

Cookbook Guide



COOKBOOK
specialists

JUMBO
JACK'S • GR

*Continuing an
Amazing Tradition*

Helping you create
custom cookbooks for
fundraisers, businesses
and families!



505 20th Avenue SW, Independence, IA 50644

403 Market Street, Audubon, IA 50025

800-383-1679

book@cookbookspecialists.com

www.cookbookspecialists.com





Welcome to Cookbook Specialists

Continuing the tradition of excellence creating custom cookbooks, utilizing the combined expertise of Jumbo Jack's, Brennan Printing, G&R Publishing and General Publishing and Binding.

We are dedicated to helping you create a high quality keepsake cookbook that will be treasured for generations!

Cookbooks are a great way to celebrate new traditions while preserving cherished memories and history.

Churches, schools, communities, groups and businesses create cookbooks for highly successful fundraising projects.

A variety of people from chefs, nutritionists, food bloggers and restaurant owners create cookbooks to share their experience and generate additional profits.

Our state of the art equipment and expertise also enable us to offer

• Calendars • Planners • Town Celebration Books • Class Reunion Books • Large Scale Printing Projects

We offer the highest level of customer service because we truly enjoy what we do and are here to help!

Hours: 8am-4:30pm Monday-Thursday and 8am-12pm Friday (CST)

800-383-1679

or you can email us any time at book@cookbookspecialists.com

If you prefer, you can schedule a visit at one of our offices (Independence, Waverly or Audubon, Iowa).

Let this be the year your cookbook is printed!



Check out our **Cookbook Blog** for help on creating and marketing your custom cookbook at <http://www.cookbookspecialists.com/blog/>

There you will find a variety of topics, so you can choose the ones that apply to your project.



Scan me



To Begin, Choose Your Cookbook Path

You have taken the most important step by requesting our planning information. From here, Cookbook Specialists will help your book become a reality. We provide a variety of options to fit your cookbook needs, from budget friendly to deluxe and everything in between!

Starting your project - Some things to consider

- ➡ **Type of Cookbook** - When starting your project it helps to understand what type of cookbook you would like to create. Consider what type(s) of recipes you want to include, how many of them and how many books you would like to produce.
- ➡ **Book Size** - We have several book sizes to offer. Our most popular size is 5 1/2" x 8 1/2" and the one we recommend most often. Then there is the 7" x 8 1/2", which is suitable for books with more than 800 recipes. We also offer 8 1/2" x 11" which might not always be the first choice for a cookbook, but any one of these could be perfect for the novel you have been wanting to self-publish or the history book you have been researching or commemorate your community's celebration.
- ➡ **Photos** - You can personalize your book even further by adding black and white photos to the personal pages in the front of the book. Or you can add photos to your cover and dividers. We can also print them in color for a nominal fee. **PLEASE NOTE:** Send images as JPG or PDF files in at least 300 dpi. Photo quality in your book is only as good as the image you send in.
- ➡ **Customization** - Your book is completely customizable and we will do our best to exceed your expectations. We can accept your book print ready, or we can design and create it for you from scratch. We provide flexible options to create a high quality book that will become a treasured family heirloom or a valued item for fundraising or profit.
- ➡ **Time Frame** - Overall, most orders take 4 to 6 weeks from the time the order is submitted.

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Cookbook Specialists Offers Easy, Affordable Cookbook Creation

Cookbook Specialists combines top-notch employees with several years of experience in the cookbook world to provide the highest level of customer service and production for each and every customer, striving to make sure your cookbook goals and dreams are met. No matter what your budget, we work to provide money-saving options to get your cookbook printed.

We want to work with you to customize your book and encourage you to contact us with questions and ideas. For those wanting a simple, easy path to a finished cookbook, check out these options **↓↓↓**

- ★ Pre-Designed Cover (*pages 9 to 13*)
- ★ Standard Title Page
- ★ Table of Contents
- ★ 5 Personal Pages (*page 15*)
- ★ 8 Dividers (*pages 9 to 13*)
- ★ Choice of 6 Recipe Designs & 8 Typestyles (*page 14*)
- ★ Alphabetical Index by Category
- ★ Optional Order Form/Sales Page in the back of the book
- ★ Plastikoil Spiral Binding (*page 15*)

We do not change the contents of your recipes. If you are mailing recipes, edit them first. Our typists will standardize abbreviations as they type your recipes. If a recipe is photocopied/scanned and includes nutritional information we will leave that off to save space and allow you the most economical book possible.

*If nutritional information is required, please be sure to specify that when sending in your recipes.



Questions? Call or Email! - Reach out to us by phone or email. If we are busy helping other customers, please leave a message that includes the number to reach you. We ask that you repeat the phone number slowly so that we can get it noted and call you back right away. Our toll free number is 800-383-1679 and our office hours are Monday - Thursday 8am-4:30pm and Friday 8am-12pm CST. Email us any time at book@cookbookspecialists.com.

Copyright - According to the copyright office, a list of ingredients is not copyrightable. It's always a good idea to submit your recipes in your own words and with your variations added. That's what makes those recipes yours. We cannot use other people's copyrighted images in your cookbook unless you provide us with a copyright release form from that person.

Pricing - Our price charts are based on average-sized recipes with directions in paragraph form. If recipes are in step form (directions on individual lines) or include extra spacing, they may take more pages than average recipes. All cookbooks will be priced on final page count once the layout process has been completed. You will receive a final quote with your proof.

Tips for Fundraising Cookbooks

These tips are also useful for Professional & Family Cookbooks



Select a committee of 3 to 6 people and a chairperson. These people will be responsible for collecting materials, planning, promoting and organizing sales activity. The chairperson will be the main contact between your group and Cookbook Specialists.



If your book is a fundraiser, set a goal for the amount of money your group wishes to raise with the cookbooks. Once you know the price you want to sell your books for, you can figure how many recipes you need and how many books you will need to sell by looking at the pricing chart.



Pricing your books: Most groups sell their books for roughly twice what they pay. For example, if your book's cost is \$5 then the selling price would be between \$10 to \$15. It is best to set your book price for a little higher and then offer discounts for people who purchase multiple copies. For example, if you have your book price at \$15 each then consider selling 2 for \$25. This also allows you to offer coupons or discounts for purchasing a book during an event.



The more recipe contributors you have, the more cookbooks you will be able to sell. When looking at the number of recipes needed, give your contributors an idea of how many recipe you would like them to submit. We also recommend taking pre-orders from contributors.



If you check recipes as they are submitted to make sure directions are complete, it will save you time during the proofing process. We can work from handwritten and printed recipes, but make sure that they are easily readable and that the contributor's name is printed.



Put together a marketing plan for when the books arrive. Keep a contact list of everyone who wants a copy and start selling the day the books arrive. Plan for promoting the books throughout your community and use resources like social media and local media outlets. Check with local businesses and organizations about selling or promoting your book. Another option is to consider having an event like a potluck or bake sale to feature the books. Write down your plans and network within your community for more ideas.



Be sure to do pre-sales. This is an excellent way to earn money before your invoice arrives. It will give you a better idea how many books you will need to order.

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Easy Online Recipe Submission

You will receive a 10% discount off the base price for typing your own recipes!

1

Get Started

Create a FREE, no obligation account at www.cookbookspecialists.com, where you can enjoy the freedom of typing your own recipes AND a per book discount.

2

Enter and Edit Recipes

Type in recipes or use our FREE Android Cookbook App to take photos of your recipes, upload and let us type them for you. Or have contributors enter their recipes by creating a contributor login within your account. Use our recipe forms to gather recipes from contributors who don't have access to a computer. **We offer a FREE Recipe Library to boost the number of recipes in your book. Access the library from your web account and add up to 500 recipes! Assign your own category and/or contributor!*

3

Proofread (before submitting)

You are responsible for proofreading your recipes/book. Before submitting, make sure all recipes are in the correct category and organized in the order you would like them to appear. Next, proofread to check for grammatical, spelling and punctuation errors and that the recipes are complete and no steps are missing.

4

Design

Select your cookbook design right from our website and submit your order. *Please note that you must initial at the bottom of the "ship to" page to finish the web submit.*

5

Proofing Process

Once we have all the information needed for your order and a deposit (if required), we will lay out your book. We will email you a free PDF copy of proof before the book goes to press. If you prefer a hard copy proof there is a \$25 fee and the corrections must be returned prior to printing. Web submitted orders usually take 2 to 5 days to complete and go to proof.



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Check out our YouTube Channel for videos on how to set up a web account, enter recipes, invite contributors and use our FREE android cookbook app.



Need help setting up your online account or have questions about recipe entry? Contact us for help at 800-383-1679.

WWW.COOKBOOKSPECIALISTS.COM

Recipe Submission

Mail Your Recipes to be Typed

For orders of 100 or more books, you can mail your recipes in to be typed by our talented group of typists for FREE (*some exceptions apply). Under 100 books, the typing fee is \$1.00 per recipe.

1

Gather Recipes

Collect your recipes or distribute at least 3 recipe forms to each contributor. Set a deadline date to ensure recipes are submitted in a timely manner. Recipe forms can be requested for free, or downloaded from our website. Recipes do not have to be on recipe forms and can be typed or handwritten. We just ask that they are submitted one recipe per 8 1/2" x 11" sheet.

2

Organize Recipes

Choose divider/category titles. Separate recipes into the appropriate categories, then sort recipes into the desired order within each category. Number each recipe, starting with the first recipe in the first category and continuing to the last recipe in the last category. (For example: *Appetizers, Beverages & Dips 1-32, then Soups & Salads 33-67, etc.*) **Please make copies of all recipes for your use during the proofing process, as we do not return them.** If return is required, shipping will be added to your final invoice. Separate each recipe section and mark them with the divider title and the recipe numbers contained within. Envelopes or gallon storage bags work well.

3

Design Your Cookbook

Fill out the order form and include personal page information.

4

Submit Your Order

Contact us to determine the best address to mail your order.

5

Proofing Process

Once we have all the information needed for your order and a deposit (if required), we will lay out your book. We will email you a free PDF proof before the book goes to press. If you prefer a hard copy proof there is a \$25 fee and the corrections must be returned prior to printing. Typed orders usually take 2 to 3 weeks to complete and go to proof.



Recipe Guidelines & Punctuation

When typing your recipes, we follow these guidelines:

cup = C.

teaspoon = tsp.

tablespoon = T.

pound = lb.

ounce(s) = oz.

package = pkg.

pint = pt.

quart = qt.

- A dash will be used between quantity and package size (ex: 1-6 oz. pkg.)
- We will use proper capitalization and spelling of brand names and standard cooking terms
- Commas will be used to separate the ingredient and the description (ex: 1 onion, diced)
- Directions will be typed in one single paragraph

Additional Options

Additional Submission Options for Commercial Books

PRINT READY

We accept print/camera ready files. Contact us for a free guide with formatting requirements and submission information. It is recommended you contact us before you start to confirm formatting. This assures margins and layout are correct before you get too far into layout.

