

## CULVER CITY FRIENDS OF THE LIBRARY *A Treasure Chest of Recipes*

The Culver City Friends of the Library are preparing a taste-tempting **COOKBOOK** featuring favorite recipes from members of our community. The cookbook will be beautifully illustrated, typeset in an easy-to-read format, professionally printed and bound and is sure to be **treasured** for years. Each cookbook will contain helpful hints, recipe category dividers, a table of contents, an index and special pages of interest to our community. All proceeds generated from this cookbook will benefit the Culver City Julian Dixon Library.



### HOW TO PARTICIPATE

There are several ways to participate in this fundraising project.

- 1) **Include your favorite recipe(s)** in the cookbook so you – or a friend or family member -- can be represented in our memorable collection. Your recipe contributions will ensure that our cookbook will be a success.
- 2) **Place an ad** in the cookbook. We hope you'll be eager to show your support. People keep cookbooks for many years, so your ad will generate benefits well into the future.
- 3) **Purchase a cookbook**. We anticipate a great demand for our cookbooks and we want to be certain to order enough. You can reserve one or more copies for yourself, your family and your friends at this time to be assured of receiving them. Reserve them now and enjoy a discounted price. We anticipate they will be available in early November 2006, just in time for fabulous holiday gifts!
- 4) **Include coupons to your place of business**. We invite restaurants and businesses to include coupons to their establishments that will accompany each cookbook purchased (e.g., "Buy one entrée and get a second free" or "Get one free dessert with each entrée purchased").

Read on for detailed instructions and pricing.

### RECIPE SUBMISSION INSTRUCTIONS

- Type or print clearly in ink and place only one recipe per form.
- If more room is needed, use another sheet of equal size and staple together.
- List all ingredients in order of use in ingredients list and directions.
- Include container sizes (e.g., 16-oz pkg., 24-oz can).
- Keep directions in paragraph form, not in steps.
- Use names of ingredients in the directions (e.g., "Combine flour and sugar." DO NOT use statements like "Combine first three ingredients.")
- Include temperatures and cooking, chilling, baking, and/or freezing times.
- Anything not part of the recipe (ingredients, directions, serving size) should be included under Recipe Notes (not to exceed 3 lines of text).

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### RECIPE NOTES

Cooks love special tidbits with a recipe such as nutritional information, suggested uses, recipe history or contributor information. Examples may include "This recipe was invented by the best cook ever -- my mother," "This recipe has been in the family for 100 years," "This hot and spicy recipe is a favorite of our Fire Chief," "This dish is one of the many specialties you'll find at (name of restaurant). Be sure to use the coupon accompanying this cookbook which is good for (specify details of coupon offer)", or simply include the address of your business/organization. Recipe notes cannot exceed 3 lines of text.



### AD COPY

Keep these points in mind when submitting material for ads:

- The ad cost is deductible as a business expense. Be sure to consult with your financial advisor for details.
- Business cards with colored or dark backgrounds and/or colored ink DO NOT print well. We are not responsible for poor print quality.
- Photographs in ads will not be accepted.
- Do not cover any of the printing on your ad copy with tape or staples.
- Ads will be printed in black ink on white paper, the same ink and paper color that will be used for recipe pages.
- Computer generated ads are accepted but must be sized according to the templates (available on our website [www.ccfol.org](http://www.ccfol.org)).
- Ads should be submitted **press-ready**. This is material that is ready to reproduce with no typesetting, touch-ups, or changes required.
- If you have any questions about the ad copy, contact Sharon Zeitlin at 310-559-1676 or email us at [info@ccfol.org](mailto:info@ccfol.org)



*Please note that inclusion of recipes, ads, and coupons is at the discretion of the Cookbook Committee.*

**CULVER CITY FRIENDS OF THE LIBRARY**  
**A Treasure Chest of Recipes**

**RECIPE COLLECTION SHEET**

FOLLOW INSTRUCTIONS ON BACK (Type or Print Clearly)

For FOL use only

**Category** (check one)

- |                                                   |                                         |                                          |
|---------------------------------------------------|-----------------------------------------|------------------------------------------|
| <input type="checkbox"/> Appetizers & Beverages   | <input type="checkbox"/> Main Dishes    | <input type="checkbox"/> Cookies & Candy |
| <input type="checkbox"/> Soups & Salads           | <input type="checkbox"/> Breads & Rolls | <input type="checkbox"/> This & That     |
| <input type="checkbox"/> Vegetables & Side Dishes | <input type="checkbox"/> Desserts       |                                          |

**Recipe Title:** \_\_\_\_\_

**Submitted By:** \_\_\_\_\_

(Print name as you want it to appear in the cookbook)

**INGREDIENTS:** Use abbreviations: pt. qt. pkg. env. c. tsp. T. oz. lb. gal. doz. sm. med. lg.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**DIRECTIONS:** \_\_\_\_\_

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**RECIPE NOTES** (optional): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Details, Recipe Collection Sheets and Ad Templates Available at [www.ccfol.org](http://www.ccfol.org)

**FEE STRUCTURE** **COST**

**Publish Your Recipe in the Cookbook**

Individual recipe: \$5 # of recipes submitted: \_\_\_\_\_ \$ \_\_\_\_\_

(One recipe published free with purchase of cookbook; see below)

**Place an Ad in the Cookbook** (select size of ad)

\_\_\_ patron (name of an individual or business): \$15 \$ \_\_\_\_\_

\_\_\_ 1/4 page ad (4 1/4" x 1 3/4"): \$30

\_\_\_ 1/2 page ad (4 1/4" x 3 1/2"): \$60

\_\_\_ full page ad (4 1/4" x 7"): \$100

\_\_\_ art work is included

\_\_\_ art work will be ready by \_\_\_\_\_, 2006

**Purchase a Cookbook**

Pre-purchased prior to August 31, 2006: \$15

(After August 31, 2006: \$20)

Please reserve \_\_\_ cookbooks for me \$ \_\_\_\_\_

(includes one free recipe submission with each book purchased)

**TOTAL \$** \_\_\_\_\_

**Include Coupons to Your Place of Business**

\_\_\_ I am interested in providing coupons for inclusion with the cookbook.

