

Cookbooks *are...*

Your guide to creating a custom cookbook for fundraising, donor gifts, or self-publishing needs

Profitable • Popular • Proven!



Gateway Publishing Co. Ltd.

Gateway Publishing Company Ltd. was founded in 1965. Over these past 40+ years, it has grown into a dynamic organization that continues to follow the principles on which it was founded.

At Gateway we believe that each and every customer deserves a high quality product, one that is competitively priced and produced with the utmost care and concern.

Our reputation speaks for itself - one of trust, reliability, honesty and integrity. You can count on us to provide you with knowledgeable, friendly service and support.

In addition to offering a beautiful array of stock choices to enable you to create an attractive, easy to sell fundraising cookbook, we also have the ability to offer you the option of complete customization.

Full color covers - designed by you. Photographs to be included - that matter and mean something - to you. Choices galore that will enable you to produce that very special, unique Fundraising Cookbook - or Donor Gift - or Family Reunion Project - or Wedding Day Keepsake.

With Gateway Publishing the process of putting together a cookbook is fast - it's easy - and your finished product (we guarantee!) will look fabulous!

As you read through this guide, we hope you'll be inspired to create your own unique cookbook masterpiece, just as thousands of organizations and individuals have done with us over the last four decades.

Whether your objective is fundraising, or you're out to raise fun - at Gateway Publishing we're here to help you stir things up!



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table of contents

introduction 4

testimonials 8

standard features10

getting started 11

gathering your ingredients 12

frequently asked questions.....16

online recipe submission.....16

cover options..... 18

custom cover samples20

divider options 22

layout samples 27

final preparations30

hints for marketing success32

profit and pricing analyzer34

design feature pricing36

self-publishing37

Plastikoil® color chart38

choose cookbooks!

COOKBOOKS

- **As a Fundraiser**

Raise money for your non-profit organization, school, church or sports team. Cookbooks are proven to be a highly profitable and very effective fundraising tool. Everyone enjoys good food. Cookbooks provide a great opportunity for everyone in your organization and community to get involved. Remember that usually every recipe contributor buys at least one cookbook. Everyone loves to see their name in print! Those that purchase your Cookbooks receive a tangible item of value in exchange for the donation they've made that supports your cause. It's a win/win deal for all involved! Your Cookbooks provide a great platform to communicate your organization's mandate - conveying your message for years to come. Cookbooks are one of the Top 10 Collectible items in North America. Collecting recipes is a very popular pastime. And with Gateway's help - it's easy! We will guide you through the entire process - from start to finish - to ensure you end up with a great-looking publication that will practically sell itself!

- **As a Donor Gift**

What do 86% of Donors want? They want a gift for their donation (source CPS)! If you're looking for a unique, yet economical way to acknowledge or thank all of those who support your organization, what could be better or more personal than a customized cookbook?

- **As a Business Promotional Item**

Whether you put it together as a customer appreciation giveaway or create it as a saleable item - a personalized custom Cookbook is a terrific way for you and/or your business to get your name out there. A collection of great recipes will be kept and referenced by your customers - not discarded like so many of those giveaway items we see today. Collect recipes from your employees and/or actual customers themselves and put them together with an attractive cover shot of your business or other appropriate image that will have your name in front of those that matter for years to come.

- **As a Family Heritage Project**

What a wonderful way to preserve and share all of your family's special recipes. A custom Cookbook allows you to capture the fond memories from all those family gatherings - the holidays, summertime picnics, birthdays - all of those treasured family moments remembered and enjoyed with each and every recipe. Mom's chocolate chip cookies, Dad's beef stew, Grandma's homemade soup - immortalized in a custom Cookbook that can be shared for generations to come!

- **As a Wedding Keepsake**

Instead of the predictable wedding favors, why not make your wedding day even more memorable? Gather recipes from your attendants and family and compile them into a beautiful custom wedding favor to be handed out to your guests. Customize with a photo of the bride and groom on the front cover - or a special poem - or lyrics from 'your song' - get creative!

PERSONALIZED SERVICE & QUALITY WORK

When you choose to work with Gateway, you gain the benefits of over 40 years of experience and expertise in cookbook publishing. Our state of the art production techniques can handle both short and long run projects using quality materials and workmanship to produce a very attractive and versatile finished project.

We do our very best to make things as easy as possible for you.

- Our online recipe submission makes input and project coordination simple. As well, online recipe submission allows input from anywhere, enabling you to really expand on recipes or theme content possibilities.
- At Gateway, we only charge for the actual number of pages - saving you money. We don't generalize like our competitors with minimum/maximum recipe estimates.
- Our cookbook coordinators are here to help with your online submission or even by typing your recipes for you.
- Our extensive collection of full color covers and dividers provide you with a beautiful selection to choose from.
- Custom full color covers can be created by our graphic design team, personalized with family photographs, your company logo, or any image or text that reflects the spirit of your cookbook project.

- Laminated front covers and rounded corners give our books a beautiful, durable finish.
- Plastikoil® plastic spiral binding lets the finished book lay flat or open a full 360 degrees from cover-to-cover (a handy feature when counter space is limited!). Plastikoil® is available in 45 different colors so matching your cover is never a problem (see page 38 for samples).
- Our books are value-packed with a multitude of additional standard features like weights and measurements, candy-making hints, substitutes and equivalents, and the list goes on - all for no extra charge.
- Our established and extensive shipping services can be utilized to send your cookbooks to multiple locations.
- We offer flexible payment terms (with no down payment being required for non-profit organizations).
- Our outstanding customer service team is always just a phone call away offering you 'hand held' support - from start to finish!

keep in mind...

Our team is here to help you every step of the way...from concept to delivery of your finished cookbook!



