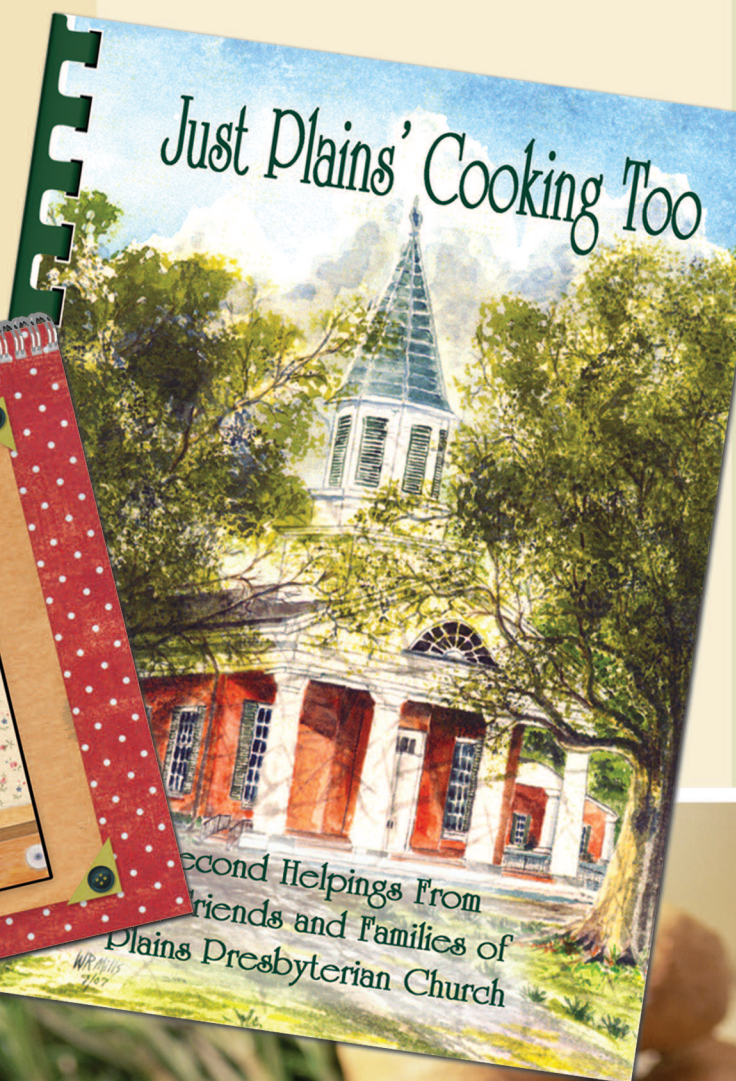


# Personalized Cookbook **PRICE CHART**

Hometown Recipes Making Money— For You

Quality Cookbooks from  
the Nation's Oldest and  
Largest Community  
Cookbook Publisher



# SOFT COVER & HARD

Use this chart to figure the cost of your personalized cookbook. The price depends on the number of recipes submitted and the number of books you order. The Fundcraft program is self-financing for all recognized

organizations with one-half payment due 37 days from shipping and the balance due 67 days from shipping. A full 67 days interest free! Plus Fundcraft helps defray shipping costs with **FREE** books!

