



# 2008 Standard Price Chart

To use the price charts, you need to know:

- number of recipes in your cookbook
- number of books in your cookbook order
- binding style for your cookbook

Prices are per book and include all FREE features in The Original Cookbook Fundraising Program.

**New! from Fundcraft:**

Discount 25¢ per book for using Short/Cut™.  
(\$300.00 maximum savings per order)

and...

**Price your cookbook in an instant!**

Use Fundcraft's online price calculator at [www.fundcraft.com](http://www.fundcraft.com).

	Book Total	200	300	400	500	600	700	800	900	1000	1500	2000	3000	Suggested Price*	Profit Per Book
UP TO 150 RECIPES	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	\$8.00 – 12.00	\$5.10 – 10.00
	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	9.00 – 13.00	4.65 – 9.75
	Three-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	10.00 – 14.00	4.35 – 9.30
151 – 200 RECIPES	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	9.00 – 13.00	5.85 – 10.95
	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	10.00 – 14.00	5.40 – 10.70
	Three-Ring	5.90	5.70	5.50	5.40	5.30	5.25	5.20	5.15	5.00	4.90	4.75	4.65	11.00 – 15.00	5.10 – 10.35
201 – 250 RECIPES	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	9.50 – 13.50	6.05 – 11.25
	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	10.50 – 14.50	5.60 – 11.00
	Three-Ring	6.20	6.05	5.75	5.55	5.50	5.45	5.40	5.35	4.90	4.75	4.70	4.60	11.50 – 15.50	5.30 – 10.90
251 – 300 RECIPES	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	10.00 – 14.00	6.20 – 11.55
	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	11.00 – 15.00	5.75 – 11.30
	Three-Ring	6.55	6.15	6.05	5.85	5.80	5.75	5.70	5.65	5.60	5.40	5.30	5.20	12.00 – 16.00	5.45 – 10.80
301 – 350 RECIPES	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	10.50 – 14.50	6.55 – 11.90
	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	11.50 – 15.50	6.10 – 11.50
	Three-Ring	6.70	6.40	6.35	6.25	6.15	6.05	5.90	5.80	5.70	5.55	5.40	5.25	12.50 – 16.50	5.80 – 11.25
351 – 400 RECIPES	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	11.00 – 15.00	6.75 – 12.20
	Hard Cover	5.70	5.50	5.20	4.75	4.65	4.60	4.55	4.50	4.45	4.30	4.15	4.05	12.00 – 16.00	6.30 – 11.95
	Three-Ring	7.00	6.80	6.50	6.05	5.75	5.70	5.65	5.60	5.55	5.40	5.25	5.15	13.00 – 17.00	6.00 – 11.85
401 – 450 RECIPES	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	11.50 – 15.50	6.85 – 12.50
	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	12.50 – 16.50	6.40 – 12.25
	Three-Ring	7.40	7.10	6.70	6.10	6.00	5.95	5.90	5.85	5.80	5.60	5.45	5.35	13.50 – 17.50	6.10 – 12.15
451 – 500 RECIPES	Soft Cover	N/A	\$4.50	\$4.30	\$4.05	\$3.95	\$3.90	\$3.85	\$3.80	\$3.75	\$3.55	\$3.35	\$3.25	\$12.00 – 16.00	\$7.50 – 12.75
	Hard Cover	N/A	5.95	5.75	5.30	5.20	5.15	5.10	5.05	5.00	4.80	4.60	4.50	13.00 – 17.00	7.05 – 12.50
	Three-Ring	N/A	7.25	7.05	6.40	6.30	6.25	6.20	6.15	6.10	5.90	5.70	5.60	14.00 – 18.00	6.75 – 12.40
501 – 550 RECIPES	Soft Cover	N/A	4.80	4.60	4.40	4.20	4.15	4.10	4.05	4.00	3.80	3.55	3.45	12.50 – 16.50	7.70 – 13.05
	Hard Cover	N/A	6.25	6.05	5.65	5.45	5.40	5.35	5.30	5.25	5.05	4.80	4.70	13.50 – 17.50	7.25 – 12.80
	Three-Ring	N/A	7.55	7.35	6.75	6.55	6.50	6.45	6.40	6.35	6.15	5.90	5.80	14.50 – 18.50	6.95 – 12.70
551 – 600 RECIPES	Soft Cover	N/A	5.10	4.90	4.70	4.50	4.40	4.35	4.30	4.25	4.05	3.75	3.65	13.00 – 17.00	7.90 – 13.35
	Hard Cover	N/A	6.55	6.35	5.95	5.75	5.65	5.60	5.55	5.50	5.30	5.00	4.90	14.00 – 18.00	7.45 – 13.10
	Three-Ring	N/A	7.85	7.65	7.05	6.85	6.75	6.70	6.65	6.50	6.40	6.10	6.00	15.00 – 19.00	7.15 – 13.00
601 – 650 RECIPES	Soft Cover	N/A	5.75	5.20	5.00	4.85	4.65	4.60	4.55	4.50	4.40	4.05	3.95	13.50 – 17.50	7.75 – 13.55
	Hard Cover	N/A	7.20	6.65	6.25	6.10	5.90	5.85	5.80	5.75	5.65	5.30	5.20	14.50 – 18.50	7.30 – 13.30
	Three-Ring	N/A	8.50	7.95	7.35	7.20	7.00	6.95	6.90	6.85	6.75	6.40	6.30	15.50 – 19.50	7.00 – 13.20
651 – 700 RECIPES	Soft Cover	N/A	N/A	5.75	5.20	5.05	4.90	4.85	4.80	4.75	4.55	4.45	4.35	14.00 – 18.00	8.25 – 13.65
	Hard Cover	N/A	N/A	7.20	6.45	6.30	6.15	6.10	6.05	6.00	5.80	5.70	5.60	15.00 – 19.00	7.80 – 13.40
	Three-Ring	N/A	N/A	8.50	7.55	7.40	7.25	7.20	7.15	7.10	6.90	6.80	6.70	16.00 – 20.00	7.50 – 13.30
701 – 750 RECIPES	Soft Cover	N/A	N/A	6.05	5.60	5.45	5.30	5.10	5.05	5.00	4.80	4.45	4.35	14.50 – 18.50	8.45 – 14.15
	Hard Cover	N/A	N/A	7.50	6.85	6.70	6.55	6.35	6.30	6.25	6.05	5.70	5.60	15.50 – 19.50	8.00 – 13.90
	Three-Ring	N/A	N/A	8.80	7.95	7.80	7.65	7.45	7.40	7.35	7.15	6.80	6.70	16.50 – 20.50	7.70 – 13.80
751 – 800 RECIPES	Soft Cover	N/A	N/A	6.25	5.95	5.75	5.55	5.35	5.30	5.25	5.05	4.65	4.55	15.00 – 19.00	8.75 – 14.45
	Hard Cover	N/A	N/A	7.70	7.20	7.00	6.80	6.60	6.55	6.50	6.30	5.90	5.80	16.00 – 20.00	8.30 – 14.20
	Three-Ring	N/A	N/A	9.00	8.30	8.10	7.90	7.70	7.65	7.60	7.40	7.00	6.90	17.00 – 21.00	8.00 – 14.10

**Please Note:** minimum order is 200 books, unless your book contains more than 450 recipes.

FOR MORE THAN 3000 BOOKS OR MORE THAN 800 RECIPES, CALL FOR A QUOTE · 1-800-853-1363  
FOR FEWER THAN 200 BOOKS, SEE INSTANTPUBLISHER.COM

\*The suggested price is only a suggestion.

**2008 Ease-L-Back™ Specialty Price Chart – A Fundcraft Exclusive!**

Book Total	200	300	400	500	600	700	800	900	1000
UP TO 150 RECIPES	\$4.05	\$3.95	\$3.80	\$3.60	\$3.55	\$3.50	\$3.45	\$3.40	\$3.35
151 – 200 RECIPES	4.30	4.10	3.90	3.70	3.60	3.55	3.50	3.45	3.40
201 – 250 RECIPES	4.60	4.45	4.15	3.95	3.90	3.85	3.80	3.75	3.45
251 – 300 RECIPES	4.95	4.55	4.45	4.25	4.20	4.15	4.10	4.05	3.75

**New! Discount 25¢ per book for using Short/Cut™.**  
(\$300.00 maximum savings per order)

## Cookbook Marketing Options

### Merchant Advertising

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

### Recipe Collection Materials

Short/Cut™ Software .....	FREE
Recipe Collection Forms .....	FREE

### Marketing Materials

Gift certificates .....	FREE
Advance sale coupons .....	FREE
Cookbook sale flyers .....	FREE
Cookbook sale posters .....	FREE (up to 5)
additional posters .....	\$1 per poster
Press release .....	FREE
Newspaper advertisement .....	FREE
Cookbooks.com Advertising .....	FREE

### Sales Materials

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

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

## Cookbook Submission Options

Cookbook Submission .....	FREE
Recipe typing & proofing .....	FREE
Cookbooks to defray shipping .....	FREE

Late recipe / artwork submissions or revisions after submission .....	\$10 per item, after a \$25 minimum fee
--	---

### Cookbook Proofs

Hard copy proof of entire cookbook .....	\$35
Hard copy proof with no recipes .....	\$25
Includes: cover, custom dividers, local information pages, merchant ads	

Online Cookbook Proof .....	FREE
– only for books typed by Fundcraft	
Short/Cut™ Online cookbook proof .....	\$25

ALL proofs may delay delivery up to two weeks;  
discount may be lost if corrections are made on  
Short/Cut™ proof copy.

