STANDARD LISTING

Target Audience: <i>Intermediate creative writers.</i>	Target audience of your event, including demographic and interest. For workshops, outline recommended experience levels.
Event Organiser: <i>Queensland Writers Centre</i>	Event organiser or course convenor.
Frequency: <i>Annual</i>	How often the event or course runs. Leave blank if one-off. Refer to Style Guide for Frequency conventions.
Fees: <i>\$99 General Admission.</i>	Fees associated with participating in your event. If no cost, state 'Free'.

Writer's Marketplace style guide

cf. = compare with

GENERAL	STYLE	EXAMPLES
&	Please no ampersands except in registered business names and some addresses. Not to be used as an abbreviation for 'and'.	
Biannual	No hyphen, capitalised only at beginning of sentence. To mean "happens twice a year".	
Biennial	No hyphen, capitalised only at beginning of sentence. To mean "happens every two years".	
Bimonthly	Please avoid, use either <i>fortnightly</i> or <i>every two months</i> .	
Bookclub	One word, no hyphen, capitalised only at beginning of sentence.	
Children's/YA	Writing for children's and young adult markets. Note punctuation and abbreviation.	cf. Childrens, YA
Co-Editor, Co-Director, Co-Convenor, etc.	Hyphenated, note punctuation and capitalisation.	
Coordinator	No hyphen, written in full, capitalised.	
Copyediting, copyeditor	One word, no hyphen, capitalised only at beginning of sentence.	
Copywriter, copywriting	One word, no hyphen, capitalised only at beginning of sentence. Note: someone who writes copy; compare 'copyright' (spelling)	
Director	Written in full, capitalised.	
Ebooks, ezine, enewsletter, epubliishing, etc.	Not hyphenated, capitalised only at beginning of sentence or as part of title/business name.	

Editor-in-Chief	Hyphenated, note punctuation and capitalisation.	cf. Editor in Chief, Editor-In-chief.
Email	One word, no hyphen, capitalised only at beginning of sentence.	Eg. Email cf. e-mail.
File names	Capitalised, no full stops	Eg. JPEG, RTF, TXT
Ghostwriting, ghostwriter	One word, no hyphen, capitalised only at beginning of sentence.	
How-to	Capitalised only at beginning of sentence, hyphenated. No quote marks eg 'how-to'.	
Inc	Incorporated, no full stop	cf. Inc.
Inc, Incl	Incorporated to be abbreviated (always), written as Inc, no full stop. Include not abbreviated, but if necessary to appear as incl, no full stop.	cf. Inc., Incorporated, Incl., inc (for include).
Internet	Capitalised, used in preference over www or world wide web.	
Italics, bold and underline	Not available functions.	
Mac, PC	No full stops, note capitalisation.	cf. Macintosh
Manuscript	To be written in full	cf. MS, MSS
Mrs, Ms, Mr, Miss	No full stops, capitalised.	
Non-fiction	Hyphenated, 'n' capitalised at beginning of sentence, 'f' not capitalised except as part of registered business name/ heading.	
Numbers	Numbers under ten written in full; see Style Guide notes for each section for exceptions.	Eg. Nine cf. 9
Per year	Use in preference to annual, per annum. Capitalised only at beginning of sentence.	
Print-on-demand (POD)	Capitalised only at beginning of sentence, in full in first instance then abbreviated.	
Program names	Capitalised	Eg. Word, Text
Proofreading, proofreader	One word, no hyphen, capitalised only at beginning of sentence.	

Pty Ltd	Abbreviation for Proprietary Limited. No full stops, capitalised. Limited also to be abbreviated.	Eg. Pty Ltd, Ltd cf. Pty. Ltd.; Pty Limited,
Publisher, Editor	Capitalised when in reference to position or person.	Eg. The Editor, cf. 'an editor'.
Qld, QLD	In sentences, the abbreviation for Queensland is Qld; in headings, QLD. Same applies for Tasmania and Victoria.	
Science Fiction	Write in full, not hyphenated, capitalised only at beginning of sentence. Both words capitalised when heading or subject name.	cf. Sci Fi, science-fiction
Space	Single only, not double space after full stop.	
SSAE	Stamped, Self-Addressed Envelope. To be abbreviated, see Glossary for definition.	cf. SASE (American version)
'The'	In titles, should be appended to body of title with comma	Eg. Writer's Marketplace, The cf. The Writer's Marketplace
Writers' centres	Please note the differing naming conventions of Australia's various state writers' centres, including possessive apostrophes. Check regional centres individually.	Queensland Writers Centre, Writing NSW, Writing WA, Writers SA, Writers Victoria, TasWriters, etc
Writers' Services/ Groups	Please note punctuation and capitalisation.	cf. Writer's Services, Writers services.
Writers', Writer's	Possessive apostrophe/pluralisation	Eg. Writer's = belongs to the writer; Writers' = belongs to several writers.