ELECTRONIC FILES

If you have your recipes stored in an online recipe file, word document or other electronic storage, talk to us about options.

FULL-LINE LAYOUT

Our graphic design team can take your recipe box and turn it into a custom cookbook. We can also create history books from your files. Call 800-383-1679 to discuss your options. (Layout fees and per book pricing will apply.)

SCAN / RECREATE

We can scan or recreate your previous publication. Scanning is \$.50 per page and retyping is \$1.00 for retyping for orders under 100 books and you must prove ownership of the book.



Our custom printing can include not only cookbooks, but history books, family books, workbooks, and novels to name a few.

Important Deadline Dates

If you want your books by

Submit your completed order by

THANKSGIVING

October 1 (for book to be typed)
October 15 (online submission)

CHRISTMAS

November 21 (for books to be typed)
December 1 (online submission)



Rush Order Service

Need your cookbooks faster? Our rush order service will ship your books in 20 business days from the day we receive your order and all materials. Rush order service is only available in the continental U.S. Faster service may be available if your recipes are submitted via online submission. Rush order service must be reserved. Please call to check on availability. Rush orders add 10% to your order, or \$200 minimum.

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Covers & Dividers

Book Size

Our standard size is 5 1/2" x 8 1/2". However, sometimes bigger is better, so if you have more recipes or prefer the large print option, you might be interested in 7" x 8 1/2" book (ideal for books with 800+ recipes). There is also the 8 1/2" x 11" option, which is perfect if you want more information on a page.

Covers & Dividers

Give your cookbook a professional appearance with our pre-designed cover and divider sets. Our covers are printed on glossy cardstock with UV coating. Full color pre-designed dividers are printed on cardstock. Mix and match cover and divider sets. All covers and dividers are available in the 5 1/2" x 8 1/2" and 7" x 8 1/2" size.

Our divider selections come in sets of 8, but there is no limit to the number of dividers you can have (*additional fee applies over 8 dividers). Custom covers and dividers can be submitted print-ready or created by our design team.

PRICING:

COVER

Pre-designed full-color cover = FREE

Custom cover = FREE

Back cover printing = \$.10 per book for orders under 500 books.

Inside front or back cover printing = \$.05 (full color) or \$.03 (black ink) per cover per book

DIVIDER

8 black ink dividers on standard bond paper = FREE

8 full-color dividers for orders over 200 books FREE / under 200 books = \$.25 per book

Custom or additional black ink dividers on standard bond paper = \$.03 per divider per book

Custom or additional full-color cardstock dividers = \$.05 per divider per book

SAMPLE DIVIDER TITLES - use our sample titles or create your own

1. Appetizers, Beverages & Dips
2. Soups & Salads
3. Breads & Rolls
4. Vegetables & Side Dishes
5. Main Dishes & Meats
6. Desserts
7. Cookies & Candies
8. Miscellaneous



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Covers & Dividers

(See our Full Selection of Covers & Dividers at www.cookbookspecialists.com, on the backs of the cover & dividers in our sample book, or call for a PDF file.)



Heaven Sent



Light of the Cross



Apron



Baking with Love



Retro



Farm Kitchen



Tea Party



Pinch of This



Savor the Flavor



Bouquet Set



Wine and Barrel



Heart of Home

Covers & Dividers



Whisked Away



Front Porch



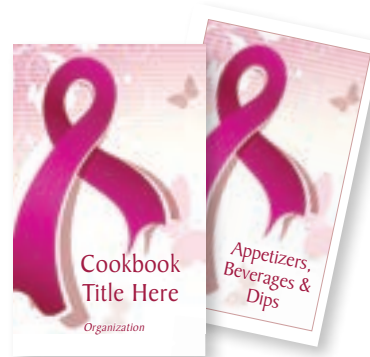
American Spirit



Waves of Grain

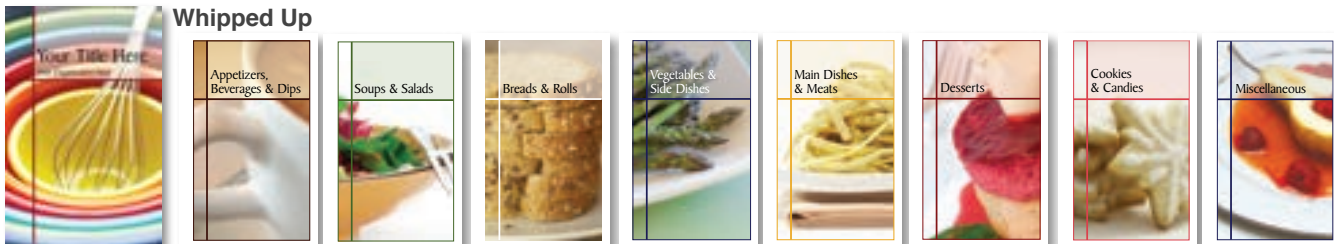


Bird House

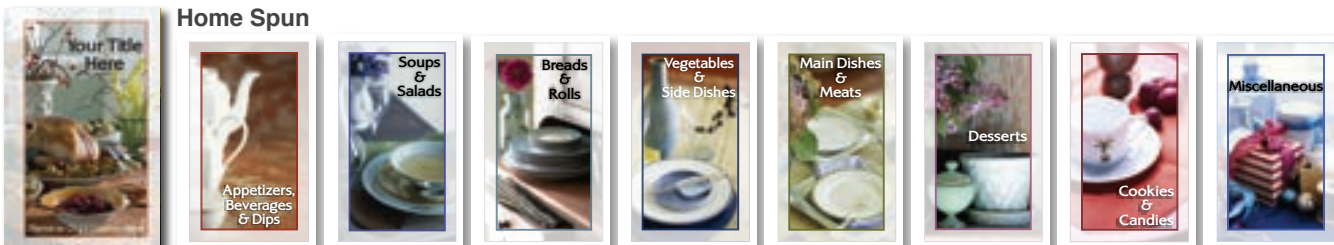


Deco Ribbon
(Pink or Purple option)

