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As an added bonus, all journal subscriptions come with free online access, giving you the convenience of full-text and targeted searches and live links to web-based sources. These IRA resources can **help you help your teachers** reach new standards of excellence.

### Why choose IRA?

We realize you may already belong to another professional organization that focuses on management and leadership. When you also join IRA, you'll gain access to members-only benefits and professional resources that are written and vetted by the top experts in the field of literacy.

Plus, our forward-thinking approach to teacher education extends far beyond a single subject. For your students to succeed, their instructors must teach reading, writing, and critical thinking skills across *all* subject areas. Widespread adoption of the Common Core State Standards makes this even more imperative. IRA gives you the tools you need to help strengthen your overall literacy curriculum.

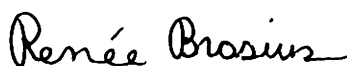
With all of the changes and challenges you're facing, there has never been a better time to join the International Reading Association! Become a member of the world's premier literacy organization today and take advantage of a **20% discount off Basic membership dues**. We're so confident you'll benefit from all IRA has to offer that your membership is covered by a money-back guarantee.

### IRA: turning education professionals into stronger literacy leaders

Becoming a member of IRA demonstrates a deep commitment to improving the quality of literacy instruction. With IRA, you have the power to effect even greater change in your school, your district, and your community.

To join the **International Reading Association** today, simply complete the attached reply form and return it in the postage-paid envelope. You may also sign up at **[www.reading.org/administrators](http://www.reading.org/administrators)**. Please enter Discount Code **ADMIN10** where prompted to receive **20% off your Basic membership**.

Sincerely,



Renée Brosius  
Membership Manager

P.S. To illustrate how IRA resources can help you achieve your goals, we'd like to offer you a FREE special report, "**Building a Successful Literacy Team.**" Go to **[www.reading.org/administrators](http://www.reading.org/administrators)** to download this essential guide and see sample articles from our journals. We're certain you'll recognize the value in an IRA membership and join today!