

COOKBOOK BASE PRICES

SAVE

Up to **\$1.30** per book

See p. 4 for details.

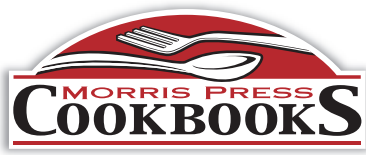
To find the base price of your book, read down the first column to the number of recipes you want printed, then read across to the column indicating the number of books you plan to order.

Recipes ↓	Books →														Suggested Selling Price	
	cover	100	200	300	400	500	600	700	800	900	1000	1500	2000	3000	per book	profit per book
up to 150	soft cover	4.40	2.95	2.85	2.70	2.55	2.50	2.45	2.40	2.35	2.30	2.20	2.15	2.05	9.00	4.60 – 6.95
	hardback	6.70	4.40	4.30	4.10	3.95	3.80	3.70	3.65	3.60	3.45	3.30	3.25	3.15	11.00	4.30 – 7.85
	3-ring	8.20	5.60	5.50	5.35	4.70	4.65	4.60	4.55	4.50	4.40	4.35	4.30	4.05	13.00	4.80 – 8.95
151-200	soft cover	5.20	3.15	3.00	2.85	2.75	2.65	2.60	2.55	2.50	2.45	2.30	2.25	2.15	10.00	4.80 – 7.85
	hardback	7.50	4.55	4.45	4.30	4.00	3.90	3.85	3.80	3.75	3.60	3.50	3.40	3.25	12.00	4.50 – 8.75
	3-ring	8.95	5.80	5.65	5.55	5.20	5.15	5.05	4.95	4.90	4.80	4.65	4.50	4.40	14.00	5.05 – 9.60
201-250	soft cover	5.70	3.40	3.25	3.05	2.90	2.85	2.80	2.75	2.70	2.60	2.45	2.40	2.25	10.25	4.55 – 8.00
	hardback	8.00	4.80	4.70	4.50	4.15	4.10	4.05	4.00	3.95	3.75	3.60	3.50	3.35	12.25	4.25 – 8.90
	3-ring	9.45	6.10	5.90	5.70	5.40	5.35	5.30	5.20	5.10	4.95	4.80	4.65	4.50	14.25	4.80 – 9.75
251-300	soft cover	6.20	3.75	3.45	3.25	3.15	3.10	3.05	2.95	2.90	2.75	2.65	2.55	2.35	10.50	4.30 – 8.15
	hardback	8.45	5.20	4.85	4.70	4.45	4.40	4.35	4.25	4.10	3.90	3.80	3.70	3.45	12.50	4.05 – 9.05
	3-ring	9.95	6.45	6.10	5.90	5.50	5.45	5.40	5.30	5.25	5.05	4.95	4.80	4.60	14.50	4.55 – 9.90
301-350	soft cover	6.55	3.90	3.60	3.45	3.30	3.25	3.20	3.10	3.05	2.90	2.75	2.65	2.55	10.75	4.20 – 8.20
	hardback	8.85	5.30	5.00	4.85	4.55	4.50	4.45	4.40	4.20	4.00	3.90	3.80	3.70	12.75	3.90 – 9.05
	3-ring	10.35	6.60	6.30	6.15	5.70	5.60	5.55	5.40	5.35	5.20	5.05	4.90	4.80	14.75	4.40 – 9.95
351-400	soft cover	7.05	4.20	3.75	3.65	3.50	3.45	3.40	3.30	3.20	3.10	2.95	2.85	2.70	11.00	3.95 – 8.30
	hardback	9.35	5.65	5.20	5.10	4.80	4.75	4.70	4.55	4.45	4.25	4.10	4.00	3.80	13.00	3.65 – 9.20
	3-ring	10.85	6.90	6.40	6.35	5.80	5.75	5.70	5.65	5.55	5.40	5.25	5.10	4.95	15.00	4.15 – 10.05
