



3212 E. Hwy. 30 • P.O. Box 2110
Kearney, NE 68847
800-445-6621 • Fax: 308-234-3969

Press-Ready ORDER FORM & PRICING

What is Press-Ready?

With changes in printing technology, it's easier than ever to create material ready for the printing press. Minimal work enables material to go directly from computer to printing plate or even directly to the press. Printers prefer digital files that are *press-ready*.

Press-ready pages are already typeset with no alterations or additional typesetting needed. Your material will print the way it appears on your computer. The quality of the printed work is determined by the quality of the press-ready material furnished.

Note:

Submitting your cookbook press-ready may not save you money. Our recipe formats are designed to fit the maximum number of recipes on each page. You may end up with more pages than we would for the same number of recipes, resulting in higher printing costs. However, you will save on production time since we don't have to typeset your recipes. You will also have more design control over your cookbook pages.

Only use this Order Form & Pricing if ALL cookbook pages are press-ready. This includes: recipe pages, personal pages, table of contents, index, mail-order page, advertising, and any other pages of your cookbook.

- Be sure to submit all 4 pages of the *Press-Ready Cookbook Order Form* with your material.
- Press-ready material must be created according to our margins and specifications. For details, print *Press-Ready Cookbook Pages Guidelines* from the *Download Center* of our web site. Acceptable material includes:
 1. **Digital file converted into a PDF file** – use our *PDF Creator*, which can be found on the *Download Center* of our web site, www.morriscookbooks.com. A PDF provides the highest quality – we want your pages to look as good as possible. Send a hard copy so we can verify page accuracy.
 2. **A previously printed cookbook** – pages must fit our margins and specifications. We cannot accept a copyrighted cover, divider set, or any other artwork (unless you own the copyright or have signed permission from the owner authorizing use – use our *Release Form*).

Do NOT use this Order Form & Pricing if:

- Only your cover and/or dividers are press-ready.
- You used typensave® to submit your recipes.

Use our standard *Cookbook Order Form* included in our Cookbook Kit or print it from the *Download Center* of our web site.

Other material to assist you:

- *Press-Ready Cover Guidelines* (if you intend to send a press-ready custom cover).
- *Press-Ready Divider Guidelines* (use *Press-Ready Cookbook Pages Guidelines*).
- A signed *Release Form* must accompany your order if you submit any custom artwork, photos, or logos (or we print a previously printed book that contains artwork – see above).

This material can be printed from the *Download Center* of our web site, www.morriscookbooks.com.



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PRESS-READY COOKBOOK ORDER FORM

PRINT CLEARLY WITH BLACK INK

For Office Use Only

Book # _____

Date Rcd _____

Rush Regular

Rev. 12-11 WEB

Group _____ Organization Family Individual Business
City _____ State _____ Zip _____ Day Phone (____) _____

Send Proofs to: Chairperson Alternate Shipping Address
Correspondence, including proof, will be sent to chairperson unless otherwise noted.

CHAIRPERSON

Name _____
Street Address _____ Apt. _____
City _____ State _____ Zip _____
Home # (____) _____ Work # (____) _____
Fax # (____) _____ Cell # (____) _____
E-mail _____
Required for proofs and correspondence

ALTERNATE

Name _____
Street Address _____ Apt. _____
City _____ State _____ Zip _____
Home # (____) _____ Work # (____) _____
Fax # (____) _____ Cell # (____) _____
E-mail _____

BILLING ADDRESS

Bill To _____
Attn _____
Mailing Address _____
City _____ State _____ Zip _____
Day # (____) _____ Fax # (____) _____
E-mail _____

SHIPPING ADDRESS

We must have a street address as we cannot deliver to a P.O. Box.

Ship To _____
Attn _____
Street Address _____ Ste. _____
City _____ State _____ Zip _____
Day # (____) _____
Check one: Commercial Residential address
E-mail _____
Required for shipment notification

COOKBOOK SPECIFICATIONS

PAGES _____

BOOKS ORDERED _____
(100 minimum order)

Regarding Page Count:

- 1 page = 1 side of a sheet of paper.
- All pages (including blank pages) must be included in the total page count. Don't forget table of contents, personal pages, index, etc.
- Do NOT include dividers (regular or tabbed, custom or full-color stock) in your page count.