TESTIMONIALS



"I received my cookbook order yesterday and I am thrilled with the quality of the books. The custom cover turned out wonderful!! Thanks for all the hard work that you put into our project and helping to make it successful."

"I know that you were 'just doing your job' but your holding our hands all the way through the process has truly helped to bring many orphans to their new families through the sales of the book."

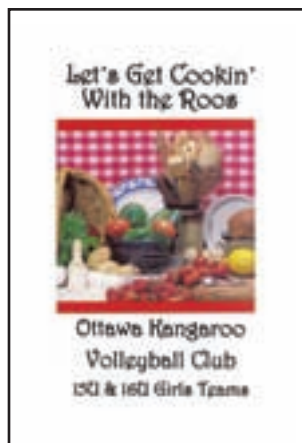
Born in the Heart
Belton, SC

"Oh My GOSH!!!!!! You guys are absolutely awesome!!!!"

"I just received the cookbooks and they are beyond amazing!!! I have a HUGE lump in my throat and tears in my eyes...They are BEAUTIFUL!!!"

"Thank you so very much. Of course, you've probably heard it a million times, but you're amazing!!!"

Ottawa Kangaroo Volleyball Club
Ottawa, ON



"I just wanted to let you know that we received our cookbooks and everyone just loves them. I think they far exceeded everyone's expectations. You were great to work with and always there when I needed you."

"The cookbooks are flying out the door - we may need to order more! Please thank everyone who worked on the book."

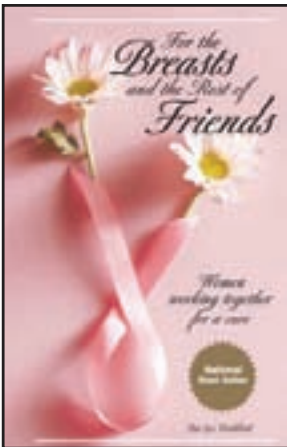
NewBridge Services
Pompton Plains, NJ

TESTIMONIALS

"Our cookbook exceeded our expectations (and they were high) - - everyone is praising the look. Your webmaster is to be commended - - this site is so easy!"

All of y'all were so wonderful, so friendly and helpful. You held my hand all the way through the (very easy) process and it has truly been a success. I cannot compliment you enough!"

Riverside Baptist Church
Helena, AL



"We approached Gateway with an idea that quickly became reality and has garnered us national media attention and strong continuing sales. A big part of our success can be attributed to Gateway's professional cookbooks and its helpful staff."

Gateway's flexible approach has helped us grow from a small organization with a vision to a growing foundation that distributes cookbooks that serve a very meaningful purpose."

For the Breasts of Friends
Foam Lake, SK

"We gave the cookbooks as gifts to our speakers, moderators and committee members for an annual event of Junior Achievement Manitoba ("A World of Choices Conference"). Everyone was very pleased with their gift, and the comment we heard most was - "what a great idea!"

We at JA are very pleased with their reaction and are thankful to Gateway Publishing for all their help in arranging our project."

Junior Achievement Manitoba
Winnipeg, MB



FREE STANDARD FEATURES

When you choose Gateway, you can count on a wide range of standard features that enhance the appearance, functionality and value of your cookbooks. The following is what is included:

- Digitally reproduced 4 color process cover or choose from our standard covers - see pages 18 to 19
- Set of 8 dividers - see pages 22 to 26
- Laminated front cover (single sided)
- Plastikoil® spiral binding - 45 colors to choose from - see page 38 for examples
- Cover stock 10 pt card semi gloss
- Table of contents
- Rounded corners
- Conversion charts
- Recipe index
- 2 intro pages
- 1 B/W photograph
- Fillers (quotations or sayings that fill up white spaces)
- Headers and footers (category name at the top of the page and organization name at the bottom)
- A toll free "help line" (1-800-665-4878) that you can call whenever you need assistance

keep in mind...

**Answers to your questions are
always just a phone call away.**

1 - 8 0 0 - 6 6 5 - 4 8 7 8



GETTING STARTED

The first thing you need to do is establish a framework for your project. You may be working alone or you might have an entire cookbook committee at your disposal.

Either way, you'll need to:

- Decide on the number of recipes in your book
- Set your fundraising goal (if applicable)
- Determine how many books you need
- Collect additional materials (organization's message, photos, fillers, logos or history)
- Decide between typing your recipes into Gateway's online system or having them typed by us
- Gather and sort the recipes
- Create your own custom cover and dividers or pick from Gateway's selection of professionally designed covers and dividers
- Set target dates for each stage of your project

keep in mind...

An excellent way to streamline your project is to try our easy-to-use online cookbook system!



GATHERING YOUR INGREDIENTS

Like any well-cooked meal, your custom cookbook requires certain ingredients to ensure it comes out right.

recipe submission method

There are 3 ways to submit recipes:

Via Gateway's online system

Handwritten or typed recipes

Print-Ready material via email or disk (must be created to Gateway's page specifications, see below)

design options

Part of the fun in creating your own custom cookbook is selecting the design options. We have three different formats to choose from.

If you've got a knack for graphic design, you may choose to design your own cover and dividers, or you can simply select one of our professionally designed standard cover and divider sets.

Of course, we can still personalize any standard cover with the title and text of your choice. See our standard covers and samples of custom covers on pages 18 - 21.

print-ready materials

Customers sometimes choose to supply print-ready electronic files. Print-ready is a term used to describe materials that don't need to be formatted or handled in any way before they are printed. If you submit print-ready work, Gateway will not make any adjustments to it. What you send is exactly what will be printed.

