

The premiere publication

The *Journal of Reading Recovery* is the premiere Reading Recovery publication for teachers, administrators, and university literacy faculty. Published just twice annually, this refereed professional journal features four in-demand sections:

Teaching

practical and theoretical information for teachers, case studies, success stories

Implementation

information to help busy administrators manage and evaluate the success of Reading Recovery and Descubriendo la Lectura in their schools

Research and Evaluation

case studies, readable research articles, timely outcomes data for Reading Recovery programs and students

RRCNA News

continuing professional education notices, advocacy news, and updates on issues impacting Reading Recovery

Nine of 10 readers retain their copies of *JRR* and use them for future reference and research. This means that ads will be read not just in the current issue but throughout the coming months and years. Readers also share articles from *JRR* with classroom and reading teachers, literacy coaches, reading specialists, and administrators.

For Spanish Language Readers

JRR also reaches teachers of Descubriendo la Lectura, a reconstruction of Reading Recovery for students whose beginning reading instruction is in Spanish. These teachers and teacher leaders purchase Spanish-language materials.

Advertising policy

Advertising Acceptance. The Reading Recovery Council of North America (RRCNA) accepts advertising from external vendors for publication in *The Journal of Reading Recovery* with priority given to advertising consistent with the teaching of Reading Recovery children. RRCNA reserves the right to approve, reject, and/or recommend needed changes to advertising submitted.

Advertising pages will be reviewed by the editor-in-chief. Any advertising that contains text or design elements that have an editorial appearance will be clearly identified with the word "Advertisement."

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Complimentary Copies. Two complimentary copies are sent to the advertiser contact when the issue is published.

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Written instructions are required for insertion orders and cancellations. RRCNA will send confirmation of receipt for all orders. It is the advertiser's responsibility to confirm receipt of changes and cancellations. No cancellations will be accepted after the closing date. Order forms can be downloaded from the RRCNA website, www.readingrecovery.org.



Reading Recovery[®] Council
of North America

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The Journal of
Reading Recovery
PUBLISHED BY THE READING RECOVERY COUNCIL OF NORTH AMERICA

Fall 2009 Vol. 9 No. 1

CELEBRATING 25 YEARS OF READING RECOVERY IN NORTH AMERICA



The Legacy of Reading Recovery
Billie J. Askew and Barbara Watson

**The Promise of Clay's Theory
of Literacy Processing:
Training Literacy Lessons
Intervention Specialists**
Eva Konstantellou and Mary K. Lose

**Reflections from a
Two-Decade Association**
Anthony S. Bryk

The Critical Influence
W. Dorsey Hammond

Foundational Ideas
Darrell Morris



Excellence 25 Years Reading Recovery

The Journal of
Reading Recovery
Spring 2010 Vol. 9 No. 2

CELEBRATING 25 YEARS OF READING RECOVERY IN NORTH AMERICA

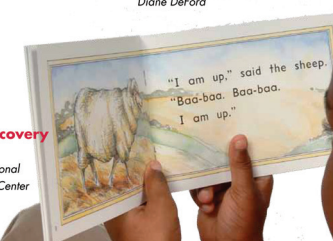


**Changing Lives Forever:
Looking Backward and Forward**
Carol A. Lyons

**The Reverberation of Good Practice:
Reading Recovery's Lasting Influence**
Gay Su Pinnell

**Marie Clay: Changing the Face
of Assessment**
Diane DeFord

**Annual
Summary
Report of
Reading Recovery
Outcomes**
from the International
Data Evaluation Center



Reading Recovery Council
of North America

Reach the nation's
early literacy experts

Advertise in
The Journal of Reading Recovery

About our readers

Reading Recovery teachers are experienced and highly qualified to know what materials work with children. They purchase books and products for their Reading Recovery teaching, and administrators often rely on their expertise when making purchasing decisions.

Reading Recovery administrators serve over 6,000 elementary schools in nearly 2,000 school districts across the U.S.

Reading Recovery site coordinators are a powerful group of budget managers, often with authority to spend federal funds for their school district or multidistrict area.

Reading Recovery teacher leaders and Reading Recovery university trainers have purchasing authority and influence as they train other reading professionals.

- Reading Recovery teachers average 20 years of employment in education.
- More than two-thirds of Reading Recovery teachers have a master's degree or higher.
- Reading Recovery teachers are reading specialists, with 71% teaching half-days in their school Title I or special reading programs.

NDEC National Report for 2008–2009 school year

What readers say about JRR

"JRR is much appreciated and a significant source for teaching and thinking about literacy."

— RRCNA partner member

RRCNA Internet Use and Readership Survey, January 2008

Advertising opportunities

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Associate Members receive a 10% discount and free process color on every ad!

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OR
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\$3025
4-color process

FULL PAGE
\$1730

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\$1385

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\$1085

1/3 PAGE
\$745

1/6
PAGE
\$485

Reserve Your Space Today!

Reserve space in 3 consecutive issues and receive a 5% discount on each insertion.

Specifications

COVERS

Inside front/inside back cover 8.5 x 11
(7.5 x 10 live area; allow 1/8-inch bleed trim)

INSIDE DISPLAY ADS

Full page 8.5 x 11
(7 x 10 live area; allow 1/8-inch bleed trim)

2/3 page 7 x 6.5

1/2 page 7 x 4.5

1/3 page 7 x 3.25

1/6 page 2.25 x 4.5

All covers are 4-color process. All inside ads are black only; 4-color process available on inside ads for an additional \$250.

Platform All files submitted should be Macintosh-compatible. Application files supported are Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.

File Formats Macintosh-compatible formats such as TIFF and EPS are acceptable. Preferred format is press-ready Adobe pdf. All color must be CMYK.

Bleeds No bleeds will be allowed on inside pages except full page ads. Allow 1/8-inch bleed margins on all full-bleed ads.

Fonts All fonts used must be supplied with the original file except for PDF delivery.

File Delivery Preferred delivery as Adobe pdf e-mailed to vfox@readingrecovery.org. Files also can be submitted on CD if accompanied by a laser proof of ad with file.

Send advertising reservations, insertions, artwork, materials, and correspondence to:

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