

Editing/Proofreading Challenge

Editing Answer Key

This answer key is marked at the level of a moderate copyedit and represents just one way to correct and improve a document, so use it as a guide only. For information on the levels of editing, see Chapters 1 and 5 in the book.

CSE July 4 Warehouse Sale—Marketing Proposal and Analysis

This ad will be placed in local newspapers to run every day of the week leading up to the July 4 weekend:

After four years of exciting warehouse sales in the San Francisco Bay Area, CSE is pleased to announce our first warehouse sale in Hebron, Kentucky (near the Cincinnati/Northern Kentucky International Airport), on Saturday, July 24, Sunday, July 26, and Monday, July 27. For three days only, choose from hundreds of overstocks and near-perfect samples—all at 30%–75% off. Delivery services for the surrounding area (Cincinnati, Columbus, Dayton, Albuquerque, and Indianapolis) will be available. Come early for the best selection. And while you're at the sale, enter to win a \$1,000 gift certificate.

Store Metrics

The five area locations (store numbers) that will participate in the warehouse sale, and their independent percentages of last year's total July 4 area sales, are as follows:

1. Cincinnati (841): 29.7%
2. Columbus (842): 24.3%
3. Dayton (843): 16.1%
4. Louisville (844): 15.3%
5. Indianapolis (845): 14.7%

Comment [me1]: Spell out CSE?

Comment [me2]: Info here from Analysis/Strategy section; OK? Ad text indented to set off from proposal text.

Comment [me3]: Will ads run during weekend as well? If so, pls adjust text.

Comment [me4]: Change OK? "Eventful and boisterous" might deter some.

Comment [me5]: If not spelled out in title, spell out here?

Deleted: eventful and boisterous

Deleted: W

Deleted: S

Deleted: bay area

Deleted: we're

Deleted: W

Deleted: S

Comment [me6]: Correct airport?

Deleted: ,

Comment [me7]: Sale is on July 4 weekend; pls verify and correct dates.

Deleted: ,

Deleted: 2

Comment [me8]: Pls verify and supply highest actual percentage.

Deleted:

Deleted:

Deleted: up to

Deleted: and more

Comment [me9]: Should this be "Louisville," as shown in next section?

Deleted: n

Comment [me10]: Change for brevity and to downplay inconvenience.

Deleted: four

Comment [me11]: Edits accurate?

Deleted: the

Deleted: state

Comment [me12]: Percentages total 100.1%; pls adjust to total 100%.

Deleted:

