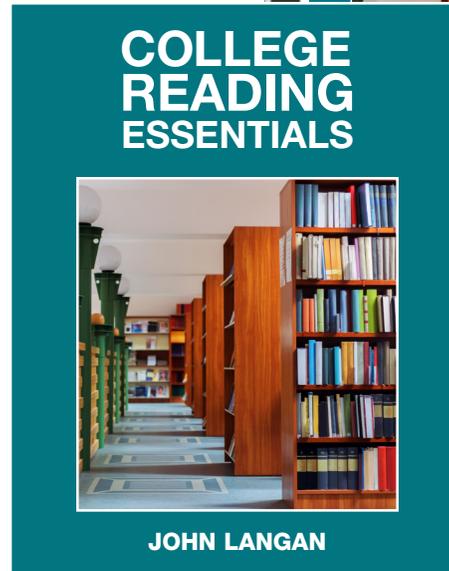


Want to Prepare Students for College-Level Reading?

Introducing

College Reading Essentials



A powerful print or digital reading program that will take your students' reading level from where it is to where it needs to be.

Available
as a **book**
or as an
**individualized
digital
program.**

**Builds Key Reading Skills
for College Readiness**

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**For Incoming and Aspiring
College Students**

See more in the FREE booklet that shows 80 pages of CRE.
And check details inside for a FREE CLASS TRIAL of the digital version.



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Dear Educator:

For more than 25 years, Townsend Press materials have set the standard for clarity, ease of use, and effectiveness for college students working to build their reading skills.

Now, for high school students preparing for college and careers, Townsend Press has created ***College Reading Essentials*** (CRE). Available as a textbook or as an adaptive digital program, CRE teaches seven key reading skills widely proven to be necessary for college readiness:

- 1 Understanding vocabulary in context
- 2 Recognizing main ideas
- 3 Identifying supporting details
- 4 Understanding transition words
- 5 Recognizing patterns of organization
- 6 Making inferences
- 7 Evaluating arguments and logic

Each skill chapter is made up of an introductory lesson followed by an engaging sequence of practice tests that start at level 8 and progress to level 12. This systematic approach allows students to master each skill gradually as they move from easier to more challenging material.

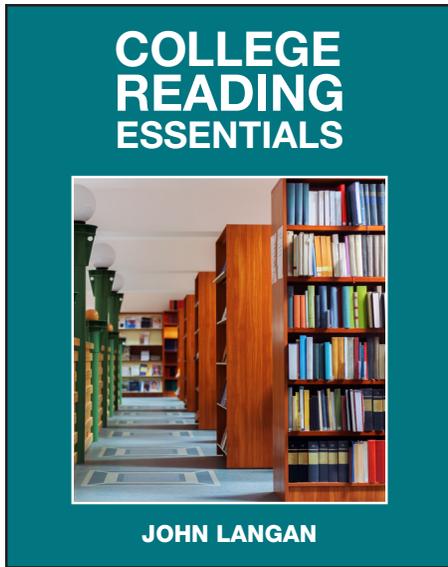
Both the book and the digital version provide flexible options for your classroom, lab, or tutoring program.

We encourage you to visit our Learning Center (www.townsendpress.net) to view the eBook of CRE and test its digital program. And for a FREE CLASS TRIAL of the digital version—for up to 30 students for 30 days—contact us at support@townsendpress.com.

Thank you for your time and attention—and your effort on behalf of students.

Judith Nadell

Dr. Judith Nadell
Director, Print and Digital Media
Townsend Press



College Reading Essentials

John Langan

ISBN (Student Edition): 978-1-59194-507-9

ISBN (Instructor's Edition): 978-1-59194-508-6

534 pages

Net price: \$29

College Reading Essentials will help give your students the skills and practice needed to become better readers and stronger thinkers. The book offers systematic practice in seven essential skills, from reading grade level 8 to grade level 12.

FEATURES

- Unequaled clarity of reading instruction
- Emphasis throughout on critical thinking
- High-interest materials
- Easily gradable tests and immediate feedback
- Consistent with proven readability standards (Flesch-Kincaid measurement and others)

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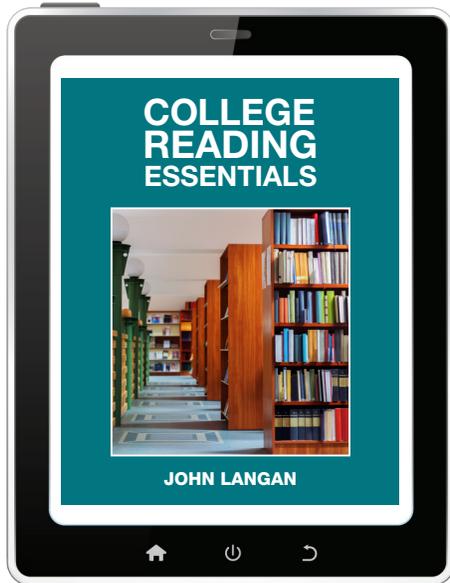
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College Reading Essentials — Plus

John Langan

ISBN (Access Card): 978-1-59194-516-1

ISBN (Emailed Subscription): 978-1-59194-516-1e

Subscription Duration: 10 months

Net price: \$25*

The electronic version of *College Reading Essentials* contains everything in the printed text and more.

