

# MPS COOKBOOK BROCHURE

## **Everything you need to know about COOKBOOKS at MPS**

- Type of cookbook we can print for you and your group.
- Cookbook pricing, payment terms, delivery, and reprints.
- How to collect your recipes and forward the recipes to us.
- How to sell your cookbook.

If something in this Cookbook brochure isn't understandable, or if you have any further questions, please don't hesitate to contact us at...

### **Please contact us...**

Telephone 709-739-5064

Fax 709-739-1786

or email at

[cookbooks@mpscopycenter.ca](mailto:cookbooks@mpscopycenter.ca)

MPS Business hours are

9:00am-5:00pm

Monday to Friday

MPS Copy Center

276 Water Street

St. John's, NL

A1C 1B7

[www.mpscopycenter.ca](http://www.mpscopycenter.ca)

**All prices and details of the offer in this booklet  
are subject to change without notice.**

*September 2010 Printing*

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## Cookbook Price List

*To find the cost of the cookbook, read down the first column to the number of recipes you want to print. Then read across to the column with the number of cookbooks you want to order.*

Number of recipes in your cookbook	YOUR COST PER BOOK												Suggested Selling Price	Your Profit Per Book*
	100-199	200-299	300-399	400-499	500-599	600-699	700-799	800-899	900-999	1000-1499	1500-1999	2000+		
Up to 150	5.05	3.75	3.45	3.25	3.15	3.10	3.05	2.95	2.85	2.75	2.70	2.65	7.50	2.45-4.85
151-200	5.55	4.10	3.60	3.35	3.25	3.15	3.10	3.05	3.00	2.95	2.90	2.85	8.00	2.45-5.15
201-250	6.25	4.40	4.00	3.70	3.35	3.25	3.20	3.15	3.10	3.05	3.00	2.95	8.25	2.00-5.30
251-300	7.10	4.75	4.30	3.90	3.60	3.50	3.45	3.40	3.35	3.30	3.25	3.20	8.75	1.65-5.55
301-350	7.90	5.10	4.60	4.30	3.95	3.80	3.75	3.70	3.65	3.60	3.55	3.50	9.50	1.60-6.00
351-400	9.20	5.55	4.95	4.70	4.35	4.20	4.10	4.05	4.00	3.95	3.90	3.85	10.00	0.80-6.15
401-450	N/A	N/A	5.50	5.05	4.60	4.45	4.35	4.30	4.25	4.15	4.10	4.05	10.50	5.00-6.45
451-500	N/A	N/A	5.85	5.35	5.05	4.70	4.80	4.70	4.60	4.50	4.40	4.35	11.00	5.15-6.65
501-550	N/A	N/A	6.25	5.80	5.40	5.25	5.15	5.05	4.95	4.85	4.75	4.65	11.50	5.25-6.85
551-600	N/A	N/A	6.65	6.25	5.85	5.65	5.55	5.45	5.35	5.25	5.15	5.05	12.00	5.35-6.95

\*HST is added to above prices

Prices effective to December 31, 2010

For example,

If you order 500 cookbooks with 300 recipes.  
 Your Cost = \$3.60 X 500 cookbooks = \$1800  
 Your Profit = \$8.75 X 500 cookbooks = \$4375  
 = \$4375 - \$1800 = \$2575\*

*If you sell the cookbook for more, your profit margin increases.*



If you order 2000 cookbooks with 300 recipes.  
 Your Cost = \$3.20 X 2000 cookbooks = \$6400  
 Your Profit = \$8.75 X 2000 cookbooks = \$17,500  
 = \$17,500 - \$6400 = \$11,100\*



## Pricing for Cookbook Optional Features

More than 8 custom or alternate divider pages..... \$0.25 each per cookbook  
More than 4 introduction pages ..... \$0.15 per page per cookbook  
More than 1 photograph .....\$15.00 per photo