401-450	soft cover		4.60	4.30	3.90	3.70	3.65	3.60	3.50	3.35	3.25	3.10	3.00	2.85	11.25	6.65 – 8.40
	hardback		6.00	5.70	5.40	5.00	4.90	4.85	4.80	4.55	4.40	4.25	4.10	3.95	13.25	7.25 – 9.30
	3-ring		7.25	6.95	6.55	6.10	6.00	5.95	5.85	5.75	5.55	5.35	5.25	5.10	15.25	8.00 – 10.15
451-500	soft cover		4.95	4.45	4.20	4.00	3.95	3.90	3.70	3.55	3.45	3.30	3.20	3.05	11.75	6.80 – 8.70
	hardback		6.40	5.95	5.65	5.40	5.30	5.25	5.00	4.80	4.60	4.45	4.30	4.10	13.75	7.35 – 9.65
	3-ring		7.60	7.10	6.90	6.35	6.25	6.20	6.00	5.90	5.75	5.60	5.50	5.30	15.75	8.15 – 10.45
501-550	soft cover		5.55	4.65	4.45	4.20	4.15	4.10	4.00	3.90	3.80	3.70	3.45	3.30	12.25	6.70 – 8.95
	hardback		6.95	6.15	5.90	5.60	5.50	5.45	5.30	5.15	4.95	4.80	4.65	4.40	14.25	7.30 – 9.85
	3-ring		8.20	7.30	7.10	6.60	6.55	6.50	6.35	6.25	6.10	5.95	5.70	5.50	16.25	8.05 – 10.75
551-600	soft cover		5.95	5.00	4.80	4.60	4.45	4.35	4.25	4.15	4.10	3.95	3.65	3.55	12.75	6.80 – 9.20
	hardback		7.35	6.50	6.25	5.90	5.80	5.70	5.55	5.35	5.25	5.10	4.75	4.70	14.75	7.40 – 10.05
	3-ring		8.60	7.65	7.40	6.95	6.80	6.70	6.60	6.50	6.40	6.25	5.95	5.80	16.75	8.15 – 10.95
601-650	soft cover		6.40	5.55	5.10	4.90	4.75	4.60	4.55	4.45	4.35	4.25	4.00	3.85	13.25	6.85 – 9.40
	hardback		7.80	7.00	6.55	6.25	6.05	5.90	5.80	5.65	5.50	5.40	5.10	5.00	15.25	7.45 – 10.25
	3-ring		9.05	8.20	7.70	7.25	7.10	7.00	6.90	6.80	6.60	6.55	6.30	6.10	17.25	8.20 – 11.15
651-700	soft cover			5.85	5.65	5.05	4.95	4.85	4.75	4.70	4.60	4.50	4.30	4.20	13.75	7.90 – 9.55
	hardback			7.35	7.10	6.35	6.30	6.20	6.05	5.90	5.70	5.60	5.40	5.30	15.75	8.40 – 10.45
	3-ring			8.50	8.30	7.40	7.30	7.20	7.15	7.05	6.90	6.80	6.70	6.45	17.75	9.25 – 11.30
701-750	soft cover				5.80	5.45	5.30	5.20	5.10	5.05	4.95	4.80	4.60	4.40	14.25	8.45 – 9.85
	hardback				7.20	6.80	6.60	6.50	6.40	6.25	6.10	6.00	5.70	5.50	16.25	9.05 – 10.75
	3-ring				8.20	7.90	7.75	7.60	7.55	7.45	7.35	7.20	6.95	6.75	18.25	10.05 – 11.50
751-800	soft cover				6.15	5.85	5.65	5.45	5.25	5.20	5.15	4.95	4.75	4.45	14.75	8.60 – 10.30
	hardback				7.55	7.10	6.90	6.75	6.55	6.45	6.30	6.10	5.90	5.60	16.75	9.20 – 11.15
	3-ring				8.55	8.30	8.10	7.85	7.70	7.60	7.50	7.30	7.10	6.80	18.75	10.20 – 11.95

