

OPTIONAL FEATURES PRICING

Optional features will raise your suggested selling price.
Double the cost of each optional feature and add it to your selling price.

COVERS

Plastic Lamination on Front & Back Covers	FREE
Full-Color Stock Cover (imprinted in one in-house ink; includes coordinating back cover)	FREE
Custom Front Cover Ink Options	
Front cover printed in one in-house ink	FREE
Front cover printed in multi-color (2 or more inks) or full-color	.25¢/book
Designer Series Cover Templates (includes free full-color back cover)	.25¢/book
Gold or silver foil stamping:	
200 books	.80¢/book
300 books	.75¢/book
500 books	.55¢/book
1,000 books	.35¢/book
2,000 books	.25¢/book
3,000 books	.20¢/book
Custom Back Cover Inks	
printed in one in-house ink	.10¢/book
printed in multi- or full-color	.25¢/book
Printed Liners (3-Ring or Hardback Only)	
printed in one in-house ink	.20¢/book
full-color stock liner L5	.25¢/book
printed in multi- or full-color	.45¢/book
EZel™ Bookstand (for 3-Ring only)	.45¢/book
Plastic Coil Binding (for soft cover only; maximum 500 recipes)	FREE
Plastic Comb Binding	FREE
Add an imprint to comb:	
100–199 books	.60¢/book
200–999 books	.35¢/book
1,000+ books	.30¢/book

DIVIDERS

Divider Style	
Regular full-color stock divider set (8)	FREE
Tabbed full-color stock divider set (8)	.45¢/book
Regular custom dividers	.3¢/divider (per book)
Tabbed custom dividers	.10¢/divider (per book)
Custom Divider Ink	
printed in black ink	FREE
printed in one in-house ink	.2¢/divider (per book)
printed in multi- or full-color	.15¢/divider (per book)
Designer Series Divider Templates	.15¢/divider (per book)
Extra Photos on Dividers (1 free per divider for custom dividers)	.3¢/photo (per book)
Printing Backs of Regular or Tabbed Dividers	
standard Helpful Hints	FREE
custom material printed in one in-house ink	.2¢/divider (per book)
custom material printed in multi- or full-color	.15¢/divider (per book)
Colored Paper for regular dividers	FREE

RECIPE PAGES

Paper for Recipe Pages	
standard white paper	FREE
cream paper	.20¢/book
Ink for Recipe Pages	black
Recipe Formats	Discount Format
F15 (non-continued recipes not available)	Subtract 20¢/book
	Free Formats
F1, F2, F3, F4, F5, F6, F7, F8, F9	FREE
add non-continued to any free format	.20¢/book
	Premium Formats (non-continued included)
F11	.25¢/book
F12	.30¢/book
Recipe Notes	.25¢/book
Fillers (only available with non-continued recipes)	.15¢/book
Subcategory Headings	.5¢/book
Recipe Symbols	.5¢/book
Index of Recipes (alphabetized within category)	FREE
Index of Contributors (optional)	FREE

PERSONAL PAGES

You receive 4 **FREE** text pages with 1 **FREE** photo, plus the title page, table of contents, and mail-order page – all printed in black ink.

Add up to 12 More Pages:

(limit 16 total). 4¢/page (per book)

Photos on Personal Pages:

photos or artwork
in black ink 3¢/image (per book)
(1 free; add up to 4 more – limit of 5 total)
multi- or full-color
photos or artwork 20¢/image (per book)

COOKBOOK EXTRAS

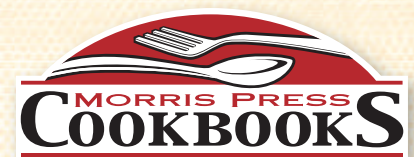
Cooking Hints (16 full-color pages)	FREE
Recipe Pocket Envelope	.15¢/book
Recipes on CD	.85¢/book
Advertising Pages	
press-ready	\$.40/page (per order)

MARKETING TOOLS

Cookbook Marketing Guide	FREE
Counter Displays	\$.2.00 each
Shipping Boxes	\$.8.50/case of 10 (boxes hold 1–3 cookbooks depending on book thickness)
Padded Shipping Envelopes	\$.18/case of 25 (not available for 3-Ring)

MISCELLANEOUS

Change Orders	call for pricing (making changes from your original order after production begins)
Cookbook Proof	
First proof	FREE
Corrections on books we type	FREE
Customer editing	\$.4/line (from what was originally submitted)
Additional text proof	\$.40/proof
Additional cover proof	\$.35/proof



Prices Effective April 1, 2011

NOTE: Prices are subject to change. Check our web site or call for current prices.