*Printed in black ink; first photo in your order is free*

Customer supplied filler quips and sayings .....\$2.00 per filler

*You will only be charged for the fillers used*

Proofreading copy ..... \$15.00 per order

Display advertising pages .....\$0.35 per page per cookbook

*Additional charges apply for colour printing*

Custom full colour front cover .....\$2.00 per cookbook

Custom full colour back cover.....\$2.00 per cookbook

Colour printing on introduction pages, advertising pages

or custom divider pages . . . .....\$1.50 per page per cookbook

Late submissions ..... varies

Reworking of photos/artwork/advertising not meeting

our specifications..... \$75.00 per hour

### ***Reprint Orders***

Please note we charge for the following features on reprint orders: extra divider pages, extra introduction pages, custom colour cover (front and back), display advertising pages and colour printing for introduction, advertising and custom divider pages.

## **Payment Terms**

**For recognized non-profit organizations, including churches and schools,** we do not require any downpayment or deposit with your order. Your payment in full is due within 60 days after shipping. We will mail your invoice to you along with your shipment of cookbooks.

**For reprint orders:** payment in full is due within 30 days from the date your cookbooks are shipped.

**For businesses, families, and individuals** publishing their own cookbooks, MPS requires a 50% deposit with your order. The balance is due 3 weeks before we ship your order to you.

**Payment Forms Accepted:** Cheque, money order, bank draft, visa or Mastercard.

## **Sales Tax**

We add 13% HST to your invoice total.

## **FREE Delivery**

The prices on our price list include the full cost of delivering your cookbooks to you by Canada Post to any area within Atlantic Canada.

## **Production Times**

From the date we receive your cookbook materials, it generally takes us about 30 working days to produce your cookbooks (depending on how busy we are).

Allow for shipping time. Canada Post usually delivers in 7 to 10 business days to most parts of Atlantic Canada, depending on your distance from St. John's. Rural deliveries may require more time.

Production times are longer in the months before Mother's Day and Christmas. These are peak times for our business. Please call our office for production times and seasonal deadlines.

## **Re-Ordering Your Cookbook**

When you have sold all your cookbooks, we can print more copies for you. We can usually fill reprint orders in about 3 to 4 weeks. Production takes longer before Mother's Day and Christmas.

You may phone, fax or e-mail your reprint order to us.

At no charge, minor corrections can be made to your cookbook on your reprint (e.g., add a missing ingredient or measurement, correct the spelling of a person's name). We cannot add or delete recipes or introduction pages.

**For cookbooks containing up to 250 recipes**, the minimum reprint order is 100 books.

**For cookbooks containing over 250 recipes and up to 450 recipes**, the minimum reprint order is 200 books.

**For cookbooks containing 451 or more recipes**, the minimum reprint order is 300 books.

Subject to any price changes. Discounts, sales, and promotions do not apply on reprint orders.

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## **Page Size**

Our cookbook is printed on a 5 1/2 by 8 1/2 inch page.

## **Non-Continued Recipes!**

With our cookbooks you'll never again have to turn the page half way through making a dish. A real convenience, it's one of our most popular features, and it's free of charge!

## **Paper used in Cookbook**

The cookbook is printed on 60 lb. paper.

## **Page Fillers**

We supply, free of charge, the one or 2 line filler sayings throughout the Cookbook. You can also supply your own page fillers along with your recipe submissions.

## **Stock Full Colour Covers**

We print full colour covers for your cookbook, free of charge. You can choose from one of our stock (pre-designed) covers or provide one of your own.

Our full colour designs are printed on both the front and back covers.

We will typeset and print, in black ink only, on the front cover only, any title you want (as long as it will fit), plus the name of your group, your city or town and province, or wording of your choice. Logos, crests, or drawings, etc. cannot be included.

Our stock full colour covers are preprinted, and except for adding your title, group name, etc., they cannot be changed or altered in any way.

