

**A NEW WAY TO THINK  
ABOUT INDEPENDENT READING**

**2009–2010  
PRICELIST**

**ENTERPRISE EDITION**

## WHAT'S NEW IN *SCHOLASTIC READING COUNTS!* ...

### ... AND WHY IT MATTERS.

#### STUDENT LICENSES

**WHY IT MATTERS:** Student licenses offer greater flexibility. Schools can obtain licenses for the exact number of students involved in independent reading. There is no need to blanket the school with excess licenses. Student licenses can easily move between schools when enrollments shift. Strategically applied, *Scholastic Reading Counts!* can scale to exact usage needs. Plus, Scholastic's perpetual license agreement allows you to continue with the program indefinitely.

#### STUDENT ACCESS TO ALL PUBLISHED QUIZZES

**WHY IT MATTERS:** Everyone wins with access to the entire database of quizzes. Management is simplified for the technology staff. For teachers and librarians, there is no need to shop for quizzes. Customizing tools allow for personalization for each student's learning needs. In the end, total quiz access maintains equity among various learning communities.

#### ACCESS FEE

**WHY IT MATTERS:** The annual subscription, or the Access Fee, provides vast improvement in timeliness of quiz delivery over the semiannual disc delivery that we previously offered to WAN users. In addition to monthly disc delivery, schools receive new, "movie-proofed," and any error-corrected quizzes automatically. There are no shipping and handling charges associated with the disc delivery. The Access fee will NOT apply to *SRC!* Licenses obtained through *READ 180* or *System 44* when a school expands *SRC!* in its learning community.

