Proposal for Editorial Services

Fractional Editorial Department

Project: Fractional Editorial Support for Marketing and Communications
Prepared for: Meridian Strategy Partners
Prepared by: Flatpage, Inc.

Project Overview

Flatpage is pleased to submit this proposal for ongoing editorial services in support of Meridian Strategy Partners' marketing, communications, and business-development initiatives.

Meridian Strategy Partners is a 45-person management consulting firm serving corporate and institutional clients in the United States and Europe. Its small marketing team produces case studies, articles, and business-development materials.

Consultants and subject-matter experts draft much of this content, often under tight deadlines. Meridian needs dependable editing throughout the working week.

Its workload is steady but does not warrant a full-time editorial hire.

Flatpage will provide a two-editor team with reserved weekday capacity, rapid turnaround, and coordinated quality control.

This arrangement will help Meridian publish clear, consistent content while its staff focuses on strategy and client work.

Scope of Work

Flatpage will provide combined line editing and copyediting for Meridian's marketing materials.

The monthly retainer covers 52 editorial hours across two editors (roughly 12 hours per week) and seven hours of project management and quality control.

1. Case Studies and Client Success Stories

Approximately two to four case studies per month (typically 1,000–1,500 words each).

Editing will improve structure, clarity, tone, and consistency; factual gaps and unsupported claims will be queried for Meridian's review.

2. Blog Posts and Thought-Leadership Articles

Approximately four to eight blog posts or thought-leadership articles per month (typically 800–1,200 words each).

Editing will improve readability, organization, and consistency with Meridian's brand voice.

3. Additional Marketing and Communications Materials

Shorter assignments may include website copy, executive biographies, newsletters, announcements, and presentations.

All assignments count toward the same monthly hour allocation.

4. Adherence to Established Editorial Standards

Meridian's comprehensive editorial style guide will govern all editing, including brand voice, terminology, formatting, and channel-specific conventions.

Both editors will use the same reference materials and record approved clarifications. Creating or substantially revising the guide is outside the scope.

5. Editorial Coordination and Coverage

Flatpage will assign work, track hours, manage queries, and coordinate deadlines and delivery.

The proposed engagement includes:

- Up to **52 combined editorial hours per month**
- Up to **7 hours of project management and quality control per month**
- Two assigned editors to provide continuity and backup capacity
- Regular weekday editorial availability

- Same-day turnaround for qualifying shorter assignments
- Shared access to Meridian's established style guide and an assignment-tracking process

A primary editor will handle routine assignments; a second will provide backup and overflow coverage.

The 52-hour allocation is shared by both editors.

Original writing, interviewing, research, independent fact-checking, graphic design, SEO strategy, and translation are not included in the standard scope but may be quoted separately.

Editorial Approach

Both assigned editors will be oriented to Meridian's style guide, subject matter, and brand voice.

A shared editorial-query log will preserve consistent decisions across assignments.

Editorial capacity will be distributed across weekdays.

Meridian's marketing manager will be the primary contact and coordinate internal submissions.

Flatpage will return edits with tracked changes and queries in Word or another agreed format.

Each assignment will follow a streamlined process:

1. Meridian submits a draft with a proposed publication date and any relevant background information.
2. Flatpage confirms the required level of editing, estimated effort, assigned editor, and delivery schedule.
3. The assigned editor performs the agreed editorial pass.
4. Meridian reviews and resolves substantive queries.
5. Flatpage performs any additional approved editorial work and returns the final edited document.

Meridian will consolidate stakeholder feedback before requesting additional passes.

The second editor provides continuity during overlapping deadlines or absences.

Project Team

Flatpage will assign two editors experienced in business and marketing communications.

The primary editor will handle routine assignments.

The second editor will cover overflow and absences.

Both editors will follow Meridian's style guide.

Flatpage's editorial management team will oversee scheduling, quality control, and delivery.

AI and Editorial Tools

All editorial work will be performed by human editors. Flatpage does not use generative AI or large language models within its editorial workflows. For manuscript editing, editors may employ established editorial software such as spell-checking tools, Editor's Toolkit, or PerfectIt where appropriate and consistent with project requirements.

Schedule

Flatpage proposes an initial three-month engagement, with the option to renew for a longer period.

Editorial capacity will be reserved during the agreed working week, with assignments managed through a shared publishing calendar.

Standard turnaround expectations:

- **Short assignments of up to approximately 1,000 words:** Same-day turnaround when submitted before 11:00 a.m. Eastern Time on a business day, provided the work fits within the agreed daily capacity and does not require substantial rewriting.
- **Longer blog posts and marketing materials:** Generally one to two business days.