	Book Total	200	300	400	500	600	700	800	900	1000	1500	2000	3000
UP TO 150 RECIPIES	Soft Cover	\$2.90	\$2.80	\$2.65	\$2.45	\$2.40	\$2.35	\$2.30	\$2.25	\$2.20	\$2.15	\$2.10	\$2.00
	Hard Cover	4.35	4.25	4.10	3.70	3.65	3.60	3.55	3.50	3.45	3.40	3.35	3.25
151 – 200 RECIPIES	Soft Cover	3.15	2.95	2.75	2.65	2.55	2.50	2.45	2.40	2.35	2.30	2.15	2.05
	Hard Cover	4.60	4.40	4.20	3.90	3.80	3.75	3.70	3.65	3.60	3.55	3.40	3.30
201 – 250 RECIPIES	Soft Cover	3.45	3.30	3.00	2.80	2.75	2.70	2.65	2.60	2.55	2.40	2.35	2.25
	Hard Cover	4.90	4.75	4.45	4.05	4.00	3.95	3.90	3.85	3.80	3.65	3.60	3.50
251 – 300 RECIPIES	Soft Cover	3.80	3.40	3.30	3.10	3.05	3.00	2.95	2.90	2.85	2.65	2.55	2.45
	Hard Cover	5.25	4.85	4.75	4.35	4.30	4.25	4.20	4.15	4.10	3.90	3.80	3.70
301 – 350 RECIPIES	Soft Cover	3.95	3.65	3.60	3.20	3.15	3.10	3.05	3.00	2.95	2.85	2.70	2.60
	Hard Cover	5.40	5.10	5.05	4.90	4.80	4.70	4.60	4.50	4.40	4.30	4.15	4.00
351 – 400 RECIPIES	Soft Cover	4.25	4.05	3.75	3.50	3.40	3.35	3.30	3.25	3.20	3.05	2.90	2.80
	Hard Cover	5.70	5.50	5.20	4.95	4.85	4.75	4.65	4.60	4.50	4.40	4.25	4.15
401 – 450 RECIPIES	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
	Hard Cover	6.10	5.80	5.40	5.00	4.90	4.85	4.80	4.75	4.70	4.50	4.35	4.25
451 – 500 RECIPIES	Soft Cover		4.50	4.30	4.05	3.95	3.90	3.85	3.80	3.75	3.55	3.35	3.25
	Hard Cover		5.95	5.75	5.30	5.20	5.15	5.10	5.05	5.00	4.80	4.60	4.50
501 – 550 RECIPIES	Soft Cover		4.80	4.60	4.40	4.20	4.15	4.10	4.05	4.00	3.80	3.55	3.45
	Hard Cover		6.25	6.05	5.65	5.45	5.40	5.35	5.30	5.25	5.05	4.80	4.70
551 – 600 RECIPIES	Soft Cover		5.10	4.90	4.70	4.50	4.40	4.35	4.30	4.25	4.05	3.75	3.65
	Hard Cover		6.55	6.35	5.95	5.75	5.65	5.60	5.55	5.50	5.30	5.00	4.90
601 – 650 RECIPIES	Soft Cover		5.75	5.20	5.00	4.85	4.65	4.60	4.55	4.50	4.40	4.05	3.95
	Hard Cover		7.20	6.65	6.25	6.10	5.90	5.85	5.80	5.75	5.65	5.30	5.20
651 – 700 RECIPIES	Soft Cover			5.75	5.20	5.05	4.90	4.85	4.80	4.75	4.55	4.45	4.35
	Hard Cover			7.20	6.45	6.30	6.15	6.10	6.05	6.00	5.80	5.70	5.60
701 – 750 RECIPIES	Soft Cover			6.05	5.60	5.45	5.30	5.10	5.05	5.00	4.80	4.55	4.45
	Hard Cover			7.50	6.85	6.70	6.55	6.35	6.30	6.25	6.05	5.80	5.70
751 – 800 RECIPIES	Soft Cover			6.25	5.95	5.75	5.55	5.35	5.30	5.25	5.05	4.65	4.55
	Hard Cover			7.70	7.20	7.00	6.80	6.60	6.55	6.50	6.30	5.90	5.80

**NOTE:** minimum order is 200 books, unless your book contains more than 450 recipes, in which case the minimum increases.

# COVER PRICE CHART



Look us up on our huge internet cooking site at:

[www.fundcraft.com](http://www.fundcraft.com)

We will even advertise your personalized cookbook to millions **FREE** of charge on the internet.

## FREE FEATURES

Fundcraft offers the lowest price cookbook with more **FREE FEATURES** than any other publisher.