When submitting print-ready files, please follow these guidelines:

- Page size is 6 x 9" with .5" margins on all 4 sides (MS Word files) or 6 X 9" (bleed size) with a live area of 4.75" X 7.75" (image files)
- Portrait orientation
- New sections MUST start on an odd-numbered page
- Recipe sections must be together as ONE complete document
- Cover, color and divider pages (if applicable) must be sent as separate documents
- Do not send multiple files (call us first)
- Email file or send it on a disk AFTER you have submitted your order form
- Include all fonts with your electronic files
- Hard copy proof required

footer

A footer is text that appears along the bottom of each cookbook page, opposite the page number. It can be the title of the cookbook, your organization's slogan, or anything else you like. See pages 27 to 29 for examples.

intro pages

Gateway provides 2 free pages where your organization/business can display its corporate identity, mission statement, history, thank you, membership listing and/or group photograph.

fonts and type sizes

Our standard fonts are Cheltenham, Futura and Verdana and the size of type depends on the layout chosen. However, we can use fonts and sizes of your choice, just call us for details.

binding

Gateway will finish your custom cookbooks with PLASTIKOIL® plastic spiral binding. PLASTIKOIL® is a durable, attractive coil binding that allows your books to lay flat or open a full 360 degrees - from cover-to-cover (a handy feature when counter-space is limited!). PLASTIKOIL® is also available in 45 different colors (see chart on page 38) so you're able to beautifully coordinate the binding with your book's cover, ensuring a professional, appealing (and easy to sell!) finished book.

photos*

Nothing personalizes a cookbook like a special photograph. Your own image(s) can be used to enhance your custom cookbook on the front cover and within the book itself. Photos must be supplied electronically and should be high resolution (300 dpi). Additional charges for color reproduction will apply.

fillers*

Another popular idea is to provide "filler" content that can be used throughout the book to fill in empty spaces wherever they occur. Fillers can take the form of tips, thoughts, humorous quips or other informational tidbits. Gateway will insert your fillers, or we can provide you with our own. See page 29 for an example.

lamination*

Single sided lamination is included on the front cover, however there is an extra charge for single sided lamination on the back cover. We also offer double sided lamination.

customization*

Advertising pages, additional dividers and multiple photos are possible.

*Charges apply - see pricing flyer or call 1-800-665-4878

covers

standard covers (see pages 18 and 19 for choices)

- Spring Greens Cover
- Tomato Red Cover
- Turquoise Divine Cover
- Chef's Kitchen Cover
- Sunflower Cover
- Awesome Olive
- Teddy Bear Cover
- Chocolate Blues Cover

custom covers

- Custom Cover Designed by Gateway *
- Print-ready Cover (your design)

dividers

standard dividers (see pages 22 - 25 for choices)

- Turquoise Divine Dividers
- Sunflower Dividers
- Traditional Dividers
- Country Kitchen Dividers
- Spring Greens Dividers
- Blue Banner Dividers
- Chocolate Blues Dividers
- Tomato Red Dividers

Please note that the above category headings cannot be changed

Line Art, Sweetheart, Raccoon Art and Teddy Bear Dividers
(customizable category headings - see page 26)

<i>divider paper color choices</i>	
White	Blue
Green	Rose
Yellow	Grey
Cream	Red

custom dividers

- Custom Dividers Designed by Gateway *
- Print-ready Dividers (your design)

divider backs

Our standard dividers are backed up by a variety of conversion charts and helpful hints. These can also be placed on the backs of custom dividers, or, if desired, at the back of the cookbook.

* Charges apply - see pricing flyer or call 1-800-665-4878

FREQUENTLY ASKED QUESTIONS

1. How long will it take you to complete my order?

You will generally receive your cookbooks within two weeks after we receive the final approval of your proof. (This could vary between October and December.)

2. Why do I need a proof?

A proof is a way of ensuring that the book will be produced according to your expectations. It will give you a chance to review your cookbook and make revisions before it actually prints. We make every effort to be accurate in our work, but whether your cookbook has been done online or is print-ready, the source of the information is yours and you can be the only judge of when it is ready to go to print.

3. Do I still need a proof if I send my work electronically?

Yes, operating systems can vary and a proof is the only way of knowing whether our output system has correctly interpreted the information you have provided.

4. How can I get a price quote from Gateway?

You can get a preliminary price quote from our website (see samples of our Profit and Pricing Analyzer on pages 34 and 35). Once your project is nearer completion and we know how many pages are in your cookbook, you will get a firm price quote via email.

ONLINE RECIPE SUBMISSION - IT'S EASY!

All you need is a computer and internet access and your cookbook project can begin. Our on-line recipe submission is user-friendly and easy to navigate. See sample on the following page.

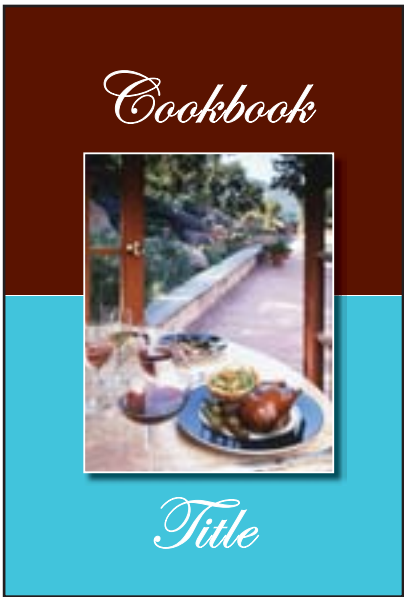
Take a test drive by accessing our website at www.gatebook.com using "test" as the username and "cookbook" as the password.

Once you see how easy it is, just go back to our home page to get your very own username and password (or call us and we will provide them for you) and your cookbook project can begin!

