

SOFT COVER & HARDBACK BASE PRICES

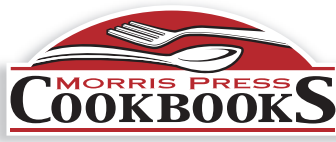
Our base prices include

33 FREE
or discounted features –
more than any other
cookbook company! See p. 4.

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 → cover	Books													Suggested Selling Price	
		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	2.90	2.80	2.65	2.50	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.05	8.50	4.10 – 6.45
	hardback	6.60	4.35	4.25	4.10	3.85	3.70	3.60	3.55	3.50	3.40	3.35	3.30	3.25	10.50	3.90 – 7.25
151-200	soft cover	5.20	3.15	2.95	2.75	2.65	2.55	2.50	2.45	2.40	2.35	2.30	2.20	2.10	9.50	4.30 – 7.40
	hardback	7.40	4.60	4.40	4.20	3.90	3.80	3.75	3.70	3.65	3.60	3.55	3.40	3.30	11.50	4.10 – 8.20
201-250	soft cover	5.70	3.45	3.30	3.00	2.80	2.75	2.70	2.65	2.60	2.55	2.45	2.40	2.35	9.75	4.05 – 7.40
	hardback	7.90	4.90	4.75	4.45	4.05	4.00	3.95	3.90	3.85	3.75	3.65	3.60	3.50	11.75	3.85 – 8.25
251-300	soft cover	6.15	3.80	3.40	3.30	3.10	3.05	3.00	2.95	2.90	2.85	2.70	2.60	2.50	10.00	3.85 – 7.50
	hardback	8.35	5.25	4.85	4.75	4.35	4.30	4.25	4.20	4.15	4.05	3.90	3.80	3.70	12.00	3.65 – 8.30
301-350	soft cover	6.55	3.95	3.65	3.55	3.20	3.15	3.10	3.05	3.00	2.95	2.85	2.75	2.65	10.25	3.70 – 7.60
	hardback	8.75	5.40	5.10	5.05	4.45	4.40	4.35	4.30	4.25	4.20	4.05	3.95	3.85	12.25	3.50 – 8.40
351-400	soft cover	7.05	4.25	4.00	3.75	3.50	3.45	3.40	3.35	3.30	3.20	3.05	2.90	2.80	10.50	3.45 – 7.70
	hardback	9.25	5.70	5.45	5.20	4.75	4.65	4.60	4.55	4.50	4.40	4.25	4.10	4.00	12.50	3.25 – 8.50
401-450	soft cover		4.65	4.35	3.95	3.75	3.65	3.60	3.55	3.50	3.45	3.25	3.10	3.00	10.75	6.10 – 7.75
	hardback		6.10	5.80	5.40	5.00	4.90	4.85	4.80	4.75	4.65	4.45	4.30	4.20	12.75	6.65 – 8.55
451-500	soft cover		5.15	4.50	4.25	4.05	3.95	3.90	3.85	3.80	3.75	3.55	3.35	3.25	11.25	6.10 – 8.00
	hardback		6.60	5.95	5.75	5.30	5.20	5.15	5.10	5.00	4.95	4.80	4.55	4.45	13.25	6.65 – 8.80
