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email: cookbook@morriscookbooks.com

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.

Press-ready Cookbook **ORDER FORM & PRICING**

Only use this Order Form and 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 specifications and margins. 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 – a hard copy must be furnished to verify accuracy.
 2. A previously printed cookbook – pages must fit our guidelines and specifications. We cannot accept copyrighted cover, dividers, or any other artwork (unless you own the copyright).

Do NOT use this Order Form and Pricing if:

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

Use our standard *Cookbook Order Form*. It is included in our *Cookbook Kit*, or you can 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 or photos (p. 65, 94).

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

COVER SELECTION Pages 46-73

FRONT COVER DETAILS

Full-Color Stock Cover Design # _____ (p. 50-63) **FREE**

Custom Cover Design (complete details below)

Custom Cover Details: Please provide signed *Art Release Form* (p. 65) if submitting custom art/photos.

Custom cover art that can be altered # _____ (p. 69-70) Use as is With changes

Use custom press-ready art (enclosed).

Cover submitted as digital files (enclosed).

Have your art department design our cover from our sketches or ideas (enclosed).

Wording for Cover Title _____ Typestyle (p. 72) _____

Wording for Subtitle _____ Typestyle (p. 72) _____

Wording on Spine _____ Typestyle (p. 72) _____

(wording on spine for 3-Ring only)

Have art department select typestyles

COVER INK COLOR CHOICE (p. 71) ~ Ink choices are for front cover only.

Black ink (**Note:** A cover using black ink and any other ink color is a multi-color cover.) **FREE**

One in-house ink color: Specify ink color (p. 71) _____ 10¢/book

Special order ink _____ 15¢/book

Custom multi-color (2 or more inks) Specify ink(s) _____, _____, _____ ..20¢/book

Custom full-color printing 20¢/book

Optional Foil Stamping – specify color (200 min.): Gold Silver

200 books = \$1.00/bk; 300 books = 75¢/bk; 500 = 55¢/bk; 1000 = 35¢/bk; 2000 = 25¢/bk; 3000 books = 20¢/bk.....

PRINT BACK COVER (for custom covers only – will be white if no selection is made)

Printed back cover in one in-house color: Specify ink color (p. 71) _____ 10¢/book

Printed back cover in multi- or full-color 20¢/book

LINERS ON INSIDE FRONT/BACK COVER (for hardback or 3-Ring only – p. 47-48)

Specify paper color White Cream **FREE**

Printed in one in-house ink color: Specify ink color (p. 71) _____ 20¢/book

Stock liner design # _____ OR Custom design (enclose art)

Liner L5 (full-color stock liner) 20¢/book

Custom multi- or full-color printing (enclose art) 40¢/book

BINDING (p. 73) ~ Plastic Comb..... **FREE** Plastic Coil..... 15¢/book

for soft cover or hardback

soft cover only – 180 pages or less; no tabbed dividers

Choose color: White Red Maroon Blue Navy Hunter Brown Black

Optional Imprinted Plastic Comb Binder (200 min.)....200- 999 books = 35¢/book; 1000+ books = 30¢/book

For Plastic Comb Only { Wording on Comb Binder _____

Imprint ink color (p. 73) _____ Imprint Typestyle (p. 73) _____

PHOTOS IN PERSONAL PAGES Page 39

1 **FREE** photo printed in one-color (same ink as recipe pages); add 4 more photos (or artwork) for 5 total

Printed in one-color (same ink as recipe pages) # extra photos _____ x 3¢/photo (per book)

Printed in full-color # full-color photos _____ x 20¢/photo (per book)

COOKBOOK EXTRAS Pages 44-45

Include **FREE** Cooking Hints (16 pages) in the back of each cookbook (p. 45) **FREE**

Include a Recipe Pocket Envelope in the back of each cookbook (p. 44) 15¢/book

DIVIDER SELECTION Pages 74-99

DIVIDER TYPE & DESIGN DETAILS

- "Regular" Full-Color Stock Divider Set # _____ (Set of 8; p. 77-93) **FREE**
- "Tabbed" Full-Color Stock Divider Set # _____ (Set of 8; p. 77-93) 45¢/book
- "Regular" Custom Dividers (complete below) # dividers _____ x 3¢/divider (per book)
- "Tabbed" Custom Dividers (complete below) # dividers _____ x 8¢/divider (per book)

Custom Dividers Details: Please provide signed *Art Release Form* (p. 94) if submitting custom art/photos.