Prices Effective April 1, 2015

NOTE: Prices are subject to change.

See following pages for additional pricing.



COOKBOOK BASE PRICES (CONT.)

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See p. 4 for details.

To find the base price of your book, read down the first column to the number of recipes you want printed, then read across to the column indicating the number of books you plan to order.

Recipes ↓	Books →													Suggested Selling Price		
	cover	100	200	300	400	500	600	700	800	900	1000	1500	2000	3000	per book	profit per book
801-850	soft cover	For more recipes or quantities over 3,000 call for pricing. Minimum order is 100 books.			6.55	6.10	5.90	5.70	5.50	5.45	5.40	5.35	5.25	5.15	15.25	8.70 – 10.10
	hardback		7.95	7.40	7.20	6.90	6.80	6.65	6.55	6.50	6.40	6.30	17.25	9.30 – 10.95		
	3-ring		8.95	8.50	8.35	8.10	7.90	7.80	7.75	7.65	7.35	7.25	19.25	10.30 – 12.00		
851-900	soft cover		6.90	6.60	6.05	5.90	5.75	5.70	5.65	5.60	5.55	5.45	15.75	8.85 – 10.30		
	hardback		8.40	7.85	7.35	7.20	7.05	6.90	6.80	6.75	6.70	6.60	17.75	9.35 – 11.15		
	3-ring		9.40	9.00	8.55	8.35	8.15	8.10	8.05	7.95	7.60	7.45	19.75	10.35 – 12.30		
901-950	soft cover		7.30	6.90	6.35	6.20	6.00	5.95	5.90	5.85	5.80	5.70	16.25	8.95 – 10.55		
	hardback		8.75	8.20	7.60	7.50	7.30	7.15	7.05	7.00	6.95	6.85	18.25	9.50 – 11.40		
	3-ring		9.80	9.20	8.80	8.60	8.50	8.40	8.30	8.20	7.75	7.65	20.25	10.45 – 12.60		
951-1000	soft cover		7.80	7.30	6.55	6.40	6.25	6.20	6.15	6.10	6.05	5.90	16.75	8.95 – 10.85		
	hardback		9.25	8.55	7.85	7.70	7.55	7.40	7.30	7.25	7.15	7.00	18.75	9.50 – 11.75		
	3-ring		10.25	9.45	9.00	8.80	8.60	8.55	8.50	8.40	7.95	7.90	20.75	10.50 – 12.85		
1001-1050	soft cover		8.40	8.00	7.25	7.00	6.80	6.70	6.65	6.60	6.55	6.50	17.25	8.85 – 10.75		
	hardback		9.95	9.30	8.60	8.35	8.00	7.90	7.80	7.70	7.60	7.55	19.25	9.30 – 11.70		
	3-ring		10.60	9.90	9.65	9.30	9.10	9.00	8.90	8.75	8.35	8.30	21.25	10.65 – 12.95		

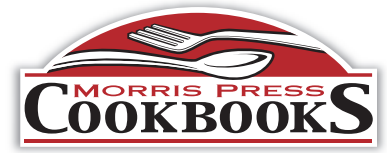
Prices Effective April 1, 2015

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See following pages for additional pricing.

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.



Prices Effective April 1, 2015

NOTE: Prices are subject to change.
See **35 FREE** features on the next page.

COVERS

Plastic Lamination on Front & Back Covers	FREE
Full-Color Stock Cover (imprinted in any in-house inks; 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	20¢/book
Designer Series Cover Templates (includes free full-color back cover)	20¢/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 Ink	
printed in one in-house ink	10¢/book
printed in multi- or full-color	20¢/book
Printed Liners (3-Ring or Hardback Only)	
full-color stock liner L1a or L5	25¢/book
printed in one in-house ink	20¢/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	
Non-tabbed standard full-color stock divider set of 8	FREE
Non-tabbed heavy full-color stock divider set of 8	25¢/book
Tabbed heavy full-color stock divider set of 8	45¢/book
Non-tabbed standard custom dividers	3¢/divider (per book)
Non-tabbed heavy custom dividers	5¢/divider (per book)
Tabbed heavy 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	12¢/divider (per book)
Designer Series Divider Templates	12¢/divider (per book)
Printing Backs of Dividers (non-tabbed or tabbed)	
standard Helpful Hints	FREE
custom material printed in one in-house ink	2¢/divider (per book)
custom material printed in multi- or full-color	12¢/divider (per book)
Colored Paper (for non-tabbed or tabbed dividers)	FREE

RECIPE PAGES

Paper for Recipe Pages	
standard white paper	FREE
cream paper	20¢/book
Recipe Formats	
Free Formats	
F1, F2, F4, F7, F8, F9, F21, F22, F23	FREE
Discount Format	
F15 (non-continued recipes not available)	Subtract 20¢/book
Non-continued Recipes (not available with F15)	20¢/book
Recipe Subcategories	5¢/book
Recipe Notes	25¢/book
Recipe Symbols	5¢/book
Recipe Fillers (only available with non-continued recipes)	15¢/book
Index of Recipes (alphabetized within category)	FREE
Index of Contributors (optional)	FREE

