ADVISER ASSISTANCE

YBK ALL DAY

Check it. Send it.

Get those pages out the door with the confidence that they're edited, proofed and dare we say — perfect.

In true HJ YBK fashion, we love a good checklist for reassurance that we've caught every little thing. Our Adviser Assistance checklists are tried-and-true, but these content and spread checklists are great for final checks before you start the submission process.

Follow this Common Errors checklist for last-minute catches.

√ Photos are carefully cropped. No heads, tops of heads or feet are cut off.

√ No faces or text are placed outside of the dashed lines or in the gutter of the book.

√ All elements meant to bleed are to the outer edge of bleed line.

√ Any names underlined in blue have been name-checked.

√ Any DPI warnings? Make the photo smaller or replace it with a higher resolution photo. Always check your high-resolution PDF.

√ All red + signs have been resolved to confirm we have no overset text.

√ Copy has been proofed word by word. Red underlines have been checked. We checked attributed quotes for appropriateness.

√ Folio is correct with page number, topic, and section shown as applicable.

√ We've carefully proofed the PDF for this page, and what we see on that PDF is what we want to print.

EDESIGN TECH TIP: How's that Master of the Index doing? If you haven't already, grab a staffer who needs a job and have them start running the index in eDesign. This guide breaks down the steps for a complete index.

Need to rewind? All previous Adviser Assistance emails are available on their own page.