## **Gloss Finish Plastic Laminated Covers**

We will plastic laminate both your front and back cookbook covers, free of charge. Our covers have a Gloss Finish. This will protect the cookbook and help it to last longer.

## **Cookbook Bindings**

Coil bindings will be used to bind your cookbook. This will allow your cookbook to lay flat when opened which is really handy while cooking or baking.

## **Stock Full Colour Divider Pages**

We'll put a full colour divider page at the beginning of each section in your cookbook. You can have up to 8 stock full colour divider pages in your cookbook. Our stock full colour dividers are preprinted and cannot be changed in any way. If you do not have recipes for a particular section, we can leave that divider page out of your cookbook.

## **Kitchen Helps**

The back of every divider page in your cookbook will be printed with our standard cooking charts and information. This information is included free of charge.

## **Alternate Single-Colour Divider Pages**

If you want to change the titles of the recipe sections in your cookbook, you can choose our single-colour alternate divider pages. Printing is in black ink only, on blue, beige, yellow, green or pink coloured paper. We'll typeset your divider titles, free of charge. You can have 8 divider pages at no charge; additional divider pages cost extra (limit of 4 extra divider pages; 12 divider pages in total).

## **Your Own Divider Pages Drawings or Photographs**

You can supply your own drawings or photographs for your divider pages to be printed in black ink (limit of 12 divider pages; limit of 1 drawing or 1 photograph per divider page).

Your first 8 divider pages are free. The first photograph in your cookbook is free. See page 2 the cost of additional dividers and photographs.

Printing of your divider pages is in black ink only, on blue, beige, yellow, green or pink coloured paper (choose one colour only; we cannot mix colours within a book). We'll typeset your own divider page titles, free of charge, or you can supply your own lettering.

We can print your custom dividers in colour; see page 4 for pricing. We'll print our standard kitchen helps on the backs of your divider pages.

## Your Introduction Page Message

You are provided with up to 4 free pages at the front of your cookbook for a message from your group, photograph or drawing, history of your organization or community, membership list, sponsor page, etc.

Please note: We do not typeset complex material such as charts or family trees.

**Please note:** a "page" is one side of a single sheet of paper; 1 sheet of paper = 2 pages.

## Sponsor Page(s) – Extra Profit!

You have the option of earning extra money with a sponsor page. Some groups have raised hundreds of dollars and more by selling sponsorships to individuals and businesses in their community (depends on how much you charge for sponsor ads). It offsets the cost of your production costs which means more money for your group.

Our sponsor page is limited to listing the name only of each business or sponsor.

Note: Your sponsor page will be placed at the front of your cookbook just before the Contents page and counts as one of your four free introduction pages.

Example...

20 sponsors ads @ \$25 per sponsor = \$500

We allow B&W display advertising pages at an extra charge of \$0.10 per page per cookbook.

## Contents Page

We will make up a Contents page for the front of your cookbook and insert it after the introduction page.

## Order Form

You will be provided with an Order Form. This form must be completed in its entirety. Please carefully review the completed order form. Two people will be asked to sign off on the order form before submitting it to MPS Copy Center. A sales representative will contact you about your order before production begins.

An agreement (contract) must be signed by two individuals (18 years of age or older) before any production will begin.

## **This Section deals with Optional Cookbook Features**

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*Add any of the following features to enhance and customize your cookbook. Please see the Optional Features Price List on page 4 for costs.*

## **Custom Colour Covers**

You can provide your own custom full colour cover! You can have your own photograph, artwork, logo or complete design in colour on your front and back covers.

Send us a photograph, artwork or logo, and we will design your cover and send you a proof copy for your approval.

For specifications and details on acceptable and unacceptable materials, please refer to pages 18 and 19.

Your custom colour cover will also be laminated (as with stock covers).

## **Additional Custom Divider Pages**

Please note that when you supply your own custom photos or artwork, or when selecting our alternate dividers, you may include up to 12 dividers in your cookbook. Your first 8 divider pages are free; additional dividers cost extra.