Complete Cover & Divider Sets



Whipped Up



Home Spun



Ingredients

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A favorite recipe



Family Favorites Designer Frames



Baker's Delight Designer Frames



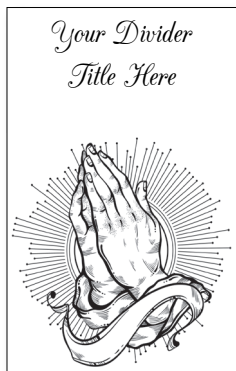
Garden Glory Designer Frames



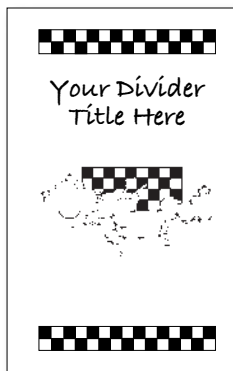
Tree of Life Designer Frames

Covers & Dividers

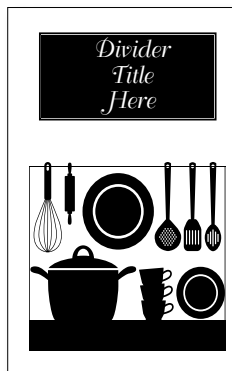
Black Ink Covers & Dividers



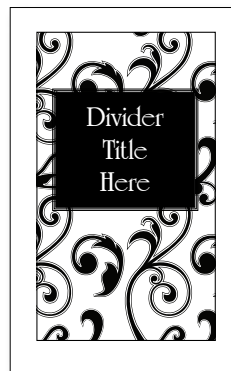
Praying Hands



Kitchen Comforts



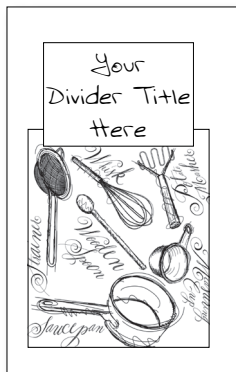
Pantry Cabinet



Shabby Chic



Cookstove



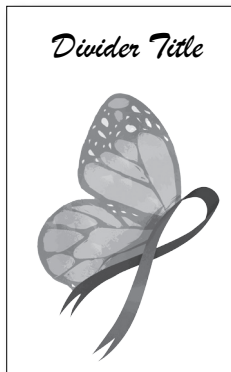
Utensils



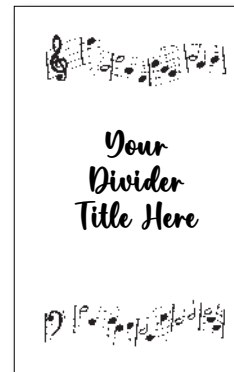
Country Church



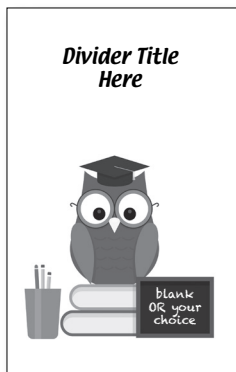
Dove Ribbon



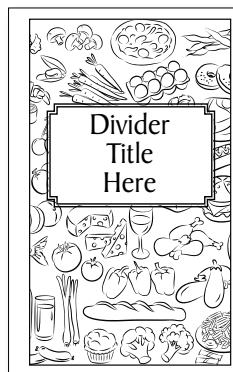
Butterfly Ribbon



Musical Notes



Wise Owl



Glorious Food



Patriotic



Apron



COVERS & DIVIDERS

Recipe Design Pages

Typestyles *Shown in 10 point & 12 point font sizes.*

Avant Garde

Avant Garde

Chalkboard

Chalkboard

Helvetica

Helvetica

Times

Times

Lucida Bright

Lucida Bright

Beach

Beach

Bookman Old Style

Bookman Old Style

Tahoma

Tahoma

Font: Avant Garde

ORANGE SHERBET JELLO

Jodi Hillen

1 large pkg. orange jello 1 pt. orange sherbet
2 C. hot water 1 medium carton Cool Whip
1 can mandarin oranges

Drain the mandarin oranges. Mix the orange jello in the hot water until dissolved. Add the sherbet and stir until melted. Refrigerate until partially set. Mix in the carton of Cool Whip, then add the mandarin oranges. Refrigerate until set.
NOTE: Another variation is raspberry jello, raspberry sherbet and raspberries.

PRETZEL SALAD

Helen Raddant

1/2 C. butter, melted 8 oz. cream cheese, softened
1/2 C. sugar 1/2 C. sugar
1 C. crushed pretzels 12 oz. Cool Whip
1-20 oz. can crushed pineapple

Mix together melted butter, sugar and crushed pretzels. Spread mixture on baking pan. Bake at 375° for 7 minutes. Let cool, then break into pieces. Drain crushed pineapple. Mix together cream cheese and 1/2 cup sugar. Add well drained pineapple to it. Fold in Cool Whip, softened. Can be mixed up ahead of time. Add the pretzels right before serving.

