

You're Almost Done — This is NLF's Last Fail Safe Effort

Publication: _____

Date proofed: _____

Editorial

- Read through for grammar, punctuation, and spelling
- Verb tenses consistent
- Check headlines and subheads for grammar, capitalization, style consistency
- All appropriate letters in headline capitalized
- Check table of contents for current info and corresponding page numbers
- Check spelling of company name(s) throughout
- All publication names in italics
- Check proper usage of registration marks, trademarks
- Correct punctuation after list items or bullet items
- Verify correct phone numbers
- Confirm issue and volume number or issue date
- Confirm issue and page numbers throughout inside pages
- Confirm date of copyright
- Confirm masthead and staffbox information
- Check all mailing panel elements (return address, etc.)

Design

- Correct and consistent typefaces and size in body text
- Artwork and photos where they should be/correspond to story
- Consistent spacing between story elements (headlines to subheads, text wraps around artwork)
- Folio lines consistent
- Bad text breaks, dropped lines (check again after revisions)
- End boxes on every story
- Confirm "Design Copyright"
- Required design elements (bars, arcs, etc.)