501-550	soft cover		5.55	4.80	4.60	4.40	4.20	4.15	4.10	4.05	4.00	3.85	3.55	3.45	11.75	6.20 – 8.30
	hardback		7.00	6.25	6.05	5.65	5.45	5.40	5.35	5.30	5.15	5.00	4.75	4.60	13.75	6.75 – 9.15
551-600	soft cover		5.95	5.10	4.90	4.70	4.50	4.40	4.35	4.30	4.25	4.05	3.75	3.70	12.25	6.30 – 8.55
	hardback		7.40	6.55	6.30	5.95	5.75	5.65	5.55	5.50	5.35	5.20	4.95	4.85	14.25	6.85 – 9.40
601-650	soft cover		6.40	5.65	5.15	4.95	4.85	4.65	4.60	4.55	4.50	4.40	4.05	3.90	12.75	6.35 – 8.85
	hardback		7.85	7.10	6.60	6.20	6.05	5.90	5.85	5.80	5.70	5.50	5.30	5.20	14.75	6.90 – 9.55
651-700	soft cover			6.20	5.70	5.20	5.05	4.90	4.85	4.75	4.70	4.50	4.45	4.30	13.25	7.05 – 8.95
	hardback			7.85	7.10	6.45	6.25	6.15	6.10	6.05	5.90	5.70	5.60	5.50	15.25	7.40 – 9.75
701-750	soft cover				5.95	5.55	5.40	5.25	5.10	5.00	4.95	4.75	4.60	4.35	13.75	7.80 – 9.40
	hardback				7.45	6.75	6.70	6.45	6.35	6.25	6.20	6.05	5.75	5.60	15.75	8.30 – 10.15
751-800	soft cover				6.20	5.90	5.70	5.50	5.40	5.30	5.20	5.05	4.70	4.50	14.25	8.05 – 9.75
	hardback				7.70	7.20	7.00	6.65	6.55	6.50	6.45	6.25	5.85	5.75	16.25	8.55 – 10.50
801-850	soft cover				6.70	6.25	6.05	5.85	5.55	5.50	5.45	5.40	5.30	5.20	14.75	8.05 – 9.55
	hardback				8.20	7.55	7.25	7.00	6.80	6.75	6.65	6.60	6.45	6.30	16.75	8.55 – 10.45
851-900	soft cover				7.10	6.75	6.20	5.95	5.85	5.80	5.75	5.70	5.65	5.60	15.25	8.15 – 9.65
	hardback				8.55	8.05	7.35	7.20	7.05	7.00	6.95	6.90	6.80	6.70	17.25	8.70 – 10.55
901-950	soft cover				7.50	7.05	6.40	6.25	6.10	6.05	6.00	5.90	5.85	5.80	15.75	8.25 – 9.95
	hardback				9.00	8.30	7.70	7.50	7.35	7.30	7.20	7.10	7.00	6.90	17.75	8.75 – 10.85
951-1000	soft cover				7.90	7.40	6.65	6.50	6.30	6.25	6.20	6.15	6.10	6.05	16.25	8.35 – 10.20
	hardback				9.40	8.65	7.90	7.75	7.55	7.50	7.45	7.40	7.35	7.30	18.25	8.85 – 10.95
1001-1050	soft cover				8.35	7.95	7.20	6.95	6.75	6.65	6.60	6.55	6.50	6.45	16.75	8.40 – 10.30
	hardback				9.85	9.20	8.50	8.25	7.90	7.80	7.70	7.60	7.50	7.45	18.75	8.90 – 11.30

