



## Best-Cost, Fast Publishing

Constant pressure to publish more, faster and cheaper means publishers require continual improvement in end-product quality, production costs, and cycle times. A dynamic readership base and a competitive marketplace require agility to scale up or down, as and when the market demands, in order to maximize profitability.

Achieving this best-cost, flexible publishing without compromising quality requires committed, competent partners with close knowledge of your publication business—partners with sophisticated operational systems and an expert resource base that can be deployed rapidly to meet your unique and changing requirements.



## Why Aptara?

If you are in publishing, Aptara is your best business partner. With over 3,700 globally-deployed professionals and 20 years of experience serving the world's leading publishers, Aptara is the largest and most-expert content transformation company in the world.

We employ a unique, proven approach to outsourcing that achieves tight integration of people and processes across your publishing supply chain, resulting in the most cost-effective and successful customer–vendor collaboration possible.

Our project management and editorial teams have proven track records managing the editorial/production process in the publisher's best interest, including author liaison and rigorous attention to publication integrity. This approach has delivered continuous gains in quality, cost, and cycle times for many of the world's leading publishers, including:

- 70% lower production costs
- 50% faster time-to-publish
- accelerated readership growth
- increased market share
- new revenue streams

## Solutions

### ■ Project Management

Outsourcing publishing services should not entail excessive hours overseeing your vendor. Project management is your partner's job. At Aptara, our editorial and production managers are obsessive about guiding projects to success, from start to finish. In addition to fail-safe scheduling and tracking, our project management services include:

- author management and communications
- editorial oversight in the publisher's best interest
- coordinating and consolidating page corrections
- monitoring and escalating book length issues
- monitoring publishing cost impact
- compiling front and back matter
- managing ancillary content

### ■ Composition Services

Aptara's production staff has deep experience working with a wide range of composition deliverables, including books, journals, reference works, magazines, directories and catalogs. We are experts in LaTeX, QuarkXPress®, InDesign, 3B2, and FrameMaker. We provide a front-end XML workflow (XMLPublish) that provides simultaneous delivery of high-quality content in both print and digital formats. Illustration rendering, scanning and correction in Adobe Creative Suite, DeltaGraph, and other graphic applications are tightly integrated with our composition workflows.

### ■ Developmental Editing

We have expertise with medical and science content, as well as social sciences and humanities. Services include: overseeing competitive reviews, managing authors and contributors during the writing or revision process, commissioning designs and art programs, researching photos, and overseeing content through final delivery—whether in print or electronic format. Our streamlined editorial and production processes use Aptara's XML authoring and editing tool, *PowerXEditor™*.

### ■ Artwork and Graphic Design

To complement your text with appropriate design or images, Aptara provides design and art services ranging from conceptual outlines and redrawing of author-supplied artwork to full creative design services. We work with a full range of graphic design software, such as Adobe Creative Suite (Illustrator, Photoshop, InDesign), QuarkXPress®, CorelDRAW®, Mathematica, and DeltaGraph, to create the right artwork, whatever your needs. Final deliverables are provided in the customer-specified format.



### ■ **Proofreading**

Quality proofreading is essential to accurate results. Aptara's expert proofreaders ensure the highest standards of accuracy in your publication. Our proofreaders scrutinize and rectify inconsistencies found in the processed original text such as spelling errors, incorrect end-of-line hyphenations, and aesthetic or layout considerations such as hyphenation stacking, widows and orphans, and spread balancing. We verify page proofs to your design spec or style sheet, ensure consistency in typefaces, and correct hierarchies of headings and running heads.

### ■ **Copy Editing**

Aptara offers a rich depth of experience in copy editing scientific, technical, medical (STM), social sciences, and humanities subject areas. Our onshore and offshore copy editors are professionally trained and mentored to deliver on-target copy editing. Aptara copy editors will follow a publisher's rigorous house style sheet, or apply good copy editing judgment in the absence of a publisher's style sheet to achieve stylistic consistency and accuracy throughout.

### ■ **Indexing**

Our skilled indexers are subject matter experts in key technical fields and disciplines. They create comprehensive style sheets that allow the development of detailed keyword, author, and subject indexes—including first, second and third-tier entries—with consistency and meticulousness. We have provided indexing and abstracting services to many of the world's leading organizations.

### ■ **Full-Service Knowledge Process Outsourcing**

Aptara's vast experience in trade, professional, and reference books and journals includes a complete set of editorial, design, composition, and pre-press services. We serve the world's leading publishers with the industry's most knowledgeable offshore production teams. We have special expertise in the scientific, technical, medical, and educational domains and work with customers on a project, program, or full-service Knowledge Process Outsourcing (KPO) basis.

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