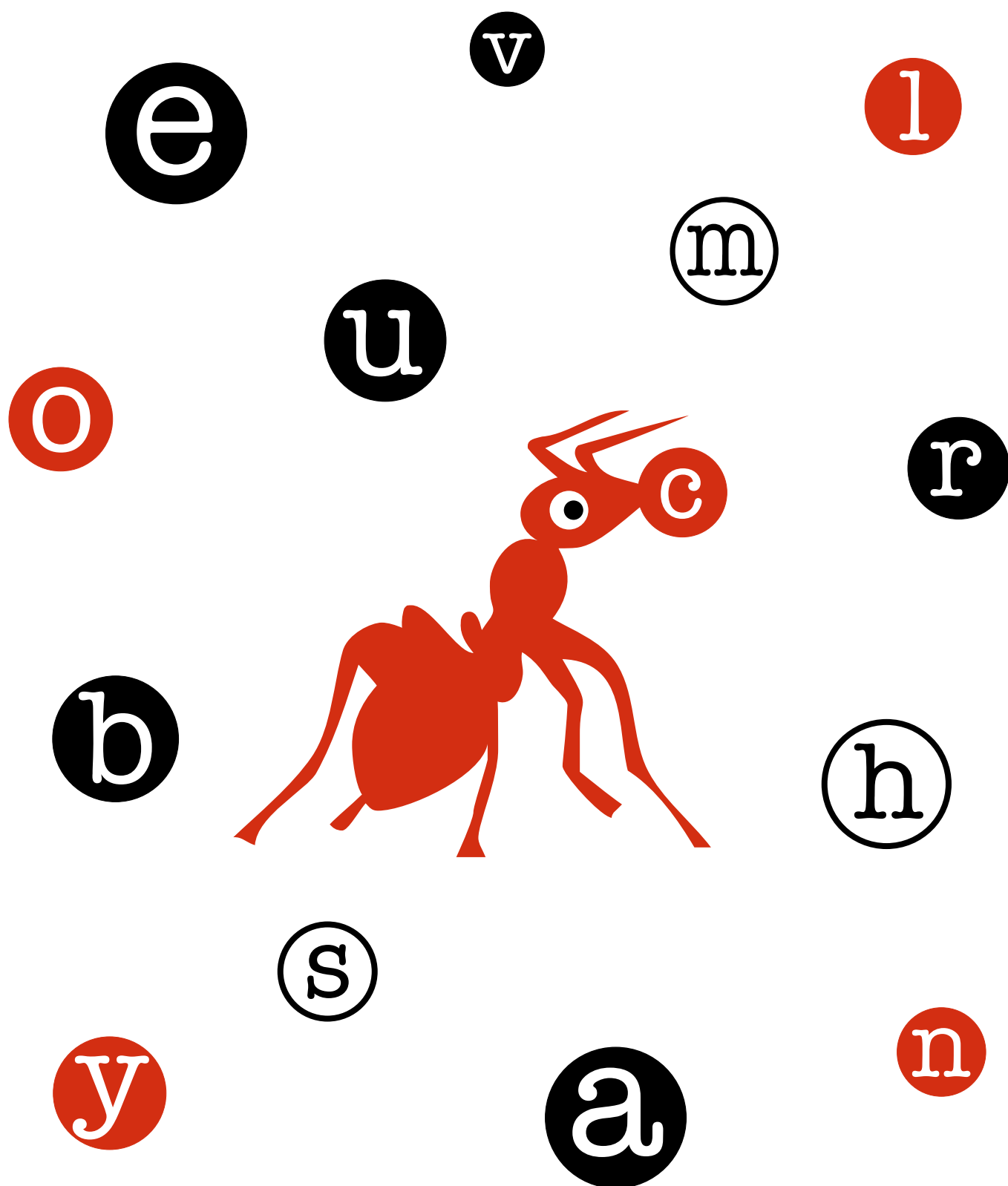


C Á L A M O & C R A N

CENTRE FOR PROFESSIONAL LANGUAGE AND EDITING APPLICATIONS



LANGUAGE AND PUBLISHING SERVICES

Language and publishing services

- For us, three aspects are essential: quality, efficiency and accuracy. Thanks to our more than ten years' experience in this business and a highly motivated team of professionals, we are able to offer a quick response to the needs of companies without sacrificing quality. We like things to be done both quickly and well.

