



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 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. From the Download Center of our web site, print *Press-Ready Cookbook Pages Guidelines* for details. Acceptable material includes:
 1. **Digital file converted into a PDF file** – Use our *PDF Creator* which can be found at 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).

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 *Art 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.

PRESS-READY SOFT COVER PRICES

Prices Effective March 1, 2010

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. A blank page must also be counted as a page. Be sure to include **ALL** pages in the cookbook. Dividers DO NOT need to be counted as they are priced separately (see Optional Features 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	4.00	2.40	2.30	2.20	2.10	2.05	2.00	1.95	1.90	1.85	1.80	1.75	1.70	1.65	1.60	1.55	1.50
66 to 87	4.80	2.65	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	1.80	1.75
88 to 109	5.30	2.95	2.80	2.50	2.40	2.35	2.30	2.25	2.20	2.15	2.10	2.05	2.00	1.95	1.90	1.85	1.80
110 to 131	5.75	3.30	2.95	2.80	2.65	2.60	2.55	2.50	2.45	2.40	2.35	2.30	2.25	2.15	2.05	2.00	1.95
132 to 153	6.20	3.50	3.20	3.05	2.75	2.70	2.65	2.60	2.55	2.50	2.45	2.40	2.35	2.30	2.25	2.20	2.10
154 to 175	6.79	3.80	3.35	3.20	3.05	3.00	2.95	2.90	2.85	2.75	2.70	2.60	2.55	2.50	2.45	2.30	2.20
176 to 197		4.20	3.90	3.50	3.30	3.20	3.15	3.10	3.00	2.95	2.90	2.80	2.75	2.60	2.55	2.45	2.35
198 to 219		4.70	4.05	3.65	3.55	3.50	3.45	3.35	3.25	3.15	3.10	3.00	2.90	2.85	2.80	2.65	2.55
220 to 241		5.10	4.25	4.05	3.85	3.75	3.70	3.60	3.50	3.35	3.30	3.15	3.00	2.95	2.90	2.80	2.70
242 to 263		5.50	4.55	4.30	4.10	4.00	3.90	3.80	3.70	3.50	3.45	3.35	3.20	3.15	3.10	3.00	2.85
264 to 285		5.80	4.70	4.50	4.30	4.20	4.10	4.05	3.95	3.80	3.65	3.55	3.45	3.40	3.35	3.15	3.00
286 to 307		6.40	5.25	4.65	4.50	4.40	4.30	4.20	4.10	4.00	3.85	3.75	3.65	3.60	3.55	3.35	3.15
308 to 329		6.75	5.55	4.85	4.70	4.60	4.50	4.40	4.30	4.20	4.10	4.00	3.80	3.75	3.70	3.50	3.25
330 to 351		7.20	5.90	5.15	4.95	4.85	4.80	4.70	4.55	4.45	4.35	4.15	3.95	3.90	3.85	3.70	3.50
352 to 373		7.60	6.25	5.55	5.20	5.05	4.90	4.80	4.75	4.70	4.65	4.45	4.25	4.20	4.15	3.90	3.75
374 to 395		8.00	6.55	5.80	5.60	5.30	5.20	5.10	5.00	4.95	4.85	4.70	4.45	4.40	4.35	4.15	3.95
396 to 417		8.45	6.95	6.10	5.80	5.70	5.60	5.50	5.30	5.20	5.10	4.85	4.65	4.60	4.55	4.35	4.15
418 to 439		8.85	7.25	6.40	6.05	5.85	5.75	5.65	5.55	5.40	5.30	5.05	4.90	4.85	4.80	4.60	4.40
440 to 461		9.25	7.60	6.75	6.40	6.35	6.15	5.95	5.85	5.75	5.65	5.45	5.30	5.20	5.15	4.90	4.65
462 to 483		9.65	7.95	7.15	6.75	6.50	6.35	6.20	6.05	5.95	5.85	5.65	5.50	5.40	5.35	5.15	4.90
484 to 505		10.05	8.25	7.45	7.10	6.85	6.70	6.50	6.30	6.15	6.05	5.85	5.70	5.60	5.55	5.35	5.15
506 to 527		10.55	8.65	7.75	7.35	7.10	6.90	6.75	6.60	6.40	6.30	6.10	5.95	5.85	5.80	5.60	5.40
528 to 549		10.95	8.95	8.05	7.65	7.40	7.20	7.00	6.85	6.65	6.55	6.35	6.20	6.10	6.05	5.85	5.65
550 to 571		11.35	9.30	8.35	7.95	7.70	7.50	7.30	7.10	6.90	6.80	6.60	6.45	6.35	6.30	6.15	5.90