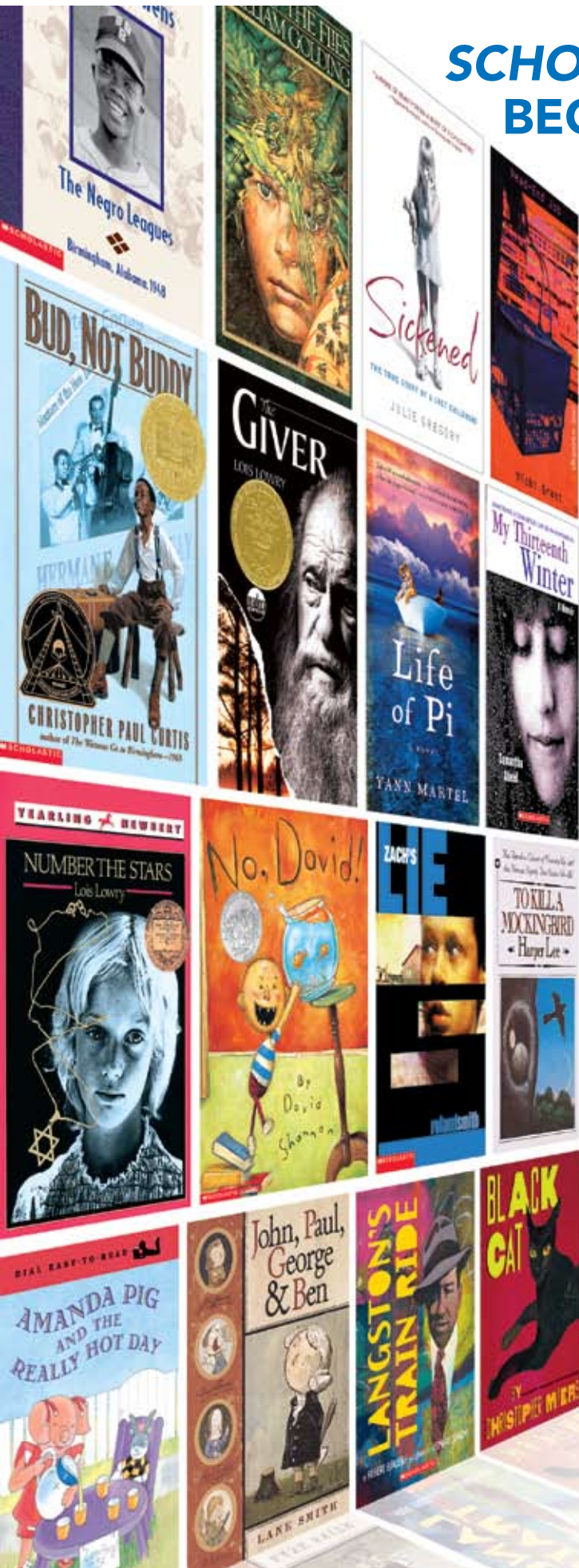
#### WELCOME KIT & eNEWSLETTER

**WHY IT MATTERS:** Getting off to a good start and learning about how other educators have successfully implemented *Scholastic Reading Counts!* enrich the teaching and learning experience. With every order, schools receive a Welcome Kit that contains a *Teacher's Guide*, classroom posters, and proven implementation suggestions. Learn about newly published quizzes, the new books that *Scholastic Reading Counts!* supports, and other product ideas through our FREE new eNewsletter. **Sign up at [www.scholastic.com/SRC](http://www.scholastic.com/SRC).**

# SCHOLASTIC READING COUNTS!® BEGINS WITH GREAT BOOKS ...

... and supports independent reading with:

- SIMPLE, EASY PRICING
- SCALABLE CLASSROOM-BUILDING AND DISTRICT-READY IMPLEMENTATION
- FAST ACCESS TO ALL QUIZZES
- EASY-TO-MANAGE STUDENT LICENSES





Dear Educator,

**The new Scholastic Reading Counts!® presents a new way to think about independent reading.** Expanding on the positive response to a license pricing promotion last spring, we now offer our Student License plan as the new way for districts, schools, and classrooms to obtain *Scholastic Reading Counts!*

This change signals more than a simpler price structure. This change puts into practice powerful ideas about children and literacy.

**IDEA #1 EMPOWERMENT.** We want to instill a love of reading in children. While a motivational program gets them started, in the end, students need to have the power to make their own reading choices. With the new *Scholastic Reading Counts!*, your students have access to every quiz we publish. They can use this Lexile®-based program for the books they read in and out of the school. We can better support them as they read on their own.

**IDEA #2 EQUITABLE ACCESS.** We have an obligation to create equity in resources for all students. With the new *Scholastic Reading Counts!*, every reader in every school in your district can access the same database of quizzes. With a single unified pricing structure, budgeting and managing program access is easier for all members of your technology, teaching, and administrative staffs.

**IDEA #3 PERSONALIZATION.** We tailor instruction with quality instructional books that are meaningful to each school, classroom, and child. A meaningful, independent reading program demands deeper personalization with culturally relevant and leveled books. Our commitment to providing great books continues as we supply literature that connects to students on eCatalog.

If your school or district is making a strategic investment in reading, *Scholastic Reading Counts!* helps you meet literacy goals for all students.

Sincerely,

A handwritten signature in cursive script that reads "Margery Mayer".

Margery Mayer  
President  
Scholastic Education



## MEET LITERACY GOALS AND PROVE IT!

**SCHOLASTIC READING COUNTS! (SRC!) is an independent reading program that monitors students' progress on the LEXILE FRAMEWORK® FOR READING. By providing targeted reading recommendations to students, this computer-based program offers quizzes to probe basic reading comprehension skills.**

Helping educators and students meet literacy goals, *Scholastic Reading Counts!* provides up-to-the-minute reports to students, teachers, and administrators on independent reading progress.

### WITH YOUR PURCHASE, YOUR CLASSROOM, SCHOOL, OR DISTRICT WILL RECEIVE:

- *Scholastic Reading Counts!* program software
- Scholastic Achievement Manager (SAM) software
- All currently published quizzes – over 45,000!
- Student Licenses
- New quizzes through the Access Fee
- Welcome Kits for each site



An essential component of *READ 180®* and *System 44®*, *Scholastic Reading Counts!* is successfully implemented as a stand-alone program because it fully supports the independent reading efforts of all K-12 students.

## NEW! SCHOLASTIC READING COUNTS!

**SCHOLASTIC READING COUNTS!** now allows as few as 50 students to use the program while affordably accommodating higher enrollment. With **SCHOLASTIC READING COUNTS!**, you retain the perpetual right to use the program and all the quizzes you have obtained.

### When Schools Work Together, They Save!

Save 50% when your district signs up for the Access Fee for multiple years!

ENROLLMENT	PROGRAM SOFTWARE	ANNUAL ACCESS FEE
50-999	\$7.50 per student	\$2.00 per student license
1000-4999	\$6.50 per student	\$2.00 per student license
5000+	\$5.50 per student	\$2.00 per student license

- Your cost is determined by the number of licenses on your purchase order.
- The Access Fee must be included in the order.
- Shipping and Handling is 4% for program software only.

