

holiday 2007

posters bookmarks gifts incentives

# ala graphics

NEW!

## Heroic Reader

Sendhil Ramamurthy READ Poster

SEE PAGE 2

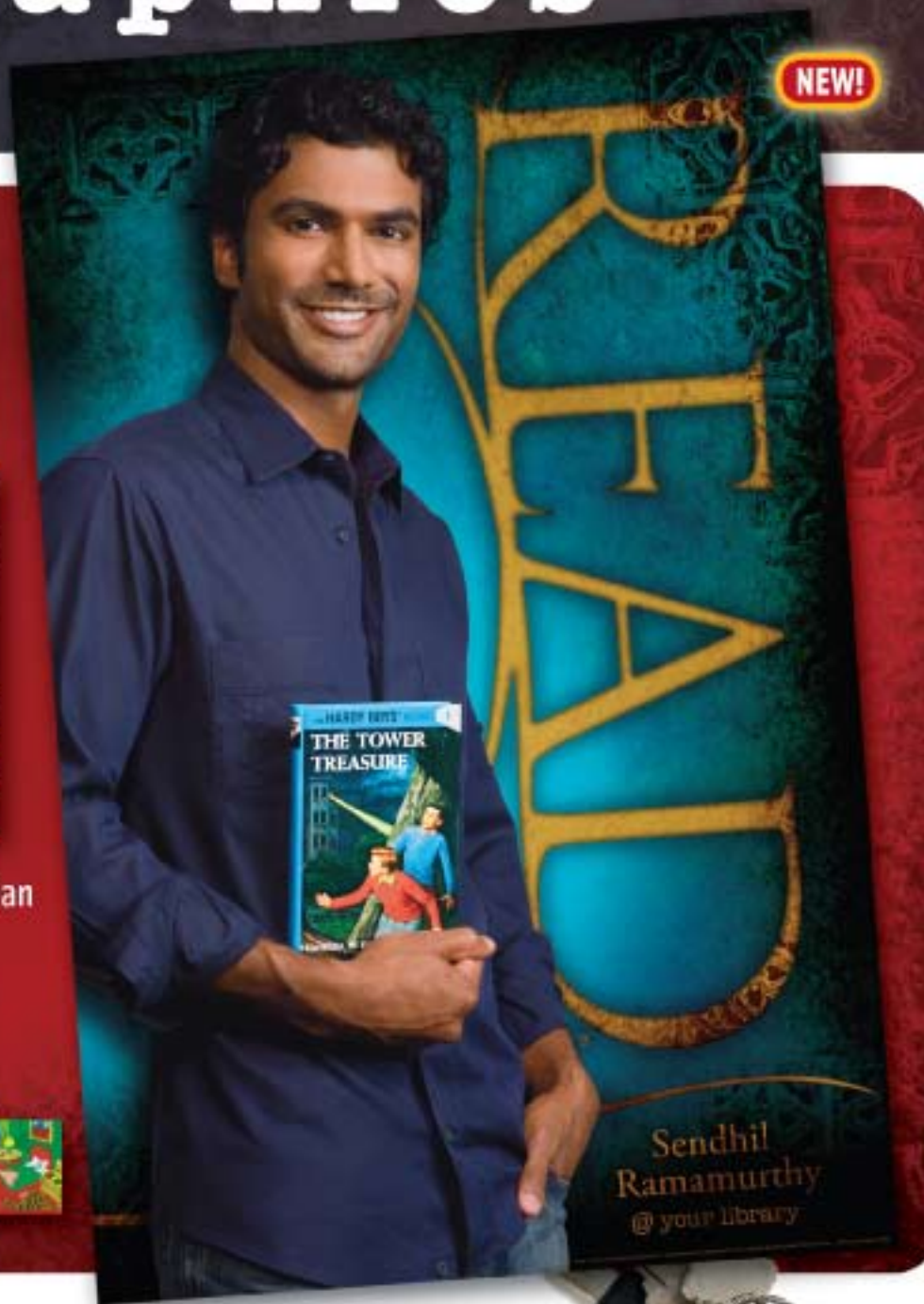


NEW!

## Celebrate National American Indian Heritage Month in November

American Indian Culture Poster and Bookmark

SEE PAGE 46



Sendhil Ramamurthy  
@ your library



NEW!

## Sweet Dreams @ your library

Goodnight Moon Poster and Bookmark

SEE PAGE 3

## Stylish Keychain

READ Keychain

SEE PAGE 44

NEW!

READ

# NEW FROM ALA GRAPHICS

## NEW! High School Heartthrob—Corbin Bleu

*The Cat's Pajamas*

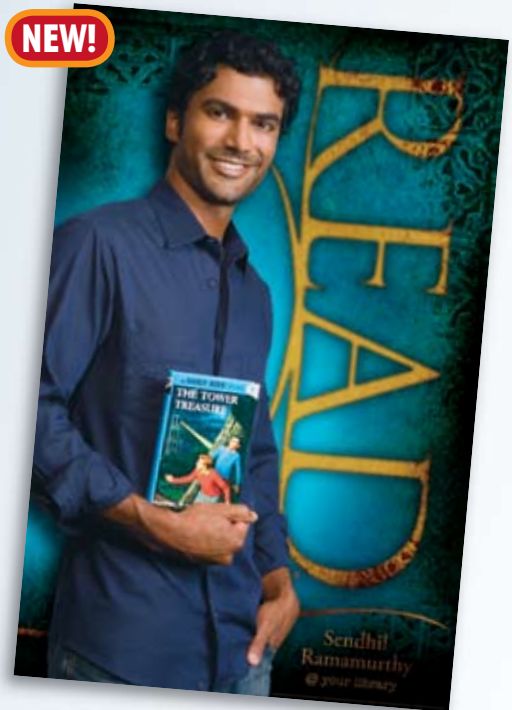
Talented teen heartthrob Corbin Bleu—best known for his roles in *High School Musical*, *Jump In!*, and the series *Flight 29 Down*—began his career as an actor, model, dancer, and vocalist by appearing in TV commercials at the tender age of 2. The busy teen recently released his debut solo album, *Another Side*, and this fall he returned to the role of Chad in *High School Musical 2* on the Disney Channel.

Corbin Bleu Poster  
22" × 34"  
ITEM #5017-0707 \$16

NEW!



NEW!



## NEW! Heroic Reader—Sendhil Ramamurthy

*The Tower Treasure*

Playing genetics professor Mohinder Suresh on the blockbuster television series *Heroes*, Sendhil Ramamurthy unlocks the mystery behind a secret theory—there are people with extraordinary abilities among us. Born in Chicago and raised in San Antonio, Sendhil is a multi-talented actor with a strong film and theater background. His most recent movies include *Blind Guy Driving* and *Thanks to Gravity*. He lives in Los Angeles.

Sendhil Ramamurthy Poster  
22" × 34"  
ITEM #5017-0708 \$16

For more Celebrity  
READ Posters,  
see pages 8-13.

## NEW! Voluntary Readers—Search-and-Rescue Team

*Emma and the Night Dogs*

Two heroes who read together are search-and-rescue volunteers Linda Cardell, an emergency medical technician, and her 5-year-old golden retriever, Kobie. The two work for West Jersey K9 Search and Rescue, an organization that uses highly trained dog/handler teams to find lost or missing people; in 2005, the team traveled to Mississippi to help with the Hurricane Katrina recovery effort.

Search and Rescue Poster  
22" × 34"  
ITEM #5017-0705 \$16

Search and Rescue Bookmark  
6" × 2" 100/PACK  
ITEM #5017-0706 \$8

NEW!

READ  
TO YOUR HERO



Make your own Celebrity READ posters with the new READ CD BOX SET. See page 5.

# TIMELESS TREASURES<sup>3</sup> @ your library<sup>®</sup>



**NEW!**

## NEW! Celebrate El día de los niños/libros (Children's Day/Book Day)

Join ALSC and REFORMA in celebrating El día de los niños/ El día de los libros (Children's Day/Book Day) every day! Día's mission is to spread "bookjoy" by linking children of all cultures with books. Celebrate! Celebremos! Show your support with this limited edition poster featuring the delightful character Dora. The celebration is held on April 30 each year. This poster is not dated, so it's perfect for year-round use. Special thanks to Nickelodeon.

Dora the Explorer Poster  
22" x 28"  
ITEM #5027-0714 \$14

Dora the Explorer Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0715 \$8

For more great character posters, see pages 17-19



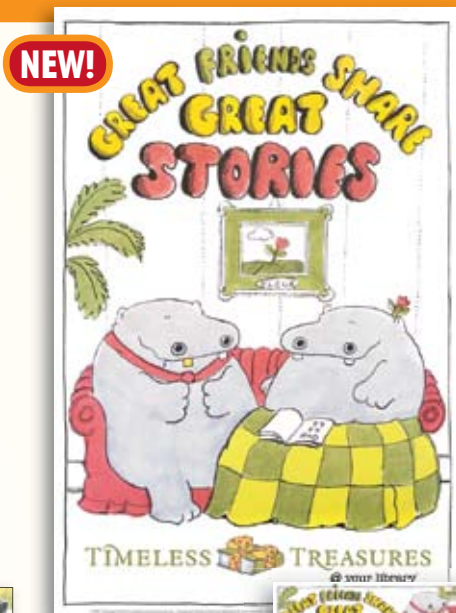
Limited edition

**SAVE 25%**  
**Timeless Treasures Set**  
3 posters and 3 bookmarks—Mike Mulligan, Goodnight Moon, and George and Martha  
ITEM #5027-0751 \$40



Discover Mike Mulligan Poster  
12" x 18"  
ITEM #5027-0607 \$10

Discover Mike Mulligan Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0608 \$8

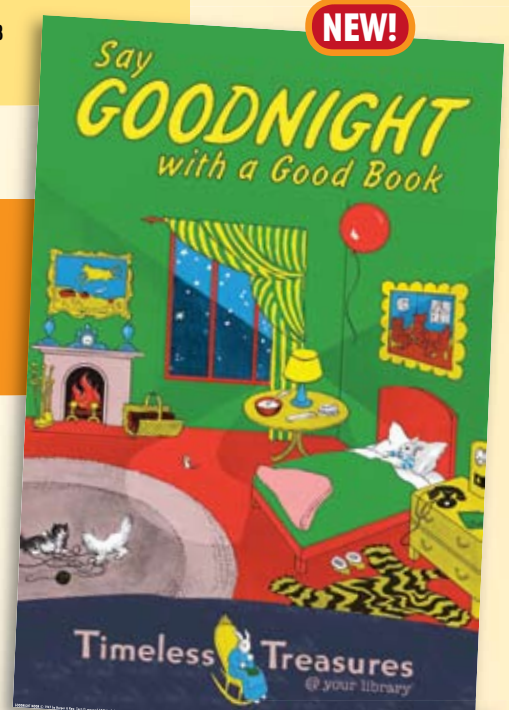


**NEW!**

George and Martha Poster  
12" x 18"  
ITEM #5027-0710 \$10



George and Martha Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0711 \$8



**NEW!**



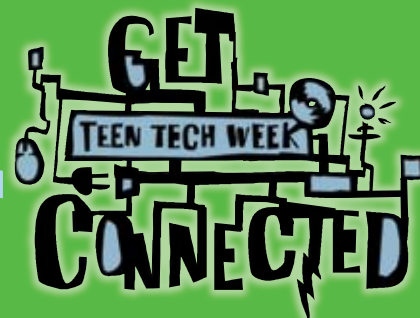
## NEW! Sweet Dreams @ your library<sup>®</sup>

To help celebrate the 60th anniversary of this beloved classic, the latest addition to the Timeless Treasures series features *Goodnight Moon*. Special thanks to HarperCollins.

Goodnight Moon Poster  
12" x 18"  
ITEM #5027-0712 \$10

Goodnight Moon Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0713 \$8

# CELEBRATE TEEN TECH WEEK™



MARCH 2-8, 2008

## Tune In @ your library®

Draw teens into your library for Teen Tech Week™ and help them discover the cutting-edge tech resources that can be found at your library, from audiobooks to podcasts, MP3s to DVDs, databases, video games, and much more!

**NEW!**

**NEW! Keep It Together**

This cool Tune In media pocket is perfect for toting your cell phone, MP3 player, and more. Super incentive for Teen Tech Week.

Tune In Media Pocket  
4/PACK (2 GREEN, 2 ORANGE)  
ITEM # 5047-0705 \$12

**SAVE 25%**  
**TTW 2008 Set**

2 Posters, 3 Mini Posters, 3 Packs of  
Bookmarks, 1 Pack Media Pockets  
ITEM #5047-0751 \$46

**NEW!**



## **NEW!** Social Networking 101

Help keep young adults safe with the new Social Networking Bookmark that features tips for teens. Developed by the YALSA Teen Tech Week Committee.

Social Networking Bookmark  
2" x 6" 100/PACK  
ITEM #5047-0704 \$8



**NEW!**

**THANK YOU!**

Your purchases support  
the programs of the  
American Library Association.



## Relevant Recommendations

This exciting resource provides teens with recommendations for great audiobooks and films. The pamphlet includes 75 selected audiobooks and 25 films with a synopsis of each. Perfect for distribution during Teen Tech Week and beyond.

Mixed Media Pamphlet  
4" x 9" 16 PAGES  
50/PACK  
ITEM #5141-0701 \$30

## **NEW!** Tune In to Teen Tech Week

Teen Tech Week illustrates the wealth of technology that can be found at your library. Let the teens in your community know that your space is the place to go for resources such as DVDs, databases, audiobooks, electronic games, and more.

Tune In Bookmark  
2" x 6" 100/PACK  
ITEM #5047-0702 \$8

Tune In Mini Poster  
9" x 12"  
ITEM #5047-0703 \$5.50

TTW 2008 Poster  
18" x 24"  
ITEM #5047-0701 \$8.75

For more information about  
YALSA'S Teen Tech Week™ visit  
[www.ala.org/yalsa](http://www.ala.org/yalsa)

# TECHNOLOGY @ your library®

## NEW! READ CD Box Set with Adobe® Photoshop® Elements

Our new READ CD Box Set is now available with Adobe® Photoshop® Elements 4.0, giving you all the tools you need to design your own award-winning READ® posters and bookmarks. Adobe's powerful yet easy-to-use editing software lets you instantly enhance your photos and combine them with eye-catching designs from the ever-popular READ CDs to create fabulous custom posters. See pages 6-7.

### System Requirements for Adobe® Photoshop® Elements:

Mac: PowerPC® G3, G4, or G5 processor; Mac OS X v.10.3 or 10.4; 256MB of RAM; 750MB of available hard-disk space; 1,024x768 16-bit (XGA) display; CD-ROM drive

PC: Intel Pentium® 4, Celeron®, or compatible processor at 1.3 GHz or faster (Dual Core and Hyperthread processors supported), Microsoft Windows XP Professional, Home Edition with Service Pack 2; Media Center Edition 2004, 256 MB RAM (512 Recommended), 1.5 GB of available hard disk space, Color Monitor with 16-bit color video card 1,024 x 768 monitor resolution @ 96 DPI or less Microsoft Direct X 9 compatible display driver CD-ROM

<b>READ CD Box Set w/PSE</b>	1 copy = <b>\$237</b>
	2-5 = <b>\$180 each</b>
ITEM #5210-0701	6-9 = <b>\$120 each</b>
	10-50 = <b>\$96 each</b>
	50+ = <b>call for quote</b>
	<b>1-800-545-2433, ext. 2427</b>



Adobe, the Adobe logo and Photoshop are either registered trademarks of Adobe Systems Incorporated in the United States and/or other countries. Adobe Photoshop Elements contains MPEG Layer-3 audio compression technology licensed by Fraunhofer IIS and Thomson Multimedia. ©2001-07 Adobe Systems Incorporated All rights reserved.



**NEW!**

Now with everything you need to create your own READ® posters!

Great activity for Teen Tech Week™!



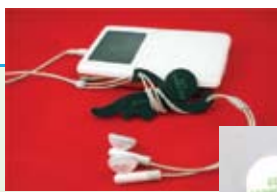
### Cutting Edge Posters

Show off your nonprint resources with this set of four lively posters.

**Get Connected Poster Set**  
13 1/4" x 19 1/2"  
4/PACK  
ITEM #5047-0603 **\$13.95**



**Bill Gates Poster**  
*The Old Man and the Sea*  
22" x 34"  
ITEM #5014-1097 **\$16**



### Wrap It Up

Keep your MP3 player or cell phone cord organized and secure with the popular Cordman.®

**Get Connected Cordman**  
3 3/8" 10/PACK  
5 BLACK, 5 WHITE WITH GREEN IMPRINT  
ITEM #5047-0604 **\$15**  
LIMITED QUANTITIES



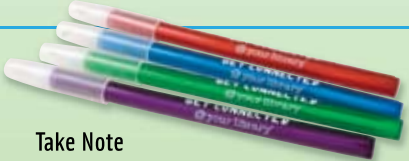
**Get Connected Bookmark**  
6" x 2" 200/PACK  
ITEM #5047-0602 **\$7.50**



### Protective CD Case

This cool, silver CD case secures 10 CDs. Handy carrying strap attached.

**Get Connected CD Case Set**  
5 3/8" x 5 1/2" 5/PACK  
ITEM #5047-0606 **\$19**



### Take Note

Spread the word about technology with these fun, translucent Get Connected pens with black ink.

**Get Connected Pen**  
12/PACK, 3 OF EACH COLOR  
ITEM #5047-0607 **\$7**

# CREATE YOUR OWN READ® Posters!

Design your own award-winning READ® posters based on the American Library Association's Celebrity READ® Poster series.

## 12 Layered Poster Files

High-resolution Layered Photoshop Files (6 per CD)

You must have Adobe® Photoshop®, Adobe® Photoshop® Elements, or other compatible software to use layered files.



## 12 Layered Bookmark Files

(6 per CD)



## 20 READ Background Files

High-resolution JPG Files (10 per CD)



Your Picture Here

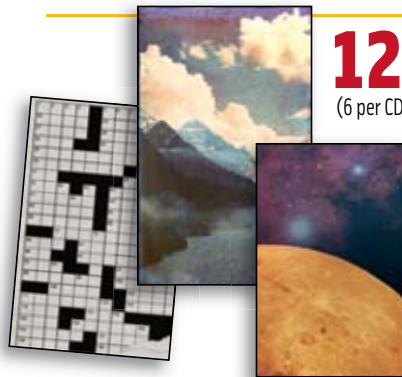
## 33 READ Type Files

(15 on CD 1)  
(18 on CD 2)



## 12 Background Files

(6 per CD)



Wonderful product! Fun and easy! I'm offering to make READ posters as an incentive for students who meet their Reading Counts goal.