PRESS-READY HARDBACK PRICES

Prices Effective March 1, 2010

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. A blank page must also be counted as a page. Be sure to include **ALL** pages in the cookbook. Dividers **DO NOT** need to be counted as they are priced separately (see Optional Features Pricing).

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up to 65	6.20	3.85	3.75	3.60	3.35	3.20	3.15	3.10	3.05	2.90	2.85	2.80	2.75	2.70	2.65	2.50	2.45
66 to 87	7.05	4.15	3.95	3.75	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
88 to 109	7.55	4.45	4.25	4.00	3.60	3.45	3.40	3.35	3.30	3.05	3.00	2.95	2.90	2.85	2.80	2.75	2.70
110 to 131	7.95	4.75	4.40	4.25	3.85	3.70	3.65	3.60	3.55	3.30	3.25	3.20	3.15	3.10	2.95	2.85	2.80
132 to 153	8.40	4.95	4.65	4.50	4.00	3.85	3.80	3.75	3.70	3.45	3.40	3.35	3.30	3.25	3.20	3.05	2.95
154 to 175	8.90	5.25	4.80	4.65	4.30	4.10	4.05	4.00	3.95	3.65	3.60	3.55	3.50	3.45	3.35	3.15	3.05
176 to 197		5.65	5.35	4.95	4.55	4.30	4.25	4.20	4.10	3.85	3.80	3.70	3.65	3.55	3.45	3.30	3.20
198 to 219		6.15	5.50	5.10	4.75	4.60	4.55	4.45	4.35	4.15	4.05	3.90	3.80	3.75	3.70	3.50	3.40
220 to 241		6.55	5.70	5.50	5.05	4.85	4.80	4.70	4.60	4.25	4.20	4.05	3.90	3.85	3.80	3.65	3.55
242 to 263		6.95	6.00	5.75	5.30	5.10	5.00	4.90	4.80	4.40	4.35	4.25	4.10	4.05	4.00	3.85	3.70
264 to 285		7.40	6.15	5.95	5.50	5.30	5.20	5.15	5.05	4.70	4.50	4.45	4.40	4.35	4.25	4.00	3.85
286 to 307		7.80	6.70	6.10	5.70	5.50	5.40	5.30	5.20	4.90	4.75	4.65	4.60	4.55	4.45	4.20	4.00
308 to 329		8.20	7.00	6.30	5.90	5.70	5.60	5.50	5.40	5.10	5.00	4.90	4.75	4.70	4.60	4.35	4.15
330 to 351		8.65	7.35	6.60	6.15	5.95	5.90	5.80	5.65	5.35	5.25	5.05	4.90	4.85	4.75	4.55	4.35
352 to 373		9.05	7.70	7.00	6.40	6.15	6.00	5.90	5.85	5.60	5.55	5.35	5.20	5.15	5.05	4.75	4.60
374 to 395		9.45	8.00	7.25	6.80	6.40	6.30	6.20	6.10	5.85	5.75	5.60	5.40	5.35	5.25	5.00	4.80
396 to 417		9.90	8.40	7.55	7.00	6.80	6.70	6.60	6.40	6.10	6.00	5.75	5.60	5.55	5.45	5.20	5.00
418 to 439		10.30	8.70	7.85	7.25	6.95	6.85	6.75	6.65	6.30	6.20	5.95	5.85	5.80	5.70	5.45	5.25
440 to 461		10.70	9.05	8.20	7.70	7.45	7.25	7.05	6.95	6.65	6.55	6.35	6.20	6.15	6.05	5.75	5.50
462 to 483		11.20	9.40	8.60	8.05	7.60	7.45	7.30	7.15	6.95	6.75	6.55	6.40	6.35	6.25	6.00	5.75
484 to 505		11.50	9.70	8.90	8.30	7.95	7.80	7.60	7.40	7.20	6.95	6.75	6.60	6.55	6.45	6.20	6.00
506 to 527		12.20	10.10	9.20	8.55	8.20	8.00	7.85	7.70	7.50	7.20	7.00	6.85	6.80	6.70	6.45	6.25
528 to 549		12.40	10.40	9.50	8.85	8.50	8.30	8.10	7.95	7.75	7.45	7.25	7.10	7.05	6.95	6.70	6.50
550 to 571		12.80	10.75	9.80	9.15	8.80	8.60	8.40	8.20	7.95	7.70	7.50	7.35	7.30	7.20	7.00	6.75

