

2010 Copy Changes/Splits

Advertisers may change copy along regional lines or sub-regional lines.

Four-color Copy Changes	Charges [Net]*	Minimum Unit
Full-run, one copy change	\$5,300	1/3 page
Additional copy changes	\$3,050	1/3 page
Regional, per change	\$3,050	1/3 page
Perfect A/B	\$14,130	-

Black + One Color Copy Changes	Charges [Net]*	Minimum Unit
Full-run or regional, per change	\$2,700	1/3 page

Black & White Copy Changes	Charges [Net]*	Minimum Unit
Full-run or regional, per change	\$2,060	1/6 page

Copy changes along sub-regional lines incur the copy changes listed above. Cost for bindery-only change on a furnished national unit will be \$720.

*Charges apply to splits along regional and sub-regional lines only.