<i>Suggested Price</i>	<b>Profit Per Book</b>
<b>\$8.00 – 12.00</b>	<b>\$5.10 – 10.00</b>
9.00 – 13.00	4.65 – 9.75
<b>9.00 – 13.00</b>	<b>5.85 – 10.95</b>
10.00 – 14.00	5.40 – 10.70
<b>9.50 – 13.50</b>	<b>6.05 – 11.25</b>
10.50 – 14.50	5.60 – 11.00
<b>10.00 – 14.00</b>	<b>6.20 – 11.55</b>
11.00 – 15.00	5.75 – 11.30
<b>10.50 – 14.50</b>	<b>6.55 – 11.90</b>
11.50 – 15.50	6.10 – 11.50
<b>11.00 – 15.00</b>	<b>6.75 – 12.20</b>
12.00 – 16.00	6.30 – 11.85
<b>11.50 – 15.50</b>	<b>6.85 – 12.50</b>
12.50 – 16.50	6.40 – 12.25
<b>12.00 – 16.00</b>	<b>7.50 – 12.75</b>
13.00 – 17.00	7.05 – 12.50
<b>12.50 – 16.50</b>	<b>7.70 – 13.05</b>
13.50 – 17.50	7.25 – 12.80
<b>13.00 – 17.00</b>	<b>7.90 – 13.35</b>
14.00 – 18.00	7.45 – 13.10
<b>13.50 – 17.50</b>	<b>7.75 – 13.55</b>
14.50 – 18.50	7.30 – 13.30
<b>14.00 – 18.00</b>	<b>8.25 – 13.65</b>
15.00 – 19.00	7.80 – 13.40
<b>14.50 – 18.50</b>	<b>8.45 – 14.05</b>
15.50 – 19.50	8.00 – 13.80
<b>15.00 – 19.00</b>	<b>8.75 – 14.45</b>
16.00 – 20.00	8.30 – 14.20

- FREE** – Fundcraft full-color front cover (your choice).
- FREE** – Front cover imprint, in black ink.
- FREE** – Custom black & white front cover design.
- FREE** – Print with raised ink, black.
- FREE** – Liquid lamination on front cover.
- FREE** – Fundcraft full-color divider set. (your choice).
- FREE** – Fundcraft black & white divider set (your choice).
- FREE** – Divider backs featuring New Favorite Recipes Index.
- FREE** – Tab dividers collated in books.
- FREE** – Special occasion dedication page.
- FREE** – Table of Contents.
- FREE** – Index of Recipes.
- FREE** – List of Contributors.
- FREE** – Mail Order Page.
- FREE** – Local information pages. (up to four free, including one black & white photo).
- FREE** – Recipe pages, printed in black ink on white 60# text paper.
- FREE** – Standard recipe formats.
- FREE** – Recipe typing and proofing.
- FREE** – Cookbooks to help defray shipping costs.
- FREE** – Online cookbook proof (for typed books only).
- FREE** – Black & white page graphics.
- FREE** – Continued recipes.
- FREE** – Special recipe symbols.
- FREE** – 32-page Helpful Hints section.
- FREE** – Short/Cut™ software.
- FREE** – Recipe collection forms.
- FREE** – Gift certificates.
- FREE** – Advance sale coupons.
- FREE** – Cookbook sales poster.
- FREE** – Press release.
- FREE** – Newspaper advertisement.
- FREE** – Cookbooks.com advertisement.

Large selection of custom options “For Pennies More” including hard back covers, full-color photos on front cover, tab section dividers, padded 3-ring binders and many other features at a small cost. (See back for more details.)

# 3-RING & EASE•L•BACK



Prices for Ease•L•Back™ cookbooks are per book and include all **FREE** features for Ease•L•Back™ cookbooks.