We offer quality and accuracy:

- Expert professionals with extensive experience in translation, copyediting, editing and layout.
- Qualified native-speaker editors, layout designers, copyeditors and translators.
- Projects supervised by a PM (project manager) and subject to strict quality control procedures.

Our business services*:

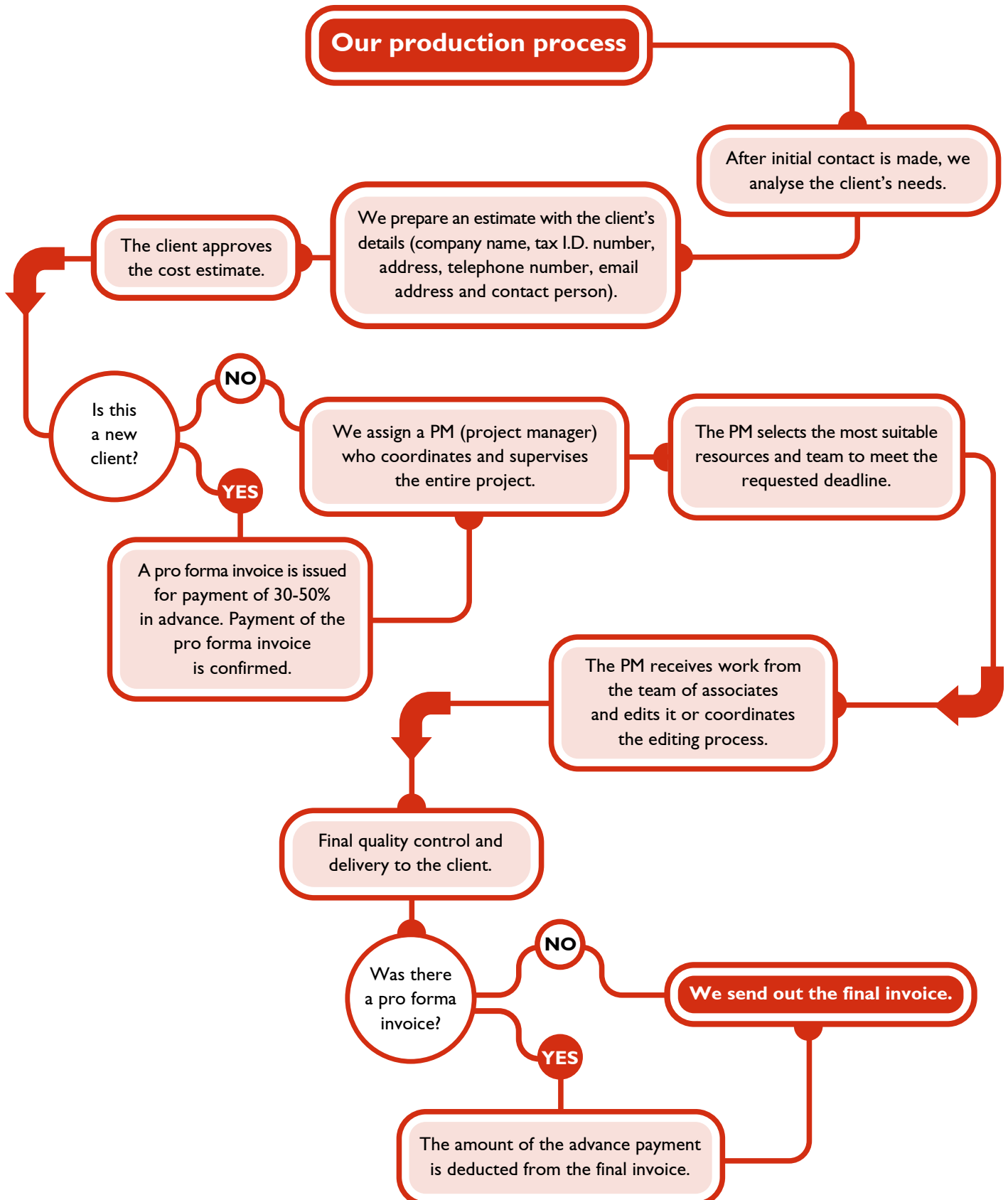
- Translation and interpretation
- Copyediting and proofreading
- Writing services
- Language consulting and advisory services
- Monthly flat rates
- Design and layout
- Publishing project management
- Company training courses

