



# TIPS & TRICKS

... to save you cash & time.



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▲ [thinkgraptch.com](http://thinkgraptch.com)



**Create an outline** of your content. This will help you keep track of your articles as they come in.

**Send us the outline** with each project. Make sure to note which articles have images that you are providing, and what the captions should be.

**Indicate the order** you would like the content to appear; which articles are the main features; and any special instructions for the cover.

*Pretty easy, right? We wouldn't steer you wrong.*

# PLAN

▲ plan ▲ organize ▲ proof ▲ schedule





**Create folders** for each of section of content/article.

**Name the folders** with the titles of the articles.

**Put** your text and supporting graphics **inside the folder**.

**Send all content together** at one time.

Don't send files via multiple emails over several days.  
*This will drive up cost and increase the odds for error.*

Don't embed images inside Word documents.  
*This degrades image quality.*

# ORGANIZE

▲ plan ▲ organize ▲ proof ▲ schedule





**Proofread your content carefully** with each round of changes. We are not responsible for errors.

**Use the proofing tool** in Acrobat to mark up the proof.

**Send all changes together** at one time. If you have multiple people reviewing the document, combine everyone's markup.

Don't send an illegible markup. *We charge an hourly rate, so the longer it takes us to figure out what you're trying to say...*

**W**ait *for* everyone to give their *to* input before sending changes!

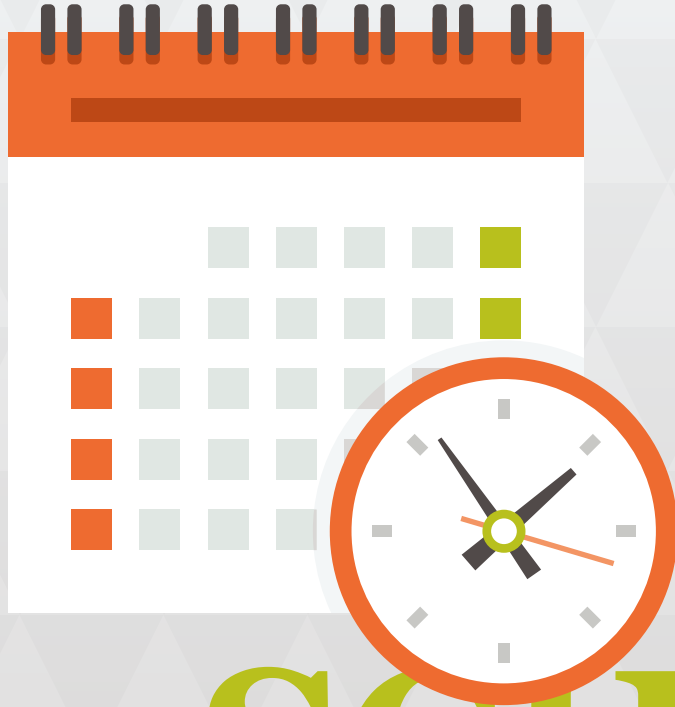


# PROOF



▲ plan ▲ organize ▲ proof ▲ schedule





**Reference the production schedule** we create for you.

**Submit all content on time.**

**Let us know** if you need the schedule to shift, or if you will be late on content delivery.

We are happy to accommodate late content, but be prepared for the **entire schedule to shift**, from first proof to final delivery. Sometimes we can still meet the original publication date, but it may require **overtime charges** to do so.

# SCHEDULE

▲ plan ▲ organize ▲ proof ▲ schedule