	Book Total	200	300	400	500	600	700	800	900	1000	1500	2000	3000
UP TO 150 RECIPES	3-Ring	\$5.65	\$5.55	\$5.40	\$5.30	\$5.15	\$5.05	\$5.00	\$4.90	\$4.85	\$4.80	\$4.75	\$4.70
	Easel•L•Back	4.05	3.95	3.80	3.60	3.55	3.50	3.45	3.40	3.35	3.30	3.25	3.15
151 – 200 RECIPES	3-Ring	5.90	5.70	5.50	5.40	5.30	5.25	5.20	5.15	5.00	4.90	4.80	4.75
	Easel•L•Back	4.30	4.10	3.90	3.70	3.60	3.55	3.50	3.45	3.40	3.35	3.30	3.20
201 – 250 RECIPES	3-Ring	6.20	6.05	5.75	5.55	5.50	5.45	5.40	5.35	5.20	5.10	5.00	4.90
	Easel•L•Back	4.60	4.45	4.15	3.95	3.90	3.85	3.80	3.75	3.45	3.40	3.35	3.25
251 – 300 RECIPES	3-Ring	6.55	6.15	6.05	5.85	5.80	5.65	5.60	5.55	5.50	5.40	5.30	5.20
	Easel•L•Back	4.95	4.55	4.45	4.25	4.20	4.15	4.10	4.05	3.75	3.70	3.65	3.55
301 – 350 RECIPES	3-Ring	6.70	6.40	6.35	6.00	5.80	5.75	5.70	5.65	5.60	5.50	5.40	5.35
351 – 400 RECIPES	3-Ring	7.00	6.80	6.50	6.20	6.15	6.10	6.00	5.95	5.85	5.80	5.60	5.50
401 – 450 RECIPES	3-Ring	7.40	7.10	6.70	6.30	6.25	6.20	6.10	6.00	5.95	5.85	5.75	5.65
451 – 500 RECIPES	3-Ring		7.25	7.05	6.45	6.40	6.25	6.20	6.15	6.10	5.90	5.80	5.70
501 – 550 RECIPES	3-Ring		7.55	7.35	6.70	6.55	6.50	6.45	6.40	6.35	6.15	5.90	5.80
551 – 600 RECIPES	3-Ring		7.85	7.65	7.05	6.85	6.75	6.70	6.65	6.50	6.40	6.10	6.00
601 – 650 RECIPES	3-Ring			7.95	7.35	7.20	7.00	6.95	6.90	6.85	6.75	6.40	6.30
651 – 700 RECIPES	3-Ring			8.50	7.55	7.40	7.25	7.20	7.15	7.10	6.90	6.80	6.70
701 – 750 RECIPES	3-Ring			8.80	7.95	7.80	7.65	7.45	7.40	7.35	7.15	6.90	6.80
751 – 800 RECIPES	3-Ring			9.00	8.30	8.10	7.90	7.70	7.65	7.60	7.40	7.00	6.90

**NOTE:** minimum order is 200 books, unless your book contains more than 450 recipes, in which case the minimum increases.

Call 1-800-853-1363 for a Fundcraft Customer Service Specialist or visit [www.fundcraft.com](http://www.fundcraft.com).

# COOKBOOK PRICE CHART

Look us up on our huge internet cooking site at:

[www.fundcraft.com](http://www.fundcraft.com)

We will even advertise your personalized cookbook to millions **FREE** of charge on the internet.

<i>Suggested Price</i>	<b>Profit Per Book</b>
<b>\$10.00 – 14.00</b>	<b>\$4.35 – 9.30</b>
8.00 – 12.00	3.95 – 8.85
<b>11.00 – 15.00</b>	<b>5.10 – 10.35</b>
10.00 – 12.00	6.70 – 11.80
<b>11.50 – 15.50</b>	<b>5.30 – 10.60</b>
10.00 – 14.75	5.40 – 11.50
<b>12.00 – 16.00</b>	<b>5.45 – 10.80</b>
11.00 – 15.00	7.05 – 11.45
<b>12.50 – 16.50</b>	<b>5.80 – 11.15</b>
<b>13.00 – 17.00</b>	<b>6.00 – 11.50</b>
<b>13.50 – 17.50</b>	<b>6.10 – 11.85</b>
<b>14.00 – 18.00</b>	<b>6.75 – 12.30</b>
<b>14.50 – 18.50</b>	<b>6.95 – 12.70</b>
<b>15.00 – 19.00</b>	<b>7.15 – 13.00</b>
<b>15.50 – 19.50</b>	<b>7.00 – 13.20</b>
<b>16.00 – 20.00</b>	<b>7.50 – 13.30</b>
<b>16.50 – 20.50</b>	<b>7.70 – 13.70</b>
<b>17.00 – 21.00</b>	<b>8.00 – 14.10</b>

*Suggested Price is only a suggestion*

## WIRE CASEBOUND ONLINE PRICING

### FUNDCRAFT EXCLUSIVE!

The Fundcraft Wire Casebound cookbook is the most affordable deluxe fundraising cookbook – and you can only get it from Fundcraft.

In order to give you the most accurate and cost effective pricing, go to [www.fundcraft.com](http://www.fundcraft.com) to use the price calculator for your custom online quote.

**Or Call for a quote at 1-800-853-1363**

Prices for Wire Casebound cookbooks are per book and include all **FREE** features for Wire Casebound cookbooks.

**NOTE:** Minimum order is 500 books.

### NEW! DISCOUNT

**25¢ per book discount for using Short/Cut™**

(\$300.00 Maximum savings per order)



# FOR PENNIES MORE™



Even though these options add a little cost to your book, they also add tremendous value and increase sales. The selling price of your cookbook should be raised accordingly.

Refer to *Recipes for Success* for more information on each option.

