

Ten points to bear in mind when writing publicity material for translation

- 1 Readership:** let us know who the text is aimed at. Information such as nationality, social level, age, gender and whether the reader is a specialist in your field will help us to translate the text in the most appropriate manner.
- 2 Background information:** tell us what the text will be used for so that the translators can use the most affective vocabulary, style, tone and register.
- 3 Targeted text:** consider if you want to say the same thing to all your clients. Make a list of selling points for particular groups (age-groups, nationalities etc. – see point 1) and incorporate them in your text before sending the piece off for translation. Amendments to already translated pieces can be disproportionately expensive.
- 4 Targeted design:** if possible look at brochures, websites and articles published by people of your clients' nationality and consider how yours might be adapted to have a similar look and feel.
- 5 Expansion:** some languages, such as French and German, will take up more room than your English original. Others (Chinese, Japanese) will take up less room. Allow for this in the design of your leaflet or brochure.
- 6 Idioms, jokes and puns:** these are almost certainly untranslatable, so are best avoided.
- 7 Deadlines:** the more time you give us to translate, the better. Rushed jobs could lead to mistakes so let us know right at the start of your project that you will need translation and we will advise on timings.
- 8 Amendments:** try to avoid making changes to the text once you have sent it to us. If however you do need to make amendments, let us know as soon as you can in order to help reduce any associated costs.
- 9 Consistency:** if you have a preferred glossary of terms, or have already had some text translated, please let us know. We can use this to maintain consistency of terminology and style.
- 10 Typesetting:** we can typeset your brochure in the translated languages so please ask about this service. If we translate and typeset, it will help reduce your overall costs. However if you arrange the typesetting, we would advise that we at least check the final version before you publish it. Mistakes can creep in when text is typeset by non-linguists.