



SMALL CHANGES

Magazine Order Form

JANUARY 2019

Small Changes uses symbols on our order form and invoices to indicate the following information:
Bold*: Whole Copy Returns, *Italics*: New Title, %: Book Discount, +: Includes Annual Specials, #: Price Change

| QTY | TITLE | RETAIL PRICE | QTY | TITLE | RETAIL PRICE | QTY | TITLE | RETAIL PRICE |
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RDA: There is a new column on your invoice labeled \$RDA. RDA stands for the Retail Display Allowance that accompanies certain mass-market titles. This column lists the RDA per copy, typically 10% of the retail price (or 3.5% in the case of People magazine), that is passed on to you from the publisher. The wholesale price listed on your invoice includes the RDA.

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There are two categories of returns:

- **Full Front Cover:** The full front cover must be intact and include the issue date, retail price and UPC.
- **Whole Copy:** Must be in resaleable condition and may not be stripped or damaged. Whole copy titles are marked on your order form and invoices with a star (*).

Please send all returns with the Small Changes Magazine Returns Worksheet, which is included with each shipment. Please do not subtract your returns from your bill because we must approve your returns. You will be credited on a separate credit invoice. Please send returns and payment to our post office box listed below.

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