INTERNATIONAL
Reading Association
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Pamela Sandoval
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Albany, NY 12246-0001

Download your FREE special report, **"Building a Successful Literacy Team,"** by visiting our website at **www.reading.org/administrators**!

Dear Pamela Sandoval:

Now, more than ever, teachers are being held accountable for the success of their students. And, as studies have shown, students score higher on assessments when their teachers learn how to provide effective, individualized instruction.

That's where you come in.

As a curriculum leader, you are responsible for more than setting educational standards. You're responsible for evaluating the performance of your teachers and their techniques, and providing them with the professional development they need to excel. After all, your test scores depend on it.

That's where we come in.

For more than 50 years, the **International Reading Association** has been the world's leading independent, non-profit organization of literacy professionals. IRA supports educators through a wide range of research-based publications, professional development resources, and networking opportunities. In other words, we support you.

Focus on Teacher Learning to Improve Student Learning

Your success depends on investing in the right kind of professional development for both you and your literacy team.

Membership in IRA gives you the resources you need to do just that. You will be able to:

- **Stay on top of the latest research-based teaching techniques with a subscription to one or more of IRA's peer-reviewed journals**, including ***The Reading Teacher***, a must-have for K-6 educators; ***Journal of Adolescent & Adult Literacy***, the only literacy journal geared toward older learners; or ***Reading Research Quarterly***, the leading scholarly journal in the field of literacy.
- **Take advantage of exclusive online content in our Members-Only web area**, which features a community for new teachers, a monthly column by bestselling author Lori Oczkus, journal articles, book chapters, podcasts, videos, lesson plans, and more!
- **Network with experts in the field of literacy from around the world and attend valuable PD sessions** at our highly popular Annual Convention, **with significant savings of up to $110 on registration**. This discount alone more than pays for your annual membership!

(More benefits on reverse side)

MUST REPLY BY JANUARY 10, 2011

One-Year IRA Membership (Individual)
All options include a free subscription to IRA's bimonthly newspaper, *Reading Today*.

Basic Membership: ~~$39.00~~ ☑ $31.20

Add journal(s) to your Basic Membership:	Print & Online	Online Only
The Reading Teacher (K-6, 8/yr.)	☐ **$30.00**	☐ **$24.00**
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Reading Research Quarterly	☐ **$30.00**	☐ **$24.00**

Membership dues total: $ _____

Remember, up to $250 of your membership dues and/or journal subscription(s) may be tax-deductible as a qualified educator expense. Please check with your tax advisor.

Discount Code: ADMIN10

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➢ **Please return your completed Reply Form with your payment in the enclosed postage-paid envelope by January 10, 2011,** or join online at **www.reading.org/administrators** and enter Discount Code **ADMIN10** when prompted. You may also fax your form with credit card information to 302-737-0878, or call us toll free at **800-336-7323** and mention this Administrator offer.