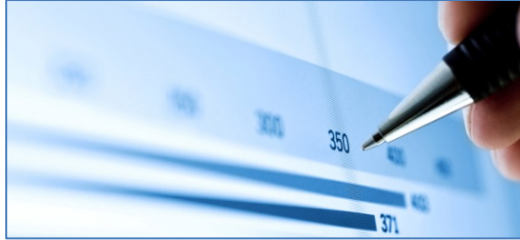


Copy-Writing

Specialist Consultants



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Light editing

- Correction of spelling errors
- Lapses in layout and of font use are corrected
- Correction of errors in grammar and syntax
- Correction of continuity errors, including a focus on UK/American spelling issues
- Consistency check of, for example, numerals, numbering, punctuation, hyphenation and capitalisation
- *Twenty five (25) cents per word*

Substantive editing – All of the above plus:

- Sentence construction is considered and revised to improve flow
- Content is revised to improve clarity and to maximise the impact of the writing
- Conflicting and/or illogical statements are queried; discrepancies and inconsistencies are attended to where possible
- Redundancies are attended to and needless repetition of text is removed *or* commented on
- In-text referencing is edited for consistency and style and aligned to the referencing system used (for example, Harvard, Vancouver or APA)
- Critique and suggestions for improvement are offered throughout in track changes
- *Thirty four (34) cents per word*

Notes:

1. Quotes require sighting of the initial document (as an MS Word file) and are based on the word count *when the document is received*. A typical page is taken to contain 300 words.

2. In-text references are cross-checked against the list of references at the end of the document and vice versa at an additional negotiated fee *per reference*.

3. All editing is done with track changes turned on in MS Word. Therefore, all changes made will be evident to the client and with substantive editing there is additional commentary. Costs for light and substantive editing do not include reading and checking the text for a second time (if it is returned by the author). This would incur an additional negotiable fee.