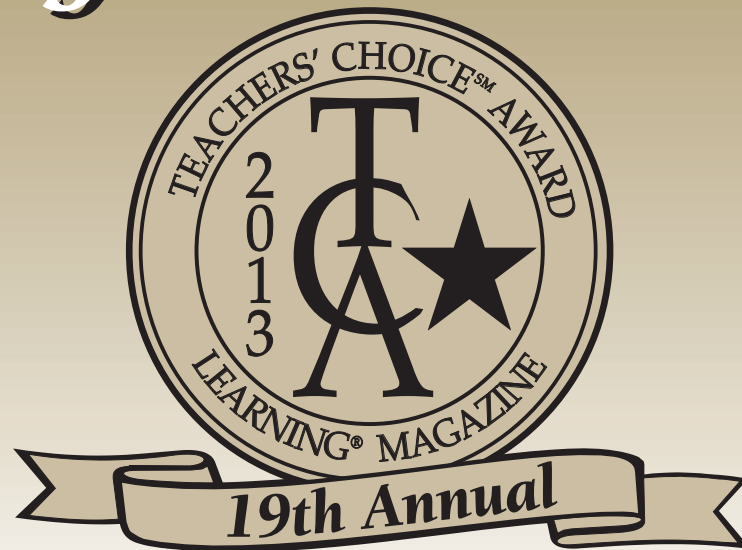


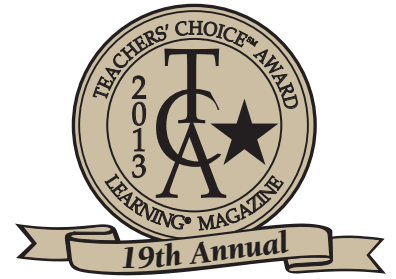
Call for Entries!



Enter **Learning** Magazine's
19th Annual
Teachers' Choice Awards Contest
New!

Learning sponsors the Teachers' Choice Awards to recognize excellence in classroom products. Enter as many products as you like.

Entries will be judged by teams of experienced PreK–Grade 8 teachers, who will test the effectiveness of products in actual classroom use.



Dear Product Manager:

Are your products the best in the business? Do teachers find them useful? Then more educators should know about them! That's why **Learning**® created the Teachers' Choice™ Awards contest, now in its 19th year!

Our promise to teachers has *always* been to showcase practical, hands-on tools to help them be better teachers. What better way to get this message across than by having real teachers share what works best in their classrooms?

- ❖ Each product entered will be **judged right in the classroom**, where selected PreK–Grade 8 teachers will use and evaluate it.
- ❖ Each product is judged **on its own merit**. One category could have multiple winners or no winners at all.
- ❖ Each product is evaluated on the characteristics most important to teachers—**quality, instructional value, ease of use, innovation, relevance to curriculum**—and whether or not our jury of teachers would **recommend it** to other teachers.

Teachers' Choice Award winners receive

- ✓ Free use of the prestigious Teachers' Choice Award logo on your product's catalog, packaging, and promotions
- ✓ Press releases forwarded to industry and consumer publications
- ✓ A feature in the January 2013 **Learning**, which reaches over 150,000 PreK–Grade 6 teachers
- ✓ Coverage on the **Learning** website for one year
- ✓ A winner's plaque and 1,000 Teachers' Choice Award logo stickers (with the option to buy more)

All entrants, regardless of winning, will receive teacher feedback on all products entered!

So act now! Complete the enclosed "Call for Entries" form and return it along with **three (3)** product samples. The early bird deadline is **February 24, 2012**, so there's no time to waste! The winning products will be announced by September 7, 2012, and will be featured in **Learning's** January 2013 issue.

Don't delay! Just follow the directions on the next page and get your entry in the mail today!

Sincerely,

A handwritten signature in black ink that reads "Anne Credi Sumpter".

Anne Credi Sumpter
Publisher



FREQUENTLY ASKED QUESTIONS

What do I send in when entering the Teachers' Choice™ Awards?

1. Completed entry form for each product
2. **THREE** samples of each product (They will not be returned.)
3. Entry fee (check or credit card)
4. A press release, complete description, and/or catalog

MAIL all of the above to

Learning® Teachers' Choice Awards
3515 W. Market St., Ste. 200
Greensboro, NC 27403



May I submit a product that previously did not win an award?

Yes. Any product that did not receive an award may be re-entered and will be judged by a different team of teachers. Products awarded the TCA seal in previous years are not eligible for re-entry.

How many samples do I send for each entry?

