



Proofing Checklist

Before you sign-off on your proof, make sure that you have checked all the relevant boxes below.

- Printed copy of the proof*** – We know from experience that the best way to proof something is when it is printed!
- Spelling and grammar** – Are all names spelled correctly? Watch out for words spell check won't catch, such as it's/its, their/there, your/you're, were/where, then/than, and to/too.
- Images** – Are all images in the correct place and in the correct size? Do images appear fuzzy? Do all images have the correct captions?
- Fonts** - Are all fonts correct and appropriate in size? Is all text aligned properly?
- Duplication** – Check for two identical words or numbers that are next to each other.
- Punctuation** – Is it correct and consistent throughout? Are there any missing characters or broken type?
- Contact details** – Make sure contact names, telephone, fax numbers, email and web addresses are correct and formatted properly.
- Logo** – Is it the correct version, as well as consistency of size and positioning?
- General layout and color/imagery*** – Do you approve any final retouching?
- Pagination** – Is the document's size, page numbering and order correct?
- Have one or more people read the proof and completed the checklist?**

*Press Proofs

In certain instances, we may be able to provide a press proof, which is a sample copy of what a printed document will look like once it has been printed, trimmed, folded, and otherwise finished. Press proof availability and cost, however, depend on the job, the printer/paper used, and whether or not the job is complex enough to warrant outsourcing for certain elements. Please check with your customer service representative for more information on press proof pricing and availability.

Proofing Tips

- Read it out loud and also silently.
- Read it backwards to focus on the spelling of words.
- Use a blank sheet of paper to cover the material not yet proofed.
- Do not proof for every type of mistake at once—do one proof for spelling, another for missing/additional spaces, consistency of word usage, font sizes, etc.
- Keep a list of your most common errors (or of the writers you are proofing) and proof for those on separate "trips."
- Give a copy of the document to another person and keep a copy for yourself. Take turns reading it out loud to each other. While one of you reads, the other one follows along to catch any errors and awkward-sounding phrases. This method also works well when proofing numbers and codes.
- First, proof the body of the text. Then go back and proof the headings. Headings are prone to error because copy editors often don't focus on them.
- Double check fonts that are unusual (italic, bold, or otherwise different).