—MARY HUESCHER,  
Library Media Specialist  
Holy Cross of San Antonio (TX)

The ownership of a READ CD is your license to use the ALA READ product trademark for nonprofit, promotional use only.

©2007 American Library Association. All rights reserved. READ® is a trademark of the American Library Association.

View the READ CD 1, READ CD 2, and READ CD Box Set licenses and complete CD contents at [www.alastore.ala.org](http://www.alastore.ala.org)



**NEW!**

### READ CD Box Set with Adobe® Photoshop® Elements

ITEM #5210-0701

Complete contents of READ CDs 1 & 2, plus Photoshop Elements

- 1 copy = \$237
- 2-5 = \$180
- 6-9 = \$120
- 10-50 = \$96
- 50+ = call for quote, 1-800-545-2433, ext. 2427



### READ CD 1

ITEM #5210-0401

- 1 copy = \$149
- 2-5 = \$112
- 6-9 = \$75
- 10-50 = \$52
- 50+ = call for quote, 1-800-545-2433, ext. 2427



### READ CD 2

ITEM #5210-0601

- 1 copy = \$149
- 2-5 = \$112
- 6-9 = \$75
- 10-50 = \$52
- 50+ = call for quote, 1-800-545-2433, ext. 2427

More info on page 5 or visit [www.alastore.ala.org](http://www.alastore.ala.org)

# A READ® POSTER IN THREE EASY STEPS:

# 1



Ownership of a READ CD allows you to create memorable READ® posters. Each CD contains all the art files you require.

# 2



Add a photograph of someone with his or her favorite book.

# 3

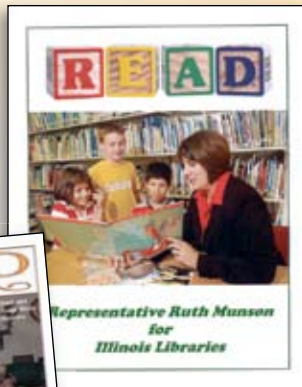
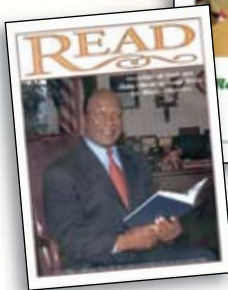


Use your design software and creativity to combine the photo with elements from a READ CD to create a fabulous poster.

## What will you do with *your* READ® CD?

“I developed a poster series featuring legislators in our area . . . I thought that this could be good publicity for both libraries and legislators.”

—DENISE ZIELINSKI,  
DuPage Library System (IL)



**Make a READ® poster with your students.**

This is an easy classroom project that gets your students energized about reading.

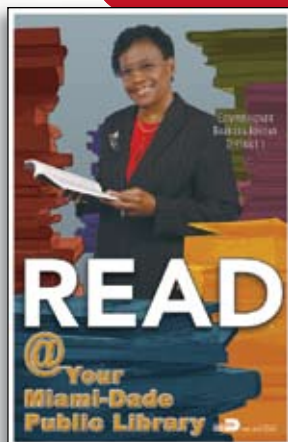
READ® CD Poster images are 11" × 17" but are high enough resolution to be resized up to a full-size poster (22" × 34") or down to an 8½" × 11" poster.

Share your READ Poster design on flickr! E-mail your poster to [graphicsmarketing@ala.org](mailto:graphicsmarketing@ala.org) and we'll post to ALA set, [www.flickr.com/photos/ala\\_members/](http://www.flickr.com/photos/ala_members/), or add it yourself to the "READ Poster" group.

“The best investment we ever made.”

—RAYMOND SANTIAGO,  
Director, Miami-Dade Public Library System (FL)

For more information about using the READ CDs, check out our **tip sheet** and **online tutorial** at [www.alastore.ala.org/readcdinfo](http://www.alastore.ala.org/readcdinfo)



“The interest and excitement that this project generated has been overwhelming.”

—CYNTHIA KELLER,  
JOANNE HAMMOND, and  
SYLVIA ROCKWOOD of the  
Chambersburg Area School District (PA).

Reprinted by permission from  
*Library Media Connection*  
©2005 by Linworth Publishing

# CELEBRITY

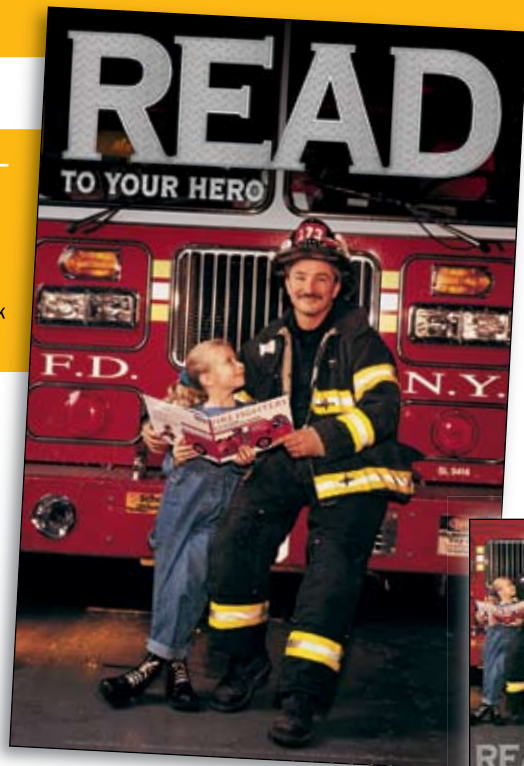


**NEW!**



## Read to Your Hero Set— Save 20%

- 1 Search and Rescue Poster and Bookmark pack
  - 1 Firefighter Poster and Bookmark pack
- ITEM #5017-0751 \$38



## NEW! Voluntary Readers— Search-and-Rescue Team

*Emma and the Night Dogs*

Two heroes who read together are search-and-rescue volunteers Linda Cardell, an emergency medical technician, and her 5-year-old golden retriever, Kobie. The two work for West Jersey K9 Search and Rescue, an organization that uses highly trained dog/handler teams to find lost or missing people; in 2005, the team traveled to Mississippi to help with the Hurricane Katrina recovery effort.

Search and Rescue Poster  
22" x 34"  
ITEM #5017-0705 \$16

Search and Rescue Bookmark  
6" x 2" 100/PACK  
ITEM #5017-0706 \$8

Firefighter Poster  
22" x 34"  
ITEM #5029-0101 \$16

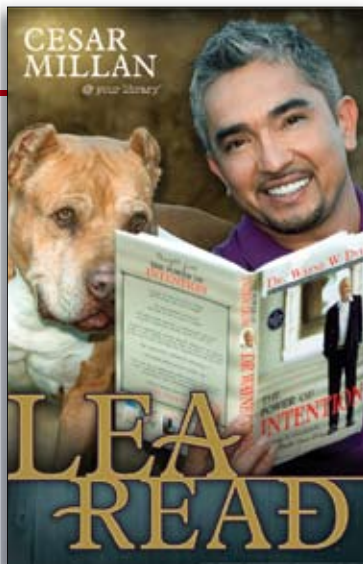
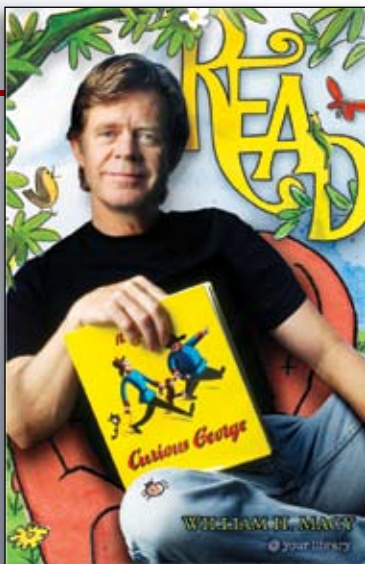
Firefighter Bookmark  
6" x 2" 100/PACK  
ITEM #5017-0204 \$8

## Curious Reader— William H. Macy

*Curious George*

Known for his award-winning work in film, television, and theater, William H. Macy has taken on a variety of challenges throughout the years including *Fargo*, *Door to Door*, and *Thank You for Smoking*, among many others.

William H. Macy Poster  
22" x 34"  
ITEM #5017-0703 \$16



## Dog Whisperer— Cesar Millan

*The Power of Intention*

This *New York Times* best-selling author is a renowned dog behavior expert and star of the Emmy-nominated program *The Dog Whisperer*. He founded the Dog Psychology Center more than eight years ago and has an international reputation as a gifted tamer of dogs with behavioral issues.

Cesar Millan Poster  
22" x 34"  
ITEM #5017-0704 \$16

Buy 5 or more posters  
**SAVE 20%**  
(That's less than \$13 each!)

# READ® POSTERS

ALL CELEBRITY READ POSTERS ARE 22" x 34" AND \$16

## Keira Knightley

*Pride and Prejudice*

Keira Knightley Bookmark  
2" x 6" 100/PACK  
ITEM #5017-0509 \$8

Keira Knightley Poster  
ITEM #5017-0508

Keira Knightley Keychain  
1 7/8" x 2 7/8"  
ITEM #5017-0510 \$7

### Keira Knightley Keychain Set

1 7/8" x 2 7/8"  
ITEM #5017-0552 5/SET \$21



**ALA BESTSELLER**

## Orlando Bloom

*Lord of the Rings*

Orlando Bloom Mini Poster  
11" x 17"  
ITEM #5017-0403 \$7

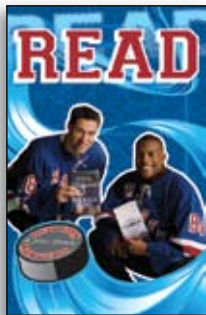
Orlando Bloom Bookmark  
2" x 6" 100/PACK  
ITEM #5017-0402 \$8

Orlando Bloom Poster  
ITEM #5017-0401

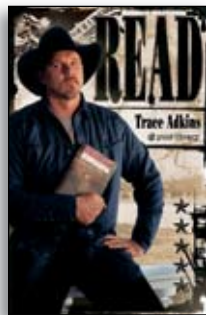
Orlando Bloom Keychain  
1 7/8" x 2 7/8"  
ITEM #5017-0507 \$7

### Orlando Bloom Keychain Set

1 7/8" x 2 7/8"  
ITEM #5017-0551 5/SET \$21



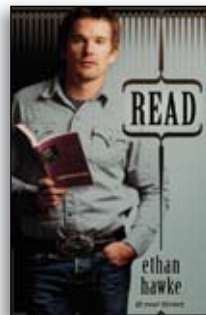
**New York Rangers Poster**  
*Anansi Boys and The Future of Ice*  
ITEM #5017-0604



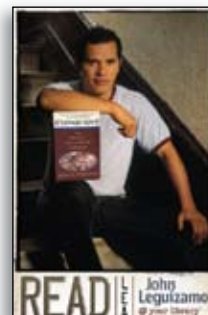
**Trace Adkins Poster**  
*Gods and Generals*  
ITEM #5017-0404



**Kelly Ripa Poster**  
*The Lion, the Witch, and the Wardrobe*  
ITEM #5017-0602



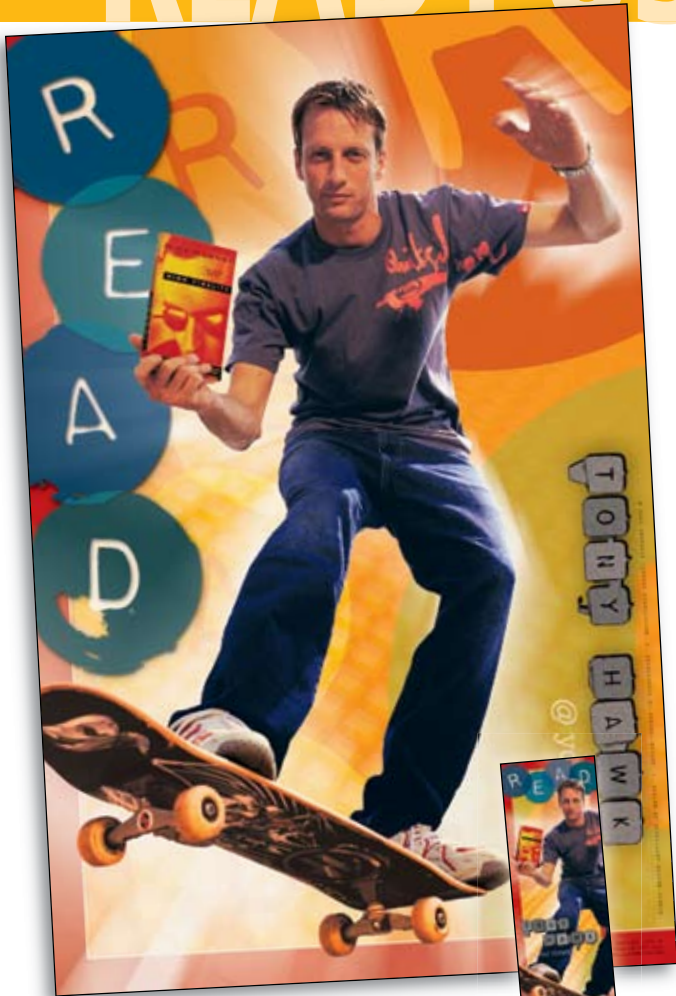
**Ethan Hawke Poster**  
*Go Tell It on the Mountain*  
ITEM #5017-0504



**John Leguizamo Poster**  
*Conquest: Montezuma, Cortez, and the Fall of Old Mexico*  
ITEM #5017-0601

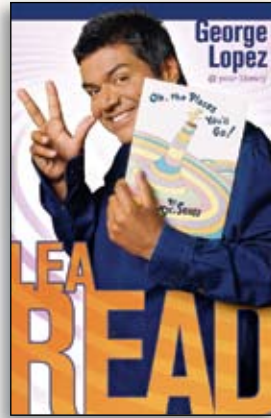
# CELEBRITY READ® POSTERS

Buy 5 or more  
posters  
**SAVE 20%**  
(That's less than  
\$13 each!)



**Tony Hawk Poster**  
*High Fidelity*  
ITEM #5017-0208

**Tony Hawk Bookmark**  
2" x 6" 100/PACK  
ITEM #5017-0209 **\$8**



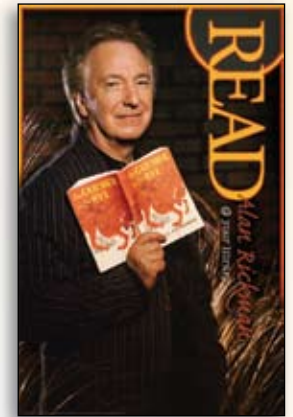
**George Lopez Poster**  
*Oh, the Places You'll Go!*  
ITEM #5017-0501



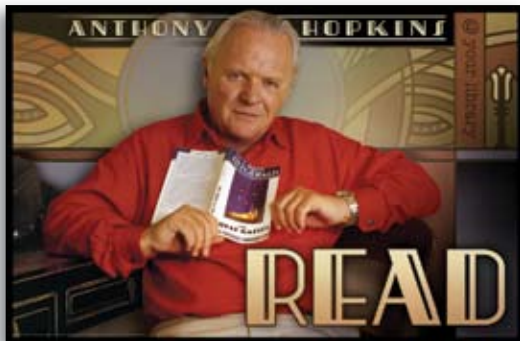
**Hilary Swank Poster**  
*The Freedom Writers Diary*  
ITEM #5017-0702



**Colin Farrell Poster**  
*Dubliners*  
ITEM #5017-0513



**Alan Rickman Poster**  
*The Catcher in the Rye*  
ITEM #5017-0605



**Anthony Hopkins Poster**  
*The Great Gatsby*  
ITEM #5017-0511



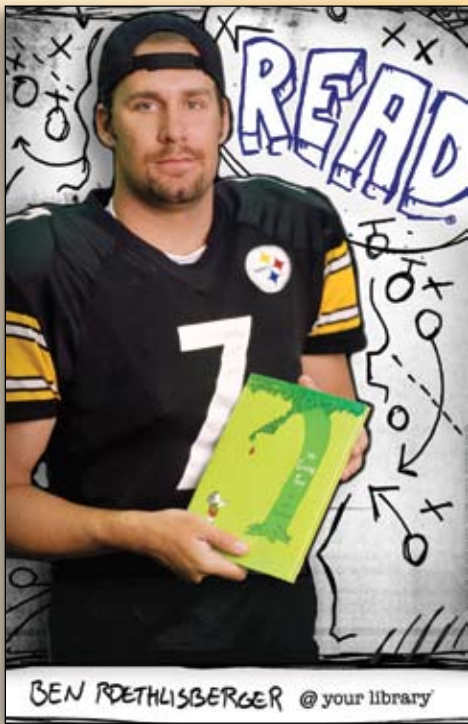
**Search and Rescue Poster**  
*Emma and the Night Dogs*  
ITEM #5017-0705



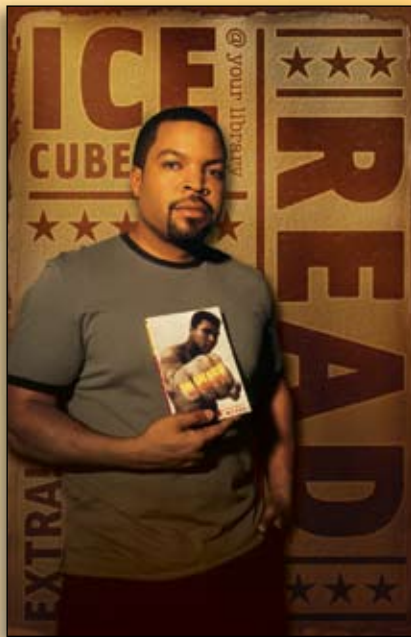
**Jamie Kennedy Poster**  
*Where the Wild Things Are*  
ITEM #5017-0505