There is a limit of 1 drawing or 1 photograph per divider page.

Additional charges apply for colour printing on custom divider pages.

## **Photos & Artwork**

Photos (images taken with a camera) and artwork (hand drawn or computer generated images) may be included in your cookbook on your cover, divider pages and introduction pages.

Photos and artwork are printed in black ink.

There is no charge for black ink artwork; charges apply for colour printing @ \$1.50 per page per cookbook..

The first black ink photo in your order is free; additional photos may be included at an extra charge of \$0.25 per photo per cookbook. Charges apply for colour printing @ \$1.50 per photo per cookbook.

Please refer pages 18 and 19 for details on the kinds of photos and artwork that are acceptable.

## Extra Introduction Pages

You may need a little extra space for your introduction message. In addition to the 4 free introduction pages we offer, you can add an additional 6 pages @ \$0.15 per page per cookbook.

**Please note:** a "page" is one side of a single sheet of paper; 1 sheet of paper = 2 pages.

## Display Advertising (B&W only)

It can include logos and special typestyles. Advertising must be supplied to us camera-ready. We do not count advertising pages as introduction pages. Please call our office for further details.

## Page Fillers

You may provide quips and sayings that reflect the purpose or personality of your group. These can be submitted with the recipes that you submit to us. (refer to section of Recipe Submission for further details).

## Proofreading Your Cookbook

It is strongly suggested that you designate someone in your group to proofread your cookbook before it is submitted and printed. We can make spelling corrections or changes that will affect the preparation of any recipes, but please note **we will not make editing changes** (any editing should be done before you send your recipes and other information to us).

***NOTE: MPS Copy Center will not be responsible for any cookbook proofreading or cookbook editing.***

**This Section deals with Preparing Your Recipes, Photos, and Artwork for Submission**

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## Collecting Your Recipes

**Organize For Best Results.** You will get the best results when the work is divided among several people. Your cookbook committee should consist of at least 3 or 4 people, or more, depending on the size of your cookbook.

**We can't accept anything late** from you once your order is in production. So, you will want to plan and schedule your project so you've got everything together by the time you send your order to us.

**Set a short deadline for receiving recipes.** A few days to a week is best, or your next meeting. Some of your members should be ready to phone anyone who is late.

**Where do all those good recipes come from?** Start with yourself. You probably have several favorite recipes of your own. Some may have been in your family for years. Others you may have got from relatives or friends, or found in various cookbooks, magazines, newspapers, even on the backs of cans, packages, etc. And, like most people, you have probably adjusted many of your recipes to give them just the right flavor. These are the kind of recipes you want in your cookbook.

**If your group is small,** ask relatives, friends, neighbors and co-workers to contribute their favorite recipes. Anyone who contributes a recipe will buy your cookbook. And they will show it to their relatives, friends, neighbors and co-workers, who will also buy. The more contributors you have, the better your cookbook will be, and the more books you will sell!

**The best cookbooks** contain a good variety of recipes that are, for the most part, fairly easy to prepare, using ingredients normally found in the kitchen. People are busy today. They often haven't got the time to prepare long, involved recipes. And they don't want to have to buy unusual or exotic ingredients they may never use again.

**If two people give you the same recipe,** you can give them both credit as contributors. We can print both their names with one recipe.

**If two recipes are similar,** but not exactly the same, submit both recipes. Little differences can make an average recipe extra special.

## Preparing Your Recipes

We define a recipe as including a recipe title, contributor name, list of ingredients and recipe directions. Make sure all recipes contain all the necessary information including ingredients and baking (cooking) instructions. You can include some quips and quotes at the end of your recipe. They too must be typed. Please make sure the contributor's name is spelled correctly.

After all information has been gathered, please have your designated person proofread the information prior to submission to MPS Copy Center.

**All submissions must be recipes.** We cannot accept items that do not fit into our recipe format, such as charts, menus, stories, or diagrams.

