

# How Translation Is Costed



## How we cost your translation request

In line with our policy of transparency, we feel it's important that when our quotation is received by clients and prospective clients the content is clear and unambiguous, without any hidden surprises becoming apparent at invoicing stage. This guide helps with understanding some of what might appear on your quote.

### Basic translation

Translation is usually costed on a per word basis. This rate covers the core translation + proofreading by the same translator; undertaking grammar, spelling and contextual checks. The translation cost is usually broken down per language with some languages (Spanish and Italian for instance) being relatively low cost and others (Japanese and Scandinavian for example) attracting a far higher word rate.

### Secondary proofreading

Additional validation or secondary translator proofreading is charged extra to the core translation. This is usually as a percentage of translation rate; language variants apply as above.

### Specialist translation

Translation that requires input from a specialist – legal, highly technical, style-driven or financial usually attracts a premium over and above basic translation.

### Transcreation

Multilingual copywriting or transcreation is charged at a higher rate as we need to commission and brief copywriters to undertake the work. This is a far more skilled activity than translation and requires a much deeper understanding of branding, target markets and style/tone of voice. Depending on the scope of the work it might be that the charge is on a per word basis, but you may also find that we will apply an hourly rate to any copywriting which is required.

### Studio time

PUSH runs their own in house artwork and design studio and any activity – whether it is reversioning artwork for print, or rebuilding multilingual websites – is charged on an hourly basis. This is clearly indicated on any quotation provided.





## **Minimum charges**

If your translation falls below a certain word count (usually 300 words but it can be more depending on subject or language/s), we will apply a flat charge to the translation rather than quoting on a per word basis.

## **Rush charges**

PUSH rarely apply rush charges but on the occasions we do, this is shown as an extra on your cost estimate.

## **Project management**

Project management is a charge levied to cover internal administrative activities. Where possible we usually try to wrap costs into the overall word rate to simplify the quoting process, however if a project is more time intensive or requires disproportionate input from our team then we will break the cost out and itemise it separately on the cost quotation.

## **Leveraged rates**

Because we use technology to pre-populate duplicated text (please note this is dependent on the format the source text is supplied in), it could be that your translation can benefit from what is known as a leveraged rate.

Our system will analyse your text and allocate a lower rate for words that are repeated throughout the document. This will either be shown as an overall lower rate or alternatively may be split showing one wordcount at a full rate and a second at the lower rate.

For more detailed information on this please see our download at [http://www.push-international.com/pdf/Translation\\_Productivity\\_Technologies.pdf](http://www.push-international.com/pdf/Translation_Productivity_Technologies.pdf)

## **VAT**

VAT is charged on all sterling transactions. We do not charge VAT for Euro or US/Canadian Dollar transactions.

## **Payment terms**

PUSH payment terms are 30 days.

## **Contractual rates**

Please contact one of our Directors to discuss a contractual arrangement.

*If you need any specific information over and above what we have outlined within this guide please don't hesitate to contact either our project management team (+44 (0)118 984 1931) or our sales team (+44 (0)2034 022 327) for clarification.*



**PUSH International Head Office**  
Old Breedon School, 8 Reading Road  
Pangbourne, Berkshire RG8 7LY, UK  
t: +44 (0)118 984 1931  
e: info@push-international.com

**PUSH International London Office**  
One Kingdom Street  
Paddington Central, London, W2 6BD  
t: +44 (0)2034 022 327  
e: sales@push-international.com

## **PUSH International PDF guides**

we hope you found this guide useful. We have a range of other PDF guides available to help you with all areas of translation.

### **Getting it Right**

A quick guide, written in plain English and designed to help you get the best out of working with your language services provider.

### **How is your Translation Costed**

Explanatory information delivering an easy-to-understand breakdown of your how language services constructs a pricing quotation.

### **Translation Buyers' Guide**

A more extensive and in-depth document; translation buying can be quite complex, our download will help to simplify the process.

### **Transcreation vs Translation**

Transcreation is a specific translation discipline more akin to multilingual copywriting. Understand more about the difference by reading our guide.

### **Technical Translation**

Helping buyers of technical translation gain an in-depth understanding of how to get the best from working with their translation provider.

### **Globalizing Printed Literature**

A sales document aimed at EMEA and International marketers; learning how our faster and more cost-effective delivery won't compromise quality.

## **Say hello to the world**

**PUSH International masterfully recreates the content of your single-language material and delivers meaningful international communications tools, whilst protecting the integrity of your brand.**

**Customers and prospective customers, employees, partners; they all need to understand your critical information with clarity and accuracy. For more information or an informal discussion call or email PUSH - the specialists in translation services - today.**

**[www.push-international.com](http://www.push-international.com)**