Proof Checklist

Cover
- ☐ Check headlines, page numbers match
- ☐ Check TOC is correct amount of pages
- ☐ Check company logo is on cover
- ☐ Check month, date, volume number

TOC
- ☐ Check all pages, articles, headlines (including stories inside), and photos match
- ☐ Check the correct cover photo is cited

Throughout issue
- ☐ Check that headline for feature cover section matches, including on front cover
- ☐ Check that month and date is correct throughout issue
- ☐ Check that sections names match
- ☐ Proof special sections
- ☐ Proof any fillers, side bars
- ☐ Proof sidebars for feature covers
- ☐ Proof masthead

Each story
- ☐ Headline
- ☐ Deck
- ☐ Header
- ☐ Byline for correct name
- ☐ Lede
- ☐ Spacing
- ☐ Pull quotes
- ☐ Images, captions
- ☐ Slides, adding stats up so they equal 100%
- ☐ Read text
- ☐ Double-check any phone numbers, web sites listed in stories
- ☐ Look at sources’ names
- ☐ Jumps (page #, wording)
- ☐ Editors’ note/financial disclosure
- ☐ Contact information