If you include recipes in violation of copyright laws, they will be omitted from your cookbook.

All your recipes must be in English. We are not equipped to handle other languages.

As a rule, we do not accent words, except for common cooking terms like saute, or puree, and then only when your contributor has done so.

## Submitting Your Recipes

Each recipe is to be typed on the provided 'Recipe Form' that you will receive from MPS. They will be provided as a part of our Cookbook Information Packet. They will be sent to you electronically.

Only one recipe is to be submitted per Recipe Form page. When all the recipes are compiled and typed on the Recipe Forms provided, they are to be submitted to MPS Copy Center electronically to [cookbooks@mpscopycenter.ca](mailto:cookbooks@mpscopycenter.ca).

Please use an easy-to-read font size, such as 12 points. Use a basic font like Arial or Times New Roman.

Please follow this guideline for typing and preparing recipes...

- Type the recipe title first then leave a blank line.
- Type the recipe donor's name and then leave a blank line.
- Type the list of ingredients in a single column, in order of use and then leave a blank line.
- Type the recipe directions in paragraph form.

\*\*Do not combine recipe directions together with the list of ingredients.

Carefully proofread any recipes that you have typed before you send them to us. Double check quantities, pan sizes, cooking times and temperatures, and the spelling of contributors' names, etc.

## Contributors' Names

It's important that your contributors' names be printed with their respective recipes. Your contributors will show their cookbook to more people when their names are printed with their recipes.

## Check Your Recipes!

Carefully check all your recipes and any other information that you send to us.

Check your recipes for errors and duplicates. We don't change the wording of your recipes. We do not eliminate duplicates. Take the time now to make sure that everything you send to us is correct and legible.

If you are unsure about any part of any recipe, ask the contributor to clarify so it isn't printed wrong in your cookbook. Help us to avoid errors in your cookbook.

**PROOFREAD CAREFULLY:** Quantities, ingredients, pan sizes, cooking times and temperatures and the spelling of contributors' names.

You may want to edit your recipes for correct grammar, spelling, and consistency. We will correct obvious spelling and grammatical errors, but we will not guess at a word or sentence if the meaning is not crystal clear.

## Your Introduction & Sponsor Pages

When typing your introduction pages in a word processing program, set your page size to 8<sup>1</sup>/<sub>2</sub> by 11 inches. Set your top and bottom margins to 1.45 inches and your left and right margins to 1.80 inches. Set your font to Arial at 12 points. These settings will give you an area 5 inches wide by 8 inches tall which is our printable area.

Double check your introduction and sponsor pages to make sure that everything is correct and easy to read. Check that everyone's name is spelled right.

Number your introduction pages in the order you want them printed. Our "Printed By MPS Copy Center" page will be placed on the back of your first introduction page.

Remember, there is an extra charge for more than 4 introduction pages (limit of 6 extra, up to a total of 10 introduction pages).

**Please note:** a "page" is one side of a single sheet of paper; 1 sheet of paper = 2 pages.

## Sort Your Recipes

Sort your recipes into the different sections, using your choice of divider pages as your guide.

It's a good idea to sort your recipes according to their type, not alphabetically. For example, in the Desserts section, put all the cakes together. Do the same with pies, cookies, squares, etc. You (and your customers) will find your cookbook much easier to use when your recipes are sorted in this way.

*For spacing purposes, we may have to rearrange the order of your recipes.*

## Number Your Recipes

After sorting through all your recipes, please take a few minutes and number all your recipes.

## Drawing or Photograph Size Requirements

For covers (single colour) and custom divider pages, your drawing, logo or photograph must fit within an area no larger than 5 inches wide by 5 inches tall. This leaves us room to typeset your titles.

If your photo, artwork or logo is not exactly 5 inches wide by 5 inches tall, we can resize the image to fit the space it will be printed in. The minimum size we can accept is 4 inches wide by 4 inches tall and the maximum size we can accept is 8 1/2 inches wide by 11 inches tall.