PRESS-READY 3-RING PRICES

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up to 65	7.90	5.15	4.75	4.55	4.25	4.20	4.15	4.10	4.05	4.00	3.95	3.90	3.85	3.75	3.65	3.55	3.45
66 to 87	8.45	5.45	4.95	4.75	4.30	4.25	4.20	4.15	4.10	4.05	4.00	3.95	3.90	3.85	3.80	3.70	3.60
88 to 109	9.20	6.05	5.15	5.00	4.60	4.55	4.50	4.45	4.40	4.35	4.30	4.25	4.20	4.15	3.95	3.75	3.70
110 to 131	9.60	6.35	5.70	5.40	4.95	4.80	4.70	4.65	4.60	4.55	4.50	4.45	4.40	4.35	4.25	4.10	3.85
132 to 153	10.00	6.50	6.05	5.65	5.15	5.00	4.90	4.85	4.80	4.75	4.65	4.55	4.50	4.45	4.35	4.15	3.95
154 to 175	10.35	6.65	6.30	5.95	5.25	5.10	5.00	4.95	4.90	4.85	4.80	4.75	4.70	4.55	4.45	4.25	4.05
176 to 197		6.95	6.60	6.25	5.45	5.25	5.20	5.15	5.10	5.00	4.95	4.90	4.75	4.65	4.55	4.40	4.20
198 to 219		7.35	6.85	6.45	5.85	5.55	5.40	5.25	5.20	5.15	5.10	5.00	4.85	4.80	4.70	4.55	4.40
220 to 241		7.75	7.20	6.55	6.15	5.95	5.60	5.55	5.50	5.45	5.35	5.15	4.95	4.90	4.80	4.70	4.55
242 to 263		8.15	7.50	6.70	6.40	6.25	5.75	5.70	5.65	5.60	5.50	5.35	5.05	5.00	4.90	4.80	4.70
264 to 285		8.60	7.80	6.90	6.60	6.45	6.05	6.00	5.95	5.90	5.70	5.55	5.25	5.20	5.10	4.95	4.85
286 to 307		9.00	8.15	7.05	6.80	6.65	6.40	6.30	6.20	6.10	5.90	5.75	5.45	5.40	5.30	5.15	5.00
308 to 329		9.40	8.45	7.25	7.00	6.85	6.80	6.75	6.70	6.60	6.15	6.00	5.60	5.55	5.45	5.25	5.15
330 to 351		9.85	8.75	7.55	7.25	7.10	7.05	6.90	6.80	6.65	6.40	6.15	5.75	5.70	5.60	5.45	5.35
352 to 373		10.25	9.00	7.95	7.50	7.30	7.15	7.00	6.90	6.80	6.70	6.45	6.05	6.00	5.90	5.75	5.60
374 to 395		10.65	9.25	8.20	7.90	7.60	7.45	7.30	7.15	7.05	6.90	6.70	6.25	6.20	6.10	5.95	5.80
396 to 417		11.10	9.60	8.50	8.10	7.95	7.85	7.70	7.45	7.30	7.15	6.85	6.45	6.40	6.20	6.10	6.00
418 to 439		11.50	9.90	8.80	8.35	8.15	8.05	7.85	7.70	7.50	7.35	7.05	6.70	6.65	6.55	6.40	6.25
440 to 461		11.90	10.25	9.15	8.80	8.60	8.35	8.15	8.00	7.85	7.70	7.45	7.10	7.05	6.95	6.75	6.50
462 to 483		12.30	10.60	9.55	9.15	8.75	8.60	8.40	8.20	8.05	7.90	7.65	7.30	7.25	7.15	6.95	6.75
484 to 505		12.70	11.00	9.85	9.40	9.10	8.95	8.70	8.45	8.25	8.10	7.85	7.50	7.45	7.35	7.15	7.00
506 to 527		13.10	11.40	10.25	9.80	9.50	9.35	9.10	8.85	8.65	8.50	8.25	7.80	7.85	7.75	7.45	7.25
528 to 549		13.50	11.80	10.65	10.20	9.90	9.75	9.50	9.25	9.05	8.90	8.65	8.30	8.05	7.90	7.70	7.50
550 to 571		13.90	12.20	11.05	10.60	10.30	10.15	9.90	9.65	9.45	9.30	9.05	8.70	8.35	8.05	7.90	7.75