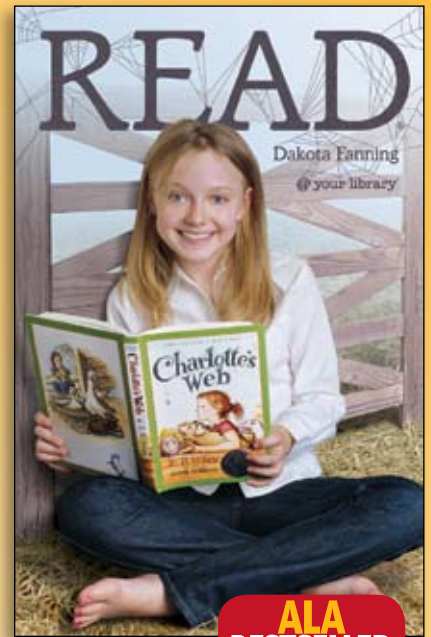
**Renée Fleming Poster**  
*Anthology of Hans Christian Andersen's Fairy Tales*  
ITEM #5017-0406



**Ben Roethlisberger Poster**  
*The Giving Tree*  
 ITEM #5017-0606



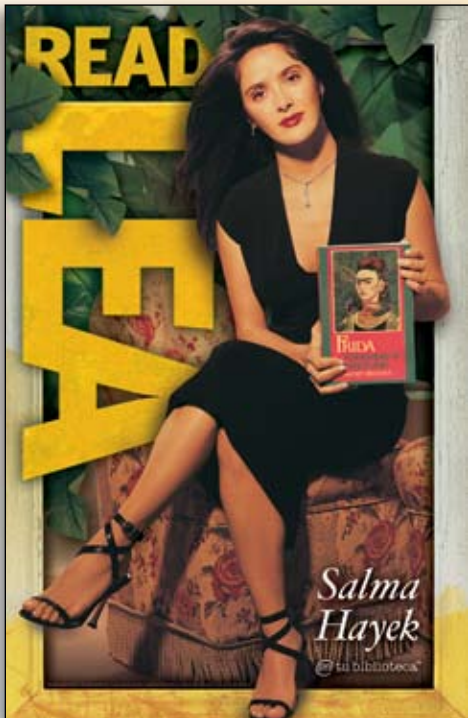
**Ice Cube Poster**  
*The Greatest: Muhammad Ali*  
 ITEM #5017-0500



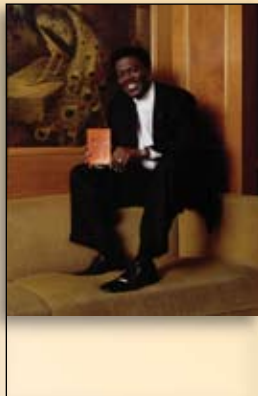
**Dakota Fanning Poster**  
*Charlotte's Web*  
 ITEM #5017-0608

**ALA  
BESTSELLER**

**ALL CELEBRITY READ POSTERS  
ARE 22" x 34" AND \$16**



**Salma Hayek Poster**  
*Frida: A Biography of Frida Kahlo*  
 ITEM #5017-0201



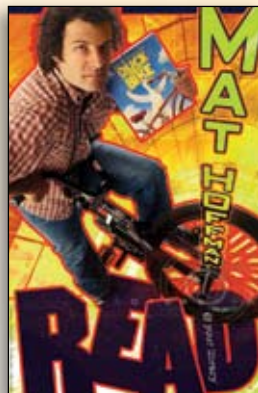
**Bernie Mac Poster**  
*Armed and Dangerous*  
 ITEM #5017-0307



**Margaret Cho Poster**  
*Almost Home: My Life Story*  
 ITEM #5017-0408



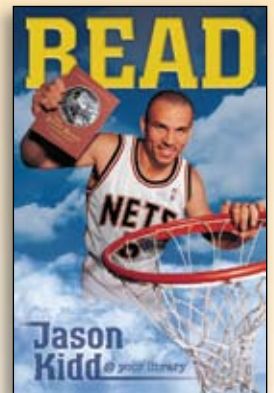
**Bill Gates Poster**  
*The Old Man and the Sea*  
 ITEM #5014-1097



**Mat Hoffman Poster**  
*Duck on a Bike*  
 ITEM #5017-0503



**Stephen Hawking Poster**  
*Marilyn Monroe*  
 ITEM #5017-0005

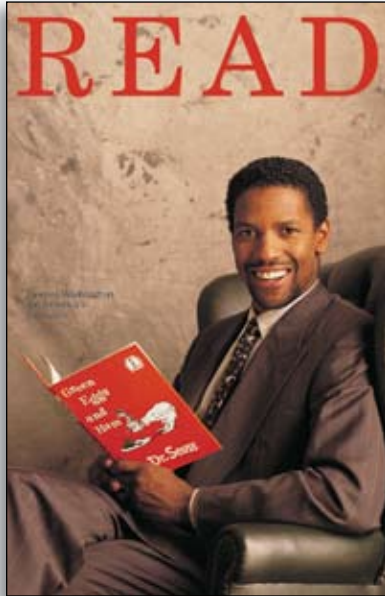


**Jason Kidd Poster**  
*The Dream Keeper and Other Poems*  
 ITEM #5017-0302

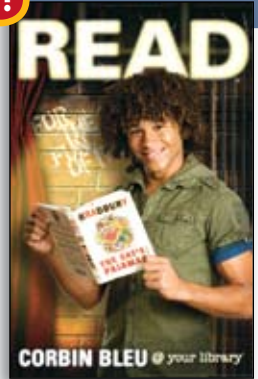
# CELEBRITY READ POSTERS

Buy 5 or more posters  
**SAVE 20%**  
 (That's less than \$13 each!)

**NEW!**



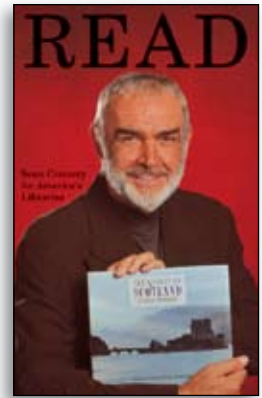
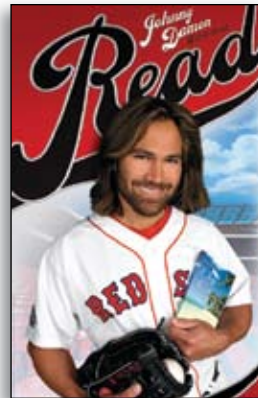
**ALL CELEBRITY READ POSTERS ARE 22" x 34" AND \$16**



**Denzel Washington Poster**  
*Green Eggs and Ham*  
 ITEM #5010-0291

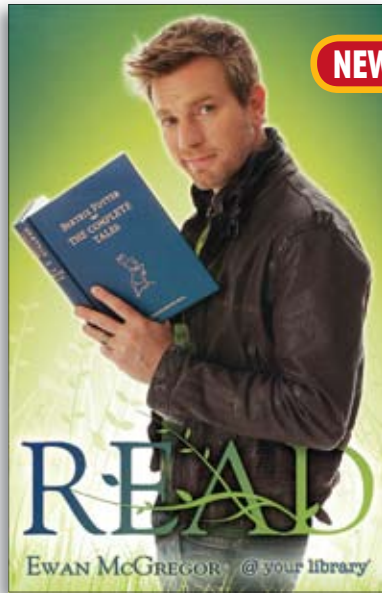
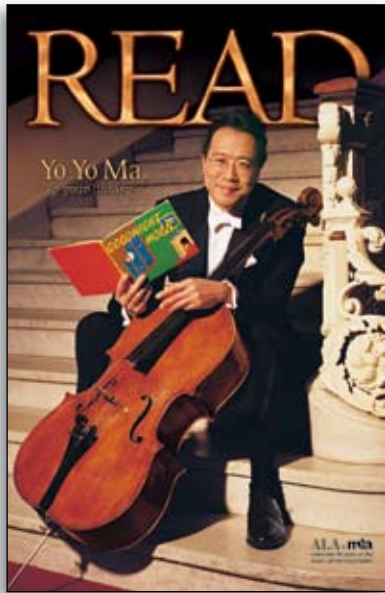
**Aishwarya Rai Poster**  
*The Alchemist*  
 ITEM #5017-0512

**Corbin Bleu Poster**  
*The Cat's Pajamas*  
 ITEM #5017-0707



**Johnny Damon Poster**  
*A Trip to the Beach*  
 ITEM #5017-0506

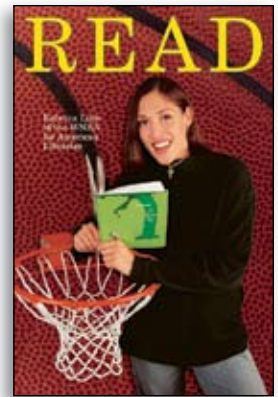
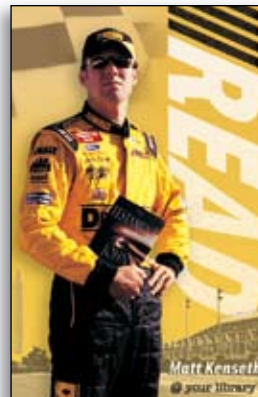
**Sean Connery Poster**  
*The Spirit of Scotland*  
 ITEM #5010-0293



**NEW!**

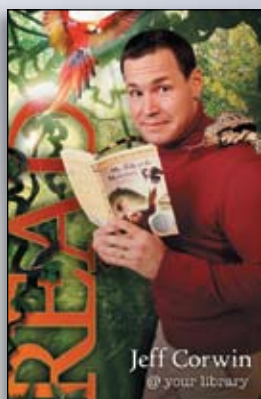
**Yo-Yo Ma Poster**  
*Goodnight Moon*  
 ITEM #5017-0104

**Ewan McGregor Poster**  
*Beatrix Potter The Complete Tales*  
 ITEM #5017-0701

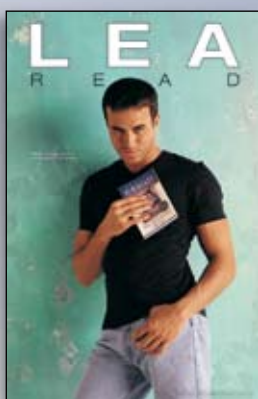


**Matt Kenseth Poster**  
*The Testament*  
 ITEM #5017-0303

**Rebecca Lobo Poster**  
*The Giving Tree*  
 ITEM #5016-0199



**Jeff Corwin Poster**  
*My Side of the Mountain*  
 ITEM #5017-0405



**Enrique Iglesias Poster**  
*The Old Man and the Sea*  
 ITEM #5017-0003



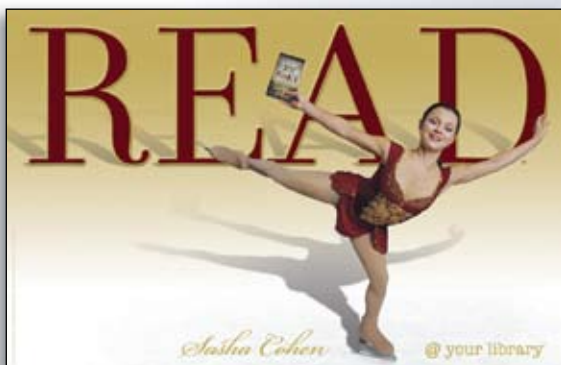
**LL Cool J Poster**  
*The Children's Health Food Book*  
 ITEM #5014-0697



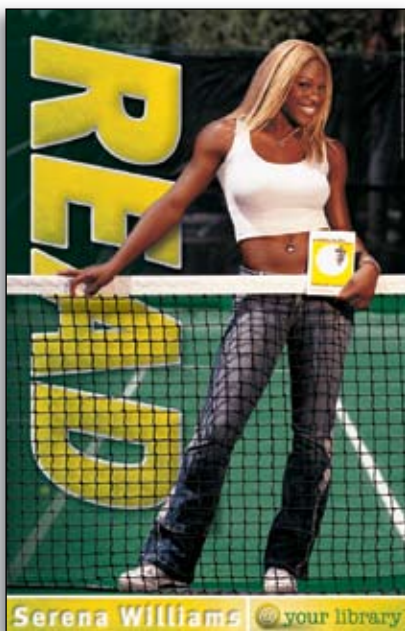
**Danica Patrick Poster**  
*Sam's Letters to Jennifer*  
 ITEM #5017-0603



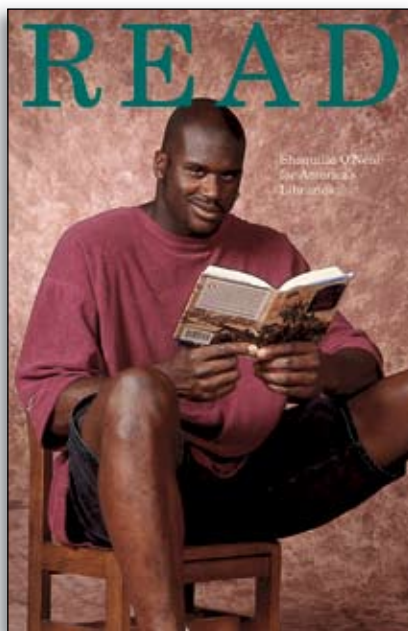
**Julia Stiles Poster**  
*Me Talk Pretty One Day*  
 ITEM #5017-0308



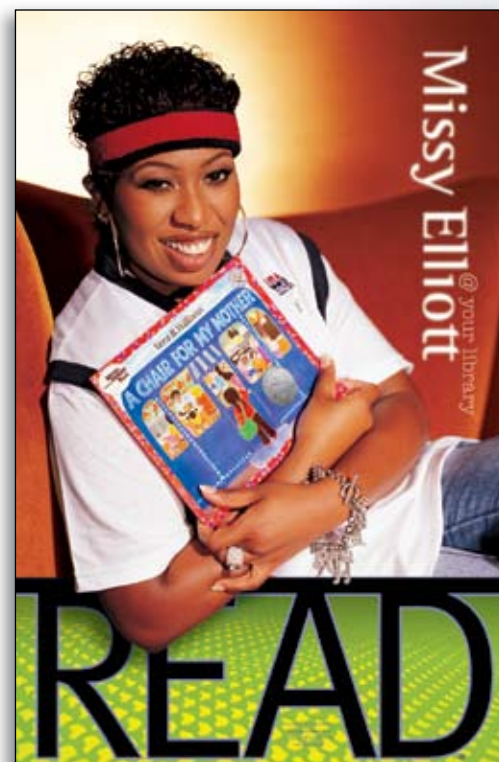
**Sasha Cohen Poster**  
*The Kite Runner*  
 ITEM #5017-0607



**Serena Williams Poster**  
*A Raisin in the Sun*  
 ITEM #5017-0206



**Shaquille O'Neal Poster**  
*Undying Glory*  
 ITEM #5012-0100



**Missy Elliott Poster**  
*A Chair for My Mother*  
 ITEM #5017-0301

**BUY MORE AND SAVE!**

# MAKE A STATEMENT

## Stylish READ Sticker

Show the world you love to read with this all-weather vinyl sticker. This euro-style oval sticker is great for putting on notebooks, bicycles, bookmobiles, or your car.

Euro-Style READ Sticker  
6" x 4" oval  
ITEM #5078-0602 \$4



## For the Library and the Kitchen

Perfect for identifying friends and volunteers who help out at your school, library, or in the kitchen. The adjustable ties fit most sizes.

READ Apron  
20" x 30"  
ITEM #5078-0201 \$28



READ Red Bookmark  
6" x 2" 100/PACK  
ITEM #5078-0603 \$8



See the @your library card holder on page 30.

## Carry Your Cards in Style

The vibrant READ business card case has a red translucent base and an aluminum cover imprinted with the red READ logo.

READ Card Case  
3<sup>3</sup>/<sub>16</sub>" x 2<sup>1</sup>/<sub>16</sub>"  
ITEM #5078-0703 \$14

**SAVE 15%**  
READ Card Case Set (5/PACK)  
ITEM #5078-0704 \$60



For more pins, see page 30.

READ Pin Black 1<sup>1</sup>/<sub>2</sub>" LONG  
ITEM #5078-0504 \$8

READ Pin Blue 1<sup>1</sup>/<sub>2</sub>" LONG  
ITEM #5078-0505 \$8



## Follow Me to the Library!

Let everyone know where you're headed, and encourage them to do the same.

License Plate Holder  
ITEM #5500-0206 \$8

## Get a Head Start—READ

This adjustable cap with vibrant red stitching is perfect for staff, volunteers, or your softball team. 100% cotton, solid construction. Adult, one size fits most.

READ Tan Cap  
ITEM # 5078-0309 \$20

## Reading in the Rain

Make a splash with this vibrant umbrella with a 42" arc and an automatic open.

READ Umbrella  
42" ARC  
ITEM #5078-0503 \$18



# READ

## Stylish Reader

Show off your love of reading with our smart new READ Book Totes. The smaller one is perfect for transporting your lunch while the larger bag is roomy enough to use as your daily carryall. An ALA exclusive.

**Small READ Book Tote**  
10½" × 9½" × 3½"  
ITEM #5078-0701 **\$18**

**Large READ Book Tote**  
20" × 13" × 6"  
ITEM #5078-0702 **\$25**



**NEW!**



**ALA  
BESTSELLER**

## Grab This Snappy READ Mug

What goes better with a book than a hot drink? Curl up with a story and sip your coffee from this sturdy, red, ironstone mug. Dishwasher safe.

**READ Mug Red**  
12 OZ. CERAMIC  
ITEM #5070-0100 **\$12**



## Brilliant Bag

Tote your favorite books in this durable, waterproof, lightweight nylon bag. Its solid construction features metal rings for strength, ease of loading, and quick strap adjustment.

**READ Drawstring Bag**  
17" × 20"  
ITEM #5078-0506 **\$20**

## Refresh Your Mind

Refresh your mind with this stylish water bottle. Perfect for toting to the gym or library. Imprinted on both sides.

**READ Water Bottle**  
22 OZ.  
ITEM #5078-0707 **\$12**



**NEW!**

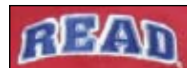
**THANK YOU!**

Your purchases support  
the programs  
of the American Library  
Association.

## Hit a Home Run. READ!

Sure to be a hit with both parents and kids! 100% cotton, adjustable cap for ages up to 14 years.

**READ Cap Kid**  
ITEM #5078-0401 **\$15**



*Kid Cap detail*

**NEW!**



## READ and Relax

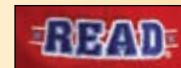
Wrap up your coffee cup in this eco-friendly reusable READ coffee sleeve and relax with a good book. Ideal for daily use.

