

:: preparing copy

Clients often ask how *much* they should write for a print piece. A good rule of thumb is to write about half a page for each page, so that there is room in the design phase for margins, design elements, photos, etc.

Some suggested tips for ensuring clean copy are:

- :: Use styles in Word or place a consistently used code (for which we will later search and remove throughout) to denote headings, sidebars, block quotes, etc., such as `<h1>` for first-level (largest) headings, `<h2>` for second-level headings, `<block>` for block quotes, etc. You may also denote the end of a block quote or sidebar if that element's length exceeds a paragraph.
- :: Remove double spaces.
- :: Use only a single tab when aligning text.
- :: Do not use multiple paragraph marks.
- :: Use center alignment, not tabs, to center text.
- :: Do not use the return key unless you intend to start a new paragraph. Typing on the computer is not like typing on a typewriter: a line break should not be placed at the end of every line of text—only at the end of every paragraph.

To keep your costs for revisions to a minimum, all text should be edited and proofread prior to sending to any designer. Having to redo the layout due to major text changes will result in additional charges.

When writing your copy, you may find the following resources helpful to type special characters and symbols in [Windows](#) or on a [Mac](#).

If you cannot send all copy at once, it is usually OK to send the copy in sections, but only once those sections have been finalized.

Only send what needs to go in the layout. For example, if you have a document with more information than will be included in the piece, it is faster and more efficient to only send what is needed. Otherwise, the designer has to guess or stop and ask questions, which causes confusion and delays.