We require **three** samples for each entry. However, for consumable products, such as classroom magazines, please send **three** classroom sets so that the teacher can adequately share the product with his/her students. For smaller products—such as videos, CDs, pencils, etc.—you may send up to six samples so that each teacher who judges it may have his/her own sample.

My product is a series; can it be submitted as one entry?

Yes! You do not have to send the whole series; instead send three representative samples. If components of the series are sold separately, you may enter the individual titles. However, only the specific title that was entered may use the TCA logo (as opposed to the series) if selected as a winner. **Learning® defines a series as several volumes of books, videos/DVDs, or software containing the same subject matter (such as all language arts or all math).** **When entering a series with multiple grade levels, please enter three different grade levels (preferably one lower level, one middle level, and one higher level) for your three product samples.**

How does the judging process work?

Three teams of teachers evaluate your product in the classroom. We receive the evaluations for each product and then average the scores. Additional feedback is provided by teachers to share with entrants.

Can I ask the judges specific questions about my products?

Yes! This year you can add up to three questions specifically about your materials. Fees for these custom questions are listed below. Please submit these questions with your entry form on a separate sheet of paper. **Questions are subject to approval by the research director.**

NEW!

How will I be notified of my product's status?

The contact listed on the entry form will be notified of the status of the product(s). Announcements will be emailed by September 7, 2012, to all entrants. Please let us know if there is a change in contact information at any point in the competition.

Why should I enter?

The Teachers' Choice Awards offer unique marketing opportunities for your products. A panel of teachers in real classroom environments judges each product. You'll receive authentic feedback that can be highly beneficial in effectively marketing your product! The TCA logo cuts through traditional marketing language and uniquely conveys to consumers that real classroom teachers recommend your product to their peers.

Early Bird: February 24, 2012

Deadlines

Standard: March 23, 2012

Last Minute: April 20, 2012

Early Bird

(postmarked by 2/24/12)

1–2 entries: \$195 each
3 or more: \$175 each

Entry Fees

Standard

(postmarked by 3/23/12)

1–2 entries: \$225 each
3 or more: \$200 each

Last Minute

(postmarked by 4/20/12)

All entries: \$300 each

Custom Questions

First question: \$100 **Each additional question:** \$75

(Please see "Frequently Asked Questions" for question guidelines.)



Call for Entries!

COMPLETE ALL INFORMATION BELOW

1. CONTACT NAME AND ADDRESS (All correspondence will be sent to this contact.)

ENTERED BY Manufacturer Distributor Public Relations Other _____

For office use only

Company Name _____

Public Relations Company Name (if applicable) _____

Contact's Name _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email (Evaluator comments will be sent to this address.) _____

2. NAME OF PRODUCT _____

GRADE LEVELS _____ and/or **AGE LEVELS** _____

ORDERING INFORMATION Toll-free number _____ **RETAIL PRICE OF PRODUCT** _____

WEBSITE _____

3. FEE (see the "FAQ" page for pricing & guidelines)

Entry fee \$ _____

Fee for custom question(s) \$ _____

Total: \$ _____

Check Included Check is coming under separate cover
(Please make check payable to Learning magazine.)

VISA MasterCard Am Ex Account # _____

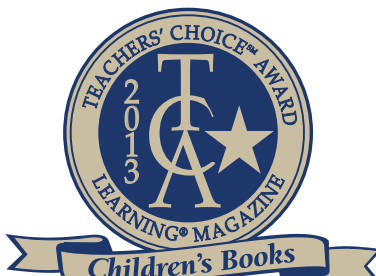
Cardholder (Please print.) _____ Expiration Date _____

*Credit card statements will reflect a charge from The Education Center, Inc.

4. CATEGORY *Please note:* We use these categories to send the products to teachers. A category may have multiple winners or no winners at all. Please choose one best suited for your product.

- Arts & Crafts**
(crayons, markers, paints, modeling clay, ceramics, cards, kits, pipe cleaners, adhesives, etc.)
- Educational Software**
- ESL**
(English as a second language)
- Electronics & Audiovisual Aids**
(calculators, spelling checkers, multimedia hardware, etc.)
- Games & Toys**
(blocks, manipulatives, puzzles, games, building sets, puppets, dolls, early learning toys, physical fitness, etc.)
- Professional Books/Classroom Management**
(plan books, record books, awards, forms, stickers, maps, charts, displays, bulletin boards, management systems, parental involvement aids, instructional software, etc.)