## Binding Options

- Plastic coil binding (300 recipe maximum) . . . . .20¢ per book
- Imprint on plastic comb binding . . . . .40¢ per book (500 book minimum)
- Three-Ring Binder cookbook stand . . . . .50¢ each (available for Three-Ring Binder only)

## Cover Options

- Front cover imprint, standard ink color option . . . . . \$25 per order
- Front cover imprint, custom ink color . . . . . \$75 per order
- Front cover imprint, metallic foil stamp emboss . . . . . \$250 per order
- ISBN (on back cover) . . . . . \$75 per order
- Custom full-color front cover design . . . . .25¢ per cover, per book
- Print on back or inside covers, black & white . . . . .15¢ per cover, per book
- Print on back or inside covers, full-color . . . . .25¢ per cover, per book
- Plastic lamination on front and back cover . . . . .15¢ per book
- Plastic lamination on inside front and inside back cover . . . . .10¢ per book

## Divider Options

- Custom full-color divider set . . . . .20¢ per divider, per book
- Custom black & white divider sets . . . . . \$15 per divider, per order
- Divider backs printed with custom material in black & white . . . . . \$15 per divider, per order
- Divider backs printed with custom material in full-color . . . . .20¢ per divider, per book
- Photos on custom black & white divider sets . . . . . \$10 per photo, per order
- Divider pages ink, standard color option . . . . . \$75 per order
- Divider pages paper, standard 60# color paper option . . . . . \$75 per order
- Divider pages paper, heavy white or off-white card stock . . . . .5¢ per divider, per book
- Regular tabs, on Fundcraft full-color divider sets . . . . .75¢ per book
- Regular tabs, on Fundcraft black & white divider sets . . . . .10¢ per tab divider, per book
- Regular tabs, on all custom divider sets . . . . .15¢ per tab divider, per book
- Round tabs, on Fundcraft full-color divider sets . . . . .85¢ per book
- Round tabs, on Fundcraft black & white divider sets . . . . .15¢ per tab divider, per book
- Round tabs, on all custom divider sets . . . . .20¢ per tab divider, per book

*(\$15 per divider, per order charge **does not apply** for custom black & white tab divider sets.)*

## Cookbook Page Options

### Local Information Pages

- Additional pages (up to 6 more – for a total of 10) . . . . . \$15 per page, per order
- Additional photos (up to 3 more – for a total of 4) . . . . . \$10 per photo, per order

# Cookbook Options **Price Chart**



Even though these options add a little cost to your book, they also add tremendous value and increase sales. The selling price of your cookbook should be raised accordingly.

Refer to *Recipes for Success* for more information on each option.

## Cookbook Page Options (continued)

- Print photos in full-color . . . . .20¢ per photo, per book
- Paper color option (off-white 60# text paper) . . . . .25¢ per book
- Non-continued recipes . . . . .20¢ per book
- Fundcraft filler text or filler art . . . . .15¢ per book
- Custom filler text or filler art . . . . .20¢ per book
- Long recipes . . . . .count as more than one recipe
- Recipe notes . . . . .25¢ per book
- Clear plastic recipe pocket . . . . .15¢ per book
- Your Cookbook CD (25 CD minimum) . . . . . \$3.50 each

## Merchant Advertising

- Regular ad pages . . . . . \$40 per page, per order
- Regular ad pages with b/w photo . . . . . \$50 per page, per order
- Cover ads . . . . . \$50 per cover, per order
- Cover ads with b/w photo . . . . . \$60 per cover, per order

## Sales Materials

- ISBN (on back cover) . . . . . \$75 per order
- Counter display box\* . . . . . \$1.50 each

\*Each box holds (20) 250-recipe Soft Cover cookbooks.

The average cookbook published by Fundcraft contains 200 to 300 recipes. A reasonable price range for a standard cookbook size is \$10 to \$12 (or at least \$5 over the cost of the book). Remember, the more Gourmet Upgrades your cookbook contains, the higher the price you will be able to ask. Price your book accordingly.

### TIP:

Poll your membership to see how much they would be willing to pay for your cookbook. You may be surprised!





The “Original” Cookbook Fundraising Program



You Collect the Recipes... We Do the Rest!

P.O. Box 340 • Collierville, TN 38027 • 1-800-853-1363 or visit [www.fundcraft.com](http://www.fundcraft.com)