ABBREVIATIONS	STYLE	EXAMPLES
eg, ie, etc, inc, incl	No stops after or between abbreviations, except full stops in sentences	cf. e.g., ie., etc.

ADDRESSES	STYLE	EXAMPLES
General address notes	Addresses should all be on one line.	1 Example Street, EXAMPLE XMP 1111; 2 Test Crescent, TESTVILLE 2222 NEW ZEALAND
Suburb names	Should be in CAPITALS	PADDINGTON
Care of	Lower case using a hyphen: c/-	Eg. c/- QWC cf. c/o or care of
Number/s Street, Suburb/Town State Postcode	Commas should appear between the building name/location/level, street name and suburb/town, but nowhere else.	Eg. Metro Arts Building, 109 Edward Street, BRISBANE QLD 4000
Street, Road, Crescent, Avenue, Lane, Terrace, etc.	Always in full, never abbreviated.	cf. St, Rd, Cres, etc.
Level, Building, Floor, etc.	Always in full, never abbreviated.	cf. Lvl, Bldg, Flr, etc.
Level 4, Floor 7	Name, then number. Number in digits.	cf. Fourth Level, 7th Floor.
City names	Don't appear unless the suburb name does not apply/isn't supplied.	Eg. Edward Street, BRISBANE 4000; Park Road, MILTON 4064
PO BOX	Post Office Box; all capitals	cf. Po Box
Locked Bag		cf. LB, etc.
Cnr ___ & _____ Streets	Corner Address style. Note: This is the only time ampersands and abbreviations should be used in addresses	Eg. Cnr Edward & Elizabeth Streets, Cnr Princess Street & White Road
x/y	Unit/Street Number	Eg. 8/20

PHONE NUMBERS	STYLE	EXAMPLES
Phone/Fax	Area code in brackets, whole number, no space.	Eg. (07) 38391243
Mobile Numbers	Spaced in 4-3-3.	Eg. 0404 444 333
Specialty Numbers	Also have spacing	Eg. 13 12 30, 1800 222 333
International Numbers	Should have + country code, area code, number without spacing. No zeroes except in actual number.	Eg. +64 9 3334444

WEB	STYLE	EXAMPLES
www.	In preference to https://www. or http://www.	www.writersmarketplace.com.au
https://	Use if website requires https:// prefix to load correctly.	https://queenslandwriters.org.au
Gateway sites	In preference to specific internal sites. Check that links to specific pages are obvious.	Eg. writersmarketplace.com.au cf. writersmarketplace.com.au/page?123.html
Email Addresses	Lowercase, unless specified otherwise.	Eg. support@qldwriters.org.au cf. Support@qldwriters.org.au

DATES	STYLE	EXAMPLES
00 month year	To appear with number before month, no commas, plain digits, year written in full. Written without 'st', 'rd' etc.	Eg. 20 February 2007 cf. February 20, 2007, 20th Feb 07
Decades	Groups of years	Eg. 1990s, 90s cf. 1990's, nineties

TIME	STYLE	EXAMPLES
0:00pm	Colon between digits, pm and am only, in lower case with no spacing. No double-zeroes.	Eg. 7:30pm cf. 7.30 pm Eg. 12pm cf. 12:00, 12noon
Time Periods	Hyphenated, no spacing. Only one am/pm, not both, must appear at end of time period.	Eg. 10:30am–12pm cf. 10:30–12pm

MONEY	STYLE	EXAMPLES
\$1,000	All to have \$ sign, full stop, and two decimal places if applicable. Where amount is 0, no value should appear.	Eg. \$7.50, \$4.35, \$0.03 cf. 5 dollars, \$7.5, \$4:50, \$0.00
\$10.05	Dollar value should not be followed by 00 if no cent value is applicable.	Eg. \$4 cf. \$4.00

NUMBERS	STYLE	EXAMPLES
1,000/1,000,000	Use comma after each thousand set but no spacing	cf. 1000, 1 000 000
School years	Use numbers, not words. Hyphenate when necessary (as opposed to including 'to')	Eg. Grades 6–7, years 10–12 F. cf. years ten to twelve, grades 4 to 6.