- School Supplies**
(pens, pencils, erasers, paper, notebooks, rulers, scissors, clips, staples, whiteboards, etc.)
- Special Needs**
- Supplements**
(activity books, resource books, reproducible workbooks, thematic units, posters, etc.)
- Textbook Series**
- Video/Audio**
(musical, instructional learning on videos, DVDs, audio-cassettes, instructional learning on CDs, etc.)
- Websites**
(instructional, management, educational—for teachers and/or students)



Children's Literature
(fiction and nonfiction, including trade books)

Winners in the book category will receive the TCA Children's Books seal and will be spotlighted in the special TCA Children's Books section.

5. CURRICULUM AREA _____

6. How did you hear about the Teachers' ChoiceSM Awards?

- edplay* *Educational Dealer* *Learning* *Previous Entrant/Winner* *Trade Show*
 Publisher's Weekly *SPAN Connection* *Tidings* *Email Blast/Entry Form* *Other* _____

IF YOU HAVE QUESTIONS OR NEED FURTHER INFORMATION, PLEASE CALL (336) 851-8251 OR EMAIL HCREWS@LEARNINGMAGAZINE.COM.

Please submit one completed form for each entry. Be sure to enclose the entry fee for each entry and product literature or a description of the product. This form may be photocopied. Scores will not be released. Products will not be returned.

Learning® Magazine

2012 Teachers' ChoiceSM Award Winners

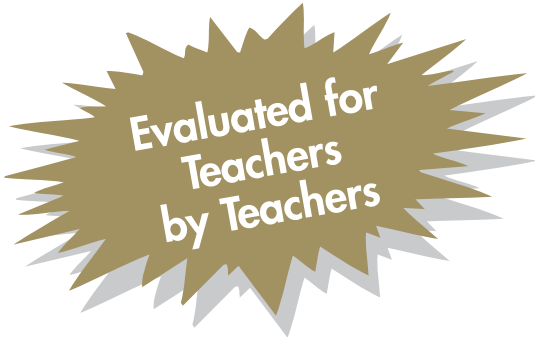
AccuCut LLC	Learning Resources
Acme United Corporation	Lone Star Learning
AIMS Education Foundation	The McGraw-Hill Companies
American Museum of Natural History	Mentoring Minds
Benchmark Education Company	NCircle Entertainment
Buttery Moon Multimedia, Inc.	Newbridge Educational Publishing
Carus Publishing	Northpoint Horizons TM
Discovery Education	PBS Distribution
Dixon Ticonderoga Company	Polydron® UK Ltd.
Educational Insights®	Really Good Stuff, Inc.
Faber-Castell USA	Redleaf Press
Federal Trade Commission	Remedia Publications
Fiskars Brands, Inc.	Rock 'N Learn
Flying Start Books Ltd.	The Rosen Publishing Group, Inc.
Gallopage International, Inc.	Silver Strong & Associates
Get Set For School TM Handwriting Without Tears®	Storey Publishing, LLC
Gryphon House, Inc.	Sundance Publishing
Health Edco	Super Duper® Publications
Integrity Time, LLC	Teacher Created Materials Publishing
Key Education — an imprint of Carson-Dellosa	Teacher's Discovery®
Leapfrog Enterprises, Inc.	Toymato Entertainment
Learning Links Inc.	World Book, Inc.

2012 Teachers' ChoiceSM Award for Children's Books Winners

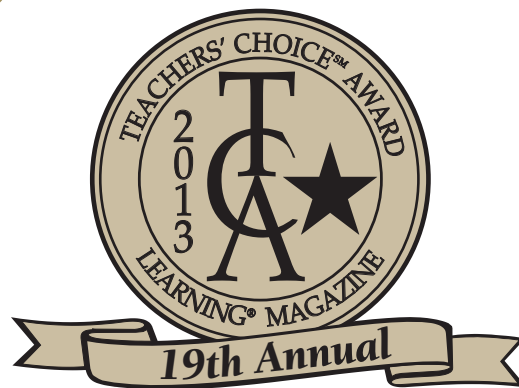
Capstone Press, a Capstone imprint	Millbrook Press, a division of Lerner Publishing Group
Charlesbridge	Palm Publishing LLC
Dawn Publications	Sylvan Dell Publishing
DK Publishing	Weigl Publishers Inc.
Heinemann-Raintree, a Capstone imprint	

19th Annual
Learning® Teachers' Choice™ Awards
3515 W. Market St., Ste. 200
Greensboro, NC 27403

Enter Today!



Call for Entries!



"You are the only awards program we have come across that actually followed up after winners were chosen and sent everyone the judges' comments! Seeing what judges really thought about our products makes your whole awards program a very meaningful experience for entrants."

— Jennifer Glidden, Capstone Press

Hurry! Early Bird Deadline is 2/24/12!