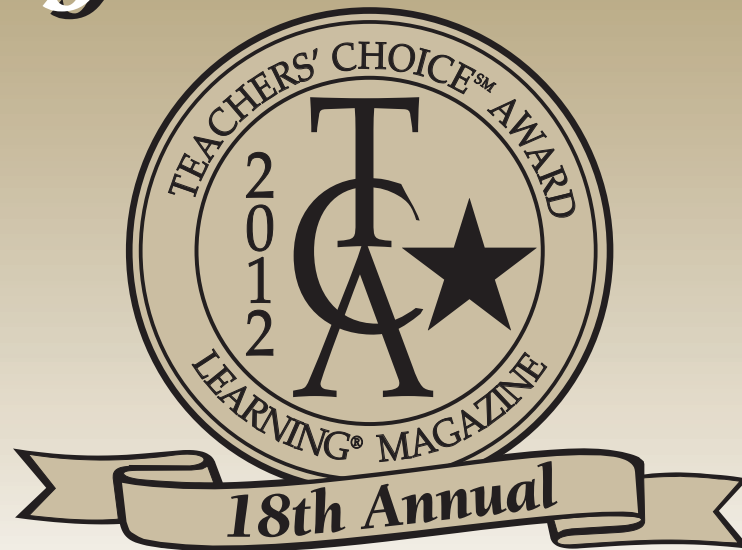


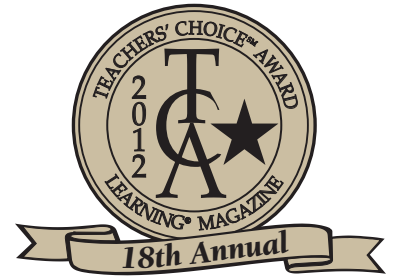
Call for Entries!



Enter **Learning** Magazine's
18th 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' ChoiceSM Award contest, now in its 18th 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 2012 **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 18, 2011**, so there's no time to waste! The winning products will be announced by September 9, 2011, and will be featured in **Learning** magazine's January 2012 issue.

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

Sincerely,

Anne Credi Sumpter
Publisher



NEW THIS YEAR:

Ask our judges questions specific to your product!
This opportunity is available to a limited number of entrants;
additional fee applies. See FAQ for details.

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 Research Director.**

How will I be notified of my status?

The contact listed on the entry form will be notified of the status of the product(s). Announcements will be emailed by September 9, 2011, 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.

Deadlines

Early-Bird Deadline: February 18, 2011

Standard Deadline: March 18, 2011

Last-Minute Deadline: April 15, 2011

Entry Fees

Standard Deadline

(postmarked by 3/18/11)

1–2 entries: \$225 each

3 or more: \$200 each

Last-Minute Deadline

(postmarked by 4/15/11)

All entries: \$300 each

Early-Bird

(postmarked by 2/18/11)

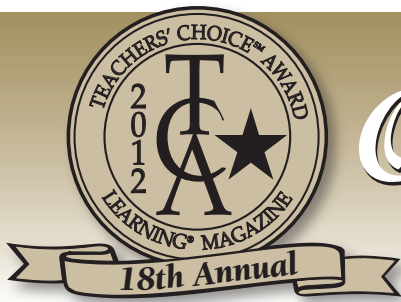
1–2 entries: \$195 each

3 or more: \$175 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** _____

WEB SITE _____

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

Entry fee \$ _____

Fee(s) for custom research questions \$ _____

Total: \$ _____

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

VISA MasterCard Am Ex Account # _____

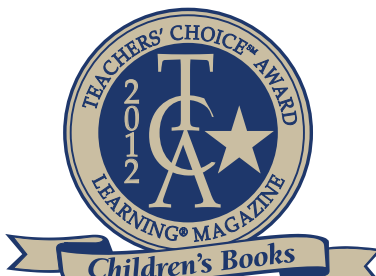
Cardholder (Please print.) _____ Expiration Date _____

*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.)
- Education Software**
- ESL**
(English as a second language)
- Electronics & Audiovisual Aids**
(calculators, spelling checkers, multimedia hardware)
- Games & Toys**
(blocks, manipulatives, puzzles, games, building sets, puppets, dolls, early-learning toys, physical fitness)
- 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, chalkboards, etc.)
- Special Needs**
- Supplements**
(activity books, resource books, reproducible workbooks, thematic units, posters, etc.)
- Textbook Series**
- Video/Audio**
(musical, instructional learning on video, DVD, audio-cassettes, instructional learning on CD)
- 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' Choice 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

2011 Teachers' ChoiceSM Award Winners

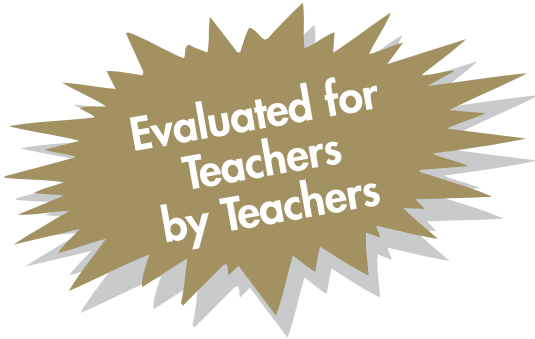
Acme United Corporation	Inquisitive Minds, Inc.
AutismPro	Key Education Publishing Company, LLC
Benchmark Education Company	K'NEX Education
BrainPOP®	LEARNING A-Z
Brinsea Products Inc.	Marsh Industries, Inc.
Carson-Dellosa Publishing, LLC	Marzano Research Laboratory
Didax Education	The McGraw-Hill Companies
Dinah-Might Adventures, LP	Mentoring Minds, LP
Disney Educational Productions	National Scrabble® Association
Educational Insights®	Newmark Learning, LLC
EducationCity.com, Inc.	One More Story, Inc.
Edupress Inc.	Patch Products, Inc.
Ellison Educational Equipment Inc.	PBS Distribution; Out of the Blue Enterprises LLC
Epson America, Inc.	Project Learning Tree®
Evan-Moor Corporation	Really Good Stuff, Inc.
Faber-Castell USA	Redleaf Press®
Fat Brain Toys, LLC	Scholastic, Inc.
Fiskars Brands, Inc.	Solution Tree Press
Flocabulary, LLC	Sundance Publishing
Flying Start Books Ltd.	Super Duper® Publications
Gallopede International, Inc.	ThinkFun, Inc.
Growing Sound, a division of Children, Inc.	Your Baby Can, LLC
Gryphon House	Zaner-Bloser, Inc.
Incentive Publications, Inc.	Zoo-phonics®, Inc.

2011 Teachers' ChoiceSM Award for Children's Books Winners

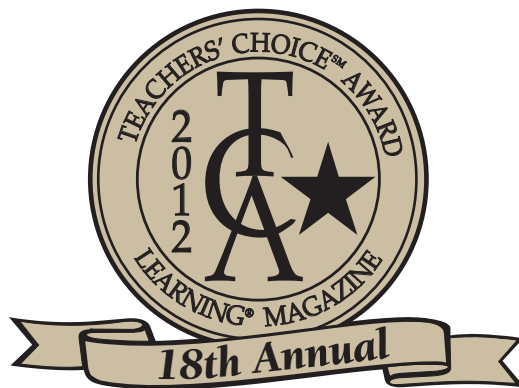
Bearport Publishing Company, Inc.	Little Pickle Press LLC
Boyd's Mills Press	Magination Press
Celtic Sunrise	Rubicon Publishing Inc.
DK Publishing	Sleeping Bear Press
Kane Press	Sylvan Dell Publishing

18th 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 2/18/11!