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Press-Ready

OPTIONAL FEATURES PRICING

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	20¢/book
Designer Series Cover Templates (includes free full-color back cover)	20¢/book
Gold or silver foil stamping:	
100 books	\$1.80/book
200 books	\$1.00/book
300 books75¢/book
500 books55¢/book
1,000 books35¢/book
2,000 books25¢/book
3,000 books20¢/book
Custom Back Cover Inks	
printed in one in-house ink	10¢/book
printed in multi- or full-color	20¢/book
Printed Liners (3-Ring or Hardback Only)	
printed in one in-house ink	20¢/book
full-color stock liner L5	20¢/book
printed in multi- or full-color	40¢/book
EZel™ Bookstand (for 3-Ring only)	40¢/book
Plastic Coil Binding (for soft cover only; maximum 300 pages; no tabbed dividers)	FREE
Plastic Comb Binding	FREE
Add an imprint to comb:	
100–199 books60¢/book
200–999 books35¢/book
1,000+ books30¢/book

DIVIDERS

Divider Type	
Regular full-color stock divider set (8)	FREE
Tabbed full-color stock divider set (8)45¢/book
Regular custom dividers3¢/divider (per book)
Tabbed custom dividers8¢/divider (per book)
Custom Divider Ink	
printed in same ink as recipe pages	FREE
printed in one in-house ink2¢/divider (per book)
printed in multi- or full-color15¢/divider (per book)
Designer Series Divider Templates15¢/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 ink2¢/divider (per book)
custom material printed in multi- or full-color15¢/divider (per book)
Colored Paper for regular dividers	FREE

RECIPE PAGES

Paper for Recipe Pages	
standard white paper	FREE
cream paper20¢/book
Ink for Recipe Pages	
black	FREE
navy, brown, or hunter20¢/book

COOKBOOK EXTRAS

Cooking Hints (16 full-color pages)	FREE
Recipe Pocket Envelope15¢/book
Photos on Personal Pages:	
one-color photos	
or artwork3¢/image (per book)
(1 free; add up to 4 more – limit of 5 total)	
multi- or full-color	
photos or artwork20¢/image (per book)
(unlimited)	

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
Additional text proof	\$.40/proof
Additional cover proof	\$.35/proof

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

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