Horizontal
$(y-k)^2 = 4p(x-h)$

Vertical
$(x-h)^2 = 4p(y-k)$

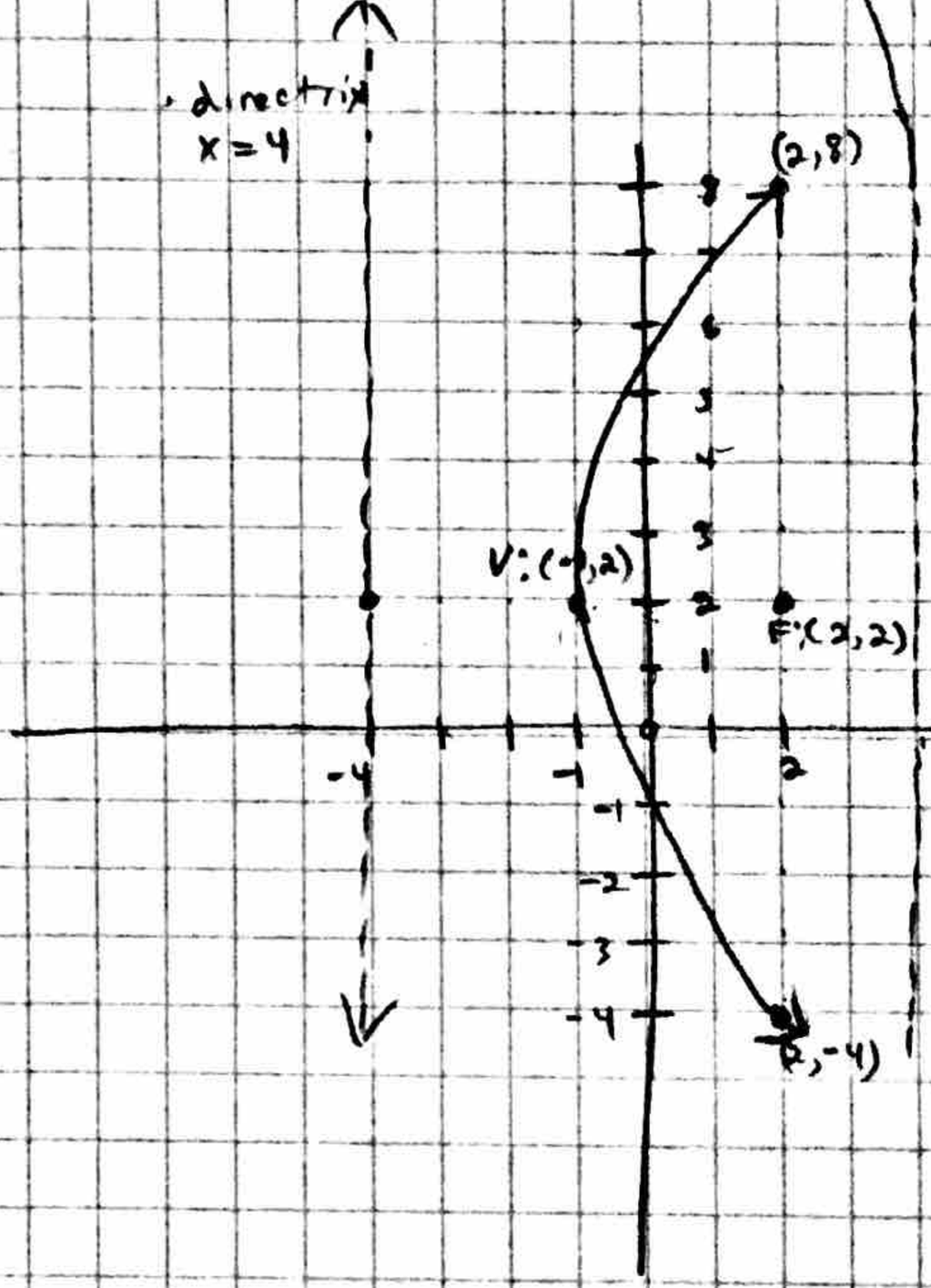
$(y-2)^2 = 12(x+1)$

p represents the units to move from vertex to get to focus and directrix.

$h = -1$
$k = 2$
$4p = 12$
$p = 3$
V: $(-1, 2)$

$\frac{4p}{4} = \frac{12}{4}$

$p = 3$



12 represents the endpoints (chord) of Parabola. From the focus go 6 units up and 6 units down. $6 + 6 = 12$ units