1

Recipe Design #1

Font: Bookman OS

FLORENTINE ARTICHOKE DIP

1-10 oz. pkg. frozen chopped spinach, thawed 1/2 C. mayonnaise
2-6 1/2 oz. jars marinated artichoke hearts 3 large garlic cloves, pressed
1 1/2-8 oz. pkg. cream cheese 2 T. lemon juice
1 C. freshly shredded Parmesan cheese 1 1/2 C. French bread crumbs
2 T. butter or margarine, melted

Drain spinach; press between layers of paper towels to remove excess moisture. Combine spinach, artichoke hearts and rest five ingredients in a bowl, stirring well. Spoon into a lightly greased 11x7" baking dish. Combine bread crumbs and butter; sprinkle over spinach mixture. Bake, uncovered, at 375° for 25 minutes. Serve with assorted crackers, bagel chips or bread sticks. Yield: 4 cups.

Gwen Yaskoski

SUMMERTIME YOGURT DIP WITH FRESH VEGETABLES

1 C. yogurt 1 tsp. lemon juice
2 T. minced scallion 1/2 tsp. mustard
1/2 C. small curd cottage cheese

Combine all ingredients and blend with fork.
VEGETABLES: Separate one bunch of broccoli into bite-size pieces, leaving enough stem for a handle. Cut cucumbers into sticks. Remove top third of scallion stems (reserve for later use). Arrange all vegetables on a tray with yogurt in the center. You can use any vegetables to your taste. Enjoy!

Pauline Walker

1

Recipe Design #2

Font: Times

CHEESY CORN BAKE

Leon Kampan

2 T. margarine 1-3 oz. cream cheese, softened
4 tsp. flour 3-10 oz. pkg. frozen corn
1/8 tsp. garlic powder 3 oz. diced ham
3/4 C. milk 6 oz. shredded American cheese

In large saucepan, melt margarine. Stir in flour and garlic powder. Add milk and cook and stir over medium heat until thick and bubbly. Stir in cheeses. Cook and stir over low heat until melted. Stir in corn and ham. Transfer mixture to 2-quart casserole. Bake in 350° for 45 minutes.

GARDEN MEDLEY

Thomas Scott

5 strips bacon, diced 1 C. eggplant, diced
1 C. diced onion 2 medium tomatoes, sliced
4 cloves garlic, minced Pepper to taste
1 C. okra, sliced Parmesan cheese
1 C. zucchini, diced

In a heavy frying pan, cook the bacon. Add the onion, and garlic and sauté until softened. Add the okra and zucchini and cook until tender. When the okra and zucchini are tender, add the eggplant and cook until it becomes tender. Add the tomatoes, cover and simmer for 2 to 3 minutes. Add the pepper to taste and sprinkle with Parmesan cheese. Toss and serve immediately. For best color, and greatest nutrition, leave the skins on all vegetables.

27

Recipe Design #3

Font: Beach

Runzas

Julia Letsinger

1 lb. ground beef 1/4 tsp. garlic salt
1/2 C. chopped onion 1 tsp. salt
1 C. cabbage, thinly shredded 1 T. Worcestershire sauce

Brown ground beef and onion. Add remaining ingredients and cook, uncovered about 5 to 10 minutes. Roll out Refrigerator Roll Dough into a 16" square. Cut into 16 (4") squares. Place a couple tablespoons of meat mixture on each square of dough, dividing it equally. Bring the edges of the dough together and seal the dough, forming a square pocket. Turn each Runza upside down on a greased cookie sheet. Bake in a preheated 400° oven for 15 minutes. Brush the tops with margarine. Allow to cool slightly before eating.
NOTE: Add more Worcestershire if you like it a little more spicy or put on the table for an added garnish.

Mourning Beef Roast

Kathy Williams

3 to 5 lb. beef roast (any cut you prefer)
2 to 4 C. beef broth (I use bouillon and water)
Minced onions
Garlic

GRAVY:
Beef broth from cooked roast
2 T. cornstarch mixed with
1/4 C. cold water

Preheat oven to 350°. Set beef roast in baking pan that has a lid. Pour beef broth in pan, at least to 3" deep. Sprinkle minced onion and a small amount of garlic into broth. Cover with lid. Bake at least 2 hours or more if larger cut.
GRAVY: Pour broth into saucepan. Heat to boiling. Add cornstarch mixed with cold water and stir constantly until thick. May need to add water if too thick, or more cornstarch and water mixture if not thick enough. Makes a rich beef flavored lump-free gravy.

37

Recipe Design #4

Font: Lucida Bright

Buttermilk Pie

Stacy McAdams

2 cups sugar 1/2 cup melted margarine
1/4 cup flour 3/4 cup buttermilk
1 T. vanilla 1 - 9 in. or 10 in. pie shell
3 eggs

Mix all ingredients together, heating well. Pour into unbaked shell. Bake at 325° for about 45 minutes or until set and browned.

Caramel Chocolate Bars

Tyke Miller

1 1/2 cups brown sugar, firmly packed 1 1/4 cups margarine
2 cups quick oatmeal 2 cups flour
1 (12 ounce) bag chocolate chips (I use milk chocolate) 3 T. flour
3/4 cup caramel ice cream topping 1 tsp. baking soda
1 tsp. salt

Preheat oven to 350°. Cream brown sugar and margarine. Add dry ingredients - except for the 3 tablespoons flour. Stir in the oatmeal. Press 1/2 of the mixture in the bottom of a greased 9x13 pan and bake for 10 minutes. Sprinkle chocolate chips over crust. Mix caramel topping with the 3 tablespoons flour. Drizzle this over the chips. Sprinkle the top with the remaining crumb mixture. Bake for an additional 15 minutes.