If you are designing your entire single-colour cover or divider pages complete with titles, or your introduction pages with images and text, your complete design can be no larger than 5 inches wide by 8 inches high.

**Bleeds:** Full colour cover designs may incorporate bleeds. Please call our office for specifications.

## Photograph & Artwork Guidelines

*We prefer to have all photographs sent to us electronically (if possible).*

Digital photos saved to a CD-ROM or photos developed at a professional photo lab or photo machine are acceptable. WE WILL NOT ACCEPT PHOTOS OR ARTWORK PRINTED FROM AN INK JET PRINTER.

For best results, we advise against sending large photos (e.g., 8 inches by 10 inches) especially any with a lot of detail (e.g., group pictures). Much of the detail will get lost when we reduce the size.

You will always lose some quality when you reproduce a photograph. The better the quality of any photo you send us, the better it will look in your cookbook.

If your photograph is valuable, send us a photographic print electronically.

Artwork should be drawn in black ink on plain, white paper. Artwork with shading (grays) will not reproduce properly. Your drawing must be clean, without smudges, smeared ink or obvious erasure lines. Do not write in the drawing area unless you want that writing to be printed.

For best results, any crest or logo that you send to us must be in black ink only on white paper. Crests or logos in different colours may not reproduce well. We cannot accept cloth crests.

If you are sending your artwork or photos to us on disk (CD-ROM), you must also provide a hard copy.

**Important:** Please be sure to provide us with instructions as to the placement of your artwork and photos in your cookbook.

***You must have permission to reproduce any artwork or photos that you supply to us. Any artwork or photos provided to you by a professional artist - must be accompanied by a release from the artist.***

## Acceptable Artwork & Photograph Materials

To ensure the best possible quality reproductions of your artwork and photographs, we ask that you follow our guidelines when preparing your materials to send to us. ***Any materials not conforming to our guidelines may incur extra charges.***

### ***Acceptable Materials:***

- Original photos developed by a professional photo lab or machine
- Original artwork
- Artwork on disk scanned at 300 dpi
- Black and white artwork/logos printed on a laser printer
- Digital photos taken at the lowest possible compression setting and have a resolution of 300 dpi when sized to 5 inches wide by 5 inches tall
- Digital files saved to a CD-ROM
- PC based files - uncompressed TIFF, PDF, EPS, Adobe Photoshop, Adobe Illustrator, Adobe Indesign (include all links, embed fonts, do not flatten images or rasterize text)

### ***DO NOT send the following:***

- Artwork or photos from a website
- Artwork or photos files from Microsoft Word, Powerpoint or similar desktop applications.
- Artwork or photos printed from an ink jet, bubble jet or dot matrix printer
- Negatives, slides or screened prints
- Artwork or photos that have been cut, written on, stapled, glued, taped, folded, or paper-clipped
- Artwork drawn or mounted on card stock or art board
- Artwork created with pencil, crayon or paint
- Rough sketches, or drawings clipped from books, magazines, newspapers, letterheads, brochures, etc.
- Cloth crests
- Photocopies
- Faxes
- Copyright materials

## **Completing The Order Form**

### **Primary and Secondary Contact People**

For groups taking advantage of our 60 day payment terms (refer to page 3), you must provide contact details for the two representatives from your group who were involved in your cookbook project. We may have questions about aspects of an order and need to phone the contact people for clarification.

Contact people must be adults (18 years of age or older) and not related to each other (cannot be family members or spouses).

For individuals and groups paying in advance, we require only one contact person; however, a second contact person is helpful in case the primary contact person is unavailable.

The contact people listed on the Cookbook Order Form **MUST** sign the Agreement on the last page of the Cookbook Order Form.

***We cannot begin your order without complete contact information and signatures and a signed Agreement.***

### **Shipping Address**

Please provide a street address and phone number of a business, school or church, etc. where someone is always available during regular business hours.