*If you order several services at the same time, you will receive a discount of up to 40%.

Please contact the Services Department by telephone on +34 91 297 49 98, or email (j.licitra@calamoycran.com).



Language and publishing services



Translation and interpretation

All of our translations are checked by one of our copyeditors

Types of document

- Business documents
- Marketing and advertising documents
- Tourism documents
- Legal documents
- Economic and financial documents
- Medical documents
- Scientific and educational texts
- Technical and IT texts
- Websites
- Literary texts
- Catalogues

Languages

- We offer translation services in Spanish, Catalan, Galician, Basque, English, French, German, Italian, Portuguese, Chinese, Greek, Dutch, Russian, Polish and Arabic. If the language you need is not on this list, please contact us and we will prepare a custom estimate.

Document formats

- We work in .txt, .doc, .docx, .PDF, .html, .qxd, .indd, and .ai (for both Mac and PC).

How we manage translation work

- 1 Our PM (project manager) receives the document, analyses it and selects the most suitable translator(s) to meet the requested deadline. Dividing the job amongst various translators is a last resort: we only do this in cases where the deadline is very tight, as a professional will only translate around 3000 words a day.
- 2 We send the job to the translator(s) with instructions, glossaries, guidelines and anything else necessary to meet the client's needs.
- 3 The PM receives the translated documents and subjects them to a strict quality control procedure in order to ensure that none of the text is left untranslated (omissions) and there are no errors of meaning. The final text is also edited.
- 4 Before final delivery to the client, we ensure that the translation is appropriate for the target culture. Translating for the UK is not the same as translating for the United States or Australia, nor is translating for Latin America the same as translating for Spain.

Our translators and interpreters

- There is only room for the best on our team. All of our translators, in addition to being native speakers of the language they translate into (translation out of one's native language has no place in the world of professional translation), meet the following requirements: specialised translation training and qualifications, proven professional experience and expertise in specific fields. Our interpreters are qualified professionals with extensive experience.
- You can view profiles of some of our translators and interpreters at www.calamoycran.com



Stylistic editing, copyediting and proofreading

What is professional editing?

- Editing involves a text being checked by a professional in order to ensure that there are no linguistic errors.

There are various types of editing:

- **Copy editing:** This involves eliminating spelling, grammatical, layout (if the mock-up has already been prepared) and typographical errors. This may be done in Word, on PDF, on paper, in Quark or in InDesign. Editing a mock-up (PDF, paper, Quark or InDesign) is also known as proofreading.
- **Stylistic editing:** This involves making improvements to the form of expression, consistency and structure of a text so that the message comes across more clearly to the reader or listener and it is suited to the intent the writer wants to communicate. Style editing also eliminates spelling and grammatical errors. We recommend that this be done in Word before laying out the text.
- **Translation comparison and editing:** This means that there are no spelling or grammatical errors, that none of the text has been left untranslated and that the meaning has not been misinterpreted in any case. We recommend that this be done in Word.
- **Content editing:** This involves having a specialist in a specific field (medicine, mechanics, etc.) check the text to ensure that there are no conceptual errors.
- **Editing of blackline proofs or final digital proofs:** This is the final check before the printer's plate is prepared. We ensure that all elements of the work are placed properly and that the pages are positioned correctly on the sheets.