**READ Coffee Wrap**  
3" DIAMETER  
ITEM #5078-0706 **\$6.50**

## Cool Baby Reader Cap

Get the little one in your life ready to read with this adorable 100% cotton cap. For ages up to 12 months.

**READ Cap Infant**  
ITEM #5078-0402 **\$15**



*Infant Cap detail*

# RAISE A READER

## Inspire Early Reading

### Read Please! Bodysuit

White, 100% cotton, snap crotch and lap shoulder.

ITEM #5272-0202  
NEWBORN \$16

ITEM #5272-0203  
6 MOS. \$16

ITEM #5272-0204  
12 MOS. \$16



### Read Please! Romper

Red, 100% jersey cotton, snap crotch, ribbed cuffs and ankles, long sleeves and legs.

ITEM #5272-0205  
6 MOS. \$22

ITEM #5272-0206  
12 MOS. \$22

ITEM #5272-0207  
18 MOS. \$22



## Born to Read/Nací para Leer Bibs

Fun bibs are 100% cotton terry cloth with easy-to-use snap closure and plastic backing.

BTR Block Bib (English)  
10½" x 12"  
ITEM #5270-0710 \$8

BTR Block Bib (Spanish)  
10½" x 12"  
ITEM #5270-0711 \$8

**THANK YOU!**  
Your purchases support  
the programs  
of the American Library  
Association.

**NEW!**

## Born to Read T-Shirts

The adorable Born to Read T-shirts are 100% cotton and machine washable.

BTR Block Infant Lap-T  
(0-6 MOS.)  
ITEM #5270-0712 \$11

BTR Chick Toddler T-Shirt  
(2T)  
ITEM #5270-0713 \$12



## Super Sippy Cup

Help the babies in your life drink in knowledge with this adorable two-handled cup with push-on lid. Dishwasher- and microwave-safe polypropylene plastic, USA made, 7 oz. Ideal for ages 6 months through toddler.



Raise a Reader Cup Blue  
ITEM #5273-0500 \$7

Raise a Reader Cup Pink  
ITEM #5273-0501 \$7

Raise a Reader Cup Yellow  
ITEM #5273-0502 \$7

## Feed a Reader

Inspire the joy of reading while using this handy snack container. Sturdy clear base with white lid and easy-to-use flip-top opening. Perfect for toting snacks for little ones. Dishwasher safe.



Feed a Reader Snack Container  
11 OZ.  
ITEM #5273-0601 \$10

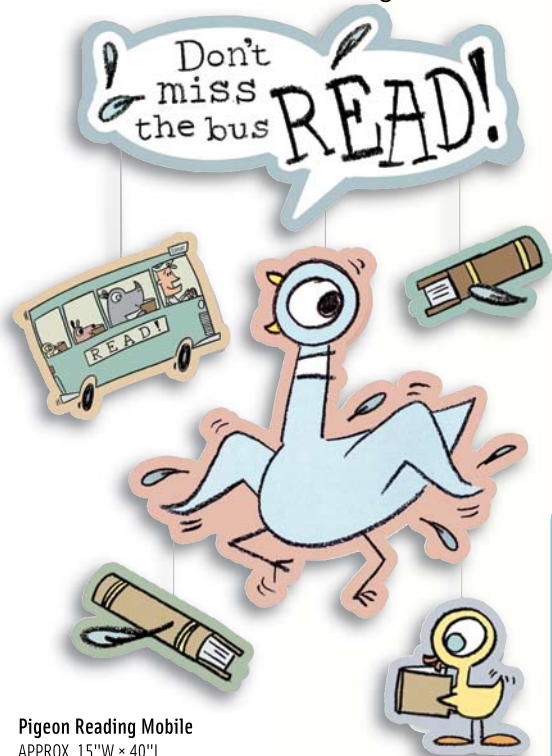


snack container detail

# READ WITH PIGEON AND FRIENDS

## Don't Miss the Bus!

Make your reading program a snap with our colorful, easy-to-use resources featuring award-winning writer and illustrator Mo Willems's beloved character Pigeon.



**Pigeon Reading Mobile**  
APPROX. 15"W x 40"L  
SELF-ASSEMBLY  
ITEM #5039-0705 \$16

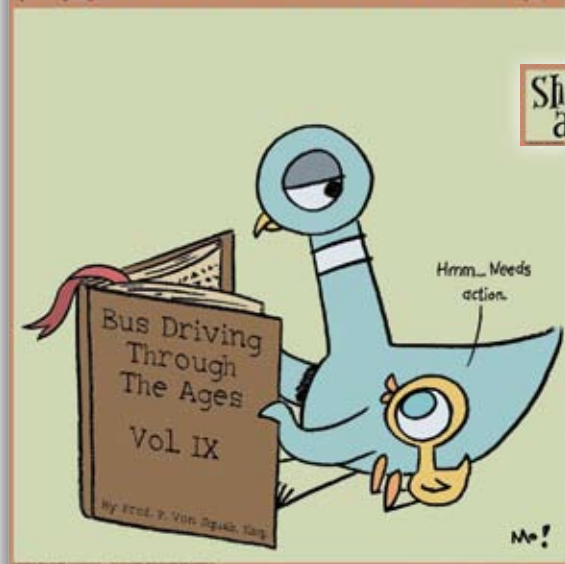
**Pigeon Reading Sticker**  
1.5" DIAMETER  
100/ROLL  
ITEM #5039-0701 \$12



**Pigeon Reading Certificate**  
11" x 8.5", ONE-SIDED  
25 CERTIFICATES/PAD  
ITEM #5039-0703 \$12



## Share a Book!



**Pigeon Poster**  
25" x 30"  
ITEM #5027-0609 \$14

**Pigeon Bookmark**  
6" x 2" 100/PACK  
ITEM #5027-0610 \$8

## Pigeon Reading Kit

Everything you need to start your own reading program!

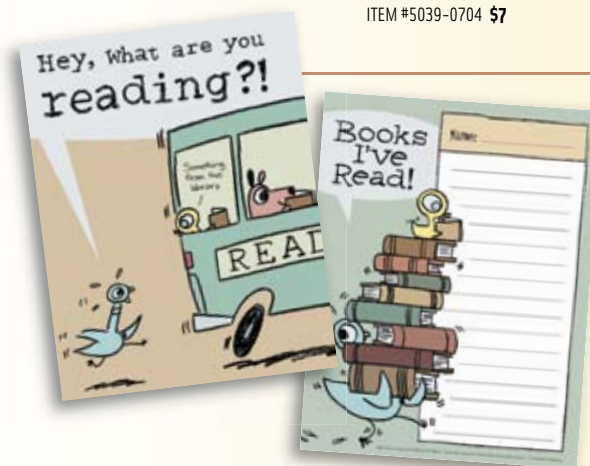
**SAVE 20%**

1 Roll of Stickers, 2 Reading Record Pads,  
2 Reading Certificate Pads, 1 Mobile, 2 Mini Posters,  
1 Program Tip Sheet\*  
ITEM #5039-0751 \$72

\*Every Pigeon Reading Kit comes with a Program Tip Sheet from ALA

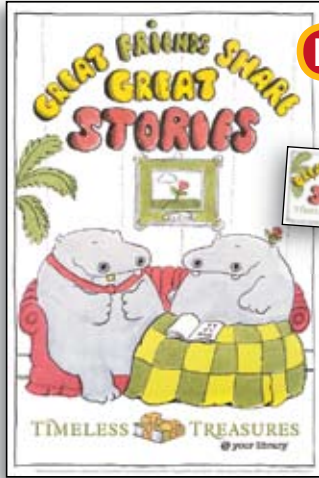


**Pigeon Reading Mini Poster**  
17" x 11"  
ITEM #5039-0704 \$7



**Pigeon Reading Record**  
8.5" x 11", DOUBLE-SIDED  
25 RECORDS/PAD  
ITEM #5039-0702 \$12

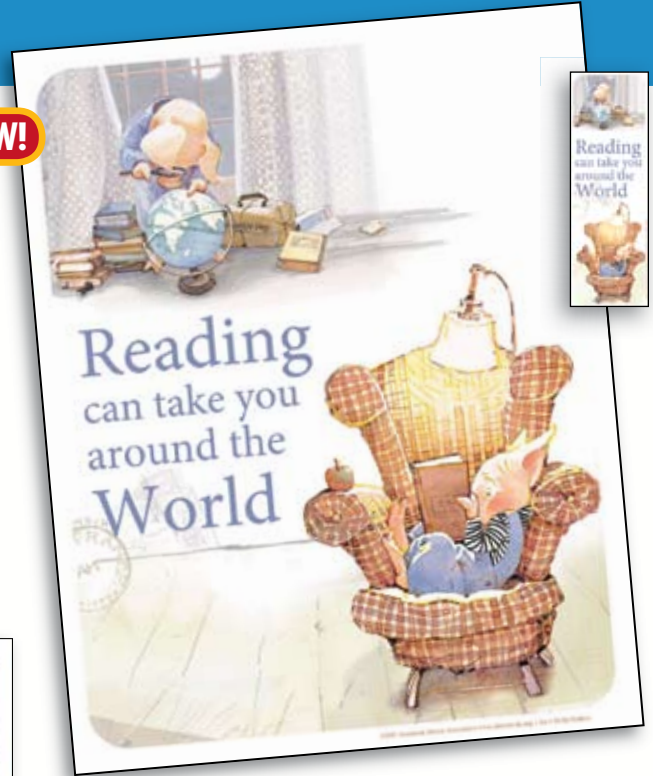
# CLASSIC POSTERS FOR KIDS



**NEW!**

George and Martha Poster  
12" x 18"  
ITEM #5027-0710 **\$10**

George and Martha Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0711 **\$8**



**NEW!**



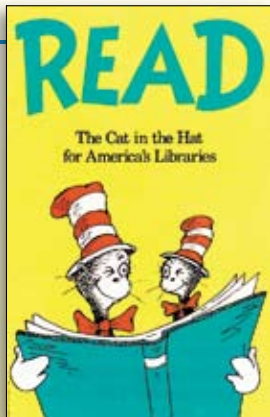
Toot and Puddle Poster  
22" x 28"  
ITEM #5027-0708 **\$14**

Toot and Puddle Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0709 **\$8**



The Snowman Poster  
34" x 22"  
ITEM #5027-0613 **\$14**

The Snowman Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0614 **\$8**

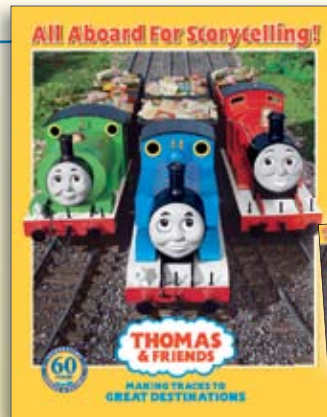


Cat in the Hat Poster  
22" x 34"  
ITEM #5020-0800 **\$14**



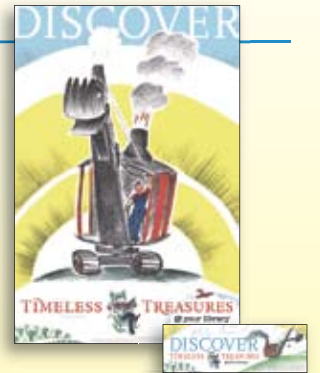
Olive My Love Poster  
22" x 34"  
ITEM #5027-0502 **\$14**

Olive My Love Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0503 **\$8**



Thomas Poster  
22" x 28"  
ITEM #5027-0500 **\$14**

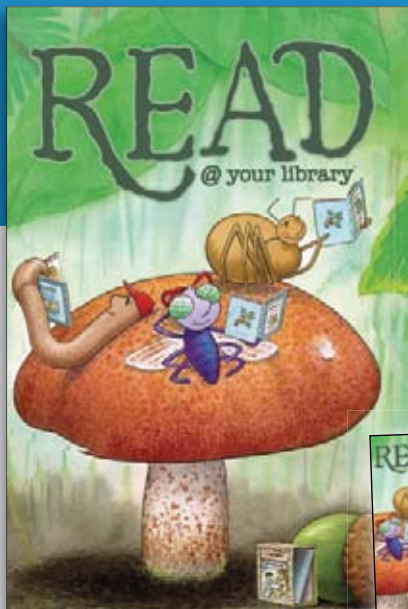
Thomas Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0501 **\$8**



Discover Mike Mulligan Poster  
12" x 18"  
ITEM #5027-0607 **\$10**

Discover Mike Mulligan Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0608 **\$8**

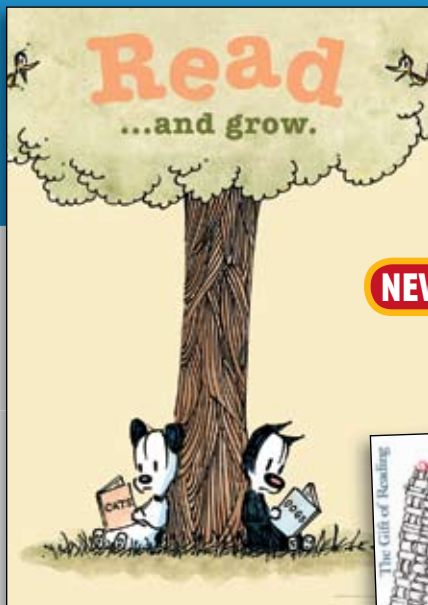




Bug Diary Poster  
22" x 28"  
ITEM #5027-0611 \$14



Bug Diary Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0612 \$8



Mutts Poster  
22" x 28"  
ITEM #5027-0701 \$14

**NEW!**



Mutts Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0702 \$8



If You Give Poster  
22" x 34"  
ITEM #5027-0605 \$14

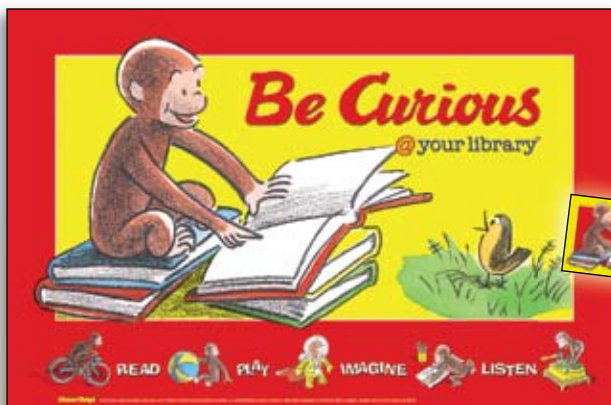


If You Give Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0606 \$8



Olivia Poster  
20" x 28"  
ITEM #5027-0301 \$14

Olivia Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0302 \$8



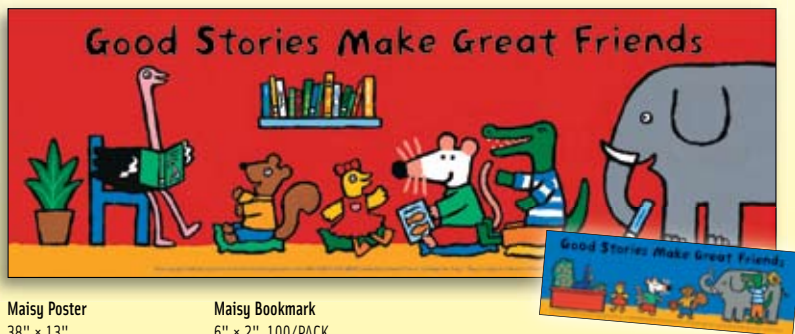
Curious George Poster  
34" x 22"  
ITEM #5027-0103 \$14

Curious George Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0110 \$8

**THANK YOU!**  
Your purchases support the programs of the American Library Association.

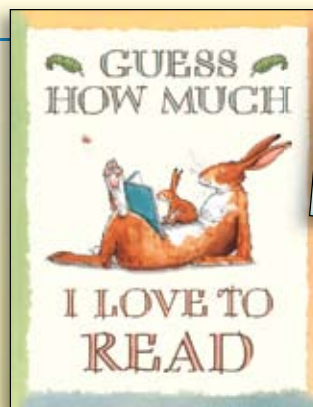


Find out more about the Curious George Reading Program on page 20!



Maisy Poster  
38" x 13"  
ITEM #5027-0504 \$14

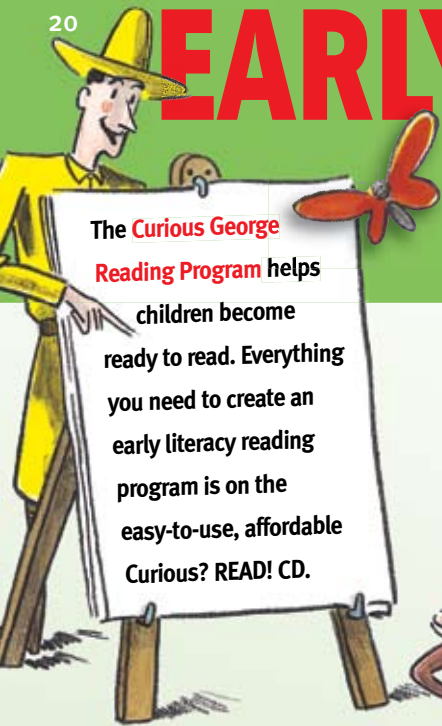
Maisy Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0505 \$8



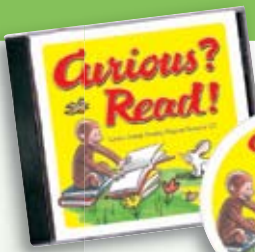
Guess How Much Poster  
22" x 28"  
ITEM #5027-0401 \$14

Guess How Much Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0402 \$8





# EARLY LITERACY BEGINS WITH YOU



ACTIVITY BOARD



BOOKMARK



PAGE BORDERS



CERTIFICATE

**MOST FILES PROVIDED IN ENGLISH AND SPANISH.**

**READ with Curious George**

@your library

**Curious? Read! CD**

ITEM #5037-0301

- 1 copy = **\$99**
- 2-5 = **\$75**
- 6-9 = **\$49**
- 10-50 = **\$35**
- 50+ = **call for quote 1-800-545-2433, ext. 2427**

This comprehensive CD includes all the resources you need to create an early reader program at your library. The contents include:

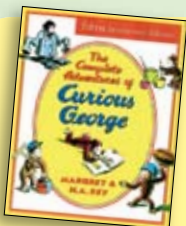
- 50-page program guide (activities, press releases, letters, early literacy articles, PSAs, etc.)
- Ready-to-print and customizable promotional files (posters, bookmarks)
- Program resources (certificates, activity sheets, etc.)
- Incentives (stickers, buttons, etc.)
- Curious George clip art and font
- Web images

**"If you want to encourage early literacy . . . this disc is a worthwhile investment."**

—Karen S. Cullings, Community Relations Director, Daupin County Library System

**SAVE 30%**  
with the Curious George Set!

1 CD, 1 Book, 1 Poster, 2 Packs of Bookmarks, 2 Packs of Ribbons, and 1 Roll of Stickers  
ITEM #5037-0751 **\$115**



**BUY 4 GET 1 FREE!**

CG Doorknob Hanger Set  
ITEM #5037-0452 **5 for \$16**



CG Doorknob Hanger  
4" x 9 1/4" 2-SIDED  
ITEM #5037-0401 **\$4**



USE STICKER TO AFFIX THE RIBBON

CG Stickers  
2" DIAMETER  
100/ROLL  
ITEM #5037-0305 **\$12**

CG Ribbons  
2" x 6" 25/PACK  
ITEM #5037-0302 **\$12**

**FREE GIFT**

Buy the Curious? Read! CD and get a free copy of *The Complete Adventures of Curious George*. (422 pages)

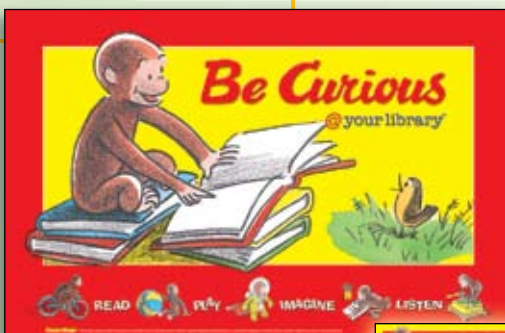
ITEM #5037-0306

Request your free gift when ordering. Quantities limited.