15

Recipe Design #5

Font: Helvetica

ARTICHOKE AND CHEESE PUFFS

Jim Boggs

1 tsp. butter, to grease pan 1/8 tsp. dried oregano
1-6 oz. jar marinated artichoke hearts 1/8 tsp. black pepper, freshly ground
1/4 C. finely chopped onion Dash Tabasco sauce
1 1/2 tsp. garlic salt 1/4 lb. sharp Cheddar cheese, grated
2 T. large eggs, beaten 1 T. parsley, chopped
2 T. dry breadcrumbs

Grease an 8x8" baking dish with butter. Drain marinade from artichoke hearts into a small skillet. Sauté onion in marinade for approximately 5 minutes over medium heat until onions are transparent. Set aside. Chop artichokes. Combine all ingredients. Pour mixture into prepared pan. Bake at 325° for approximately 20 minutes, until center feels firm to touch. Let cool for 10 to 15 minutes before cutting. Serve warm or freeze. Cool completely, wrap and freeze for up to three months. Thaw to serve by thawing and heating in foil at 325° for 10 minutes. Cut into large squares for a side dish or small squares for appetizers.

ARTICHOKE BITES

Maureen Wolf

1-6 oz. jar artichoke hearts 1/4 C. parsley, snipped
1 medium onion, chopped 1/4 tsp. pepper
1 clove garlic, minced 1/4 tsp. Italian seasoning
8 eggs, slightly beaten Few drops bottled hot pepper sauce
1 C. sharp Cheddar cheese, shredded Dash Worcestershire sauce
1 C. Swiss cheese, shredded 1/2 C. fine dry breadcrumbs or cracker crumbs
1 C. Parmesan cheese, grated

Drain artichoke hearts, reserving liquid (marinade). In small saucepan, cook onion and garlic in reserved marinade until onion is tender. In blender container or food processor bowl, combine artichoke hearts, eggs, Cheddar cheese, Swiss cheese, Parmesan cheese, parsley, pepper, Italian seasoning, hot pepper sauce, and Worcestershire sauce. Cover and blend until smooth. Stir in onion mixture and breadcrumbs. Spoon mixture into greased 1 3/4" muffin pans, filling about three-fourths full. Bake, uncovered, in 325° oven for 12 to 15 minutes or until knife inserted comes out clean. Remove from pans. Serve immediately. Makes about 40.

1

Recipe Design #6

RECIPE DESIGN

Recipes will be printed on white bond paper in a continued recipe format (recipes may start on one page and finish on another). Non-continued recipe format (recipes are not continued) is available and will increase the page count of your book. Your book price will be adjusted accordingly with the proof.



*Large print books require more pages and will be priced on final page count.
Contact us for an estimate.*

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Front Page & Binding Options

Take advantage of 5 **FREE** Personal Pages of text at the front of your book to set your cookbook apart.

These pages can be used for anything! Here are some suggestions:

- Dedication
- Family Story
- Company History
- Contact Information
- A Thank You
- Poems
- Prayers or Scripture
- Mission Statement
- Quotes
- Family Tree
- Table Graces
- Personal Information
- Information about your group
- Information on what you are Fundraising
- Cooking Suggestions
- Committee Information

Personal Page Border Options Available



Ivy Border (continuous)



Circle Border
(top and bottom of page only)



Flower Vine
(top and bottom of page only)



Kitchen Essentials Border
(top and bottom of page only)



Flower Border
(top and bottom of page only)



String of Stars Border
(top and bottom of page only)

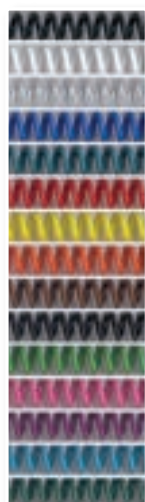
Photos and Additional Pages

Turn your cookbook into a true keepsake by adding photos to your personal pages in black and white (FREE) or full-color (for a small fee of \$.05 per color page) or adding extra pages! Create your personal pages or have our design team format them for you.

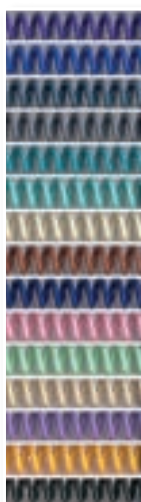
Additional pages

\$.03 per page per book for black and white and \$.05 per page per book for any full-color images. Personal pages are available in sets of two pages (front and back).

Plastic Coil Colors



Black
White
Clear
Blue
Green
Red
Yellow
College Orange
Med Brown
Brown
Apple Green
Fuchsia
Violet
Dark Teal
Forest Green



Wynn's Purple
Reflex Blue
Wedgewood Blue
Grey
Teal
Turquoise
Ivory
Light Brown
Dark Blue
Pink
Mint Green
Tan
Lilac
Golden Yellow
Envirocoil Green



Navy
Burgundy
Dark Green
Gold
Silver
Blue Oyster
Pearl
Black Rose
Metallic Forest
Neon Amber
Neon Orange
Neon Yellow
Neon Red
Tangerine
Glow in the Dark

- Plastic coil is our standard binding. For orders of 48 or fewer books, black coil will be used.

