

## IRA Journals: Simply the Best

If you're an educator of children up to age 12, *The Reading Teacher* is the source for practical, evidence-based teaching ideas that will enhance your classroom practice and help you to meet the needs of all your students.

Are you looking for tools to help you motivate adolescent students to become engaged and active readers? You'll find the effective instructional techniques to help students 12 and older become successful readers in the *Journal of Adolescent & Adult Literacy*.

The leading research journal in the field, *Reading Research Quarterly* is essential reading for those committed to scholarship on literacy among learners of all ages.

*Add a journal to your IRA membership and get the latest tools and techniques delivered to your mailbox or your desktop!*



## Why Two Are Better Than One...

You're a member of a council chartered by the International Reading Association. Congratulations! Your valuable council membership provides support, mentoring, and local professional development opportunities that enrich your teaching practice and enhance your professional experience.

So you might be wondering...why join IRA?

Like you, IRA recognizes the important role our network of councils and affiliates play in the professional development of literacy educators across the country and around the world. We understand how valuable your council membership is to you.

When it comes to value, two professional memberships are even better than one.

When you also join IRA, you'll gain access to the wealth of professional resources, members-only benefits, and incomparable networking opportunities that come with membership in the world's leading organization of literacy professionals.

Support and enrichment close to home through your council...Cutting-edge resources and a global network of literacy professionals through IRA.

*Join IRA today and you'll see why two memberships really are better than one.*



Join now at [www.reading.org/invitationtojoin](http://www.reading.org/invitationtojoin)

Use the discount code **COUNCIL10** to save \$10!



# You're Invited...

## To Join the International Reading Association...

### Connect... To a vibrant, global community of literacy professionals

- Network with members of other councils and affiliates, experts in the literacy field, and bestselling authors at **IRA's Annual Convention**. Members receive discounts up to \$110—saving you much more than the cost of an annual membership!
- Choose from **40 special interest groups** to explore issues with professionals who share your interests.
- Support literacy programs all over the world. Join our advocacy efforts, volunteer for a literacy project, or explore leadership opportunities in the Association.
- Exchange ideas with your peers online through IRA's social media communities on Facebook, LinkedIn, and Twitter.



### Access... To a wealth of cutting-edge professional development resources and the latest literacy news will keep you at the top of your profession.

- Discover the latest research, evidence-based practices, and practical teaching techniques in our peer-reviewed journals. Online journal access is available free with your print subscription!
- Expand your knowledge with the broad selection of professional development sessions offered at our annual convention.
- Save 20% on IRA's literacy-focused books and videos. Or, join the IRA Book Club and save up to 30% off member prices on nine of our newest titles.
- Keep up with literacy news from around the world and learn about IRA's latest activities and advocacy efforts in *Reading Today*, our bimonthly newspaper.
- Find creative classroom ideas in our monthly, members-only e-newsletter, *IRA Inspire*.
- And...access other members-only benefits including IRA-sponsored discount offers on insurance products including professional liability insurance.



## Join IRA to

Enhance your teaching...  
Achieve your goals...  
and  
Thrive...



*We know that times are tough right now, but in this uncertain economy it is more important than ever to have resources and connections that will help you to achieve your career goals.*

So for a limited time we're inviting IRA council members to join as individual members of IRA for a very special price. Join by October 15, 2010, and we'll give you...

**\$10 off your IRA membership!**

*That's a \$10 savings you can apply to your IRA council membership dues.*

Order online at [www.reading.org/invitationtojoin](http://www.reading.org/invitationtojoin) and enter discount code **COUNCIL10** where prompted. To order by phone call 1-800-336-7323 and mention **COUNCIL10**. Or, return the enclosed reply card with your payment in the postage-paid envelope provided.