CG Bumper Sticker

11" x 4"  
ITEM #5037-0402 **\$4**



Curious George Poster  
34" x 22"  
ITEM #5027-0103 **\$14**



Curious George Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0110 **\$8**

**SAVE 63%**

**CG Growth Chart Set**  
ITEM #5037-0353 **10 for \$29**



CG Growth Chart  
7" x 36"  
ITEM #5037-0303  
**\$8**



# DIGITAL PROGRAMMING

## LIBRARY PEOPLE



### Use Library People for All Your Promotions

Create great promotional materials with the Library People CD. The professional design elements on this digital resource include posters, bookmarks, name tags, buttons, stationery, ad shells, and a toolkit (press release, programming materials, etc.). For a complete list of files, visit [www.alastore.ala.org](http://www.alastore.ala.org).

#### Library People CD

ITEM #5009-0305

1 copy = \$99

2-5 = \$75

6-9 = \$49

10-50 = \$35

50+ = call for quote

1-800-545-2433, ext. 2427



BUTTON

NAME TAG



POSTCARD



BOOKMARK



PAGE BORDER



17 SCALABLE SILHOUETTES PROVIDED AS SEPARATE FILES



Get a Life, Get a Library Card

Algo para todos tu biblioteca

ALTERNATE TITLES

## POETRY RESOURCE



### Get Poetic on Your PC (or Mac)

Introduce poetry at your school or library with the Poetry Resource CD. Create and print high-quality promotional items such as posters, bookmarks, etc., with a number of customization options. More than 50 ready-to-use, professional files are included. For more information, visit [www.alastore.ala.org](http://www.alastore.ala.org).

#### Poetry Resource CD

ITEM #5046-0307

1 copy = \$99

2-5 = \$75

6-9 = \$49

10-50 = \$35

50+ = call for quote

1-800-545-2433, ext. 2427

NOTECARD



POSTER

POSTCARD



PAGE BORDERS

BOOKMARKS



BACKGROUNDS



BUTTON

## ONE BOOK



### Plan a Community Reading Program

Everything you need to plan a community-wide reading program. The CD features a 48-page planning guide produced by the ALA's Public Programs Office, and customizable, digital art for posters, bookmarks, and other promotional pieces. Interactive budget and marketing materials also included.

#### One Book CD

ITEM #5030-0301

1 copy = \$99

2-5 = \$75

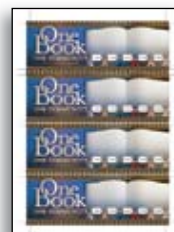
6-9 = \$49

10-50 = \$35

50+ = call for quote

1-800-545-2433, ext. 2427

BOOKMARKS



BUTTON

POSTCARD



NAME TAG



PAGE BORDER



Un Libro  
UNA COMUNIDAD

ENGLISH AND SPANISH TITLES, HAND AND BOOK GRAPHICS... AND MUCH MORE!

# BOOKMARKS



## Young Readers

George and Martha Bkkm  
ITEM #5027-0711

The Snowman Bkkm  
ITEM #5027-0614

Chameleon Bkkm  
ITEM #5020-0203

Polar Express Bkkm  
ITEM #5027-0406

Pigeon Bkkm  
ITEM #5027-0610

Curious George Bkkm  
ITEM #5027-0110

Mike Mulligan Bkkm  
ITEM #5027-0608

Maisy Bkkm  
ITEM #5027-0505

Olive My Love Bkkm  
ITEM #5027-0503



Brain Food Pyramid Bkkm  
ITEM #5090-0702

Toot and Puddle Bkkm  
ITEM #5027-0709

Bug Diary Bkkm  
ITEM #5027-0612

So Much to See Bkkm  
ITEM #5295-0602



If You Give Bkkm  
ITEM #5027-0606

Olivia Bkkm  
ITEM #5027-0302

Guess How Much Bkkm  
ITEM #5027-0402

Thomas Bkkm  
ITEM #5027-0501



Baby Reader Bkkm 1  
ITEM #5273-0301

Baby Reader Bkkm 2  
ITEM #5273-0401

Baby Reader Bkkm 3  
ITEM #5273-0402

**SAVE 25%**  
Baby Reader Set  
(1 pack of each bookmark)  
ITEM #5273-0451 **\$18**



## Show Off Your Bookmarks in Style!

Our handy, flexible plastic bookmark holder has four slots (2" x 6") that can display more than 400 bookmarks. The lightweight unit ships flat and is easy to assemble.

Red Bookmark Holder  
ITEM #5500-0501 **\$13**

White Bookmark Holder  
ITEM #5500-0301 **\$13**

**SAVE 15%**  
5 Bookmark Holders for \$55

White Bookmark Holder Set (5)  
ITEM #5500-0451

Red Bookmark Holder Set (5)  
ITEM #5500-0551

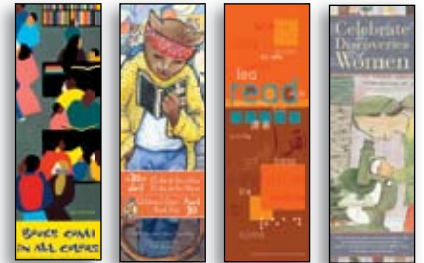
## Diversity

Rainbow Bkkm  
ITEM #5073-0600

El Dia Bkkm  
ITEM #5027-0206

Multilingual Read Bkkm  
ITEM #5170-0101

Celebrate Women Bkkm  
ITEM #5173-0202



Carl Sagan Bkkm  
ITEM #5171-0702

Rosa Parks Bkkm  
ITEM #5171-0102

Jackie Robinson Bkkm  
ITEM #5171-0201

**NEW!**



Marie Curie Bkkm  
ITEM #5050-0004

Frederick Douglass Bkkm  
ITEM #5171-0500



**ALL BOOKMARKS  
ARE 2" x 6"  
\$8/PACK  
(100/PACK)**

# YOU CAN'T BEAT BOOKMARKS AS GIVEAWAYS

**Promote reading with  
our vast selection  
of exclusive bookmarks**

## Adolescent Appeal

**Superman Bkkm**  
ITEM #5027-0604

**Batman Bkkm**  
ITEM #5027-0510

**Batgirl Bkkm**  
ITEM #5027-0404

**DC Universe Bkkm**  
ITEM #5027-0004



**Emily the Strange Bkkm**  
ITEM #5027-0602

**Teen Titans Bkkm**  
ITEM #5027-0012

**Megatokyo Bkkm**  
ITEM #5027-0408

**Mad Bkkm**  
ITEM #5027-0114



**Mutts Bkkm**  
ITEM #5027-0702

**Cantarella Bkkm**  
ITEM #5027-0704

**Sandman Bkkm**  
ITEM #5027-0306

**Lemony Snicket Bkkm**  
ITEM #5027-0308



**Slammin' Bkkm** ITEM #5046-0302

**Yo Leo Bkkm** ITEM #5183-0105

**I Read Bkkm** ITEM #5183-0104

**It's Alive Bkkm** ITEM #5046-0407



**LOTR Moving Words Bkkm** ITEM #5027-0204

**LOTR Frodo Bkkm** ITEM #5027-0106

**LOTR Gandalf Bkkm** ITEM #5027-0108

**LOTR Arwen Bkkm** ITEM #5027-0104



Save 30% when you buy the complete Dewey Bookmark Series—see page 28!



## Explore

**READ Red Bkkm**  
ITEM #5078-0603

**Get a Life Bkkm**  
ITEM #5292-0405



**THANK YOU!**

Your purchases support the programs of the American Library Association.



**LC Find It Bkkm**  
ITEM #5313-0202

**Dewey Find It (Eng) Bkkm**  
ITEM #5313-0002

**Dewey Find It (Sp) Bkkm**  
ITEM #5313-0003

**Smartest Card Bkkm**  
ITEM #5065-0402

**Get Carded Bkkm**  
ITEM #5065-0201



## Celebrities

**Keira Knightley Bkkm**  
ITEM #5017-0509

**Tony Hawk Bkkm**  
ITEM #5017-0209

**Serena Williams Bkkm**  
ITEM #5017-0207

**Los Lonely Boys Bkkm**  
ITEM #5018-0702

**Orlando Bloom Bkkm**  
ITEM #5017-0402



## Heroes

**Search and Rescue Bkkm**  
ITEM #5017-0706

**Firefighter Bkkm**  
ITEM #5017-0204



Save 20% on the Celebrity Bookmark Set 7

1 pack of each Celebrity Bookmark: Keira Knightley, Tony Hawk, Serena Williams, Los Lonely Boys, and Orlando Bloom

ITEM #5017-0752 \$32

# 4 EASY WAYS TO ORDER TODAY

- 1. CALL TOLL-FREE:** 1-866-SHOP ALA (1-866-746-7252) 7:00 A.M. to 5:00 P.M. CST, Mon–Fri. International orders (non-toll free) 1-770-280-4185 or e-mail ala-orders@pbd.com.
- 2. FAX:** 770-280-4155, 24 hours a day
- 3. ORDER ONLINE:** WWW.ALASTORE.ALA.ORG, 24 hours a day.
- 4. MAIL:** ALA, P.O. BOX 932501, ATLANTA, GA 31193-2501

ALA MEMBER # \_\_\_\_\_  
(Must fill in to receive your discount.)

DAYTIME PHONE:  
(REQUIRED in case we have questions about your order.)

□□□□-□□□□-□□□□ □□□□ (Extension)

SHIP TO: (Use only if different from imprint at left.)

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

home  organization \_\_\_\_\_  
E-MAIL ADDRESS (REQUIRED)

**METHOD OF PAYMENT**

- Check or money order enclosed. \$ \_\_\_\_\_ (Make payable to ALA)
  - Bill my library, school or organization. (Only orders of \$50 or more from established organizational accounts can be billed. See page 25 for details.)
  - Purchase Order # \_\_\_\_\_ (For billed orders to libraries, schools or other organizations. First-time customers, please provide organizational purchase order.)
  - VISA  MasterCard  American Express
- □□□□ □□□□ □□□□ □□□□ □□□□ / □□□□  
Credit Card Number Exp. Date

Signature \_\_\_\_\_  
FEDERAL TAX I.D. NUMBER \_\_\_\_\_ (Lib. Store, Bookstore)

**METHOD OF SHIPPING**

All orders are sent UPS Ground Service unless otherwise specified. For the following alternate shipping options, call 1-866-SHOP ALA for a shipping quote.\*

- UPS 2nd Day Air (Cost plus \$10)
- UPS Next Day Air (Cost plus \$20)

\*AK, HI, Puerto Rico, U.S. Virgin Islands, and Guam orders must select UPS 2nd Day.

**SHIPPING & HANDLING CHARGES WILL BE ADDED TO ALL ORDERS:**

Within the U.S.:  
Up to \$49.99 . . . . . \$7  
\$50 to \$99.99 . . . . . \$9  
\$100 to \$149.99 . . . . . \$10  
\$150 to \$199.99 . . . . . \$11  
\$200+ . . . . . 8% of total

For bulk rates call 800-545-2433, ext. 2427.

**THANK YOU!**  
Your purchases support the programs of the American Library Association.

ORDERED BY/BILL TO: If the name or address is incorrect, correct information in the space below.

Is this your:  
 home or  organization's address?

ITEM	SIZE	COLOR/STYLE	DESCRIPTION	QTY.	UNIT PRICE	10% MEMBER DISCOUNT*	TOTAL (QTY. x UNIT PRICE - DISCOUNT)

	<b>SUBTOTAL</b>	
	<b>SALES TAX **</b>	
	<b>SHIPPING AND HANDLING</b>	
	<b>ORDER TOTAL</b>	

\*Member discounts do not apply to special offers or sets. **Discounts do not combine.**  
\*\*Residents of IL, CT, DC, or GA who are not tax exempt, please add appropriate sales tax. If you are unsure of your tax rate, call 1-866-746-7252 for assistance. If you are tax exempt, please include a copy of your tax exempt certificate with your order.  
**IMPORTANT:** Only orders of \$50 or more from established organizational accounts can be billed. To open an organizational account, see ordering information on page 25.

Digital Downloads must be purchased online at [www.alastore.ala.org](http://www.alastore.ala.org).

EXCLUSIVE!

# ALA AWARD SEALS

SHOW OFF THE AWARD-WINNING AND NOTABLE BOOKS IN YOUR COLLECTION!

24 seals per pack.  
All seals are  
\$13 per pack.



Caldecott Gold	ITEM #5300-0101
Caldecott Silver	ITEM #5300-0102
Newbery Gold	ITEM #5301-0101
Newbery Silver	ITEM #5301-0102
CS King Bronze	ITEM #5302-0101
CS King Pewter	ITEM #5302-0102
Geisel Gold	ITEM #5309-0601
Geisel Silver	ITEM #5309-0602



Batchelder Gold	ITEM #5303-0701
Batchelder Silver	ITEM #5303-0702
Belpré Gold	ITEM #5309-0203
Belpré Silver	ITEM #5309-0204
Printz Gold	ITEM #5306-0101
Printz Silver	ITEM #5306-0102
Sibert Gold	ITEM #5309-0201
Sibert Silver	ITEM #5309-0202
Edwards Award Seal	ITEM #5309-0205



Wilder Award Seal	ITEM #5309-0701
Notable Book Seal	ITEM #5308-0401
Schneider Family Book Award Seal	ITEM #5309-0401
Booklist Editors' Choice Seal	ITEM #5303-0601
Booklist Top of the List Seal	ITEM #5303-0602

For bulk orders in rolls of 1,000, please call Bob Hershman at (312) 280-5105.

## ORDERING & POLICY INFORMATION

- Fill in your billing address and shipping address (if different from billing address). Fill in your ALA member number to qualify for member discounts (10% for personal and organization members). Shipping address must include your street address. **UPS does not ship to P.O. boxes.**
- Indicate method of payment on the order form. Enclose a check or money order in U.S. funds or charge to your VISA, MasterCard, or American Express. **ALA will only bill organizational accounts ordering a minimum of \$50.** See below for information on organizational accounts.
- ALA collects sales tax for non-tax exempt sales in IL, CT, GA, and the District of Columbia. If you are tax exempt, you must submit your tax exempt certificate with your order so that ALA has a copy on file. If you are unsure of your tax rate, please call 1-866-SHOP ALA (1-866-746-7252) for assistance.
- Library stores, book stores, and other resellers must include their federal tax I.D. number.
- Fill in the item number, size, color/style, product description, and quantity. Add the shipping and handling charge to your subtotal. For alternate shipping options, select from Next Day and 2nd Day options and call 1-866-SHOP ALA (1-866-746-7252) for a quote. Total at the bottom of the order form.
- Discounts or special prices for posters, sets, and clearinghouse items that are advertised throughout the catalog **do not combine with other discounts** (including membership). When in doubt, the better discount is applied to the items. **Prices are subject to change at ALA's discretion.**
- Retain a copy of your order form for easy reference.
- Mail order form to: ALA, P.O. Box 932501, Atlanta, GA 31193-2501, fax your order to our 24-hour fax line at 770-280-4155, order online: [www.alastore.ala.org](http://www.alastore.ala.org), or call toll free 1-866-SHOP ALA (1-866-746-7252).**

### SHIPPING

All orders are sent UPS ground service for guaranteed safe delivery, unless otherwise specified. Allow 2 weeks for delivery. For questions regarding shipments or for a quote on alternative shipping methods, call Customer Service at 1-866-SHOP ALA (1-866-746-7252).

### SATISFACTION GUARANTEED

If your purchase does not meet your expectations, we will replace your merchandise, credit your account, or issue a full refund. Just follow our simple return procedures on the back of your packing slip or, for faster service, call a Customer Service Representative, 1-866-SHOP ALA (1-866-746-7252). **Please ship returns to: ALA Returns, Distribution Center, 3280 Summit Ridge Parkway, Duluth, GA 30096.**

### ORGANIZATIONAL ACCOUNTS

ALA organizational members and libraries, schools, and other educational groups who are current ALA Graphics customers are established organizational accounts and can be billed. If your institution does not have an open business account with ALA, please submit your first order with an organization purchase order. Credit references may be required for large orders.

# 26 PROMOTE YOUR AWARD-WINNING COLLECTION

## NEW! Award-Winning Reader Posters

Inspire library patrons—young and old—to become “award-winning readers” by seeking out ALA’s award-winning books. These undated posters will be valuable for years to come!