- Custom divider art that can be altered # _____ (p. 97-99) Use as is With changes
- Use custom press-ready art (enclosed).
- Dividers submitted as digital files (enclosed).
- Use artwork/photo submitted, but typeset wording in typestyle _____ (p. 72)
- Have your art department design our dividers from our sketches or ideas (enclosed).
- Extra photos for dividers (one photo per divider is **FREE**) # of extra photos _____ x 3¢/photo (per book)

DIVIDER PAPER COLOR CHOICE ~ For Custom Dividers Only

"Regular" colored divider paper (p. 99)

- White Cream Tan Blue Pink
- Green Goldenrod Canary Gray Brite Red

"Tabbed" divider paper: White Cream

DIVIDER INK COLOR CHOICE ~ For Fronts of Custom Dividers Only

- Same ink as recipe pages **FREE**
- One in-house ink color: Specify ink color (p. 71) _____ # dividers _____ x 2¢/divider (per book)
- Special order ink _____ # dividers _____ x 3¢/divider (per book)
- Multi-color (2 or more inks) ink(s): _____, _____, _____ # dividers _____ x 15¢/divider (per book)
- Full-color printing # dividers _____ x 15¢/divider (per book)

BACKS OF DIVIDERS ~ Helpful Hints are preprinted on our 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 Page 103

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

PRODUCTION TIME Page 109

- Press-Ready Production Time (35-40 business days)
- 27-Day RUSH Service** (27 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 1-1-09

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).
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	4.00	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	3.90	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	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	4.25	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	4.55	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	4.70	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	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	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	5.90	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	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	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	6.95	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	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	7.60	6.75	6.50	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	7.95	7.15	6.85	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	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	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	8.95	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	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 1-1-09

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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

PRESS-READY OPTIONAL FEATURES PRICING

COVERS

FREE Plastic Laminated front/back cover	FREE
Full-color stock cover (with black imprint and coordinating back cover)	FREE
Custom front cover ink options:	
Custom cover with black ink only (black + any other color is a multi-color cover)	FREE
Custom cover with one in-house ink (p. 71)	10¢/book
Custom cover with special order ink	15¢/book
Custom multi- or full-color printing (front cover only)	20¢/book
Gold or silver foil stamping:	
200 books	\$1.00/book
1,000 books35¢/book
300 books75¢/book
2,000 books25¢/book
500 books55¢/book
3,000 books20¢/book
Custom back cover inks:	
custom printing one in-house ink (p. 71)	10¢/book
custom multi- or full-color printing	20¢/book
Printed liners (3-Ring or hardback only):	
printed with one in-house ink color (p. 71)	20¢/book
full-color stock liner L5 (p. 48)	20¢/book
printed in multi- or full-color	40¢/book
EZel™ Bookstand (for 3-Ring only)	40¢/book
Plastic comb binding	FREE
Imprinted plastic comb binders	
200–999 books	35¢/book
1,000+ books	30¢/book
Plastic coil binding (limited to soft cover with 180 pages or less; no tab dividers)	15¢/book

DIVIDERS

Divider type:	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	8¢/divider (per book)
Custom divider ink:	same ink as recipe pages	FREE
	in-house ink color	2¢/divider (per book)
	special order ink	3¢/divider (per book)
	printed in multi- or full-color	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
	one-color custom material	2¢/divider (per book)
	printed in multi- or full-color	15¢/divider (per book)
Colored paper for regular dividers (p. 99)		FREE

RECIPE PAGES

Paper for recipe pages:	standard white paper	FREE
	cream paper	20¢/book
Ink for recipe pages:	black	FREE
	navy, brown, or hunter	20¢/book

COOKBOOK EXTRAS

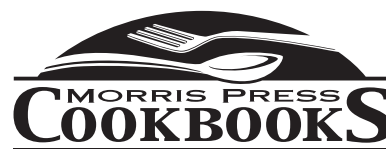
Recipe Pocket Envelope	15¢/book
Cooking Hints (16 pages)	FREE
Photos on Personal Pages:	
Add up to 4 photos (limit 5 total)	
<i>Artwork may be substituted for photos.</i>	
one-color photos	3¢/photo (per book)
full-color photos or	
multi-color art	20¢/image (per book)

MARKETING TOOLS

Marketing Your Cookbook 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

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Additional cover proof	\$35/proof



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