Types of document

- Lectures and speeches
- Medical, scientific and educational documents
- Company documents
- Legal documents
- Translated documents
- Tourism documents
- Websites
- Literary texts
- Cinema and television screenplays

Languages

- We offer editing services in Spanish, Catalan, Galician, Basque, English, French, German, Italian, Portuguese, Chinese, Greek, Dutch and Russian. If the language you need is not on this list, please contact us and we will prepare a custom estimate.

Document formats

- We work in .txt, .doc, .docx, .PDF, .html, .qxd, .indd, and .ai (for both Mac and PC).

Our editors

- There is only room for the best on our team. All of our editors, in addition to being native speakers of the language they edit, meet the following requirements: specialised editing training and qualifications, proven professional experience and expertise in specific fields.
- You can view profiles of some of our editors at www.calamoycran.com



Writing services

What do we offer?

- Writing services: blogs, websites, newsletters, company documents, etc. Please contact us and we will prepare a custom estimate.

Languages

- We offer writing services in Spanish, Catalan, Galician, Basque, English, French, German, Italian, Portuguese, Chinese, Greek, Dutch and Russian. If the language you need is not on this list, please contact us and we will prepare a custom estimate.

Language consulting and advisory services

What do we offer?

- **SEO (search engine optimisation) consulting**

We analyse your website so that it contains more keywords and ranks higher in search engines. We also review how your texts are written in order to cater to the target audience. We edit for style, spelling and grammar to improve the image your website presents to your customers.

- **Website reports**

We analyse your website in order to determine its language requirements. We take care of composing the text and editing for style, spelling and grammar, or translating it into other languages. This will improve the image your website presents to customers, more effectively capturing their attention.

- **Company document auditing**

We examine your company's documents. We take care of writing, editing or translating them into other languages, focusing them to best suit your audience. By working with us, your company will achieve more effective communication with your customers, employees, suppliers and partners.

MONTHLY FLAT RATES

We offer monthly flat rates for some of our services, without sacrificing quality, our primary value.

FLAT RATE FOR EDITING

Includes all types of editing.

FLAT RATE FOR TRANSLATIONS

Includes all types of translation.

FLAT RATE FOR LANGUAGE CONSULTING AND ADVISORY SERVICES

With our flat rate for language consulting and advisory services, we respond to your queries within 24 hours. All you have to do is email us your question.

FLAT RATE FOR LANGUAGE SERVICES

Includes editing, translations and language consulting.

We analyse your company's needs and determine which rate is the best fit in each case. Please contact us for a custom estimate.



Design and layout

Why are they two different things?

- Design involves thinking about the format of a project, the font, the letter size, how the elements are arranged on the page, the colours, photographs, tables, etc., and generating dummy pages so that the layout designer can compose all the pages in the document.

Types of publication

- Book interiors and covers
- Periodic publications
- Company documents
- Reports and dossiers
- Advertising and promotional materials: brochures, catalogues, signs

Languages

- We offer design and layout services in Spanish, Catalan, Galician, Basque, English, French, German, Italian, Portuguese, Chinese, Greek, Dutch and Russian. If the language you need is not on this list, please contact us and we will prepare a custom estimate.

Formats

- We work in QuarkXPress, InDesign, Photoshop, Illustrator and Freehand (for both Mac and PC).

How we manage design and layout work

- 1 Our PM (project manager) receives the material, analyses it and chooses the most suitable designer and layout designer.
- 2 If we do the design ourselves, we send the job to the designer for proposals.
- 3 We review the design proposals with the client. When the final design has been approved, we send the job to the layout designer with instructions, guidelines and anything else necessary to meet the client's needs.
- 4 The PM receives the document mock-ups and subjects them to a strict quality control procedure to ensure that no text has been omitted and that the client's instructions have been followed.
- 5 When we prepare mock-ups in other languages, the PM sends the job to a professional in that language for a comprehensive review of the layout prior to final delivery to the client.



Publishing project management

The publishing process

- We take full charge of managing publishing projects: from project initiation to preparation of PDFs for printing. Additionally, our team of professionals works in both Macintosh and PC environments.