PUBLICATIONS	STYLE	EXAMPLES
Cost	See Money styles. 'Free' also appears in this field; Capitalise only in first field.	
Subscription	Standard format for this field is per issue/per year, with other details in brackets.	Eg. Per year; per year (overseas); per issue (concession); per year (air mail).
Frequency	Of publication. Capitalised. Note: Daily, Weekly, Fortnightly, Monthly, Quarterly, Yearly are preferred terms. Also used: Six issues per year, Three issues per year, etc. (note Capitalisation)	

Biennial	No hyphen, Capitalise only at beginning of sentence. Note: happens every two years.	
Biannual	No hyphen, Capitalise only at beginning of sentence. Note: happens twice a year.	
Bimonthly	Avoid. Ambiguous term; happens twice a month or every two months? Note: Use 'six issues/times per year' or 'fortnightly'	
Per year	Capitalised at beginning of sentence only. Not Capitalised in Subscription fields. Use in preference to annual, per annum. Note: annually applies elsewhere, in Events, or Awards and Competitions.	
Free	Capitalised at beginning of sentence, in first 'Cost' field only. Use whenever nil, none, nothing, no cost applies.	
Overseas	Capitalised at beginning of sentence, use in 'Subscription' field in preference to international, other countries, etc.	
Notification/ Response Time	Time editor/publisher will take to notify of acceptance. Use digits, not words. No capitalisation.	Eg. 3 weeks cf. Three weeks, 3 Weeks.
Submission options	Initial contact refers to contact with publication in the first instance; Submission format is usually after some other form of contact with the publication.	
Min-Max/Varies	Should have either, not both.	
Copyright	Stays with author OR publisher, not both.	
Numbers	See above.	
Publisher	Refers to company, not name of person	Eg ACP Magazines cf. John Smith

COMPETITIONS/EVENTS	STYLE	EXAMPLES
Biennial	No hyphen, capitalised only at beginning of sentence. Note: happens every two years.	
Biannual	No hyphen, capitalised only at beginning of sentence. Note: happens twice a year.	
Director	Written in full, capitalised.	
Co-Editor, Co-Director, Co-Convenor, etc.	Hyphenated, note punctuation and capitalisation.	
Coordinator	No hyphen, written in full, capitalised.	
Frequency	Annual, Biannual, Biennial (even/odd years); capitalised. Note: if Biannual, dates separated by comma eg. 4 May, 7 September	
Dates	Written with digits then month, or month alone (no year), month in full.	Eg. 30 September, 7 May, August cf. 30th Sept 2007, May 7
Winners published	Full sentence with full stop.	Eg. Published in XX Magazine and on website.
CJ Dennis	Capitalised initials, no full stops or spacing.	cf. C.J Dennis, C J Dennis.
Award-winning, prize-winning	Two words, hyphenated, only capitalised at beginning of sentence.	
Shortlisted	One word, no hyphen, capitalised only at beginning of sentence.	
One-act	Two words, hyphenated, only capitalised at beginning of sentence.	Eg. One-act play.

COURSES	STYLE	EXAMPLES
Courses Offered	Name of writing subject/strand writing degree	Eg. Creative Writing
Qualification Received	Name of degree	Eg. Master of Arts, Diploma, Certificate IV
FT/PT/Short Course	Level of commitment required (see below). Note: also indicates the levels at which the course is offered, eg full time and part time, just full time, just as a short course, etc.	
Course Duration	Length of course (years, months, days, etc). Note: use consistent time measurements eg. 1 semester/2 semesters cf. 1 semester/1 year	Eg. 1-2 years full time, part time equivalent; 54 hours.
Postgraduate, undergraduate	One word, no hyphen, capitalised at beginning of sentence.	cf. Post-graduate
Full time, part time	Written as FT, PT or FT/PT.	

This document is an Early Access version available prior to the Writer's Marketplace's official relaunch as a guide for early submissions of listings.

The information contained here is subject to later corrections. Always check the Writer's Marketplace website and official communications for the latest edition and most up-to-date revisions of this document.

Any queries should be directed to support@qldwriters.org.au.