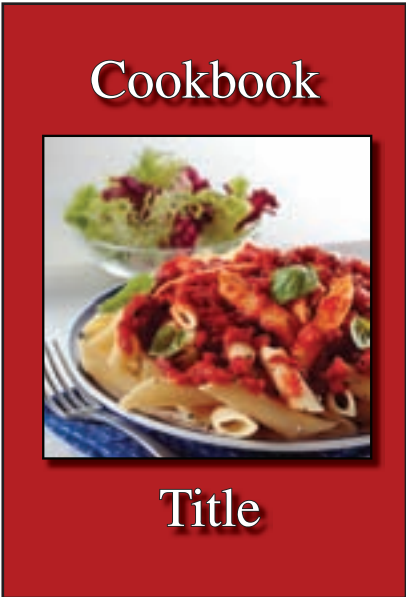
Once all the recipes are in, all you have to do is click “submit.” Your Cookbooks will be printed and ready to ship in about three weeks!

[illegible]

COVER OPTIONS (most colors are interchangeable)



Chocolate Blues Cover



Tomato Red Cover



Awesome Olive Cover



Chef's Kitchen Cover

COVER OPTIONS (most colors are interchangeable)



Sunflower Cover



Spring Greens Cover

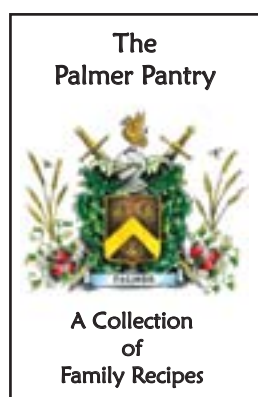
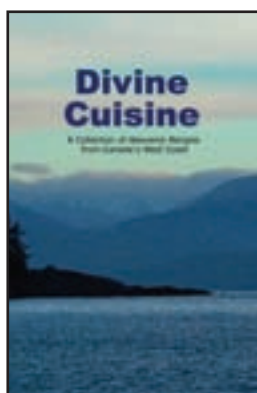
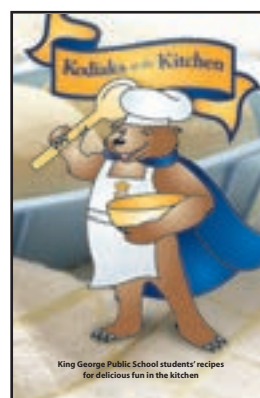
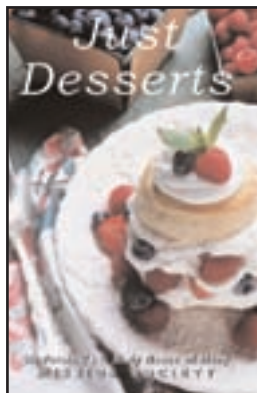
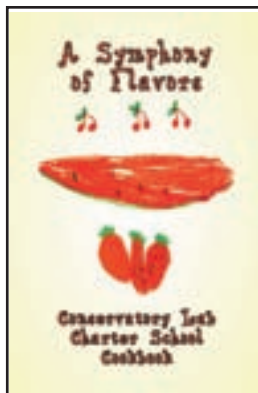


Teddy Bear Cover

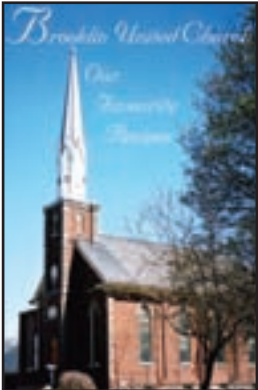
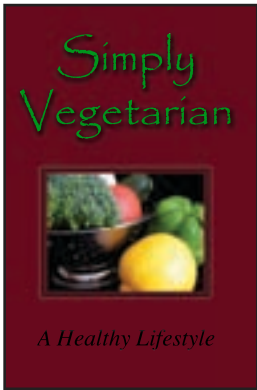
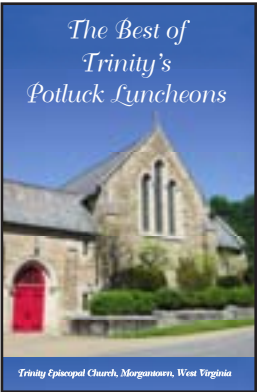


Turquoise Divine Cover

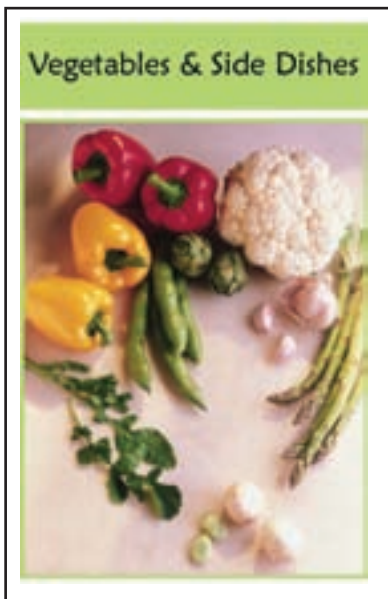
CUSTOM COVER SAMPLES - YOU CAN DO IT TOO!



CUSTOM COVER SAMPLES - YOU CAN DO IT TOO!