PERSONAL PAGES

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

Additional Pages: 4¢/page (per book)

Additional Photos on Personal Pages:

- photos or artwork in black ink 2¢/image (per book)
- multi- or full-color photos or artwork 10¢/image (per book)

COOKBOOK EXTRAS

Cooking Hints (16 full-color pages) **FREE**

Recipes on e-Book **FREE**

Recipe Pocket Envelope 15¢/book

Advertising Pages 3¢/page (per book)

 Add set-up fee if not press-ready... \$30/page

MARKETING TOOLS

Many **FREE** sales tools are available for download at www.morriscookbooks.com

Counter Displays \$2.00 each

Mailing Boxes \$8.50/case of 10 (boxes hold 1–3 cookbooks depending on book thickness)

Padded Mailing Envelopes \$18/case of 25 (not available for 3-Ring)

MISCELLANEOUS

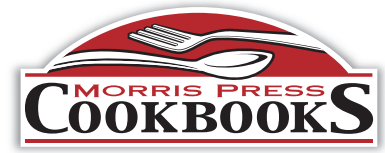
Change Orders & Corrections: (making changes from originally submitted material) Call for pricing or download *Change Order & Corrections Pricing* from our web site.

Cookbook Proof

- First proof
- Additional text proof \$40/proof
- Additional cover proof \$35/proof

SAVE
Up to **\$1.30** per book
See p. 4 for details.

COMPARE OUR **35** **FREE** FEATURES TO OTHERS



We offer **35 FREE** features – more than our competitors. We have **NO HIDDEN COSTS!**



Compare our per book price (base price, optional features, and coupons) with our competitors. If anyone offers a lower published per book price for a cookbook with identical features, **WE'LL BEAT THE PRICE!**

SAVE up to **\$1.30¢/book**

Use one of our seasonal coupons. See our **Cookbook Guide** or **web site**.

	FEATURE	MORRIS PRESS COOKBOOKS	OTHER COMPANIES
RECIPE MANAGEMENT	Recipe collection sheets	FREE	FREE
	Recipe category envelopes	FREE	NA
	You type recipes (typensave®)	SAVE 25¢/book (\$300 max.)	SAVE 15–25¢ (\$200 max.)
	We typeset recipes	FREE	FREE
COOKBOOK PAGES	Recipe formats	10 FREE	4–6 FREE
	Title page	FREE	FREE
	Table of contents	FREE	FREE
	Personal pages	4 FREE	2–4 FREE
	Personal page artwork	10 FREE Sets	FREE or NA
	Photos	1 FREE	up to \$9/photo
	Index of Recipes	FREE	FREE
	Index of Contributors	FREE	20¢/book or NA
	Mail-order page	FREE	NA
	Cooking Hints (full-color)	FREE	20¢/book (b/w only)
	Recipes on e-Book	FREE	NA or \$149/order
	COVER	Plastic lamination	FREE
Plastic coil binding		FREE	20–25¢
Plastic comb binding		FREE	35–50¢
Full-color stock cover		FREE	FREE
Custom one-color cover		FREE	\$9 art fee
DIVIDERS	Helpful hints (on divider backs)	FREE	\$5/divider or NA
	Full-color stock dividers	FREE (8/set)	7/set or 25¢/book
	Photos on one-color dividers	FREE	\$9–\$10/photo
	Colored divider paper	FREE	3¢/div. to \$75/order
SALES TOOLS	Marketing guide	FREE	NA
	Web advertising	FREE (1 year)	FREE (90 days) or NA
	Promotional posters	FREE	FREE
	Advance sales coupons	FREE	FREE
	Gift certificates	FREE	NA
	News release forms	FREE	NA
	Art service for custom designs	FREE	NA
MISC.	Financing for 90 days*	FREE (90 days)	FREE (67 days)
	Cookbook Proof	FREE	\$35
	Defrayed Shipping	3% FREE Books	3% FREE Books
	Step-By-Step Videos	FREE	NA



NA = Not Available (Some of our competitors do NOT offer this feature.)

* For recognized non-profit organizations, subject to our approval.