BOOK STYLE

- Soft Cover Base Price (4-1-11 Pricing)
- Hardback Base Price (4-1-11 Pricing)
- Padded 3-Ring Base Price (4-1-11 Pricing)
- Add EZel™ Bookstand in each Padded 3-Ring 45¢/book

PAPER

- Standard white paper **FREE**
- Cream paper 20¢/book

RECIPES on CD 85¢/book

COOKING HINTS – Place 16 **FREE** hint pages in the back of each cookbook **FREE**

RECIPE POCKET ENVELOPES – Place one in the back of each cookbook 15¢/book

Per book price

Per book price

DIVIDER SELECTION

DIVIDER TYPE & DESIGN DETAILS

- Regular Full-Color Stock Divider Set # _____ (Set of 8) **FREE**
- Tabbed Full-Color Stock Divider Set # _____ (Set of 8) 45¢/book
- Regular Custom Dividers (complete below) # dividers _____ x 3¢/divider (per book)
- Tabbed Custom Dividers (complete below) # dividers _____ x 10¢/divider (per book)

Custom Dividers Details: Provide signed *Release Form* if submitting custom art/photos/logos. Indicate choice below and complete *Divider Paper Color*, *Custom Divider Ink Color*, and *Backs of Dividers* below.

- Custom one-color divider set # _____ (enclose photos, if required)
- Use Designer Series Divider Template Set # _____ (enclose photos and details)
- Use custom press-ready art (enclosed)
- Use artwork/photo submitted, but typeset wording in typestyle _____
- Have your art department design our dividers from our sketches or ideas (enclosed)
- Extra photos for dividers (one photo per divider is **FREE**) x 3¢/photo (per book)
extra photos

DIVIDER PAPER COLOR ~ For Custom Dividers Only

- Regular colored divider paper**
- White
 - Cream
 - Tan
 - Pink
 - Blue
 - Gray
 - Canary
 - Goldenrod
 - Green
 - Brite Red
- Tabbed divider paper:** White Cream

CUSTOM DIVIDER INK COLOR ~ For Custom Divider Fronts Only

- Custom full-color printing # dividers _____ x 15¢/divider (per book)
- Designer Series Divider Templates (full-color printing) # dividers _____ x 15¢/divider (per book)
- Custom one-color design in black ink **FREE**
- Custom one-color design in one in-house ink: Specify ink: _____ # dividers _____ x 2¢/divider (per book)
- Custom multi-color (2+ inks) inks: _____, _____, _____ # dividers _____ x 15¢/divider (per book)

BACKS OF DIVIDERS ~ Helpful Hints are preprinted on full-color stock dividers and cannot be altered or removed.

- We want the back of our custom dividers blank.
- Print 8 **FREE** pages of standard Helpful Hints on the back of our custom dividers **FREE**
- Print custom backs in one-color – same ink as divider front (enclose material) ... # dividers _____ x 2¢/divider (per book)
- Print custom backs in multi- or full-color (enclose material) # dividers _____ x 15¢/divider (per book)

TOTAL ALL PRICES HERE TO FIGURE COST PER BOOK

SALES TOOLS

- Shipping Boxes for single books:** Sold in cases of 10 # cases _____ x \$8.50/case
- Padded Shipping Envelopes:** Sold in cases of 25 (not available for 3-Rings). # cases _____ x \$18/case
- Counter Displays:** Sold individually # displays _____ x \$2.00/each

Per order price

PRODUCTION TIME

- Press-Ready Production Time (25-30 business days)
- 25-Day RUSH** Service (25 business days) – We do not accept RUSH orders from Nov. 1 to Nov. 30.
RUSH orders incur a **15% upcharge** or **\$200 minimum charge** (whichever is greater).

Nebraska Orders will be charged sales tax. Check if delivery will be: Inside city limits Outside city limits

Check here if you want a Nebraska Resale/Exempt Sale form sent to you.

Coupon Discounts (attach coupon to order form) discount _____ x # of books _____ =

()
Subtract amount

SIGNATURE REQUIRED on the Terms & Conditions page.
If you have special instructions, please write them on that page.

Families, Individuals, and Businesses
Must Include a 50% Down Payment.