Please contact me at \_\_\_\_\_

Send your payment with your completed form to:

Culver City Friends of the Library, "Cookbook", 4975 Overland Avenue,  
 Culver City, CA 90230. *Make check payable to: Culver City Friends of the Library*

**DEADLINE:** This form, recipe(s), ad, and coupons must be received by **8/31/06**

**COMPLETE THE INFORMATION BELOW** (Type or Print Clearly)

**Name\*** \_\_\_\_\_

**Business/Organization\*** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Home Phone** \_\_\_\_\_ **Work Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

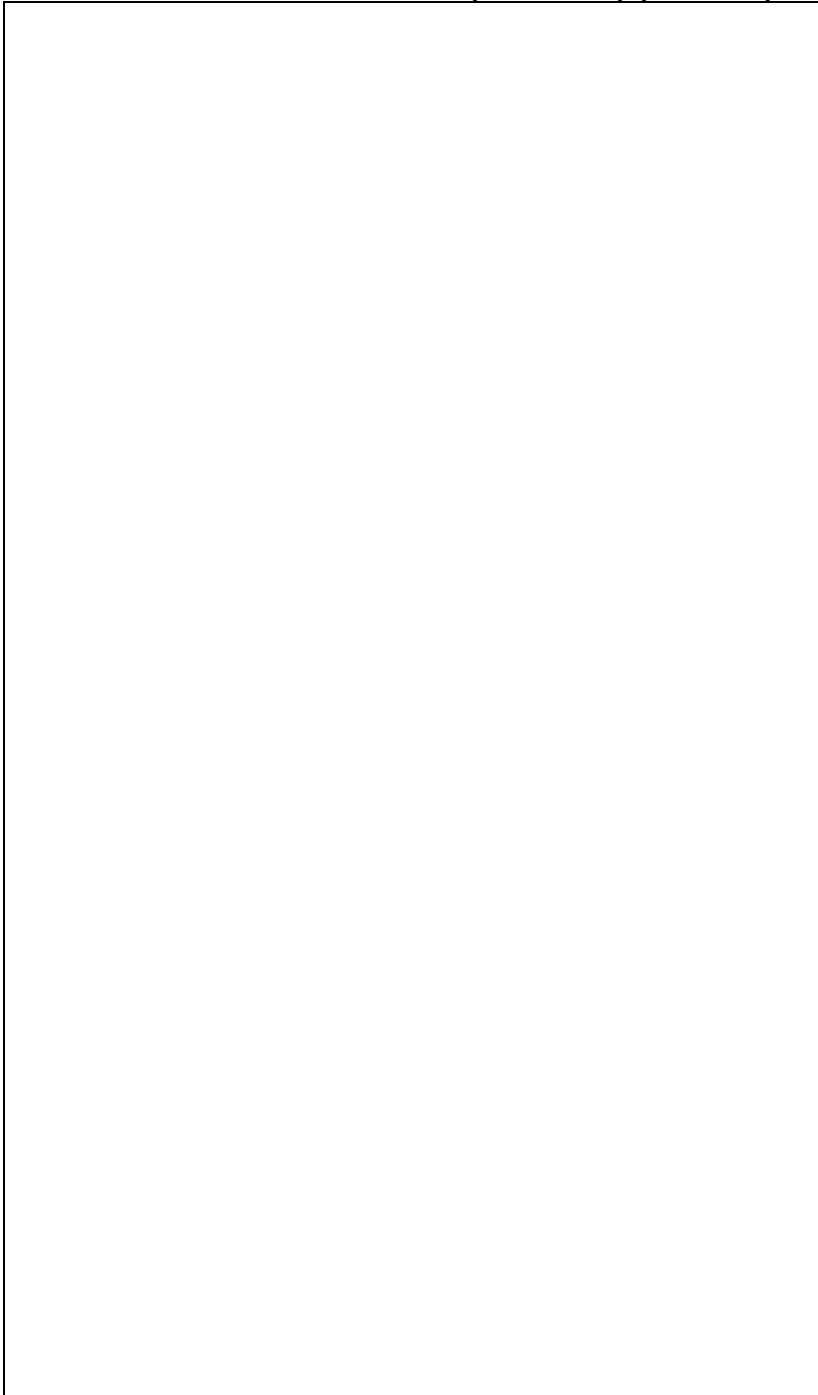
\*Print name as you want it to appear in cookbook and promotional material. If a business/organization, that name will be used unless indicated otherwise.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Title (if business/organization)** \_\_\_\_\_

For more information, contact Sharon Zeitlin at 310-559-1676 or [info@ccfol.org](mailto:info@ccfol.org)

**FULL-PAGE AD LAYOUT (4 ¼" x 7") (\$100/ad)**



**1/2 PAGE AD LAYOUT (4 ¼" x 3 ½") (\$60/ad)**

