



Handling Copy

Everything we do starts with copy. And how copy is handled can make or break a production schedule and increase costs.

Developing Copy

If we write or edit your text, you will get a rough draft (called **draftv1**) to review and make any changes or corrections. We recommend using the editing tracking (“review”) function in MicroSoft Word

When we get your edits back, we’ll look over the changes, and if we have any questions, we’ll contact you and give you a second draft (**draftv2**) to review. Keep in mind that copy can go through many drafts so that each new draft needs to be labeled, thus draftv3, draftv4, etc. Once it is agreed the copy is final, it will go into production.

Final Copy, the Holy Grail

We know with deadlines breathing down your neck, you just want to get things going! So do we! But taking the time up front to have final copy will mean that you’ll not have to be frantically making changes (some we guarantee you won’t like) in the middle of production. If draft layouts are required for the project, we can use greeking (dummy text). Doing this has the added advantage of giving you a word count—yet another way we can save time.

The more final the copy is the less time we have to spend in reformatting text or correcting errors during production and the more creative time we’ll have to make your piece shine.

Changes in One Document

The way you send your changes back to us can save you money and insure we’ll meet your deadline. One email is better than many emails with individual changes. Emailing us bits and pieces of copy separately is confusing for us and leaves more room for errors that have to be fixed after the layout is done.

Copyediting and Proofreading

If we know ahead of time, and it has been identified as part of our work, we will copyedit and proofread the document before it hits production. You will then be sent the copyedited/proofread drafts to review. Again, ganging up any changes you have in one document is the way to go.

In-house Review and Sign-off

Make sure that whoever needs to the review and approve the final copy does so **before** it comes to us. Substantial changes at the design layout stage is time consuming and costly.