PRESS-READY SOFT COVER PRICES

Prices Effective April 1, 2011

A page is defined as **one side of a sheet of paper**. One sheet of paper is 2 pages, e.g., a 100 page book has 50 sheets of paper. Be sure to count **ALL** pages in the cookbook, including any blank pages. Dividers **DO NOT** need to be counted as they are priced separately (see Optional Features Pricing).

Note: Prices are subject to change. Check our web site or call for current pricing.



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# Books ▶ # Pages ▼	100	200	300	400	500	600	700	800	900	1000	1500	2000	3000	4000	5000	7500	10000
up to 65	4.10	2.50	2.40	2.30	2.20	2.15	2.10	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60
66 to 87	4.90	2.75	2.55	2.50	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.10	2.05	2.00	1.95	1.90	1.85
88 to 109	5.40	3.05	2.90	2.60	2.50	2.45	2.40	2.35	2.30	2.25	2.20	2.15	2.10	2.05	2.00	1.95	1.90
110 to 131	5.85	3.40	3.05	2.90	2.75	2.70	2.65	2.60	2.55	2.50	2.45	2.40	2.35	2.25	2.15	2.10	2.05
132 to 153	6.30	3.60	3.30	3.15	2.85	2.80	2.75	2.70	2.65	2.60	2.55	2.50	2.45	2.40	2.35	2.30	2.20
154 to 175	6.90	3.90	3.45	3.30	3.15	3.10	3.05	3.00	2.95	2.85	2.80	2.70	2.65	2.60	2.55	2.40	2.30
176 to 197	4.30	4.00	4.00	3.60	3.40	3.30	3.25	3.20	3.10	3.05	3.00	2.90	2.85	2.70	2.65	2.55	2.45
198 to 219	4.80	4.80	4.15	3.75	3.65	3.60	3.55	3.45	3.35	3.25	3.20	3.10	3.00	2.95	2.90	2.75	2.65
220 to 241	5.20	5.20	4.35	4.15	3.95	3.85	3.80	3.70	3.60	3.45	3.40	3.25	3.10	3.05	3.00	2.90	2.80
242 to 263	5.60	5.60	4.65	4.40	4.20	4.10	4.00	3.90	3.80	3.60	3.55	3.45	3.30	3.25	3.20	3.10	2.95
264 to 285	5.90	5.90	4.80	4.60	4.40	4.30	4.20	4.15	4.05	3.90	3.75	3.65	3.55	3.50	3.45	3.25	3.10
286 to 307	6.50	6.50	5.35	4.75	4.60	4.50	4.40	4.30	4.20	4.10	3.95	3.85	3.75	3.70	3.65	3.45	3.25
308 to 329	6.85	6.85	5.65	4.95	4.80	4.70	4.60	4.50	4.40	4.30	4.20	4.10	3.90	3.85	3.80	3.60	3.35
330 to 351	7.30	7.30	6.00	5.25	5.05	4.95	4.90	4.80	4.65	4.55	4.45	4.25	4.05	4.00	3.95	3.80	3.60
352 to 373	7.70	7.70	6.35	5.65	5.30	5.15	5.00	4.90	4.85	4.80	4.75	4.55	4.35	4.30	4.25	4.00	3.85
374 to 395	8.10	8.10	6.65	5.90	5.70	5.40	5.30	5.20	5.10	5.05	4.95	4.80	4.55	4.50	4.45	4.25	4.05
396 to 417	8.55	8.55	7.05	6.20	5.90	5.80	5.70	5.60	5.40	5.30	5.20	4.95	4.75	4.70	4.65	4.45	4.25
418 to 439	8.95	8.95	7.35	6.50	6.15	5.95	5.85	5.75	5.65	5.50	5.40	5.15	5.00	4.95	4.90	4.70	4.50
440 to 461	9.35	9.35	7.70	6.85	6.60	6.45	6.25	6.05	5.95	5.85	5.75	5.55	5.40	5.30	5.25	5.00	4.75
462 to 483	9.75	9.75	8.05	7.25	6.95	6.60	6.45	6.30	6.15	6.05	5.95	5.75	5.60	5.50	5.45	5.25	5.00
484 to 505	10.15	10.15	8.35	7.55	7.20	6.95	6.80	6.60	6.40	6.25	6.15	5.95	5.80	5.70	5.65	5.45	5.25
506 to 527	10.65	10.65	8.75	7.85	7.45	7.20	7.00	6.85	6.70	6.50	6.40	6.20	6.05	5.95	5.90	5.70	5.50
528 to 549	11.05	11.05	9.05	8.15	7.75	7.50	7.30	7.10	6.95	6.75	6.65	6.45	6.30	6.20	6.15	5.95	5.75
550 to 571	11.45	11.45	9.40	8.45	8.05	7.80	7.60	7.40	7.20	7.00	6.90	6.70	6.55	6.45	6.40	6.25	6.00