*Site licenses and multiyear discounted pricing are available for schools.

FEATURES

- Complete eBook of CRE
- Electronic versions of all tests
- Assignment controls and digital gradebook
- Helpful explanations for every item
- Class and Independent Study modes
- Townsend Library eBooks (100+ titles)

In **Class Mode**, students work on assignments you set for them; in **Independent Study Mode**, students work on their own, at their own pace and skill level. The program assigns students tests, monitors their progress, provides instruction, and promotes them when their scores indicate they're ready. Both modes give you constant access to students' scores and progress.

Three Principles at Work in *College Reading Essentials*

Whether students use the book or the digital program (or both), the basic principles in *College Reading Essentials* are simple ones:

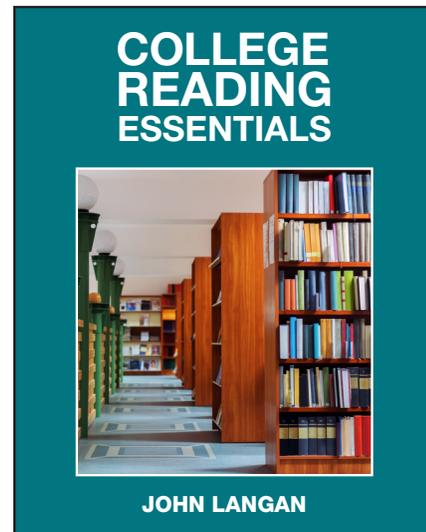
- 1** *College Reading Essentials* focuses on seven skills widely proven to create stronger readers and thinkers:
 - Understanding vocabulary in context
 - Recognizing main ideas
 - Identifying supporting details
 - Understanding transition words
 - Recognizing patterns of organization
 - Making inferences
 - Evaluating arguments and logic
- 2** Students master each skill gradually through ongoing practice on that skill. *College Reading Essentials* provides such abundant practice.
- 3** Students' reading ability develops as they move from easier to more challenging materials. The book and digital program proceed in a sequential way in each chapter, moving from grade level 8 to grade level 12 mastery tests.

Questions and Answers about *College Reading Essentials*

Do I need both the book and the digital program?

No. You can use the book alone, or you can use the digital program alone—or you can use both. The choice is yours.

NOTE: An annotated Instructor's Edition and an electronic (PDF) Instructor's Manual and Test Bank are available FREE with an order of 20 or more copies of the student text.



What is the cost?

The book alone is \$29; the digital program alone is \$25; the book and the digital program together are \$39. (Site licenses and multiyear discounted pricing are available for schools. Contact us for details.)

Do I need to cover all the skills?

No. Each skill in CRE is self-contained. You can choose which skill area(s) you want students to work on.

How can I assess students' needs?

Have students complete the first test in each of the seven sections of CRE. You'll quickly discover their skill strengths and weaknesses.

If your students are using the digital program for independent study, **the adaptive program will do the assessing for you. Students will be guided from the most basic skill and level to the most advanced—at their own pace and on their own schedule.** At the same time, student and class scores are available to you, the instructor.

What is the difference between the book and the digital version?

The digital version includes a complete eBook of *College Reading Essentials*—an electronic version of the entire printed book. In addition, technology provides some unique features to digital users. Teachers can assign, manage, and score all the tests electronically. Students receive immediate constructive feedback on each answer as they work through each skill. Teachers can choose either (1) a *class mode* in which the entire class works on the same skill and level, or (2) an *independent study mode* in which students work individually at their own pace and skill level.

How does CRE motivate students?

Because each test is easily gradable, you and your students know very quickly how they are doing with a given skill. Having a clear measure of performance and progress is a strong motivator for any student. The digital version further motivates students by providing instant feedback on each answer, by calling students by their first name, by awarding “badges” for clear improvement, and by offering evaluations and progress reports upon request.

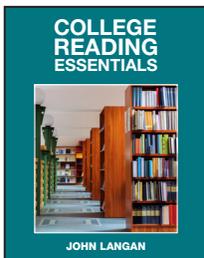


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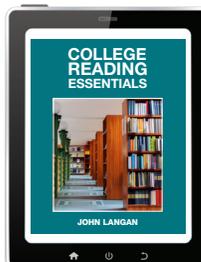
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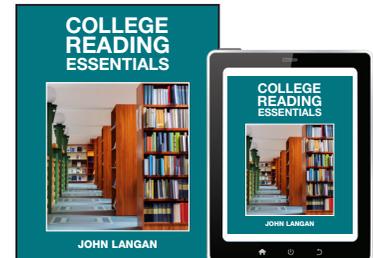
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