

## Layout, Design and Proofing Services

There are a variety of ways we can assist you as you bring your ideas to print.

For example, maybe you have been working on a graphics program and have some designs but you're not sure how to finish.

Do you have some great ideas in writing but are not sure how to get it all on a page and make a great flier?

Collaboration is often the key to successful and fulfilling design. You have to be happy with your final product. By being given the opportunity to work with us on our computer system, you have a major role in the creation and it's fun!

Our hourly rate is \$60, billed in quarter-hour increments. Supply us with as much as you wish such as photos, artwork, text, etc. and of course, your ideas. Join us at our computer. We love to collaborate with our customers. We do not "hide" behind a counter. We also respect our customers' wishes and welcome their input on a design project. Our ultimate goal is your satisfaction.

(If you have a graphic designer do your work, please be sure they understand the printing process. It is different from the Web. You may have him or her call or email us to get the files sent correctly with as few steps as possible. Our policy is that we have based our pricing on correctly sent files. Therefore, time beyond 15 minutes spent with your designer is billable to your account.)

**PROOF! PROOF! PROOF!** We offer proofing at our standard rate of \$60 per hour. Grammatical errors, misspellings, misplaced or stray graphics will be found and corrected. We will then review the piece of work with you before it is printed to be sure nothing was missed. We guarantee re-prints only on work we have proofed and reviewed.

Otherwise, we give only a cursory proof of what is submitted to us and assume absolutely NO responsibility for typos, or other errors. We offer printed black and white or color proofs at no additional charge. Therefore, we strongly encourage you to look at a printed proof. After all, they are FREE! If you opt to not proof you then imply acceptance of your finished product.

It is truly hard to overemphasize the need to proof. Mistakes can be costly and reflect badly on your business if something gets in circulation that has errors on it. And, yes, it happens all the time. If you do not use *A Word In Edgewise* to proof, we recommend you ask someone who is not connected with your business or industry to proof for you. Avoid proofing your own compositions. It is too easy to read what you expect to be there and pass over mistakes.

With the exception of highly technical or proprietary information, the further removed the person who does your proofing is from your business and industry the better. They will be more likely to catch things you will read past.