### Award-Winning Reader Poster (Children)

22" x 28"  
ITEM #5400-0701 \$14

Check out the ALA Award Seals on page 25!

Colorful children’s poster features descriptions of the following awards:

- Batchelder Award
- Belpré Award
- Caldecott Medal
- Geisel Award
- Coretta Scott King Award
- Newbery Medal
- Schneider Family Book Award
- Sibert Informational Book Medal
- Laura Ingalls Wilder Award

### Award-Winning Reader Poster (Young Adult)

22" x 28"  
ITEM #5400-0702 \$14

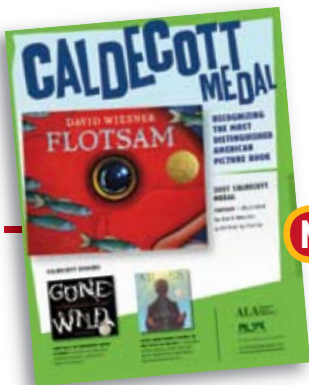
Bold young adult poster features descriptions of the following awards:

- Alex Awards
- Belpré Award
- Edwards Award
- Coretta Scott King Award
- Newbery Medal
- Printz Award
- Sibert Informational Book Medal
- Schneider Family Book Award

NEW!



ALA MEMBERS SAVE 10%



Caldecott Award Poster 2007  
8½" x 11"  
ITEM #5400-0703 \$4

## Highlight Your Winning Collection with Dynamic Posters from ALA!

Introduce your customers, patrons, and parents to new books, award and honor book authors, and winning illustrators with exclusive American Library Association mini-posters.

NEW!

## NEW! 2007 Award and Honor Mini-Posters

These perfectly sized posters are ideal for display cases, shelf displays, or the ends of stacks. Place in a standard-sized frame for a quick and easy award book display.



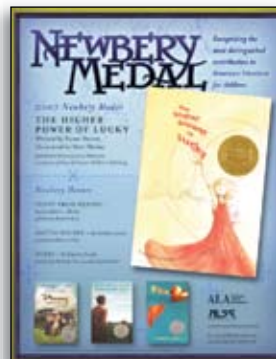
Geisel Award Poster 2007  
8½" x 11"  
ITEM #5400-0707 \$4



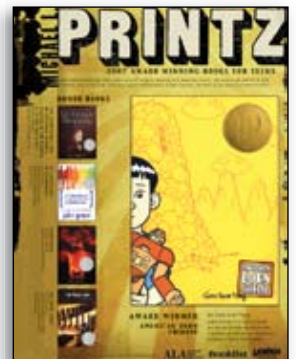
CSK Award (Author) Poster 2007  
8½" x 11"  
ITEM #5400-0706 \$4



CSK Award (Illustrator) Poster 2007  
8½" x 11"  
ITEM #5400-0705 \$4



Newbery Award Poster 2007  
8½" x 11"  
ITEM #5400-0704 \$4



Printz Award Poster 2007  
8½" x 11"  
ITEM #5400-0708 \$4

# LIBRARY ART

## PROMOTE LITERACY AND LEARNING

Punch up your promotional materials with our easy-to-use digital images perfect for:

- signs
- newsletters
- certificates
- Web pages
- note cards
- posters
- book lists
- invitations
- postcards
- buttons
- ads
- bookmarks
- brochures
- stickers
- and more!



MEGAN MONTEGUE CASH

### Library Art 2



Over 70 digital images—less than \$3 per image!

- Library Art 2 CD**  
ITEM #5210-0402
- 1 copy = \$199
  - 2-5 = \$145
  - 6-9 = \$99
  - 10-50 = \$69
  - 50+ = call for quote  
1-800-545-2433, ext. 2427

**SAVE 20% WITH THE LIBRARY ART CD SET!**

Use the 100+ high-quality images to enhance any design project!

Library Art 1 CD & Library Art 2 CD  
ITEM #5210-05S1 **\$318**



VIOLET LEMAY



TAIA MORLEY



PHIL BLISS

*storytime*  
LINDA HANCOCK



LETICIA PLATE



RUSSELL THURSTON

### Library Art 1



Over 40 digital images—less than \$5 per image!

- Library Art 1 CD**  
ITEM #5210-0301
- 1 copy = \$199
  - 2-5 = \$145
  - 6-9 = \$99
  - 10-50 = \$69
  - 50+ = call for quote  
1-800-545-2433, ext. 2427



DARYLL COLLINS



VIOLET LEMAY



JULIE DELTON



PAT COLEMAN



CHET PHILLIPS



JACKI GELB

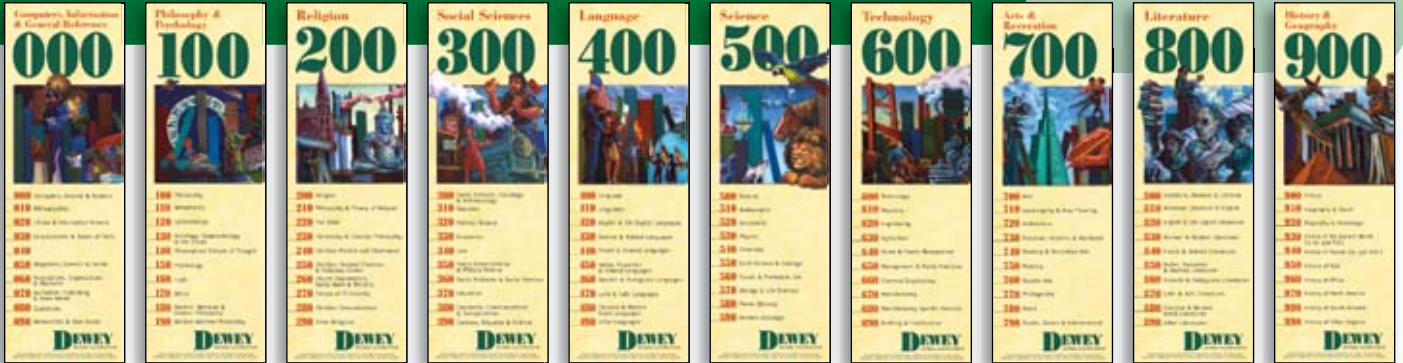
### NEW DIGITAL DOWNLOADS!

Buy single art files online and download in minutes!

**WWW.ALASTORE.ALA.ORG**

# FIND IT @your library®

**SAVE 20%**  
Buy 5 or more posters



Dewey Series 000 Bkkm ITEM #5313-0500	Dewey Series 100 Bkkm ITEM #5313-0501	Dewey Series 200 Bkkm ITEM #5313-0502	Dewey Series 300 Bkkm ITEM #5313-0503	Dewey Series 400 Bkkm ITEM #5313-0504	Dewey Series 500 Bkkm ITEM #5313-0505	Dewey Series 600 Bkkm ITEM #5313-0506	Dewey Series 700 Bkkm ITEM #5313-0507	Dewey Series 800 Bkkm ITEM #5313-0508	Dewey Series 900 Bkkm ITEM #5313-0509
---	---	---	---	---	---	---	---	---	---

**ALL BOOKMARKS ARE 2" x 6" AND \$8/PACK (100/PACK)**

**SAVE 30%**  
Dewey Series Bookmark Set  
10 BOOKMARK PACKS (1 OF EACH)  
ITEM #5313-0551 **\$56**



**The Library of Congress Classification System Poster**

The LC System is used in academic, university and large public library systems.

LC Find It Poster  
20" x 34" (LAMINATED)  
ITEM #5313-0201 **\$16**

LC Find It Bookmark  
2" x 6" 100/PACK (NOT LAMINATED)  
ITEM #5313-0202 **\$8**



**Laminated Dewey Find It Poster in English and Spanish**

Dewey Find It (Eng) Poster  
20" x 34" (LAMINATED)  
ITEM #5313-0001 **\$16**

Dewey Find It (Eng) Bookmark  
2" x 6" 100/PACK (NOT LAMINATED)  
ITEM #5313-0002 **\$8**

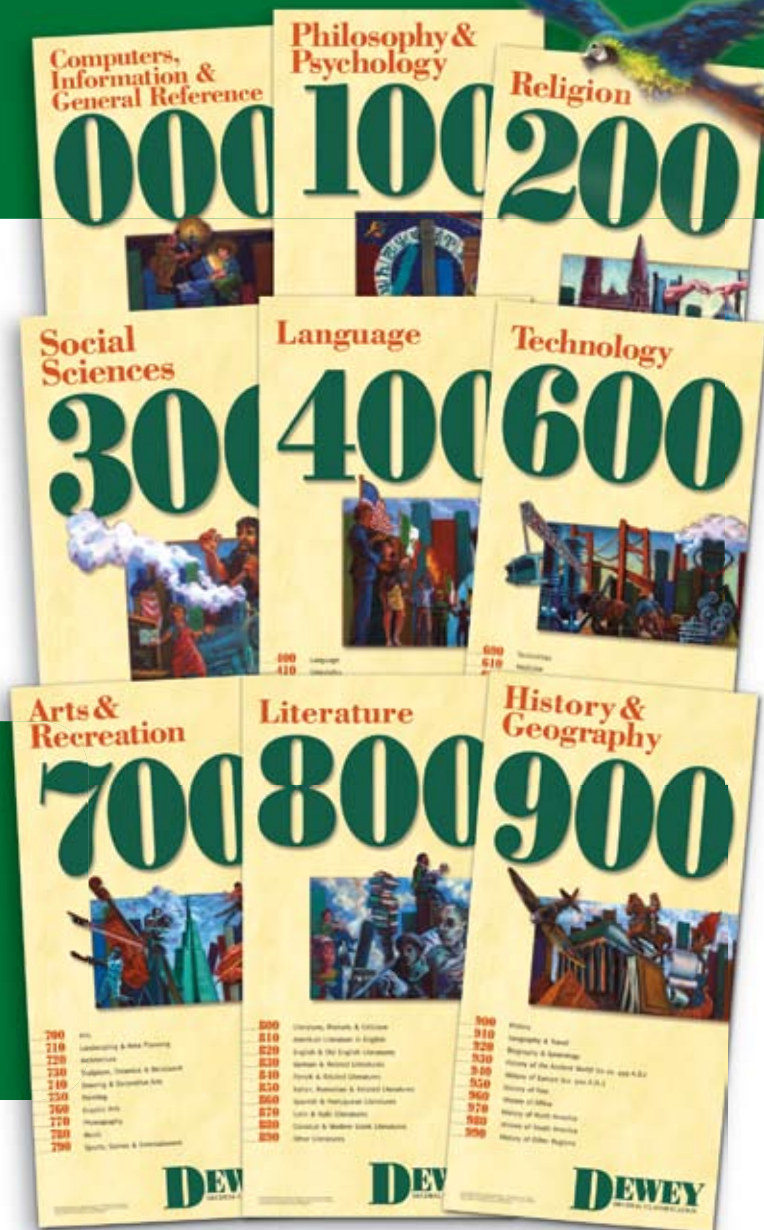


Dewey Find It (Sp) Poster  
20" x 34" (LAMINATED)  
ITEM #5313-0102 **\$16**

Dewey Find It (Sp) Bookmark  
2" x 6" 100/PACK (NOT LAMINATED)  
ITEM #5313-0003 **\$8**

## Help Your Patrons Navigate the Stacks!

Encourage your users to understand the Dewey Decimal system with this attractive, easy-to-use poster set. Both educational and decorative, each poster is sized to fit at the end of stacks. The Dewey Series is inspired by the Dewey Picture Poster featuring original art by John Ribble.



## BUY A DEWEY SET AND SAVE!

Save 35%—Dewey Poster and Bookmark Series Set

10 POSTERS (1 OF EACH) AND  
10 BOOKMARK PACKS (1 OF EACH)  
ITEM #5313-0552 **\$110**

Save 30%—Dewey Series Bookmark Set

10 BOOKMARK PACKS (1 OF EACH)  
ITEM #5313-0551 **\$56**

Save 30%—Dewey Series Poster Set

10 POSTERS (1 OF EACH)  
ITEM #5313-0451 **\$63**

### Colorful Dewey Poster

The imaginative artwork on this vibrant poster illustrates all of the Dewey hundreds and inspired the creation of the Dewey Poster Series. Sensibly sized for stack display and laminated for extended use, this is a wonderful accompaniment to the Dewey posters and bookmarks. Laminated.

Dewey Picture Poster  
17" x 38"  
ITEM # 5313-0101 **\$16**



## INDIVIDUAL POSTERS ALSO AVAILABLE!

All Dewey posters are 11" x 22" and laminated.

Dewey Series 000 Poster  
ITEM #5313-0400 **\$9**

Dewey Series 400 Poster  
ITEM #5313-0404 **\$9**

Dewey Series 800 Poster  
ITEM #5313-0408 **\$9**

Dewey Series 100 Poster  
ITEM #5313-0401 **\$9**

Dewey Series 500 Poster  
ITEM #5313-0405 **\$9**

Dewey Series 900 Poster  
ITEM #5313-0409 **\$9**

Dewey Series 200 Poster  
ITEM #5313-0402 **\$9**

Dewey Series 600 Poster  
ITEM #5313-0406 **\$9**

Dewey Series 300 Poster  
ITEM #5313-0403 **\$9**

Dewey Series 700 Poster  
ITEM #5313-0407 **\$9**

# PROFESSIONAL PRIDE



**A Librarian Pin Black**  
1½" × 1/3"  
ITEM #5245-0406 \$10



**Librarian Pin Purple**  
1½" × 1/3"  
ITEM #5245-0407 \$10

**B ALA Logo Pin**  
5/8" DIAMETER  
ITEM #5261-0500 \$10



**C Library Symbol Pin**  
5/8" DIAMETER  
ITEM #5240-0300 \$7



**D READ Pin Black**  
1½" LONG  
ITEM #5078-0504 \$8



**READ Pin Blue**  
1½" LONG  
ITEM #5078-0505 \$8



**E Librarian Pin Red**  
1½" × 3/8"  
ITEM #5242-1100 \$15  
LIMITED QUANTITIES



**F Librarian Key Chain**  
3" WIDE  
ITEM #5245-0408 \$7  
LIMITED QUANTITIES



**Euro-Style ALA Sticker**  
6" × 4" OVAL  
ITEM #5261-0601 \$4

## Classic ALA Logo Mug

This glass mug with the ALA logo etched on one side is a great recognition gift for staff or volunteers.

**ALA Logo Mug**  
13 OZ. GLASS  
ITEM #5261-0102 \$12



## Stylish Silver Card Holder

A handsome addition to anyone's desk. The '@ your library' logo is engraved on one side.

**@yl Card Holder**  
ITEM #5293-0121 \$21



**NEW!**

## ALA Silver Bookmark

Mark your spot and show your professional pride with this sophisticated silver bookmark engraved with the ALA logo. The classic design makes it a thoughtful gift for the readers in your life—ideal for staff, friends, and as recognition gifts.

**ALA Silver Bookmark**  
5½" LONG, 1" DIAMETER FACE  
ITEM #5261-0701 \$12



**@yl Stamp**  
ITEM #5293-0402 \$8

@ your library®

## The Key to Community

This colorful key chain spreads the message that the library is the place to come together. Six per set, 2 of each color: red, green, blue.

**Come Together Key Chain Set**  
4" × 1," 6/PACK  
ITEM # 5009-0604 \$13



# CHECK IT OUT @your library<sup>®</sup>

## Spread the Word!

The smartest card in anyone's wallet is their library card. Promote the value of your library and its endless resources to everyone in your community with these colorful campaign products that offer a number of tips on how to utilize the library. Perfect for inspiring patrons to spend more quality time at your library. For more information, visit [www.pla.org/smartestcard.htm](http://www.pla.org/smartestcard.htm).

- |   |   |
|---|---|
| George Lopez Mini Poster<br>11" x 17"<br>ITEM #5065-0501 <b>\$7</b> | Smartest Card Bookmark<br>2" x 6" 100/PACK<br>ITEM #5065-0402 <b>\$8</b>                  |
| Smartest Card Poster<br>20" x 28"<br>ITEM #5065-0401 <b>\$14</b>    | Smartest Card Pencil<br>6/PACK<br>(2 RED, 2 YELLOW, 2 BLUE)<br>ITEM #5065-0403 <b>\$5</b> |



## Exclusive Smartest Card PSAs

George Lopez talks up the importance of library cards in four radio public service announcements.

- |   |
|---|
| George Lopez PSA CD<br>ITEM #5065-0502 <b>\$25</b>  |
| George Lopez PSA VHS<br>ITEM #5065-0500 <b>\$25</b> |

See George Lopez READ Poster on page 10.



## September is Library Card Sign Up Month!



## Save 25% with the Smartest Card Set

2 Posters, 2 Mini Posters, 2 Packs of Bookmarks, and 2 Pencil Packs

ITEM #5065-0551 **\$51**

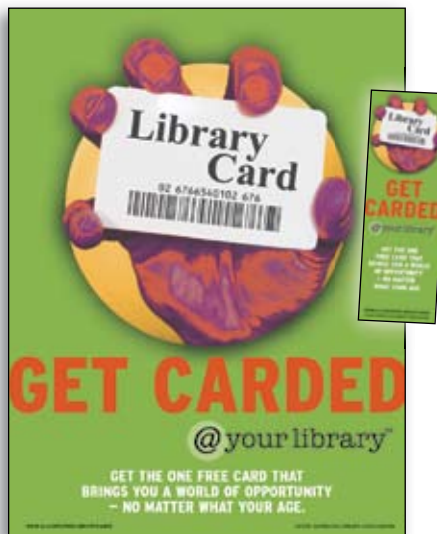
## Superheroes Return Their Stuff on Time!

Let these teen superheroes help you teach younger patrons the importance of returning library materials on time.

- |  |
|--|
| Teen Titans Poster<br>22" x 28"<br>ITEM #5027-0011 <b>\$14</b>         |
| Teen Titans Bookmark<br>2" x 6" 100/PACK<br>ITEM #5027-0012 <b>\$8</b> |
| Teen Titans Postcard<br>4" x 6" 50/PACK<br>ITEM #5027-0013 <b>\$12</b> |



**SAVE 25%**  
Teen Titans Set!  
1 Poster, 2 Packs of Bookmarks,  
2 Packs of Postcards  
ITEM #5027-0552 **\$40**



## Target Teens to Get Carded

Proudly show your library card—it's an all-access entry pass. People of all ages who use their library card open up a world of information and a new way of life.