Languages

- We offer publishing services in Spanish, Catalan, Galician, Basque, English, French, German, Italian and Portuguese. If the language you need is not on this list, please contact us and we will prepare a custom estimate.

Document formats

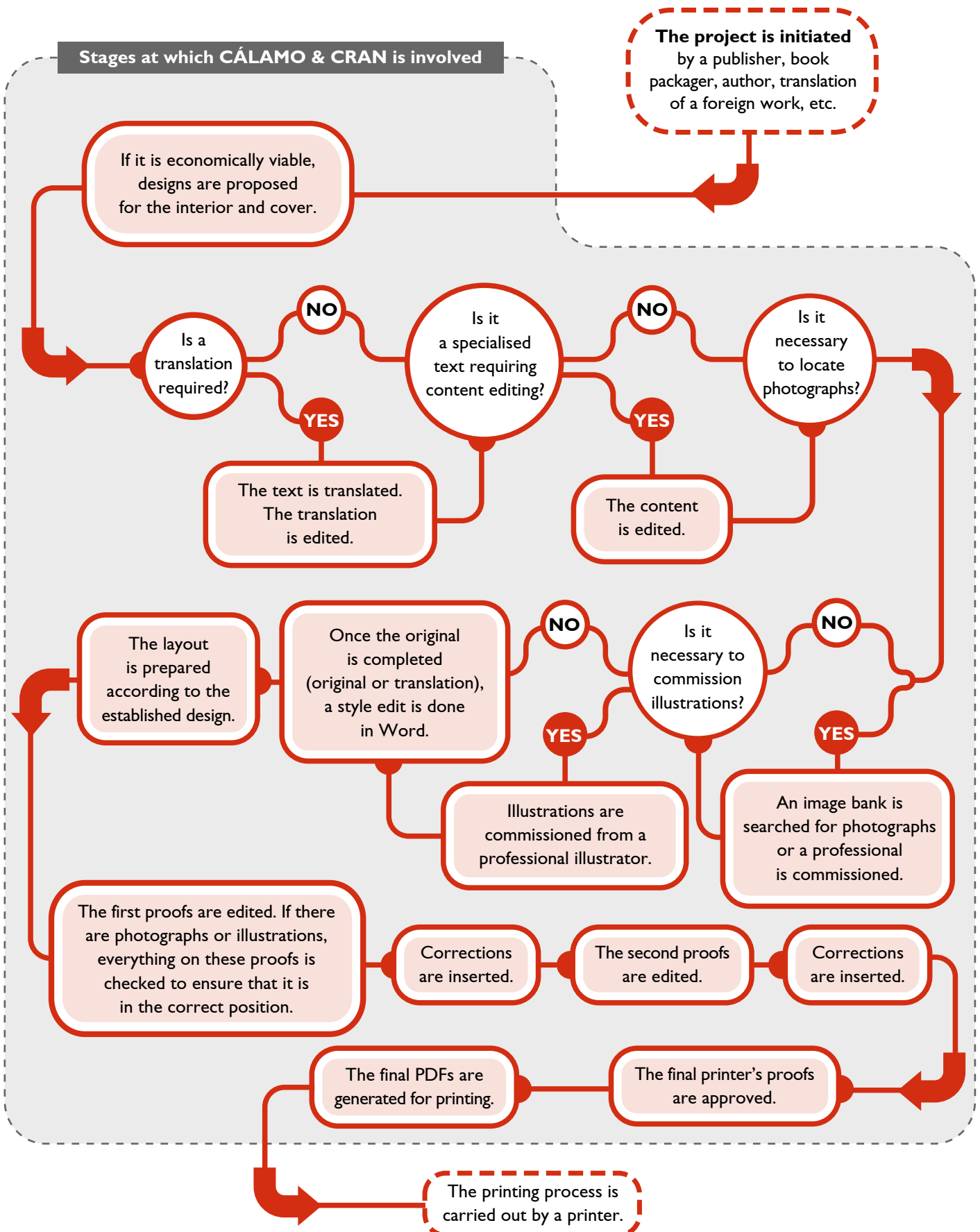
- We work with .txt, .doc, .docx, .PDF, and .html files and the programs QuarkXPress, InDesign, Photoshop, Illustrator and Freehand (for both Mac and PC).

