



Copywriting & Editorial



taalbureau
B&K
PROJECTS

Copywriting

Copywriting entails 80% creative partnership effort and 20% writing. It is in fact this strong **empathy** from B&K Projects - language office in your product, service, or corporate philosophy that makes all the difference to your communication. Our creative use of language lends itself to the writing of:

- **Sales letters:** the 'pure sales' type, but highly gripping
- **Brochures:** a unique blend of word and image (*see also Document Creation*)
- **Corporate magazines:** display your products, services and resources
- **Recruitment campaigns:** match between what you have to offer & your requirement
- **Web writing:** easily scanned texts which linger
- **Testimonials and advertorials:** subtle form of advertising
- **Press releases:** written by and for editors

Rates

For **commercial** text writing B&K Projects – language office charges a rate of 50 EUR/hour.

Editorial

Captivating readers with well-balanced and objective coverage is **second nature** at B&K Projects - language office. You can expect attention-grabbing articles covering a **broad spectrum** of subjects.

Rates

For **editorial** text writing B&K Projects – language office charges a rate of 150 EUR/3.500 characters.

Guarantees

- Correct and creative language usage
- Texts delivered with proofreading
- Short deadlines – punctual delivery

B&K Xtra Services

“Text and image”

The creative team at B&K Projects – language office also proffer ideas regarding illustrations. The combination of **conceptual thinking** with the interaction between graphic artist and writer ensures a coherent result.



Proofreading & Linguistic Advice



Proofreading

Dotting the i. For the collaborators at B&K Projects – language office this is a matter of honour.

- What is proofreading comprised of?
- Verifying the new spelling
 - Style adaptation
 - Grammatical check-up
 - Watching over consistent use of words



Linguistic Advice

Thanks to the multilingual environment within B&K Projects – language office, we are able to provide you with linguistic advice in **all EU-languages** at the drop of a hat.

Guarantees

- Dependable and punctual delivery
- Adaptations to the house style (according to your instructions)
- Filtering out mistakes in the foreign language (*see also Translation*)
- Processing and delivery in the format as per your specification (*)

B&K Xtra Services

“Ready for printing”

We extract the smallest details from your proofs. Portion of text on a dark background? Mistakes in the table of contents? They came and went! If required we can even provide you with an **advisory report** listing the most recurrent grammatical mistakes.

Rates

Text corrections are carried out at a rate of 50 EUR/hour. Ask for a free quotation for correction work to your document.

(*) B&K Projects – language office provides support for all Office applicaties, FrameMaker+SGML, InDesign, QuarkXPress, HTML, XML and Interleaf (IASCII).