- |   |
|---|
| Get Carded Poster<br>18" x 24"<br>ITEM #5065-0202 <b>\$14</b>         |
| Get Carded Bookmark<br>2" x 6" 100/PACK<br>ITEM #5065-0201 <b>\$8</b> |

# GREAT GIFTS



## Tea Time with Dewey

This clever tea cup features the Dewey Decimal number for tea. Dishwasher and microwave safe.

Tea Cup  
ITEM #5313-0410 **\$12**

## Drink Your Coffee with Dewey

Show off your classification skills with this clever mug featuring the Dewey Decimal number for coffee. Dishwasher and microwave safe.

Coffee Mug White  
ITEM #5313-0302 **\$12**

Coffee Mug Black  
ITEM #5313-0301 **\$12**

**SAVE 15%**  
**Coffee Mug Set**  
1 white mug and 1 black mug  
ITEM #5313-0351 **\$20**

## Sweet Dreams with Dewey

This lavender cotton night shirt, with original art by Jacki Gelb, features an assortment of sleep-related items with their Dewey Decimal numbers. 100% preshrunk heavyweight cotton, 37" long, one size fits most.

Dewey Night Shirt  
ONE SIZE FITS MOST  
ITEM #5313-0510 **\$35**



## Collar Your Cat (or Dog) with Dewey!

Classify your favorite pet with our cool collars that feature the appropriate Dewey number.

Dog Collar S  
¾" WIDE  
ADJUSTS FROM 9-14" LONG  
ITEM #5313-0412 **\$16**

Dog Collar M  
¾" WIDE  
ADJUSTS FROM 12-20" LONG  
ITEM #5313-0413 **\$16**

Cat Collar (above)  
ONE SIZE ½" WIDE  
ADJUSTS FROM 7-11" LONG  
ITEM #5313-0411 **\$14**

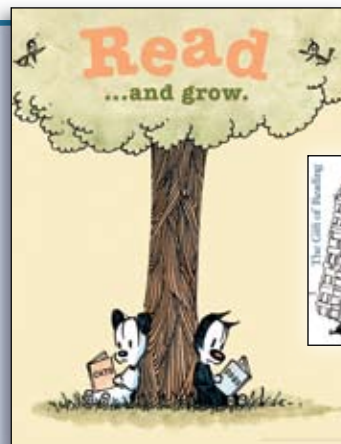
Dog Collar L  
¾" WIDE  
ADJUSTS FROM 18-32" LONG  
ITEM #5313-0414 **\$16**



## Unshelved @ your library®

*Unshelved* is the world's only daily comic strip that is set in a public library. This popular web comic was created in 2002 by writer Gene Ambaum (alias) and co-writer/artist Bill Barnes. With special thanks to Gene, Bill, and Overdue Media.

Unshelved Poster  
36" x 12"  
ITEM # 5027-0705 **\$14**



## Original Art from Patrick McDonnell

In 1994 Patrick McDonnell created the daily newspaper comic strip *Mutts*, which has received numerous awards since its inception. The stars of *Mutts* are Mooch, a cat, and his best friend Earl, a dog. With special thanks to Patrick and Little, Brown and Company for Young Readers.

Mutts Poster  
22" x 28"  
ITEM #5027-0701 **\$14**

Mutts Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0702 **\$8**

Give some of your favorite ALA products—perfect for school, library, office or home!

**ALA  
BESTSELLER**

### Lazy Lions Note Card

Art by Graeme Base. Blank inside, envelopes included.

6¼" × 4½" 25/PACK  
ITEM #5027-0115 **\$19**



### Botanical Note Card

Art by Charlotte Staub Thomas. Blank inside, envelopes included.

4½" × 6¼" 25/PACK  
ITEM #5197-0401 **\$19**



### Random Acts of Reading

The enchanting image on the poster, bookmark, and note card features the art of Caldecott winner David Small, who illustrated wife Sarah Stewart's book, *The Library*. An ALA classic!

Random Acts Poster  
38" × 17"  
ITEM #5025-0698 **\$14**

Random Acts Bookmark  
6" × 2" 100/PACK  
ITEM #5025-0798 **\$8**

Random Acts Note Card  
BLANK INSIDE,  
ENVELOPES INCLUDED.  
6¼" × 4½" 25/PACK  
ITEM #5197-0600 **\$19**



### Multilingual Read Note Card

Blank inside, envelopes included.

4½" × 6¼" 25/PACK  
ITEM #5170-0104 **\$19**  
Language key on back of card.



### THANK YOU!

Your purchases support the programs of the American Library Association.

### Blend in with a Book

This vibrant chameleon encourages readers to blend in and relax with a book. Artwork by Mary Jane Begin.

Chameleon Poster  
22" × 28"  
ITEM #5020-0201 **\$14**

Chameleon Mini Poster  
11" × 14"  
ITEM #5020-0202 **\$7**

Chameleon Bookmark  
6" × 2" 100/PACK  
ITEM #5020-0203 **\$8**



Welcome Window Cling  
11" × 15¼"  
ITEM # 5170-0604 **\$9**



Book Kite Window Cling  
11" × 16"  
ITEM #5009-0402 **\$9**



# MINI POSTERS

**BIGGER  
isn't always  
better!**



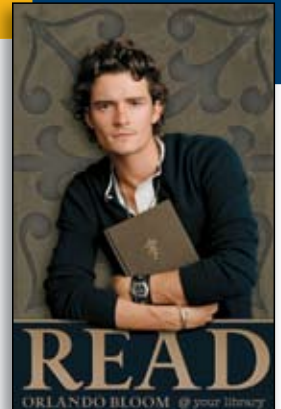
Change Your World Mini Poster  
8½" × 17"  
ITEM #5009-0502 \$7



Welcome Mini Poster  
11" × 15¼"  
ITEM #5170-0303 \$7



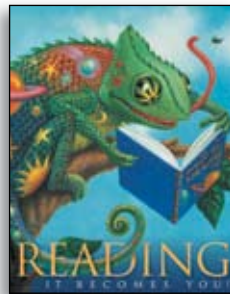
George Lopez Mini Poster  
11" × 17"  
ITEM #5065-0501 \$7



Orlando Bloom Mini Poster  
11" × 17"  
ITEM #5017-0403 \$7

**SAVE 30%**

Mini Poster Set #8  
All 8 Mini Posters  
for \$39  
ITEM #5899-0751



Chameleon Mini Poster  
11" × 14"  
ITEM #5020-0202 \$7



Get Real Mini Poster  
11" × 17"  
ITEM #5046-0501 \$7

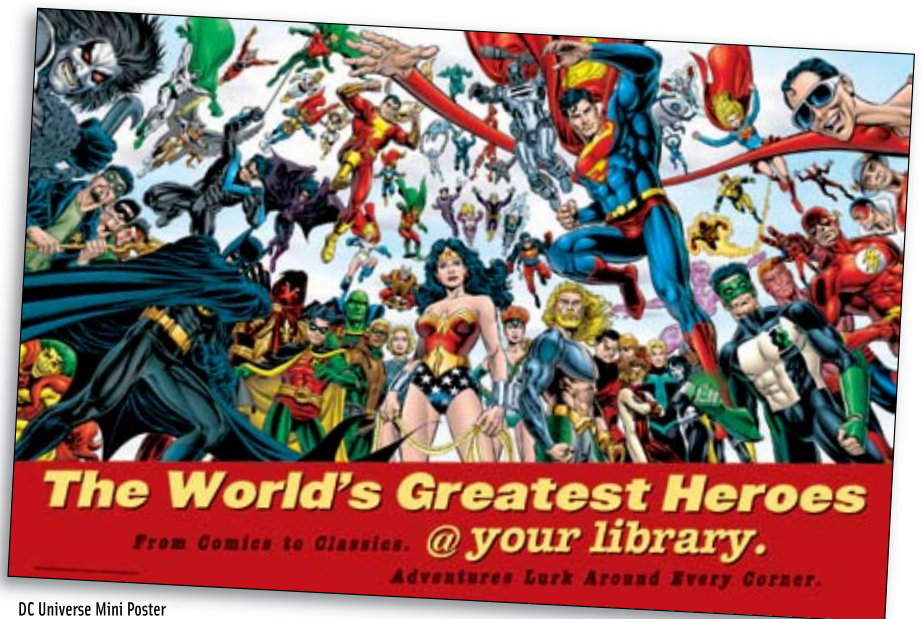
## MAXIMIZE YOUR OUTREACH CAPABILITIES

with our collection of clever mini posters. Take your message out into the community. Use blank spaces for your own information.

Mini posters are perfect for small places such as:

- » End of stacks
- » Lockers
- » Bus stops
- » Doors
- » Bulletin boards
- » Circulation desk
- » Book carts
- » Displays
- » Anywhere!

One World Mini Poster  
9" × 20"  
ITEM #5170-0605 \$7



DC Universe Mini Poster  
13¾" × 8¾"  
ITEM #5027-0005 \$7

# WELCOME

**ENERGIZE YOUR COMMUNITY** to get involved at your library with these inviting graphics!

## Welcome Everyone!

Celebrate diversity at your library with this vibrant design that welcomes your patrons using 25 different languages. The banner is one-sided and comes with pre-attached rope and grommets. Produced in cooperation with Hennepin (MN) County Library.

**Welcome Window Cling**  
11" x 15 1/4"  
ITEM # 5170-0604 **\$9**

**Welcome Mini Poster**  
11" x 15 1/4"  
ITEM #5170-0303 **\$7**

**Welcome Banner**  
36" x 50"  
ITEM #5170-0302 **\$49**



## Energize your community with this powerful message!

Promote the value of your library with this colorful bookmark and handsome button.



**Buy 4 Get 1 Free!**

Get a Life Button Set  
ITEM #5292-0452 5/PACK **\$12**

**Get a Life Button**  
2 1/4" DIAMETER  
ITEM #5292-0403 **\$3**

**Get a Life Bookmark**  
6" x 2" 100/PACK  
ITEM #5292-0405 **\$8**



**SAVE 30%**

Welcome Set  
1 Banner, 10 Mini Posters  
ITEM #5170-0351 **\$83**

## Wrist Bands with READ in Five Languages

Great rubber band bracelets are an instant hit with teens, tweens, and kids. Ten bright colors. Twenty per pack, two of each color.

**Multilingual Wrist Band**  
7 1/2" x 3/8" 20 BANDS  
ITEM #5170-0103 **\$14.50**

**ALA BESTSELLER**



**Library People Bookplates**  
3" x 4" 12/PACK  
ITEM #5292-0402 **\$6**

**READ Bookplates**  
3" x 4" 12/PACK  
ITEM #5078-0405 **\$6**

## Make Note

Perfect for jotting down notes. This classic cube features 625 individual white sheets. Each note doubles as a sticky note.

**READ Blue Note Cube**  
2 7/8" x 2 7/8" x 2 7/8"  
ITEM #5078-0406 **\$14**



## Radiant READ Poster

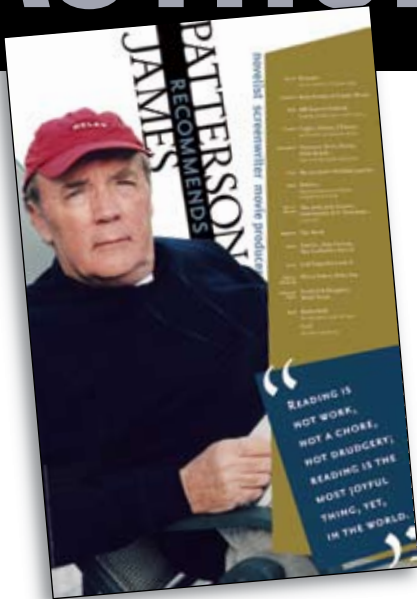
Brighten your walls with this energizing poster perfectly sized for hard-to-fit locations such as the space above doors and windows.

**READ People Poster**  
36" x 9 1/2"  
ITEM #5078-0408 **\$14**



# AUTHOR SERIES

**SHOWCASE** some of your favorite authors and share their list of recommendations with your patrons



## It's All about the Authors

This exciting series features some of today's most interesting and influential writers. Meet the authors on a more personal level with a list of their recommendations on a variety of subjects, including favorite movie, book, destination, etc. Read the authors' complete lists at [www.alastore.ala.org](http://www.alastore.ala.org).

James Patterson Poster  
15" x 23"  
ITEM #5113-0601 \$12

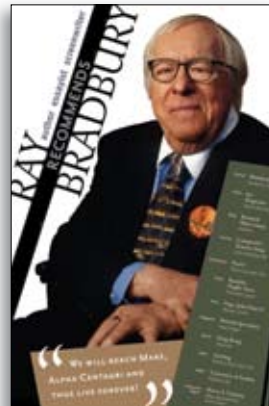
Find out more about these authors  
at [www.alastore.ala.org](http://www.alastore.ala.org)



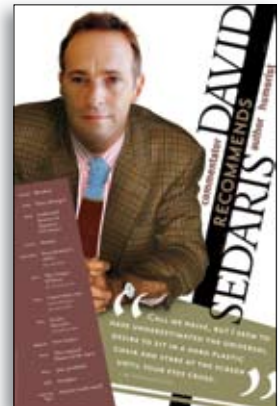
Nancy Pearl Poster  
15" x 23"  
ITEM #5113-0402 \$12



Tavis Smiley Poster  
15" x 23"  
ITEM #5113-0500 \$12



Ray Bradbury Poster  
15" x 23"  
ITEM #5113-0501 \$12



David Sedaris Poster  
15" x 23"  
ITEM #5113-0502 \$12

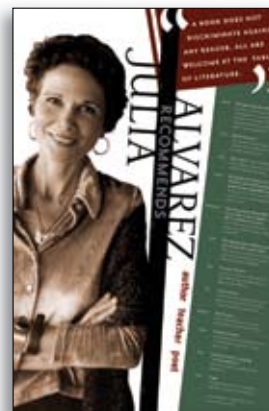
**SAVE OVER 30%**

Author Series Set #3  
All 8 posters  
ITEM #5113-0651 \$65

**Perfect for  
end-of-stack  
display!**



Sherman Alexie Poster  
15" x 23"  
ITEM #5113-0401 \$12



Julia Alvarez Poster  
15" x 23"  
ITEM #5113-0404 \$12



Neil Gaiman Poster  
15" x 23"  
ITEM #5113-0403 \$12

# SEEK TO SUCCEED @your library®



**Sticker detail**  
So Much to See, So Much to Do Stickers  
2" x 1" 100/ROLL  
ITEM #5295-0604 **\$12**

**SAVE 20%**  
**So Much to See Set**  
1 Poster, 2 Packs of  
Bookmarks, 1 Pencil, 1 Sticker  
ITEM #5295-0651 **\$39**

So Much to See,  
So Much to Do Pencils  
6/PACK  
ITEM #5295-0603 **\$7**

## Adventure @ your library®

Highlight the wealth of opportunity at your library with this dynamic poster and bookmark designed especially for ALA. With special thanks to Michael P. White and Peachtree Press. In partnership with ALSC.

So Much to See, So Much to Do Poster  
22" x 28"  
ITEM #5295-0601 **\$14**

So Much to See, So Much to Do Bookmark  
2" x 6" 100/PACK  
ITEM #5295-0602 **\$8**

For more information about ALSC's So Much to See campaign, visit [www.ala.org/alsc](http://www.ala.org/alsc)

# EVERY student SUCCEEDS @your library®

**SAVE 25%**

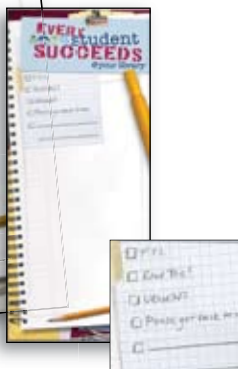
**Every Student Set**  
1 Poster, 1 Stamp, 1 Note Pad,  
1 Pack of Pencils  
ITEM #5294-0551 **\$31**

Every Student Pencils  
6/PACK  
ITEM #5294-0503 **\$7**



Every Student Laminated Poster  
22" x 34"  
ITEM #5294-0500 **\$15**

Every Student Note Pad  
3 3/4" x 8 1/2" 2/PACK  
50 SHEETS/PAD  
ITEM #5294-0502 **\$10**



note pad detail

Your information here on erasable surface!



Every Student Stamp  
2 1/2" x 1 1/4"  
ITEM #5294-0501 **\$10**

## THANK YOU!

Your purchases support the programs of the American Library Association.

**NEW!**

## Brain Food Pyramid

A healthy brain is essential for success in school. Based on a concept taught by 7th-grade language-arts teacher Tammie Matos, this colorful poster prioritizes different "brain food" groups—from nonfiction to mind candy—and reminds students to feed their minds with a balance of reading choices.



Brain Food Pyramid Poster  
22" x 28"  
ITEM #5090-0701 **\$14**

Brain Food Pyramid Bookmark  
2" x 6" 100/PACK  
ITEM #5090-0702 **\$8**

For Every Student Succeeds Downloads  
Visit [WWW.ALASTORE.ALA.ORG](http://WWW.ALASTORE.ALA.ORG)

# CELEBRATE DIVERSITY

## Books Come in All Colors

This striking poster emphasizes that reading is for everyone. Original art by Synthia St. James.

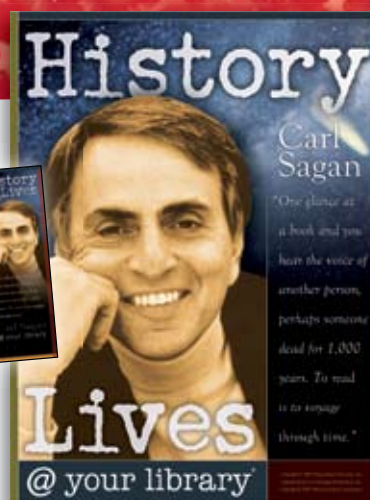
### Rainbow Poster

22" × 34"  
ITEM #5073-0500 **\$14**

### Rainbow Bookmark

2" × 6" 100/PACK  
ITEM #5073-0600 **\$8**

**ALA  
BESTSELLER**



**NEW!**

## NEW! History Lives with Carl Sagan

Astronomer and author Carl Sagan helped popularize astronomy, astrophysics, and other natural sciences through numerous books—including *The Dragons of Eden*, for which he won a Pulitzer Prize—as well as the award-winning television series *Cosmos: A Personal Voyage*. Special thanks to Druyan-Sagan Associates, Inc.