What services do we offer?

- Collection coordination
- Management of joint international publications (book packaging): we deal directly with the foreign editor
- Translation in Word or on the mock-up (Quark or InDesign)
- Editing fiction texts
- Editing educational and scientific texts
- Editing periodic publications
- Design and layout of interiors and covers (collections or individual titles)
- Copyediting
- Style editing
- Content editing
- Proofreading (paper, mock-ups or PDFs)
- Generating PDFs for printing
- Consulting services for publishing: attending book fairs, selecting titles for the publishing plan, reader's reports, educational consulting



Publishing project management



Company training courses

- Cálamo&Cran presents **custom courses**, adapting them to your company's requirements and organisation, to your pace, to your space. Because all of us want to make the best use of your time.
- You can view the content, schedule and duration of each course on our website, www.calamoycran.com. You can also **request an evaluation of your training needs**. The Cálamo&Cran team analyses each individual case in order to best **adapt the content of each course to the practical and real needs of each client**. This allows us to expand, reduce or even remove subjects already included in other courses in order to focus the course on those aspects of the content which are most suited to the requested training activity.
- If you are interested in **improving productivity and the quality of communication and publishing** at your company, Cálamo&Cran's courses are just what you need.
- Please contact our Company Training Department by telephone on **+34 91 547 33 22** or by e-mail to incompany@calamoycran.com. One of our consultants will analyse your needs and advise you on the most suitable training for you.

Advanced Tips for Word and Excel

- Tips for editing documents in Word
- Expert in Word: make everything work
- Word for corporate documents (reports, manuals, bulletins, business letters, catalogues, projects, etc.)
- Macros in Word
- Mailings in Word for secretaries
- Tables of contents, notes and references in Word
- Tables and graphs in Word
- Migration between versions of Word

Corporate design and layout

- Composition in InDesign
- Composition in QuarkXPress
- Document layout in Word
- Migration from QuarkXPress to InDesign
- Illustrator CS
- Freehand
- Migration from Freehand to Illustrator CS
- Basic image processing
- Expert in PDF
- PDF forms
- Computer to Plate (CTP)

Oral and written communication techniques

- Towards an effective mind
- Technical writing I
- Technical writing II
- Writing coaching for reports and projects
- Writing coaching for secretaries (administrative documents)
- Error-free writing
- Copy-editing (effective documentation)
- Proofreading (quality control for texts)
- Oral communication
- Writing for SEO
- Creating a corporate style manual

Translation techniques for business

- Translation techniques for business
- Translation for secretaries
- Translation for middle management
- Translation for non-translator technical staff
- Translation quality control techniques

Specific courses for the publishing industry

Specialised training for the publishing industry

- Distribution and marketing for publishers
- Managing publishing projects
- Evaluating the viability of publishing projects
- Book packagers
- Attending book fairs
- Preparing an official catalogue
- Creating a style manual
- Copyright for publishers
- Style editing
- Proofreading
- EBooks
- Editing seminar: children's and young adult
- Editing seminar: lexicography
- Editing seminar: textbooks
- Editing seminar: periodic publications

IT tools for the publishing industry

- Tips for proofreading and editing in Word
- Tables of contents, notes and references in Word
- Tables and graphs in Word
- Composition and editing in InDesign
- Composition and editing in QuarkXPress
- Migration from QuarkXPress to InDesign
- Basic image processing
- Illustrator CS
- Freehand
- Migration from Freehand to Illustrator CS
- Expert in PDF
- Expert in Excel: make everything tally
- Computer to Plate (CTP)



Some of our clients

Leading firms

- Since 1997, countless companies have entrusted their editorial and training projects to Cálamo&Cran.

- Thanks to our services, our clients are able to:
 - Enhance their corporate image.
 - Optimise their work processes.
 - Achieve their desired results and targets.
 - Improve the productivity of their professionals.