### Reorder Quotes

Reorder quotes can be obtained through  
your group's secure website or by contacting  
a Fundcraft Customer Service Specialist.

### Binding Options

Soft Cover, plastic comb binding .....	see <u>Standard Price Chart for base price</u>
Plastic coil binding (300 recipe maximum) .....	20¢ per book
Hard Cover, plastic comb binding .....	see <u>Standard Price Chart for base price</u>
Imprint on plastic comb binding .....	40¢ per book (500 book minimum)
Three-Ring Binder cookbook .....	see <u>Standard Price Chart for base price</u>
<b>NEW!</b> Three-Ring Binder cookbook stand .....	50¢ each (available for Three-Ring Binder only)
Ease-L-Back™ cookbook (300 recipe maximum) .....	see <u>Specialty Price Chart for base price</u>
<b>NEW!</b> Wire Casebound cookbook .....	Price books online at <a href="http://www.fundcraft.com">www.fundcraft.com</a>

### Cover Options

Fundcraft full-color front cover (your choice) .....	FREE
front cover imprint, black .....	FREE
front cover imprint, standard ink color option .....	\$25 per order
front cover imprint, custom ink color .....	\$75 per order
<b>NEW!</b> front cover imprint, metallic foil stamp emboss .....	\$250 per order
<b>NEW!</b> ISBN (on back cover) .....	\$75 per order
Custom black & white front cover design .....	FREE
print with raised ink, black .....	FREE
print with raised ink, standard color option .....	\$25 per order
print with raised ink, custom color .....	\$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
Liquid lamination on front and back cover .....	FREE
Plastic lamination on front and back cover .....	15¢ per book
Plastic lamination on inside front and inside back cover .....	10¢ per book

### Divider Options

Fundcraft full-color divider set (your choice) .....	FREE (seven standard section titles)
Fundcraft black & white divider set (your choice) .....	FREE (up to eight custom section titles)
<b>NEW!</b> Divider backs featuring New! Favorite Recipes Index .....	FREE
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
Custom full-color divider set .....	20¢ per divider, per book
Custom black & white divider sets .....	\$15 per divider, per order
photos on custom black & white divider sets .....	\$10 per photo, per order
divider pages ink, black .....	FREE
divider pages ink, standard color option .....	\$75 per order
divider pages paper, standard 60# color paper option .....	\$75 per order

### Divider pages paper, white 60# text paper .....

FREE  
Divider pages paper, heavy white or off-white card stock .....

### **NEW!** Divider collation and tab divider collation .....

Regular tabs, on standard full-color divider sets .....	75¢ per book
Regular tabs, on all custom divider sets .....	15¢ per tab divider, per book
(\$15 per divider, per order charge <b>does not apply</b> for custom black & white tab divider sets.)	
Regular tabs, on Fundcraft black & white divider sets .....	10¢ per tab divider, per book

### **NEW!** Round tabs, on standard full-color divider sets .....

85¢ per book

### **NEW!** 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.)

### **NEW!** Round tabs, on Fundcraft black & white divider sets .....

15¢ per tab divider, per book

### Cookbook Page Options

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, including one b/w photo) .....	FREE
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
print photos in full-color .....	20¢ per photo, per book
Recipe pages, print black ink on white 60# text paper .....	FREE
paper color option (off-white 60# text paper) .....	25¢ per book
Standard recipe formats .....	FREE
<b>NEW!</b> Black & white page graphics package .....	FREE
<b>NEW!</b> Full-color page graphics package .....	FREE (available for Wire Casebound only)
Continued recipes .....	FREE
Non-continued recipes .....	20¢ per book
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
Special recipe symbols .....	FREE
Recipe notes .....	25¢ per book
32-page Helpful Cooking Hints section .....	FREE

Clear plastic recipe pocket .....

15¢ per book  
Your Cookbook CD (25 CD minimum) .....

# NEW!



## Price your cookbook in an instant!

Fundcraft makes it easy. Use Fundcraft's online price calculator at [www.fundcraft.com](http://www.fundcraft.com).

*Hometown recipes making money – for you!*