## NEW! SAM'S PLAN OFFER

SAM'S PLAN IS A LIMITED-TIME OFFER FOR SCHOOLS AND DISTRICTS THAT WISH TO:

- Convert entire District to the Student License Plan.
- Expand *Scholastic Reading Counts!* in a new *READ 180*® or *System 44* purchase.
- Trade up from Accelerated Reader.®

SAM'S PLAN pricing is just \$3.50 for each Student License, plus the \$2.00 Access Fee. Call 1-800-387-1437 to see if you qualify.



OFFER EXPIRES 8/31/10

# SCHOLASTIC READING COUNTS! ORDER FORM

PRODUCT	ITEM #	PRICE	QUANTITY	TOTAL PRICE
50-99 SRC! Student Licenses	514726	\$7.50 per student		
1000-4999 SRC! Student Licenses	514729	\$6.50 per student		
5000+ SRC! Student Licenses	514739	\$5.50 per student		
SRC! Student Access Fee	514932	\$2.00 per SRC! Student License		
SRC! Welcome Kits	514933	Included		
SRC! Administrator's Kit	514934	Included		
SRC! EE Current Quiz Disc		Included		
SRC! Hands-on Training	504125	\$2,500 for 25 participants		
SRC! Additional Participants	514715	\$50.00		
SRC! Interactive Webinar	521300	\$799 per Webinar		
SRC! Product Maintenance and Support Plan	992224	\$225		

You may be contacted by a Scholastic Representative to certify your *Scholastic Reading Counts!* order. Hands-on training orders require scheduling and typically require at least four to six weeks lead time.

\*State law requires that sales tax be added to your order unless we have a sales tax exemption certificate on file. If tax has been added to your order and you are exempt from sales tax, please fax your sales tax exemption certificate to Scholastic Inc, 1-877-242-5865 or mail to Scholastic Inc, 2315 Dean Street, St. Charles, IL 60175

#### THE SCHOLASTIC GUARANTEE

Every Scholastic product is unconditionally guaranteed. If for any reason you are not completely satisfied, contact us within 90 days and we will credit your account, no questions asked.

GRAND SUBTOTAL	
SALES TAX*	
SHIPPING	
TOTAL	

#### SHIP TO:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SCHOOL/SCHOOL ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL ADDRESS\* \_\_\_\_\_

\*By providing your email address, you are permitting Scholastic Inc to send you information via electronic mail.

#### BILL TO:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SCHOOL/SCHOOL ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

## NEED HELP ORDERING?

Please call Scholastic  
Customer Service:

**1-800-387-1437**

8 a.m. to 5 p.m. CST

Or fax your order to:

**1-877-242-5865**

Or mail your order to:

Scholastic Inc  
Suite 600  
2315 Dean Street  
St. Charles, IL 60175

Visit us online at  
[www.scholastic.com/SRC](http://www.scholastic.com/SRC)

#### PAYMENT METHOD:

Check or money order enclosed.

Charge my:  MasterCard  
 Visa  
 American Express  
 Discover

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Bill me

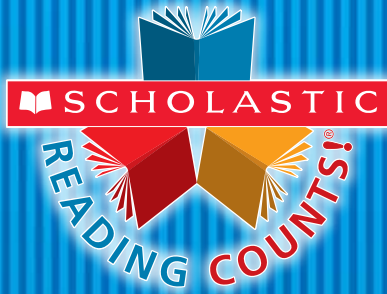
(Applies only to orders of \$25 or more. School address only.)  
If you are being billed, please provide the following information:

Order Authorized by \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Purchase Order# \_\_\_\_\_



FOR MORE INFORMATION ABOUT SCHOLASTIC ASSESSMENT:  
2315 DEAN STREET, SUITE 600  
ST. CHARLES, IL 60175  
FAX: 877-242-5865  
PHONE: 800-387-1437

VISIT US ONLINE AT [SCHOLASTIC.COM/SRC](http://SCHOLASTIC.COM/SRC)

For product demonstration in your school or district, please call your Scholastic Regional Sales Office:

**EAST**

800-221-5312  
214-414-3040

**CENTRAL**

800-225-4625  
630-523-5138

**WEST**

800-342-5331  
818-610-7272



*Scholastic Reading Counts!* aligns to these federal funds sources:

- Title 1
- IDEA
- EETT

For more information, please visit  
[www.scholastic.com/economicrecovery](http://www.scholastic.com/economicrecovery)