

## e-Lert style guide

This style guide follows the CP Stylebook. Adhering to it will ensure that the IABC/Toronto e-Lert is presented in a consistent style from edition to edition. It is the responsibility of everyone who submits content for the e-Lert to follow this guide.

Here is a sample of an item from the October 21 edition. The following pages are provided as a user guide when preparing e-Lert content as they explain the style applied to the various message components in this sample.



### [Last chance for early bird registration](#)

[CASL and common sense: Coming to grip with Canada's anti-spam legislation](#)

Wednesday, November 5, 6 to 8:30 p.m., Toronto Marriott Downtown Eaton Centre, 525 Bay St., Toronto

**Featuring:** Dr. Michael Geist, Professor of Law, Canada Research Chair in Internet and E-commerce Law, Faculty of Law, Common Law Section, University of Ottawa.

It's been four months since Canada's anti-spam legislation took effect, which spurred several debates and concerns among businesses. Where are we now?

Hear from Dr. Michael Geist, law professor at the University of Ottawa and Canada Research Chair in Internet and E-commerce Law, on November 5 to take a deeper dive into CASL, its initial outcomes and what lies ahead.

From now until October 24, take advantage of your IABC membership by paying only \$35! There are only three days left for this special early bird rate.

### [Registration fees:](#)

- \$35: IABC member early bird rate if you register on or before October 24 (\$39.55 with HST)
- \$45: IABC member rate on or after October 25 (\$50.85 with HST)
- \$35: IABC student members and transitional members (\$39.55 with HST)
- \$80: Non-member early bird rate if you register on or before October 24 (\$87.80 with HST)
- \$70: Non-member rate on or after October 25 (\$79.10 with HST)

Sponsored by:



[READ MORE](#) >

[REGISTER NOW](#)

## Last chance/early bird notification or variation (if applicable):

### Last chance for early bird registration

- Arial 12 pt.
- **bold**
- CP style capitalization (first letter of the first word and only proper nouns — names, dates, cities, countries, provinces, company names, etc.) are capped. Acronyms (for example, CASL) are all uppercase.

## Headline/title:

### CASL and common sense: Coming to grips with Canada's anti-spam legislation

- Arial 12 pt., roman (meaning no bold, italics, underline or italics).
- CP style capitalization.

## Date, time and location:

Wednesday, November 5, 6 to 8:30 p.m., Toronto Marriott Downtown Eaton Centre, 525 Bay St., Toronto  
Arial 12 pt., roman

- Day of the week — not abbreviated — followed by comma
- Month — not abbreviated — followed by comma
- Date number: use numeral only followed by a comma — do not use “th”, “rd” “nd” or “st”.
- Time: on the hour — do not include colon or 00
- Time: on the half hour — include colon and 30
- a.m. / p.m. — lowercase, period after each letter
- CP style capitalization.

## Body text:

**Featuring:** Dr. Michael Geist, Professor of Law, Canada Research Chair in Internet and E-commerce Law, Faculty of Law, Common Law Section, University of Ottawa.

It's been four months since Canada's anti-spam legislation took effect, which spurred several debates and concerns among businesses. Where are we now?

Hear from Dr. Michael Geist, law professor at the University of Ottawa and Canada Research Chair in Internet and E-commerce Law, on November 5 to take a deeper dive into CASL, its initial outcomes and what lies ahead.

From now until October 24, take advantage of your IABC membership by paying only \$35! There are only three days left for this special early bird rate.

- Arial 12 pt., roman
- Bold may be used for emphasize a word or phrase. Do not use italics or underline.
- CP style capitalization.

## Registration information:

### Registration fees:

\$35: IABC member early bird rate if you register on or before October 24 (\$39.55 with HST)

\$45: IABC member rate on or after October 25 (\$50.85 with HST)

\$35: IABC student members and transitional members rate (\$39.55 with HST)

\$60: Non-member early bird rate if you register on or before October

### REGISTER NOW

- Arial 12 pt., **bold** on “**Registration fees:**”
- Arial 12 pt., roman on body text
- Basic fee first followed by colon. Do not use cents (i.e. \$45.00).
- Member category, followed by any qualifying information.
- Total cost: sum of basic fee plus HST, in brackets.
- Arial 12 pt, **bold**, UPPERCASE on “**REGISTER NOW**” (this is an exception to the CP rule).

### Miscellaneous:

- *Italics* are only to be used for names of books, publications, movie titles, etc. They are not to be used to emphasize a word or phrase.
- **Bold** can be used sparingly to emphasize a word or phrase.
- Fonts should be Arial 12 point for all text.
- Graphics will be added to the content and text colour formatted (submissions should be in black font colour) when the e-Lert email is prepared by the IABC/Toronto office.