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3-RING BASE PRICES

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up to 150	8.35	5.60	5.50	5.35	4.60	4.55	4.50	4.45	4.40	4.30	4.25	4.20	3.95	10.75	up to 6.80
151-200	8.90	5.90	5.65	5.45	5.35	5.30	5.20	5.15	5.10	4.70	4.65	4.50	4.35	11.75	up to 7.40
201-250	9.40	6.25	6.00	5.75	5.50	5.45	5.40	5.35	5.30	4.90	4.75	4.70	4.60	12.00	up to 7.40
251-300	9.85	6.60	6.15	6.05	5.80	5.75	5.70	5.65	5.55	5.15	5.05	4.90	4.80	12.25	up to 7.45
301-350	10.25	6.75	6.45	6.30	5.95	5.85	5.80	5.75	5.70	5.30	5.20	5.05	4.95	12.50	up to 7.55
351-400	10.75	7.05	6.80	6.50	6.00	5.90	5.85	5.80	5.75	5.50	5.40	5.25	5.15	12.75	up to 7.60
401-450		7.40	7.05	6.70	6.15	6.00	5.90	5.85	5.80	5.75	5.60	5.40	5.30	13.00	5.60 – 7.70
451-500		7.80	7.30	7.00	6.40	6.30	6.25	6.20	6.15	6.10	5.90	5.65	5.50	13.50	5.70 – 8.00
501-550		8.20	7.60	7.30	6.75	6.60	6.50	6.40	6.35	6.30	6.10	5.85	5.75	14.00	5.80 – 8.25
551-600		8.60	7.90	7.60	7.05	6.85	6.75	6.70	6.60	6.45	6.35	6.05	5.95	14.50	5.90 – 8.55
601-650		9.05	8.50	7.95	7.30	7.20	7.00	6.90	6.85	6.80	6.70	6.45	6.25	15.00	5.95 – 8.75
651-700			9.15	8.40	7.50	7.35	7.25	7.15	7.10	7.05	6.85	6.75	6.60	15.50	6.35 – 8.90
701-750				8.70	7.90	7.70	7.60	7.45	7.35	7.30	7.10	6.85	6.70	16.00	7.30 – 9.30
751-800				8.90	8.25	8.05	7.90	7.75	7.70	7.60	7.35	7.00	6.85	16.50	7.60 – 9.65
801-850				9.30	8.50	8.25	8.00	7.85	7.80	7.75	7.65	7.25	7.15	17.00	7.70 – 9.85
851-900				9.55	8.90	8.55	8.30	8.15	8.05	8.00	7.85	7.50	7.35	17.50	7.95 – 10.15
901-950				9.85	9.10	8.90	8.70	8.55	8.35	8.25	8.10	7.65	7.55	18.00	8.15 – 10.45
951-1000				10.15	9.35	9.10	8.90	8.70	8.60	8.45	8.30	7.85	7.80	18.50	8.35 – 10.70
1001-1050				10.50	9.80	9.55	9.20	9.00	8.90	8.80	8.65	8.25	8.20	19.00	8.50 – 10.80

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Prices Effective April 1, 2011

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 1,000 books 35¢/book
300 books 75¢/book 2,000 books 25¢/book
500 books 55¢/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 1,000+ books 30¢/book
200–999 books 35¢/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 **FREE**

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

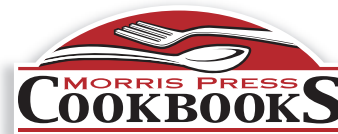
Fillers (only available with non-continued recipes) 15¢/book

Subcategory Headings 5¢/book

Recipe Symbols 5¢/book

Index of Recipes (alphabetized within category) **FREE**

Index of Contributors (optional) **FREE**



Prices Effective April 1, 2011

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

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

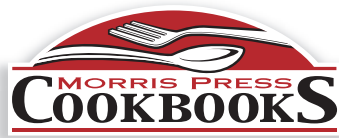
Envelopes \$18/case of 25
(not available for 3-Ring)

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



Compare our 33 **FREE** FEATURES TO OTHERS

Our base prices include more **FREE** features than our competitors. They charge extra for many features we offer **FREE**. We have **NO HIDDEN COSTS!**

	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	8 FREE Sets	FREE or NA
	Photos	1 FREE	up to \$9/photo
	Index (category)	FREE	FREE
	Index (contributor)	FREE	20¢/book or NA
	Mail-order page	FREE	NA
	Cooking Hints (full-color)	FREE	20¢/book (b/w only)
	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)
	Promotional posters	FREE	FREE
	Advance sales coupons	FREE	FREE
	Gift certificates	FREE	NA
	News release forms	FREE	NA
MISC.	Art service for custom designs	FREE	NA
	Financing for 90 days*	FREE (90 days)	FREE (67 days)
	Cookbook Proof	FREE	\$35
	Defrayed Shipping (see right for details)	3% FREE Books	3% FREE Books

OTHER COMPANIES
DON'T
measure up!



shipping

Morris Press Cookbooks helps pay shipping charges with 3% **FREE** cookbooks on every order. Sell these extra cookbooks and generate money to help cover freight expenses. All orders are shipped prepaid with charges added to your invoice. See our web site or p. 89 of our *Cookbook Publishing Guide* for shipping details.

NA = Not Available (Some of our competitors do NOT offer this feature.) * For recognized non-profit organizations, subject to our approval.