



Dena Rae McKittrick

GYPSY MOON • ASHBAH • ARTISTJOYFUL • STONES OF CHANGE

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Procedures for Working Together

- 1.) All orders, instructions, and agreements must be in writing, either email or by post.
- 2.) All written data to be included in the work is to be submitted either by email, or on CD. You can submit a word.doc, or simple text file (like a .rtf or wordpad or notepad, or even just within the content of an email). Please observe these data entry guidelines:
 - Don't format, please, especially tabbing. It is much quicker and easier for me to do the formatting from a "clean" document. If you have a particular look in mind, provide a separate hard copy of what you would like it to look like.
 - Please single space after a period and between words.
 - Do not use all upper case, even if you wish to have it all upper case.
- 3.) Proofs: I will send proofs to you either included as an image in your email, or by pdf. Acrobat reader is free online so that you can view your pdf proofs. Web design proofs will simply be published to your site. Your job includes 3 drafts:
 1. First rough draft – Now is the time to make major decisions about direction, overall look, etc. Please take the time to proof and correct the content as well.
 2. Second draft – Incorporates all your changes, corrections and additions. Please take the time to proof and correct the content and overall look. Show your proof to a couple other sets of eyes.
 3. Final proof – Reflects all of your changes. This is time to catch all last minute, minor corrections.

After the third draft, we are back on the clock at \$50. per hour, with a \$35. minimum. Proofreading is a shared responsibility. Your changes and my mistakes are a natural part of the creative process, and built into my plan and pricing. You are not charged for my mistakes. However, I am not responsible for errors if you have approved (in writing) the work for printing or publication.
- 4.) Payment: Print work - 1/3 deposit, 1/3 upon receipt of rough draft, 1/3 upon completion. Website design - 1/2 deposit, 1/2 at completion.