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Bonus Pages & Miscellaneous

Value-Added Sections

Add more value, pages and bulk to your book by adding an extra section filled with information or recipes. Choose from six unique 16 pages sections.

- Cooking & Nutritional Tips
- Household Hints
- Kids Kitchen Crafts
- Nutrition for the Soul – Religious
- Gifts from the Kitchen
- Tips for Healthy Eating

Review these sections in the sample cookbook (starting on page 56), online or request a sample be emailed. Value added sections are \$.25/section/book.

Merchant Ad Pages

Selling ad space to local businesses is a great way to boost your profits or fund your book costs. Simply set your price per ad (most groups double or triple the price of the ad). Ads can also be sold to members of your group as dedication or memorial pages. Ad pages are located behind the index and are in black and white.

Ad Space	Price/Ad	Set your Price/Ad	Size
1/4 page	\$10*	Suggested \$20-\$40	2" x 3"
1/2 page	\$20*	Suggested \$40-\$80	4 1/2" x 3"
Full Page	\$40*	Suggested \$80-\$120	4 1/2" x 7 1/2"

Request or download a free Merchant Ad guide for more information.

*This price is for Cookbook Specialists setting up the ads. If you send print ready ads, the price is \$5.00 per ad.

Line Art Fillers

Add black and white line art to your recipe pages. (A \$3.00 placement fee for images placed in spaces non-continued recipes create.) Images placed with specific recipes will have an hourly layout fee.

Proofing after your book is put together

We will e-mail you a free PDF proof OR we can mail a hard copy proof for a \$25.00 charge (which may delay book production). Alterations can be made, **mark all changes in red**. We make the first 30 minutes of your alterations free, after that alterations are made based on a \$60/hourly rate.

Any errors we (Cookbook Specialists) have made will be corrected at no charge. All alterations will be checked in house prior to printing.



Cookbook Stands

Cookbook stands are a great way to display cookbooks and are a great way to add-on sales, keeping their newly purchased cookbook off the counter where it's easy to read.

Pricing: 1- 99 stands - \$2.00 each / 100 – 199 stands - \$1.75 each / 200 and up \$1.50 each.

Typing Your Files

Cookbook - Novel - History Book

or any other book

If you are creating a cookbook, before deciding to type your recipes in Word, please take a look at our Online Recipe Submission option. You can easily enter all your recipes, and other members of your group can enter their own within the same book as well, making it a very easy option for creating your cookbook. If you want to type your recipes in Word, some questions to consider:



I have each recipe in its own document. Can I submit it this way?

☒ No, do not submit each recipe in its own document/file. You must organize the recipes into sections and put the recipes in the order you want them to appear in the book within each section. You can submit either one file containing all the sections, or you can send each section separately. Remember, the main point of computer-ready is to save your organization money, and if Cookbook Specialists has to dedicate a lot of time "fixing" your files, the hourly rate applied for that will quickly eat away at your savings and, in some cases, make it more costly than if Cookbook Specialists had typed the book to begin with.

Can I have my text in a larger font?

☒ Yes, we can print your book in any font size you would like. Just make sure you note the specific font size in the special instructions when submitting your cookbook order form. In the case of larger font, your book will be priced according to page count.

Can I set up my own cover (and dividers)?

☒ Yes, however, do NOT send graphics in Word files. If setting up your own graphic files, you must either send them as PDF files or you must send the images as JPG or TIF files. Word is not graphic friendly and doesn't display them the way you intend.

If my book is camera-ready, do I still need to fill out the order form/contract?

☒ Yes. While we realize that some of the order form pertains to books typed by Cookbook Specialists, this is also where you tell us what kind of binding, cover and other information, so definitely fill out all of the order form!

I don't want my book to be the size of a cookbook. Can I have something other than 5 1/2 x 8 1/2?

☒ Yes, you can have any size you would like, depending on the binding you choose. Just give us a call today and we can help you!

What parameters do I have to follow for typing my story book?

☒ It depends on the size of your book, but a good rule of thumb is to leave 1/2" all the way around the outside of the page. That will give us enough room to adjust for the punch/binding. If you are sending it as a Word document, that can easily be adjusted. If you are sending a PDF file, we cannot adjust it, so you will have to set it up correctly before sending it. Please email a sample of your file and we can test it to make sure it will work before you progress too far.

**Because there are so many different types of books and each one is unique,
the best way to ensure a perfect product is to email us a sample when you are ready to start
and discuss the various options, so we can help you determine which way is best for you!**

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Planners

Depending on whether you choose the Middle School or High School Planner, they come with Educational Tips, including Internet Safety Tips, Instruction on How to Create Passwords, Discussion on Cyberbullying, and How to Communicate Effectively (Face-To-Face), to name a few. After all the helpful information in the front of the planner, it transitions into the weekly calendar pages, including a place to write Goals & Notes, the current month grid at a glance and Inspirational Quotes to provoke thought and stimulate the mind. Besides all that, there are also Hall Passes at the end of the planner. The front and back covers are UV coated. The covers, of course, are completely customizable.

Also, if you choose, we can include your student handbook in the front of the planner. That can be submitted either ready to print in PDF form, or as a Word document to be formatted by Cookbook Specialists. A proof copy is sent to you of the handbook before printing when sent as a Word file.



Call today and we will send you a sample planner!

We also offer Teacher Planners and Parent Planners and we have Day Planners for fundraising or individual use.

Calendars



We can customize your calendar to your specifications! You can choose from 1 full-color picture tear-off calendar OR 12 full-color pictures flip calendar.