PRESS-READY HARDBACK PRICES

Prices Effective April 1, 2011

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up to 65	6.30	3.95	3.85	3.70	3.45	3.30	3.25	3.20	3.15	3.00	2.95	2.90	2.85	2.80	2.75	2.60	2.55
66 to 87	7.15	4.25	4.05	3.85	3.55	3.40	3.35	3.30	3.25	3.10	3.05	3.00	2.95	2.90	2.85	2.70	2.65
88 to 109	7.65	4.55	4.35	4.10	3.70	3.55	3.50	3.45	3.40	3.15	3.10	3.05	3.00	2.95	2.90	2.85	2.80
110 to 131	8.05	4.85	4.50	4.35	3.95	3.80	3.75	3.70	3.65	3.40	3.35	3.30	3.25	3.20	3.05	2.95	2.90
132 to 153	8.50	5.05	4.75	4.60	4.10	3.95	3.90	3.85	3.80	3.55	3.50	3.45	3.40	3.35	3.30	3.15	3.05
154 to 175	9.00	5.35	4.90	4.75	4.40	4.20	4.15	4.10	4.05	3.75	3.70	3.65	3.60	3.55	3.45	3.25	3.15
176 to 197		5.75	5.45	5.05	4.65	4.40	4.35	4.30	4.20	3.95	3.90	3.80	3.75	3.65	3.55	3.40	3.30
198 to 219		6.25	5.60	5.20	4.85	4.70	4.65	4.55	4.45	4.25	4.15	4.00	3.90	3.85	3.80	3.60	3.50
220 to 241		6.65	5.80	5.60	5.60	4.95	4.90	4.80	4.70	4.35	4.30	4.15	4.00	3.95	3.90	3.75	3.65
242 to 263		7.05	6.10	5.85	5.40	5.20	5.10	5.00	4.90	4.50	4.45	4.35	4.20	4.15	4.10	3.95	3.80
264 to 285		7.50	6.25	6.05	5.60	5.40	5.30	5.25	5.15	4.80	4.60	4.55	4.50	4.45	4.35	4.10	3.95
286 to 307		7.90	6.80	6.20	5.80	5.60	5.50	5.40	5.30	5.00	4.85	4.75	4.70	4.65	4.55	4.30	4.10
308 to 329		8.30	7.10	6.40	6.00	5.80	5.70	5.60	5.50	5.20	5.10	5.00	4.85	4.80	4.70	4.45	4.25
330 to 351		8.75	7.45	6.70	6.25	6.05	6.00	5.90	5.75	5.45	5.35	5.15	5.00	4.95	4.85	4.65	4.45
352 to 373		9.15	7.80	7.10	6.50	6.25	6.10	6.00	5.95	5.70	5.65	5.45	5.30	5.25	5.15	4.85	4.70
374 to 395		9.55	8.10	7.35	6.90	6.50	6.40	6.30	6.20	5.95	5.85	5.70	5.50	5.45	5.35	5.10	4.90
396 to 417		10.00	8.50	7.65	7.10	6.90	6.80	6.70	6.50	6.20	6.10	5.85	5.70	5.65	5.55	5.30	5.10
418 to 439		10.40	8.80	7.95	7.35	7.05	6.95	6.85	6.75	6.40	6.30	6.05	5.95	5.90	5.80	5.55	5.35
440 to 461		10.80	9.15	8.30	7.80	7.55	7.35	7.15	7.05	6.75	6.65	6.45	6.30	6.25	6.15	5.85	5.60
462 to 483		11.30	9.50	8.70	8.15	7.70	7.55	7.40	7.25	7.05	6.85	6.65	6.50	6.45	6.35	6.10	5.85
484 to 505		11.60	9.80	9.00	8.40	8.05	7.90	7.70	7.50	7.30	7.05	6.85	6.70	6.65	6.55	6.30	6.10
506 to 527		12.30	10.20	9.30	8.65	8.30	8.10	7.95	7.80	7.60	7.30	7.10	6.95	6.90	6.80	6.55	6.35
528 to 549		12.50	10.50	9.60	8.95	8.60	8.40	8.20	8.05	7.85	7.55	7.35	7.20	7.15	7.05	6.80	6.60
550 to 571		12.90	10.85	9.90	9.25	8.90	8.70	8.50	8.30	8.05	7.80	7.60	7.45	7.40	7.30	7.10	6.85