### **Billing Address**

Your invoice will be mailed to you along with your cookbook shipment. Please provide a mailing address for the person responsible for paying the invoice.

### **Choosing Your Options & Features**

Please select the options and features you would like included in your cookbook. Please ensure that the title you provide for your cover is neatly and accurately printed, to avoid errors. These options are clearly identified on the Order Form.

### **Calculating The Cost Of Your Cookbook Order**

At MPS we provide all of your cookbook costs up front to allow you and your group to determine your total costs of your cookbook order. All costs are included in this brochure and on the Order Form.

Please note there are no additional costs other than those indicated.

## Deciding How Many Copies To Order

Your recipe contributors are your customers, and you can generally expect to sell 2 to 3 cookbooks to each recipe contributor.

Beyond your recipe contributors, your sales will depend on your sales plan and how well motivated and organized your sales team is.

Check the price list for quantity discounts. If you plan to order 380 cookbooks, you may find it worthwhile to order 400 copies.

## Preparing Your Materials For Mailing To Us

*Please note that MPS Copy Center prefers that all files and information be sent electronically.*

However in cases where this is not possible, please adhere to the following guidelines...

1. Double check your Cookbook Order Form. Is it complete? Is the contact information complete? Have the contact people signed the Agreement (Contract)?
2. Put your completed Cookbook Order Form, your introduction page(s), sponsor page, and any other material, in an envelope or folder. If you are including drawings or photographs, protect them with a piece of cardboard.
3. If you have information to send us on a CD, please place in a padded mailing envelope, courier envelope or sturdy box sealed with tape. DO NOT send your order in an ordinary paper envelope. It will tear open in the mail.

When you've got everything packaged, write your return address on the outside of your package and send to:

MPS Copy Center  
276 Water Street  
St. John's, NL  
A1C 1B7

## When We Receive Your Order

When we receive your cookbook materials, we will review your Cookbook Order Form, recipes, introduction pages and any artwork or photos. If we have any immediate questions, we will contact you. Otherwise, we will mail a confirmation letter to you with your assigned order number for your reference. The confirmation letter is generally mailed one week after we receive your materials.

## Price Your Cookbook Right!

Everybody loves cookbooks. If you sell your cookbook at a reasonable price, people will literally snap it up. When you follow the suggested selling prices on our price list, you make it easy for people to buy, not just one, but several copies.

## Show & Sell Your Cookbook

Once you have decided on your selling price, it's time to tell people you have a great cookbook for sale!

The secret to successful sales is active promotion. Get your cookbook into people's hands. If people can't see it, they won't buy it. Once they actually see and hold your cookbook, they will buy.

Encourage your members to show your cookbook to their relatives, friends, neighbors, and co-workers. If you are a school, send students home with a cookbook and a letter.

Some schools ask each family to sell 5 or more cookbooks.

## Incentive Bonuses will help you sell your cookbooks.

**MPS Copy Center will provide your school with a free laptop or Wii System. You can use the free bonus(es) for your school purposes or to give to the student who sells the most cookbooks. These free bonus(es) can be used as incentives to encourage students to sell as many cookbooks as possible. Each school is to set its own parameters in how it uses or distributes the laptop and/or Wii System. These bonuses are available depending of quantity of cookbooks ordered (see note below).**

*Note: Free Laptop and Wii System requires a cookbook order of 3000 or more cookbooks.*

*Free Laptop requires a cookbook order of 2000 or more cookbooks.*

*Free Wii System requires a cookbook order between 1001-1999 cookbooks.*

A great idea is a combination bake and cookbook sale. Free samples of your favorite baked goods from your cookbook will help sell more books.

Many shopping centers will allow you to set up a table in the mall. You can sell a lot of books on a busy evening or Saturday.

You've got a great cookbook with everybody's favorite recipes. The key is getting people to see your book. If you have priced it right and show it to as many people as possible, your cookbook will be a success.