

# tips&resources

## Proofing Checklist for Copy

1. Proof in a quiet, uninterrupted place so you can devote your full attention to the job.
2. Proof line-by-line using a ruler.
3. Proof by performing three readings:  
once for spelling and punctuation  
once for content and grammar  
once for graphic style.
4. Check all factual information: names, addresses, prices, statistics and numbers; if a mailer, check postal class, permit number and city.
5. Call all phone numbers to confirm their accuracy.
6. Read carefully for contextual meaning. Spellcheck will not catch words that may have been keyboarded wrong, but are still legitimate words.
7. Check punctuation, capitalization and abbreviations.
8. Watch for repeated words, especially at the end and beginning of sentences where they are easy to miss.
9. Use a buddy to proof long lists of names, numbers, etc.
10. Check for graphic style: consistent heads, subheads and graphic elements.
11. Check page numbers.
12. Mark your corrections using a red pen so they will stand out. Keep a photocopy of your changes to proof against when the corrections come back.

Proofing



# Proofing Checklist for Printer's Proofs

On printer's proofs, double check for trims, scores, perfs, color breaks, and for any stray spots or marks. If in doubt, ask questions and verify. Don't assume anything. Verify paper, folds, binding, quantity, colors and delivery.

Check for:

- Line endings (do they match the comp you provided?)
- Any missing copy?
- Logos/photos/graphics
- Page numbers
- Union bug?
- Fonts (are they correct?)
- Rules
- Fly specs (stray spots or marks)
- Color breaks (all colors are **where** they should be)
- Colors specified (all colors are **what** they should be)
- Trims, scores & perfs
- One- or two-sided
- Orientation of back-to-backs (top-to-top or top-to-bottom?)
- Paper, folds, binding
- Quantity
- Delivery date and place