DIVIDER OPTIONS



Spring Greens Dividers

CATEGORY HEADINGS FOR CHOCOLATE BLUES DIVIDERS

APPETIZERS & BEVERAGES

SOUPS & SALADS

VEGETABLES & SIDE DISHES

MAIN DISHES

BREADS, LOAVES & MUFFINS

CAKES & DESSERTS

COOKIES, BARS & CANDY

THIS & THAT

CATEGORY HEADINGS FOR SPRING GREENS DIVIDERS

APPETIZERS & BEVERAGES

SOUPS & SALADS

VEGETABLES & SIDE DISHES

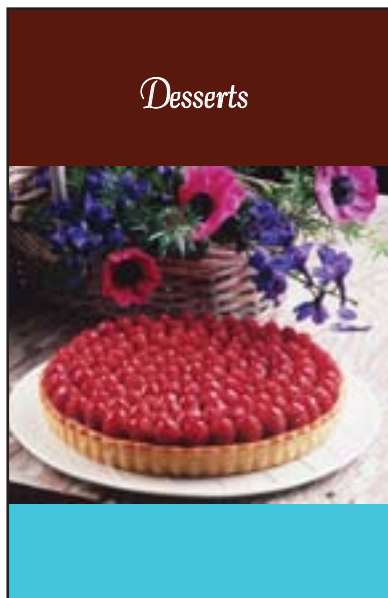
MAIN DISHES

BREADS, LOAVES & MUFFINS

CAKES & DESSERTS

COOKIES, BARS & CANDY

THIS & THAT



Chocolate Blues Dividers

DIVIDER OPTIONS

CATEGORY HEADINGS FOR COUNTRY KITCHEN DIVIDERS

PICKLES, HORS D'OEUVRES
& RELISHES

SALADS, VEGETABLES & SOUPS

MEAT, POULTRY & FISH

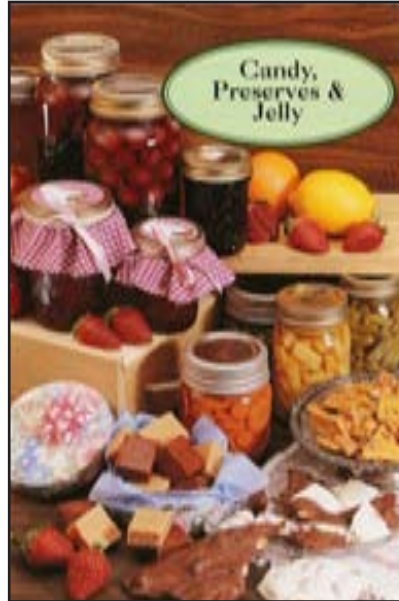
BREADS, ROLLS & COOKIES

CAKE & PASTRY

DESSERTS

CANDY, PRESERVES & JELLY

MISCELLANEOUS



Country Kitchen Dividers

Pickles,
Hors d'oeuvres
& Relishes



Tomato Red Dividers

CATEGORY HEADINGS FOR TOMATO RED DIVIDERS

PICKLES, HORS D'OEUVRES
& RELISHES

SALADS, VEGETABLES & SOUPS

MEAT, POULTRY & FISH

BREADS, ROLLS & COOKIES

CAKE & PASTRY

DESSERTS

CANDY, PRESERVES & JELLY

MISCELLANEOUS

Colors may not be exactly as shown

DIVIDER OPTIONS



Turquoise Divine Dividers

CATEGORY HEADINGS FOR TURQUOISE DIVINE DIVIDERS

APPETIZERS & BEVERAGES

SOUPS & SALADS

VEGETABLES & SIDE DISHES

MAIN DISHES

BREADS, LOAVES & MUFFINS

CAKES & DESSERTS

COOKIES, BARS & CANDY

THIS & THAT

CATEGORY HEADINGS FOR SUNFLOWER DIVIDERS

APPETIZERS & BEVERAGES

SALADS, VEGETABLES & SOUPS

MEAT, POULTRY & FISH

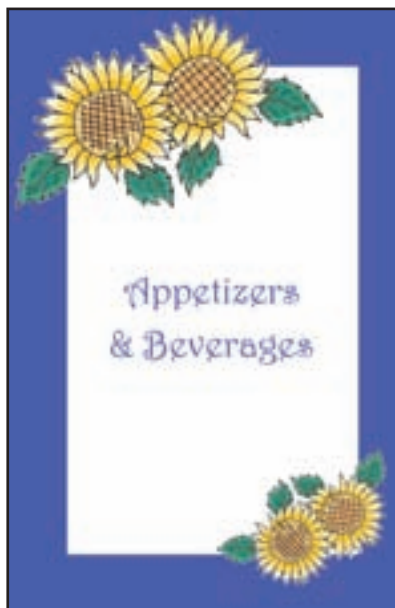
BREADS, ROLLS & COOKIES

CAKE & PASTRY

DESSERTS

CANDY, PRESERVES & JELLY

MISCELLANEOUS



Sunflower Dividers

Colors may not be exactly as shown

DIVIDER OPTIONS

CATEGORY HEADINGS FOR TRADITIONAL DIVIDERS

PICKLES, HORS D'OEUVRES
& RELISHES

SALADS, VEGETABLES & SOUPS

MEAT, POULTRY & FISH

BREADS, ROLLS & COOKIES

CAKE & PASTRY

DESSERTS

CANDY, PRESERVES & JELLY

MISCELLANEOUS



Traditional Dividers

CATEGORY HEADINGS FOR BLUE BANNER DIVIDERS

PICKLES, HORS D'OEUVRES
& RELISHES

SALADS, VEGETABLES & SOUPS

MEAT, POULTRY & FISH

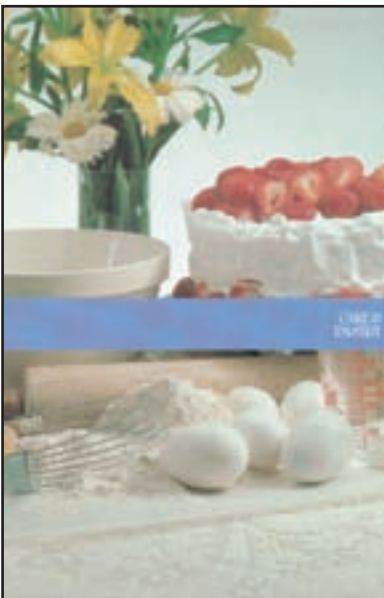
BREADS, ROLLS & COOKIES

CAKE & PASTRY

DESSERTS

CANDY, PRESERVES & JELLY

MISCELLANEOUS



Blue Banner Dividers

Colors may not be exactly as shown

DIVIDER OPTIONS



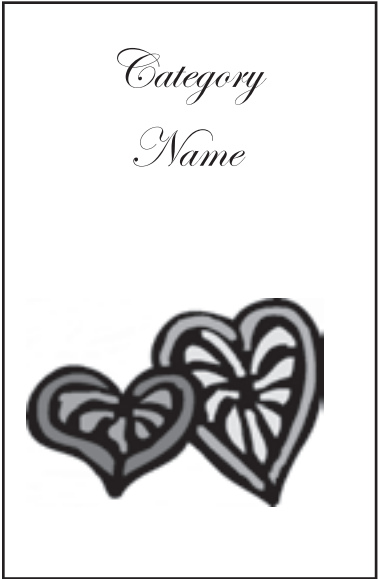
Raccoon Dividers



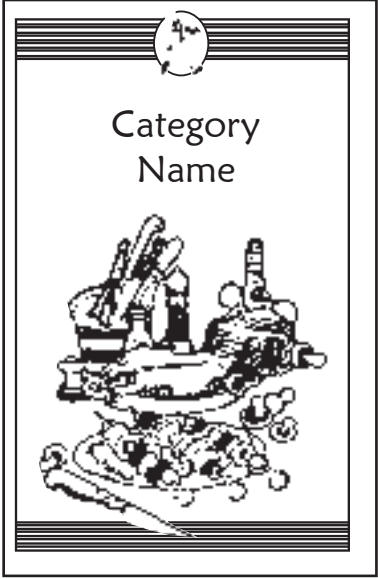
Teddy Bear Dividers

**YOU CAN CUSTOMIZE YOUR CATEGORY
HEADINGS WITH THESE DIVIDERS...**

**Your Choice of Paper Color:
White, Blue, Green, Rose, Yellow, Grey, Cream, Red**



Sweetheart Dividers



Line Art Dividers

LAYOUT SAMPLES

Category Title (Header Text)

SANTA FE CHICKEN

Contributor's Name

- 4 boneless, skinless chicken breast halves, cubed