PRESS-READY 3-RING PRICES

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up to 65	8.00	5.25	4.85	4.65	4.35	4.30	4.25	4.20	4.15	4.10	4.05	4.00	3.95	3.85	3.75	3.65	3.55
66 to 87	8.55	5.55	5.05	4.85	4.40	4.35	4.30	4.25	4.20	4.15	4.10	4.05	4.00	3.95	3.90	3.80	3.70
88 to 109	9.30	6.15	5.25	5.10	4.70	4.65	4.60	4.55	4.50	4.45	4.40	4.35	4.30	4.25	4.05	3.85	3.80
110 to 131	9.70	6.45	5.80	5.50	5.05	4.90	4.80	4.75	4.70	4.65	4.60	4.55	4.50	4.45	4.35	4.20	3.95
132 to 153	10.10	6.60	6.15	5.75	5.25	5.10	5.00	4.95	4.90	4.85	4.75	4.65	4.60	4.55	4.45	4.25	4.05
154 to 175	10.45	6.75	6.40	6.05	5.35	5.20	5.10	5.05	5.00	4.95	4.90	4.85	4.80	4.65	4.55	4.35	4.15
176 to 197		7.05	6.70	6.35	5.55	5.35	5.30	5.25	5.20	5.10	5.05	5.00	4.85	4.75	4.65	4.50	4.30
198 to 219		7.45	6.95	6.55	5.95	5.65	5.50	5.35	5.30	5.25	5.20	5.10	4.95	4.90	4.80	4.65	4.50
220 to 241		7.85	7.30	6.65	6.25	6.05	5.70	5.65	5.60	5.55	5.45	5.25	5.05	5.00	4.90	4.80	4.65
242 to 263		8.25	7.60	6.80	6.50	6.35	5.85	5.80	5.75	5.70	5.60	5.45	5.15	5.10	5.00	4.90	4.80
264 to 285		8.70	7.90	7.00	6.70	6.55	6.15	6.10	6.05	6.00	5.80	5.65	5.35	5.30	5.20	5.05	4.95
286 to 307		9.10	8.25	7.15	6.90	6.75	6.50	6.40	6.30	6.20	6.00	5.85	5.55	5.50	5.40	5.25	5.10
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330 to 351		9.95	8.85	7.65	7.35	7.20	7.15	7.00	6.90	6.75	6.50	6.25	5.85	5.80	5.70	5.55	5.45
352 to 373		10.35	9.10	8.05	7.60	7.40	7.25	7.10	7.00	6.90	6.80	6.55	6.15	6.10	6.00	5.85	5.70
374 to 395		10.75	9.35	8.30	8.00	7.70	7.55	7.40	7.25	7.15	7.00	6.80	6.35	6.30	6.20	6.05	5.90
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440 to 461		12.00	10.35	9.25	8.90	8.70	8.45	8.25	8.10	7.95	7.80	7.55	7.20	7.15	7.05	6.85	6.60
462 to 483		12.40	10.70	9.65	9.25	8.85	8.70	8.50	8.30	8.15	8.00	7.75	7.40	7.35	7.25	7.05	6.85
484 to 505		12.80	11.10	9.95	9.50	9.20	9.05	8.80	8.55	8.35	8.20	7.95	7.60	7.55	7.45	7.25	7.10
506 to 527		13.20	11.50	10.35	9.90	9.60	9.45	9.20	8.95	8.75	8.60	8.35	7.90	7.95	7.85	7.55	7.35
528 to 549		13.60	11.90	10.75	10.30	10.00	9.85	9.60	9.35	9.15	9.00	8.75	8.40	8.15	8.00	7.80	7.60
550 to 571		14.00	12.30	11.15	10.70	10.40	10.25	10.00	9.75	9.55	9.40	9.15	8.80	8.45	8.15	8.00	7.85



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