Create Custom Calendars for • Church • Pets • Animal Shelters • Advertisements • School Events • Red Hat Ladies • Garden Clubs • FFA • 4-H • Families • Reunions • Organizations • Town Celebrations • Cancer Fundraisers/Relay for Life. There are so many options!

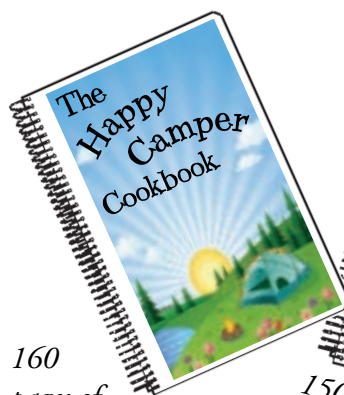
Add your group's information and meeting dates, sports schedule, birthdays and anniversaries ... whatever you want! It's a great way to keep track of family birthdays, establish community connections, raise awareness for your group while raising money, advertise upcoming events, boost tourism, and the list goes on and on.

**Call us today for more information and a sample planner or calendar.
We are here to discuss all your options.**

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Cookbook Specialists Exclusive Publications

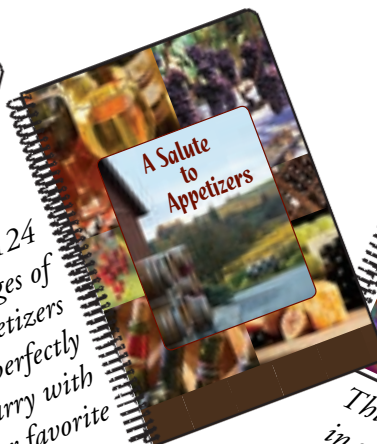
While we sell all of these individually, with quantities of 50 or more, you can use a full-color cover and add up to eight pages of your information FREE. These can be used as a fundraiser or a promotional giveaway and are an excellent gift for any occasion.



160
pages of
camping
recipes, tips
and hints.



150 pages of cleaning
hints, cooking hints,
exchanges, first aid,
quantity cooking,
substitutes, equivalents
and much, much more!



124
pages of
Appetizers
to perfectly
marry with
your favorite
wine.



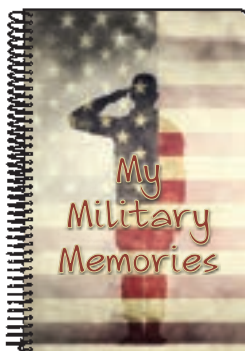
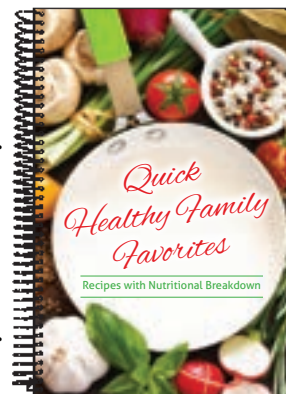
This book is an entire year
in month-at-a-glance AND
week-at-a-glance format and
is customizable with your own
cover. And you can add your own
pages for a small fee.



Our Recipe
Journals have 100
pages for you to record
your favorite recipes.

You can use them to record family
recipes, or as a building block for
collecting recipes to put a church or
organization's fundraiser together.

Quick Healthy Family
Favorites Cookbook is perfect
for creating meals with a
healthy slant that the family
will love. 190 Pages of
Healthy Recipes. Nutrition
Information included with
recipes. 16 pages of tips and
journal pages. Recipes were
selected to support a variety of
healthy eating plans.



Veterans' groups may use the books as a starting point
for collecting memories to create a book of shared
memories to be printed. "My Military Memories"
makes a great gift with bulk rates available for groups
with a sponsor purchasing books for veterans.

EXCLUSIVE PUBLICATIONS

19

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Sales & Terms

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A Cookbook Specialists Sales Plan for Your Cookbook

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TERMS & CONDITIONS

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Cookbook Specialists offers terms for recognized non-profits groups and organizations in the USA; recognized non-profits are defined as registered with your state and have a Form 501(c) (not to be confused with a tax exempt form). A copy of the 501(c) needs to accompany your order. If you meet these guidelines, our terms are no money down and 90 days to pay the full balance. One-third due in 30, 60 and 90 days from the invoice date. Your group or organization will be invoiced when the books are shipped.

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*Over/Under Run

Standard over/under run is 5%. During the printing process we may have some spoilage. It is customary for you to receive up to 5% more or less books than you ordered. The finished number of books is what you will be billed for.

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Shipping charges are added to your invoice. We ship through FedEx, UPS or freight and try to find the best pricing for you. They will only ship to a street address and will only deliver to a door. You may check with us for an estimate of shipping time. Please note that we may be able to accommodate freight shipments or expedite shipping, but you will be billed accordingly.

Payment Options

You may pay with check or money order. We also accept MasterCard, Visa, and Discover. No adjustments, credits or refunds beyond 90 days of invoice. Return check fees are \$35.00.

Total orders over \$7500 paid with a credit card will incur a 3% convenience fee.

Cancellation Fee

Cancellation fees will apply, depending on the status of your cookbook at time of cancellation.

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Reorder quotes can be requested any time after your order ships. Minimum reorder is 24 cookbooks. If there are any minor corrections that need to be made before reprinting, please submit these in writing and we will make corrections at no charge. Account must be paid in full before reorders can be started. Our payment terms remain the same for your reorder as for your initial order. Pricing on reorders is based on current book pricing and the page count of your book.

