

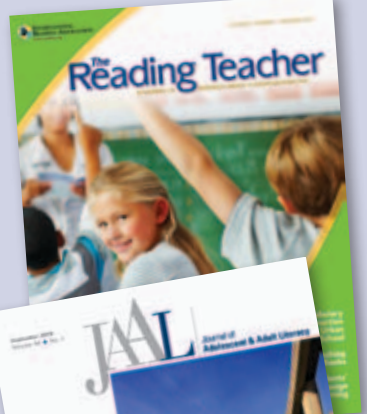
# IRA Journals... simply the best.

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!**



It's a new school year...

don't face it alone.

**Back to school... another year...another class of students...a new set of challenges.**

But as your kids are bursting through the classroom doors—ready for a new year—are you feeling like you could use a little inspiration, some fresh ideas, or maybe just a way to recharge your professional batteries?

We can help.

Join the **International Reading Association** and become part of a vibrant, global community of professionals who share your commitment to literacy instruction. You'll be inspired through exceptional networking opportunities that connect you with the brightest minds and the newest instructional techniques in the field. You'll find fresh ideas for the classroom in our peer-reviewed journals, our literacy-focused books and videos, and the broad selection of professional development sessions at our annual convention.

Take a look at the benefits we offer and discover how an IRA membership can give you the inspiration, resources, and support to **thrive** professionally—in the new school year and beyond.



Get the resources and support you need to revitalize your teaching practice and *thrive* as a literacy professional.

Join... Recharge... and Thrive

INTERNATIONAL



**Reading Association**

800 BARKSDALE ROAD, PO BOX 8139  
NEWARK, DE 19714-8139, USA  
[www.reading.org](http://www.reading.org)

Nonprofit  
Organization  
US Postage

**PAID**

International  
Reading Association



They're ready for a new school year...  
*are you?*



# Recharge...

## Get fresh ideas and creative teaching techniques to revitalize your teaching practice...

- ◆ Discover the latest research, evidence-based practices, and practical teaching techniques in our **peer-reviewed journals**. Online 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**.



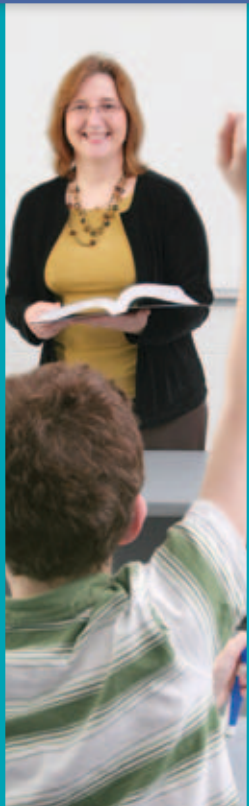
## ...and Thrive

### Find the support, networking, and professional opportunities you need to thrive in your profession...

- ◆ Network with experts in the literacy field, bestselling authors, and literacy educators from around the world at **IRA's Annual Convention**. IRA members save up to **\$110 on convention registration**. This discount alone more than pays for your membership!
- ◆ Find close-to-home support through our network of local and state/provincial councils and national affiliates. Plus, choose from 40 special interest groups to connect 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.

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

Join IRA today at a special price!



We know that times are tough right now, but in this uncertain economy it is more important than ever to have the resources and connections you need to achieve your career goals and thrive in your profession. So for a limited time we're inviting you to join IRA at a special discount.

Join by October 15, 2010, and save  
**\$10 off IRA membership.**

Order online at [www.reading.org/joinandthrive](http://www.reading.org/joinandthrive) and enter discount code **THRIVE810** where prompted. To order by phone, call **1-800-336-7323** and mention **THRIVE810**. Or, return the attached reply card, with your payment, in the postage-paid envelope provided.

Join... Recharge... and Thrive

Yes...

# I want to join IRA and receive resources and support I need to thrive in my profession.

All options include a free subscription to IRA's bimonthly newspaper, *Reading Today*.

## Membership Options

With Discount      With Book Club

Basic Membership       \$39 \$29       \$178 \$168

Basic Membership Plus One Journal       \$69 \$59       \$208 \$198

Basic Membership Plus Two Journals       \$99 \$89       \$238 \$228

Basic Membership Plus Three Journals       \$129 \$119       \$268 \$258

Membership Dues Total:      \$ \_\_\_\_\_

First Name      Initial      Last Name

Grid of boxes for First Name, Initial, and Last Name.

Street Address

Grid of boxes for Street Address.

City and State/Province

Grid of boxes for City and State/Province.

Country      Zip/Postal Code

Grid of boxes for Country and Zip/Postal Code.

E-mail Address

Grid of boxes for E-mail Address.

Telephone:     Home     Office

Grid of boxes for Telephone.

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.

## Please Select Your Journals:

- The Reading Teacher* (Learners up to age 12, 8 issues)
- Journal of Adolescent & Adult Literacy* (8 issues)
- Reading Research Quarterly* (4 issues)

## Payment Information:

- Check made payable to IRA enclosed for \$ \_\_\_\_\_.
- AmEx     Visa     MasterCard

Credit Card Account Number

Grid of boxes for Credit Card Account Number.

Exp. Date      Signature

Grid of boxes for Exp. Date and Signature.

**Return your completed Reply Form with your annual dues payment in the enclosed postage-free envelope by October 15, 2010.**

You may also fax your form with credit card information to 302-737-0878, apply online at [www.reading.org/joinandthrive](http://www.reading.org/joinandthrive) and enter discount code **THRIVE810** or call us at 800-336-7323.