- **Case studies and longer thought-leadership articles:** Generally two to three business days.
- **Larger or unusually complex assignments:** Scheduled individually based on estimated editorial effort.

Same-day service is included for qualifying assignments and is not subject to an additional rush fee.

Turnaround times are subject to available capacity and confirmation when work is submitted.

Requests received after the cutoff will ordinarily enter the next business day's queue.

A brief monthly planning meeting will establish priorities and review workload.

Estimated Capacity and Engagement Structure

Flatpage proposes a reserved-capacity monthly retainer. Indicative pricing is $4,500–$6,000 per month, subject to publication volume, editorial complexity, and turnaround requirements.

Service	Monthly Capacity	Staffing	Engagement Terms
Line and copyediting: case studies, blogs, and marketing materials	52	Two editors	Reserved weekday coverage
Project management and quality control	7	Editorial management	Included in retainer
Monthly retainer	**59**		**$4,500–$6,000**
Additional editorial support	As needed	Two editors	Subject to written approval

Additional project management	As needed	Editorial management	Subject to written approval
Special coverage outside agreed hours	As needed	As required	Quoted separately

Monthly retainer: $4,500–$6,000.

The proposed retainer reserves up to 52 combined editorial hours across two assigned editors and approximately seven hours of project management and quality control per month.

The final monthly fee will be confirmed after review of sample materials, publishing volume, and service-level requirements. Unused reserved hours will not roll over.

Additional hours require Meridian's written approval.

Additional approved services will be quoted separately.

Qualifying same-day editing is included in the agreed retainer. Extended-hours work or special staffing will be quoted separately and requires prior approval.

Schedule

Work begins after the services agreement is signed.

Onboarding includes a kickoff meeting, review of Meridian's style guide and sample materials, and setup of the submission workflow.

Flatpage and Meridian will agree on weekday coverage.

Both editors will complete onboarding before taking assignments.

During the three-month pilot, both parties will review volume, turnaround, and capacity.

Out-of-scope or after-hours work will be estimated for approval.

Scheduling Assumptions

- Meridian will provide complete English-language drafts, its current editorial style guide, brand guidelines, and relevant supporting materials.
- The marketing manager will serve as the primary contact and coordinate submissions.
- Meridian will establish a rolling editorial calendar identifying expected publication dates.
- Flatpage will reserve approximately 10–15 combined editorial hours per week across two editors.
- One editor will generally handle routine assignments, with the second available for backup and overflow within the agreed capacity.
- Same-day turnaround applies to qualifying short assignments received before the agreed submission cutoff and within available daily capacity.
- Same-day availability does not constitute unlimited on-demand editorial service or coverage outside normal business hours.
- Drafts requiring extensive rewriting or additional research may need to be scoped separately.
- Factual accuracy, client approvals, and verification of business claims remain Meridian's responsibility unless additional fact-checking services are commissioned.
- Standard editorial work includes one editorial pass; additional rounds of revision may be accommodated within available hours.
- Hours will be tracked and reported monthly.
- Any significant increase in publishing volume or demand for simultaneous urgent assignments will be reviewed before additional resources are committed.

Relevant Experience

Flatpage provides editorial and publication support to organizations that produce specialized content for professional and public audiences, including international institutions, research organizations, and corporate clients.

Our experience includes editorial services for Snowflake, the World Bank, and Bloomberg Philanthropies, as well as ongoing editorial relationships with cultural institutions.

Flatpage has previously supported corporate marketing teams through flexible editorial arrangements designed to provide frequent, responsive editing without requiring clients to hire additional full-time editorial staff.

We regularly work with subject-matter experts, researchers, and institutional teams to transform specialized material into clear, engaging, professionally edited publications.

Flatpage's fractional editorial model allows organizations to access experienced editors, regular weekday availability, and centralized quality control without the administrative and financial commitment of maintaining a full-time editorial department.

Next Steps

To begin:

1. Meridian provides representative case studies, blog posts, marketing materials, and its current editorial style guide and brand guidelines.
2. Flatpage identifies two suitable editors and confirms their regular weekday coverage.
3. Both parties agree on submission procedures, daily coverage expectations, and the three-month pilot period.
4. Flatpage orients both editors to Meridian's established style guide and implements a shared assignment-tracking and editorial-query process.
5. The engagement begins following approval of the commercial terms and execution of a services agreement.

After three months, both parties will decide whether to renew or adjust the scope.