3 to 4 tbsp. chopped parsley
- 6 slices of bacon

1 medium onion, chopped
- 1 green pepper

1/2 tsp. chili powder
- 1 red pepper

1/2 tsp. garlic powder

In a large skillet, cook bacon over medium high heat until crisp. Drain on paper towel. Discard all but 1 tbsp. bacon fat. Rinse and seed peppers. Cut into strips. In a skillet with bacon fat, add onion and peppers. Sauté over medium heat for about 5 minutes. Add chicken and spices. Cook, stirring, for about 15 minutes or until chicken is cooked through. Crumble bacon and sprinkle on top. Sprinkle with chopped parsley and serve immediately. Serve with rice.

HONEY CURRIED CHICKEN

Contributor's Name

- 6 boneless, skinless chicken thighs

1/2 c. mustard
- 1/3 c. melted butter

1/2 tsp. curry powder
- 1/3 c. liquid honey

1 green pepper

Sauté chicken thigh in oil. Cook until chicken is almost cooked through, but drain off excess oil. Add mustard, honey, and curry powder. Mix together other ingredients. Pour over chicken and cook for approximately 20 minutes. Serve over rice.

MACARONI AND CHEESE

Contributor's Name

- 1 1/2 c. macaroni

Dash pepper
- 3 tbsp. butter

2 c. milk
- 1/4 c. chopped onion

2 c. cubed cheddar cheese
- 2 tbsp. flour

Ritz crackers, crushed
- 1/2 tsp. salt

Cook macaroni. For sauce: In sauce pan, melt butter. Cook onion in butter until tender. Stir in flour, salt and pepper. Add milk. Cook and stir until thickened and bubbly. Cook and stir 1 to 2 minutes more. Add cubed cheese. Stir until melted. Stir macaroni into cheese sauce. Turn into casserole dish. Sprinkle with crushed crackers. Bake at 350 F for 30 minutes or until heated through.

Organization Name (Footer Text)

Font: Cheltenham

Actual size larger than shown.

LAYOUT SAMPLES

Category Title (Header Text)

HONEY CURRIED CHICKEN

6 boneless, skinless chicken thighs
1/3 c. melted butter
1/3 c. liquid honey
1/4 c. Dijon mustard
4 tsp. yellow curry powder
Pinch of cayenne pepper

Sauté chicken thighs lightly and place in cooking dish or leave in frying pan, but drain off excess oil. Simmer until chicken is almost cooked through. Mix together other ingredients, pour over chicken and cook for approximately 20 minutes. Serve over rice.

Contributor's Name

MACARONI AND CHEESE

1 1/2 c. macaroni
3 tbsp. butter
1/4 c. chopped onion
2 tbsp. flour
1/2 tsp. salt
dash pepper
2 c. milk
2 c. cubed cheddar cheese
Ritz crackers, crushed

Cook macaroni. For sauce: In sauce pan, melt butter. Cook onion in butter until tender. Stir in flour, salt and pepper. Add milk. Cook and stir until thickened and bubbly. Cook and stir 1 to 2 minutes more. Add cubed cheese. Stir until melted. Stir macaroni into cheese sauce. Turn into casserole dish. Sprinkle with crushed crackers. Bake at 350 F for 30 minutes or until heated through.

Contributor's Name

JAPANESE CHICKEN WINGS

1 lg. pkg. chicken drumettes
3 tbsp. soy sauce
3 tbsp. water
1 c. white sugar (or half honey)
1/2 c. vinegar
1/2 tsp. salt

Sprinkle chicken with garlic powder or salt. Bake at 400 F until brown. Spoon sauce over chicken and continue baking at 350 F for 1/2 hour in covered casserole dish. Serve with rice. This dish freezes well.

Contributor's Name

SANTA FE CHICKEN

1 1/2 c. boneless, skinless chicken breast halves, cubed
6 slices of bacon
1 green pepper
1 red pepper
3 to 4 tbsp. chopped parsley
1 medium onion, chopped
1/2 tsp. chili powder
1/2 tsp. garlic powder

In a large skillet, cook bacon over medium high heat until crisp. Drain on paper towel. Discard all but 1 tbsp. bacon fat. Rinse and seed peppers. Cut into strips. In a skillet with bacon fat, add onion and peppers. Sauté over medium heat for about 5 minutes. Add chicken and spices. Cook, stirring, for about 15 minutes or until chicken is cooked through. Crumble bacon and sprinkle on top. Sprinkle with chopped parsley and serve immediately. Serve with rice.

Contributor's Name

TEMPLATE #2
3-5 RECIPES PER PAGE

Font: Futura

Organization Name (Footer Text)

LAYOUT SAMPLES

Category Title (Header Text)

SANTA FE CHICKEN

Contributor's Name

- 4 boneless, skinless chicken breast halves, cubed
- 3 to 4 tbsp. chopped parsley
- 6 slices of bacon
- 1 medium onion, chopped
- 1 green pepper
- 1/2 tsp. chili powder
- 1 red pepper
- 1/2 tsp. garlic powder

In a large skillet, cook bacon over medium high heat until crisp. Drain on paper towel. Discard fat. Reserve 1 tbsp. bacon fat. Rinse and seed peppers.

In a skillet with 1/2 cup oil, sauté peppers. Sauté over medium heat for 5 minutes. Add chicken and spices. Cook, stirring, about 15 minutes or until chicken is cooked through.

Crumble bacon and sprinkle on top. Sprinkle with chopped parsley and serve immediately.

Serve with rice.



OR

~ ~ ~ ~ ~

Filler Example:

*How far you go in life depends on your being tender
with the young, compassionate with the aged,
sympathetic with the striving, and tolerant
of the weak and strong. Because someday
in your life you will have been all of these.
- George Washington Carver*

Font: Verdana

Organization Name (Footer Text)

Actual size larger than shown.

FINAL PREPARATIONS

Before submitting your materials to Gateway (by either sending recipes for typing, submitting recipes online or emailing PDF files of recipes), here are some final steps to follow:

sort your recipes for typing

After collecting your recipe submissions, be sure to sort them into the appropriate sections (you can use Gateway's standard sections or create your own). Please proofread each recipe (plus any additional content you provide) for legibility and errors. Although we do our best to catch mistakes, we cannot be responsible for inaccuracies resulting from illegible writing or author omissions. We'll do our best to insert the recipes in the order they arrive; however, we may have to reorganize some of them to ensure a smooth flow and attractive, readable appearance.

proofread your online materials

Before submitting your recipes online, make sure to check the recipes carefully for any inaccuracies in the title, submitter's name, ingredients and method. Major changes after you receive your proof will delay your cookbook and incur extra costs. To ensure the highest quality product, we believe your online recipe submissions should be seen by the greatest number of eyes.

Gateway can print books in any language, however we only offer proofreading and correction services in English (charges apply, call for details).

FINAL PREPARATIONS

email your materials

If you're producing your project online, you may submit your extra content (photos, etc.) via e-mail or hard copy (after faxing your completed order form to 204-224-4410). Do not send multiple files. Call one of our representatives for their direct email address.

shipping costs

Shipping and insurance costs are not included in our prices, but we will ship any method you request (prepaid) and add the shipping cost to your invoice.

To help keep costs down, most customers elect to go with ground shipping. Please keep in mind that this is a slower method of delivery and, depending on your location, may extend your project's anticipated turnaround time.

payment terms

We offer flexible payment terms. For most organizations, we allow up to 30 days for payment from the date you receive your books. For private individuals and businesses, a 50% deposit is required with the balance due in 30 days.

keep in mind...

For most organizations, we allow up to 30 days for payment from the date you receive your cookbooks.



HINTS FOR MARKETING SUCCESS

Now that your book is printed and ready to go, here are some tips to help you market your book.

think big

The more recipes you include in the cookbook and the more people involved in the project, the higher your profits will be. Usually the people who submit recipes will purchase a copy of the book because they are proud of their contributions!

It's also important to remember that cookbooks are a popular collector's item. Did you know that cookbook collecting is one of the most popular hobbies in North America?

keep up the pace

Distribute your reserved copies right away so the books are visible in the community. Word of mouth is one of the most powerful marketing tools at your disposal.

advertise, advertise, advertise

Whether it be in the newspaper or in a community newsletter, ads are an effective way to promote your book. If you are a non-profit organization, most newspapers will allow you to advertise for free!

Posters and flyers are another great way to advertise your cookbook. You can usually find community bulletin boards at local shops, the post office, or at your church or school.

HINTS FOR MARKETING SUCCESS

talk to your local media

Pitch the local media to run a story about your achievement. You may want to target the local food editor to feature a recipe from the book or get the social affairs editor to do a story on how the funds raised will benefit the community.

bake n' book sale

You can set up in a mall or at a craft show with samples of baking. If people like what they taste, they'll definitely want to get the recipe!

sales incentives

Motivate your organization members by giving a prize to the person who sells the most cookbooks!

set small, attainable goals

Don't expect everyone to be a super salesperson. If goals are set too high, people may not even bother to try.

set a fair price

A fair market price helps ensure that a cookbook will sell itself while also helping your organization meet its fundraising goals. Since your costs are much lower than the going rate for cookbooks, you should be able to realize a tidy profit for your organization. Visit our website (www.gatebook.com) for our easy to use profit analyzer.

PROFIT AND PRICING ANALYZER

GATEWAY ONLINE COOKBOOK PRICING & PROFIT ANALYZER

Please Note: This calculator is based on a [laminated full color front cover in an 8-1/2 x 5-5/8" format on 50lb. paper with rounded corners bound with Plastikos plastic spiral binding.](#)

Disclaimer: The cost/profit presented by this calculator is a guide only to help you determine the profit potential of your fundraising cookbook. The actual cost/profit may vary depending upon the ultimate options and choices you make in finalizing your project.

Enter the number of cookbooks you would like to order in the box below.

Enter the number of recipes you estimate and click Convert.

This pricing is based on Template #1, which allows for 2 x 3 recipes to be displayed on a page.

Number of recipes

Convert

Number of pages

OR If you already know the number of pages - enter that number in the box above.

Pricing is based on the actual number of pages. At Gateway we average 2 to 3 recipes per page depending upon the layout chosen. Our prices also include 2 Intro pages, Table of Contents, and Index pages at no additional charge.

Specify the type of dividers you would like to use. [Click here for samples of Gateway dividers.](#)

8 Standard Color Dividers

Please indicate US or Canadian currency.

Canadian

Enter your Cookbook selling price OR click button for Gateway's suggested selling price.

Suggested Sell Price

Calculate

SUMMARY	Your order *	Options
Cost Per Book	\$ 0.00	
Total Revenue	\$ 0.00	
Less: Your Cost	\$ 0.00	
Estimated Gross Profit	\$ 0.00	

* You may order any quantity of books. Options may appear to show how quantity affects pricing.

just go to gateway’s home page

Click on PRICING and fill in the details of your project to see just how profitable your cookbook project can be!

34

PROFIT AND PRICING ANALYZER

GATEWAY ONLINE COOKBOOK PRICING & PROFIT ANALYZER

Please Note: This calculator is based on a [laminated full color front cover in an 8-1/2 x 5-5/8" format on 60lb. paper with rounded corners bound with Plastikoil plastic spiral binding.](#)

Disclaimer: The cost/profit presented by this calculator is a guide only to help you determine the profit potential of your fundraising cookbook. The actual cost/profit may vary depending upon the ultimate options and choices you make in finalizing your project.

Enter the number of cookbooks you would like to order in the box below.

100

Enter the number of recipes you estimate and click Convert.

This pricing is based on Template #1, which allows for 2 - 3 recipes to be displayed on a page.

Number of recipes

Convert

Number of pages

100

OR If you already know the number of pages - enter that number in the box above.

Pricing is based on the actual number of pages. At Gateway we average 2 to 3 recipes per page depending upon the layout chosen. Our prices also include 2 Intro pages, Table of Contents, and Index pages at no additional charge.

Specify the type of dividers you would like to use. [Click here for samples of Gateway dividers.](#)

8 Standard Color Dividers

Please indicate US or Canadian currency.

US

Enter your Cookbook selling price OR click button for Gateway's suggested selling price.

12.00

Suggested Sell Price

Calculate

Reset

Print

SUMMARY	Your order: 100 Books *	Option 1: 150 Books	Option 2: 300 Books	Option 3: 500 Books
Cost Per Book	\$ 5.69	4.72	3.51	2.75
Total Revenue	\$ 1,200.00	1,800.00	3,600.00	6,000.00
Less: Your Cost	\$ 568.68	708.39	1,052.92	1,375.95
Estimated Gross Profit **	\$ 631.32	1,091.61	2,547.08	4,624.05

* You may order any quantity of books. Above options show how quantity affects pricing.

** Taxes and shipping are extra, if applicable.

keep in mind...

The more books you order, the greater your profit margins!

35

DESIGN FEATURE PRICING

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Double-click on PRICING to see a list of our design features and their fees. Many are free, all add to the attractiveness and saleability of your cookbook.

Lamination	
Double Sided Lamination - front & back cover	\$.50/covers
Single Sided Lamination - front cover	Free
Single Sided Lamination - back cover	\$.15/covers
Color Ink	
Color printing - 6 x 9"	\$.12/page
Color printing - 8.5 x 11"	\$.24/page
Color front cover - 6 x 9"	Free
Color back cover - 6 x 9"	\$.12/page
Black & White ink	Free
Paper Stock	
Glossy 60 lb - 6 x 9" (i.e. for color photo papers)	\$0.01
Pastel colored paper stock for dividers	Free
colors include: green, yellow, cream, blue	Free
pink, and grey	Free
Editing Recipes	
Formatting/Editing	\$35.00/hour
Custom Designing	
Graphic Design - Covers	\$50.00/hour
Graphic Design - Dividers	\$50.00/hour
Graphic Design - Advertising Pages	\$25.00/page
Other Fees	
Hard Copy Proof	\$20.00/book
Typing per recipe including proofing	\$0.75
Cookbook re-orders	5% discount
Other Free Stuff	
Signing up online with Gateway for recipe submission	Free
Plastikol - plastic spiral binding	Free
Filters - Customer provided or standard Gateway filter	Free
Footer	Free
2 Intro Pages - 2 text pages of any kind	Free
Photograph - the placement of 1 black & white photo in your co	Free
Marketing Poster - announces your cookbook to the communit	Free

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