### Carl Sagan Poster

18" × 24"  
ITEM #5171-0701 **\$14**

### Carl Sagan Bookmark

2" × 6" 100/PACK  
ITEM #5171-0702 **\$8**

## Encourage Reading in Many Languages

### Multilingual Read Poster

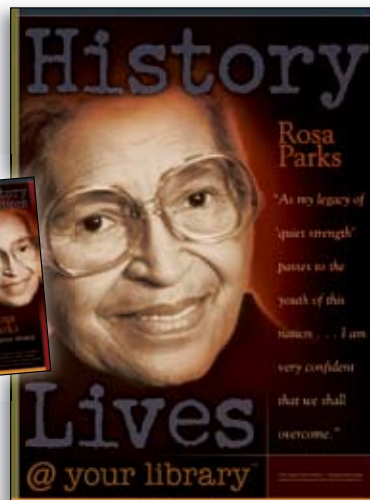
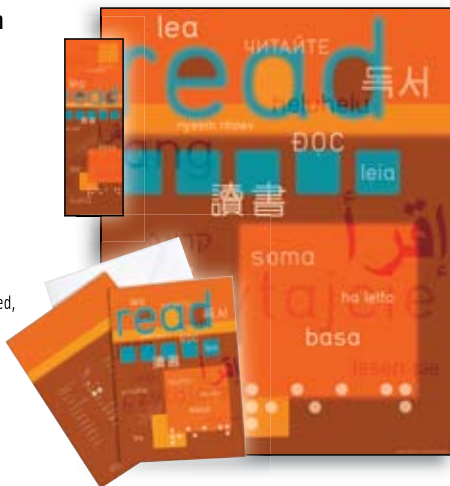
22" × 28"  
ITEM #5170-0102 **\$14**  
LIMITED QUANTITIES

### Multilingual Read Bookmark

2" × 6" 100/PACK  
ITEM #5170-0101 **\$8**

### Multilingual Read Note Card

Blank inside, envelopes included, language key on back of card.  
6¼" × 4¼" 25/PACK  
ITEM #5170-0104 **\$19**



## Civil Rights Matriarch Rosa Parks

This beautiful image is a great tool for discussing Rosa Parks' profound impact on the civil rights movement.

### Rosa Parks Poster

18" × 24"  
ITEM #5171-0101 **\$14**

### Rosa Parks Bookmark

2" × 6" 100/PACK  
ITEM #5171-0102 **\$8**

## I Read/Yo Leo

### I READ Poster

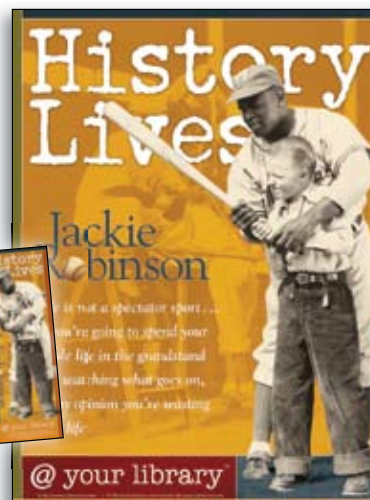
18" × 24"  
ITEM #5183-0103 **\$14**  
POEM BY RICHARD PECK

### I Read Bookmark

2" × 6" 100/PACK  
ITEM #5183-0104 **\$8**

### Yo Leo Bookmark

2" × 6" 100/PACK  
ITEM #5183-0105 **\$8**



**SAVE 25%**  
**History Lives Set**

3 Posters  
3 Bookmark Packs

ITEM #5171-07S1 **\$49**

## History Lives with Jackie Robinson

The baseball legend lends a helping hand to a young hopeful—both on the field and with his inspiring words.

### Jackie Robinson Poster

18" × 24"  
ITEM #5171-0202 **\$14**

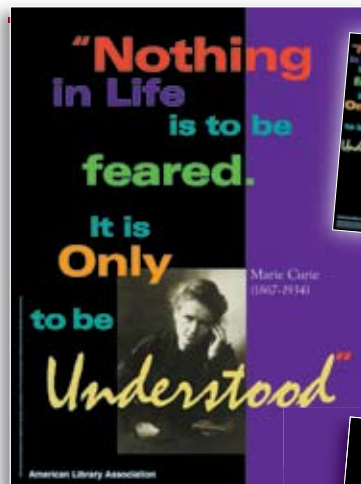
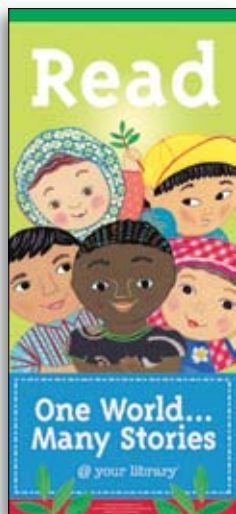
### Jackie Robinson Bookmark

2" × 6" 100/PACK  
ITEM #5171-0201 **\$8**

## Reading Around the World

Inspired by Karen Katz's beautiful book, *Can You Say Peace?*, this vibrant poster uses a folk-art style to encourage children to read and promotes the dream of worldwide peace through the understanding of different cultures. These colorful illustrations depict children from around the globe. With special thanks to Karen Katz and Henry Holt Books for Young Readers.

One World Mini Poster  
9" x 20"  
ITEM #5170-0605 \$7



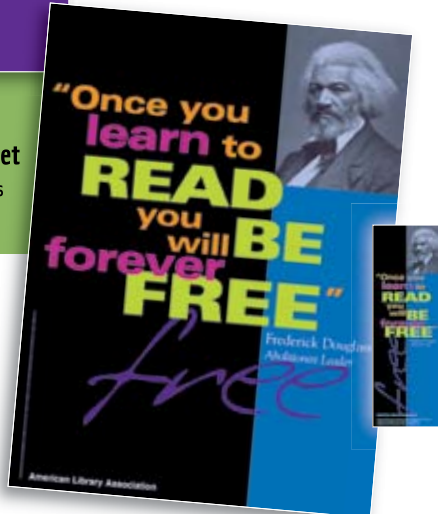
### Promote Excellence

Make your library a place for exploration and inspiration with the Historical Quotation Poster Series.

#### Science Maven Marie Curie

Marie Curie Poster 18" x 24" ITEM #5050-0003 \$14  
Marie Curie Bookmark 2" x 6" 100/PACK ITEM #5050-0004 \$8

**SAVE 25%**  
**Historical Quotation Set**  
2 Posters, 2 Bookmark Packs  
ITEM #5050-0751 \$33



#### Abolitionist Leader Frederick Douglass

Frederick Douglass Poster 18" x 24" ITEM #5171-0400 \$14

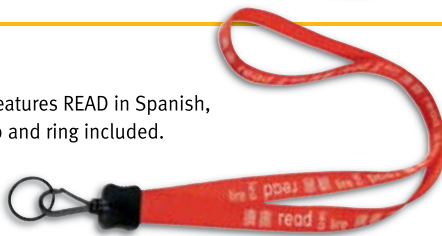
Frederick Douglass Bookmark 2" x 6" 100/PACK ITEM #5171-0500 \$8

## Wear Your ID with Style

This stylish multilingual lanyard features READ in Spanish, French, Chinese, and English. Clip and ring included.

Red Read Lanyard  
WHITE IMPRINT  
ITEM #5078-0204 \$8

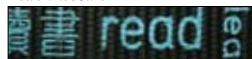
Black Read Lanyard  
TEAL IMPRINT  
ITEM #5078-0407 \$8



Red detail



Black detail



## Welcome Everyone!

Celebrate diversity at your library with this vibrant design that welcomes your patrons using 25 different languages. The banner is one-sided and comes with preattached rope and grommets. Produced in cooperation with Hennepin (MN) County Library.

**SAVE 30%**  
**Welcome Set**  
1 Banner, 10 Mini Posters  
ITEM #5170-0351 \$83

Welcome Mini Poster 11" x 15 1/4" ITEM #5170-0303 \$7

Welcome Window Cling 11" x 15 1/4" ITEM #5170-0604 \$9

Welcome Banner 36" x 50" ITEM #5170-0302 \$49



Celebrate Women Poster 22" x 28" ITEM #5173-0201 \$14

Celebrate Women Bookmark 2" x 6" 100/PACK ITEM #5173-0202 \$8

See Coretta Scott King Award Mini Posters on page 26.

# THE MAGIC OF

BUY THIS SET AND  
SAVE **25%**

Gandalf Poster and  
Bookmark, Frodo Poster  
and Bookmark, Arwen  
Poster and Bookmark,  
Moving Words Bookmark

LOTR IV Set  
ITEM #5027-0652 **\$55**



LOTR Gandalf Poster  
22" x 28"  
ITEM #5027-0109 **\$14**

LOTR Gandalf Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0108 **\$8**

**THANK YOU!**  
Your purchases support  
the programs of the  
American Library Association.

LOTR Frodo Poster  
22" x 28"  
ITEM #5027-0107 **\$14**

LOTR Frodo Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0106 **\$8**



LOTR Moving Words Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0204 **\$8**



Sandman Poster  
22" x 28"  
ITEM # 5027-0305 **\$14**

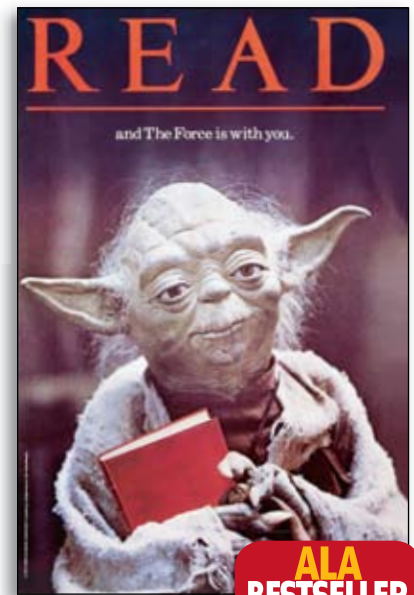
Sandman Bookmark  
2" x 6" 100/PACK  
ITEM # 5027-0306 **\$8**

See Neil Gaiman Poster  
on page 36.



LOTR Arwen Poster  
22" x 28"  
ITEM #5027-0105 **\$14**

LOTR Arwen Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0104 **\$8**



## The Force Is with You

Don't forget important lessons from Yoda, the grandest teacher of them all—gain wisdom by reading.

Yoda Poster  
22" x 34"  
ITEM #5020-1100 **\$14**

# READING

## Reading Is the Ultimate Adventure

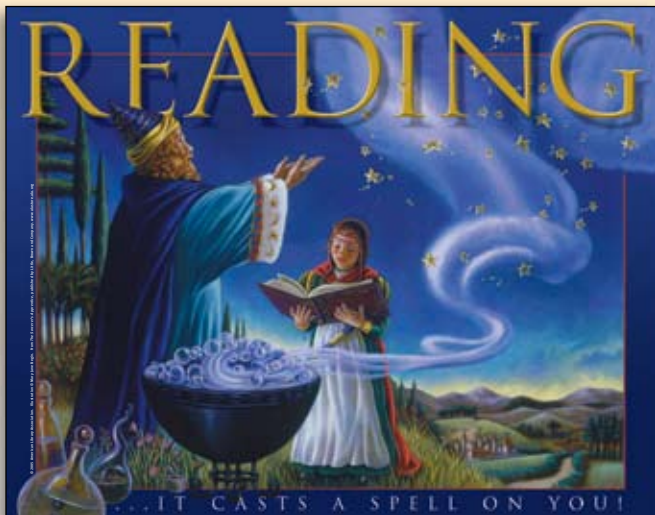
Lemony Snicket Poster  
22" x 28"  
ITEM #5027-0307 \$14

Lemony Snicket Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0308 \$8

**ALA  
BESTSELLER**



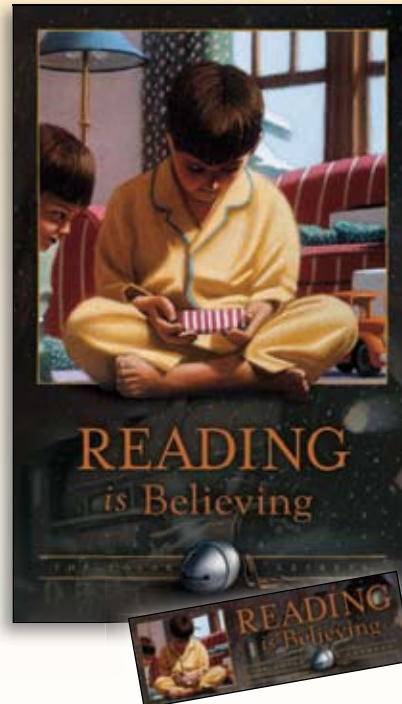
Narnia Movie Poster  
22" x 34"  
ITEM #5027-0014 \$14



### Enter a World of Enchantment

Explore a magical land with this beautiful poster from award-winning artist Mary Jane Begin. The rich colors and lavish artwork in this mystical poster will captivate your patrons, young and old alike.

Sorcerer Poster  
28" x 22"  
ITEM #5027-0506 \$14



### Get on Board and Read!

Since its publication in 1985, *The Polar Express* has become a favorite holiday tradition. This Caldecott award-winning book was written and illustrated by Chris Van Allsburg. The movie adaptation of the book stars Tom Hanks. Created in conjunction with Houghton Mifflin and Chris Van Allsburg.

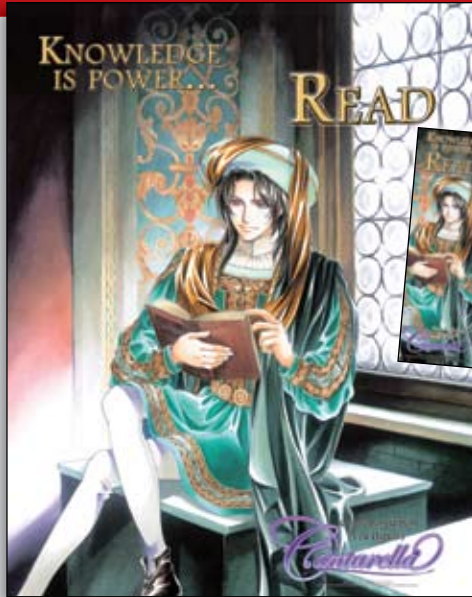
Polar Express Poster  
22" x 34"  
ITEM #5027-0405 \$14

Polar Express Bookmark  
6" x 2" 100/PACK  
ITEM #5027-0406 \$8

# GET GRAPHIC @ your library®

## Get Graphic with Cantarella

Cantarella is an ongoing manga series by acclaimed Japanese artist You Higuri. It was selected for the "Great Graphic Novels for Teens" list by YALSA. With special thanks to You Higuri and Go! Comi.



Cantarella Poster  
22" x 28"  
ITEM #5027-0703 \$14

Cantarella Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0704 \$8



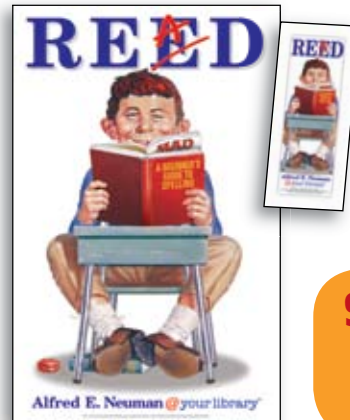
Batgirl Poster  
22" x 28"  
ITEM #5027-0403 \$14

Batgirl Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0404 \$8



Simpsons Poster  
31" x 22"  
ITEM #5020-2700 \$14

Simpsons Bookmark  
6" x 2 3/4" 100/PACK  
ITEM #5020-2601 \$8



Mad Poster  
22" x 34"  
ITEM #5027-0113 \$14

Mad Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0114 \$8

**SAVE 20%**  
Buy 5 or more posters

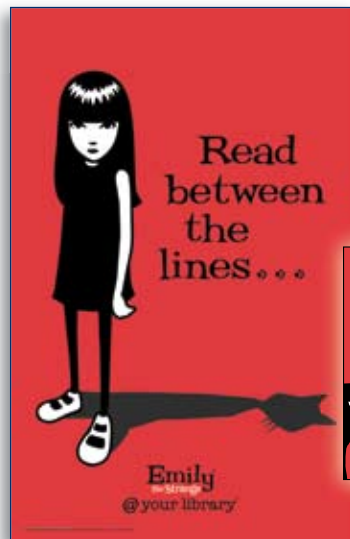
**ALA BESTSELLER**



Megatokyo Poster  
22" x 34"  
ITEM #5027-0407 \$14

Megatokyo Bookmark  
2" x 6" 100/PACK  
ITEM #5027-0408 \$8

**THANK YOU!**  
Your purchases support the programs of the American Library Association.



Emily the Strange Poster  
22" x 34"  
ITEM #5027-0601 \$14

Emily the Strange Bookmark  
2" x 6"  
ITEM #5027-0602 \$8

Comics and comic books are one of the most pervasive and influential media forms of popular culture.

—New York Public Library



## X-treme Readers

Highlight your comic collection with the new X-Men poster. This popular comic series has inspired a series of films starring Hugh Jackman, Ian McKellen, and Halle Berry among many others. With special thanks to Marvel Comics.

X-Men Poster  
22" × 28"  
ITEM #5027-0706 \$14

## Caped Crusader

Using skill, intelligence, and training as his super powers, he brings justice to the streets of Gotham City. Original art by Alex Ross in cooperation with DC Comics.

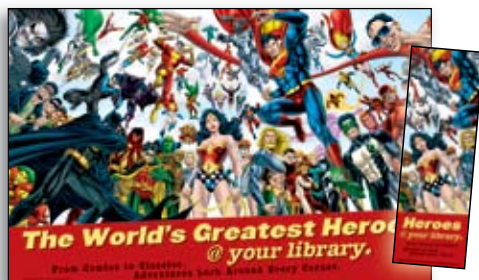
Batman Poster  
17" × 38"  
ITEM #5027-0509 \$14

Batman Bookmark  
2" × 6" 100/PACK  
ITEM #5027-0510 \$8



DC Universe Poster  
34" × 22"  
ITEM #5027-0003 \$14

DC Universe Bookmark  
2" × 6" 100/PACK  
ITEM #5027-0004 \$8



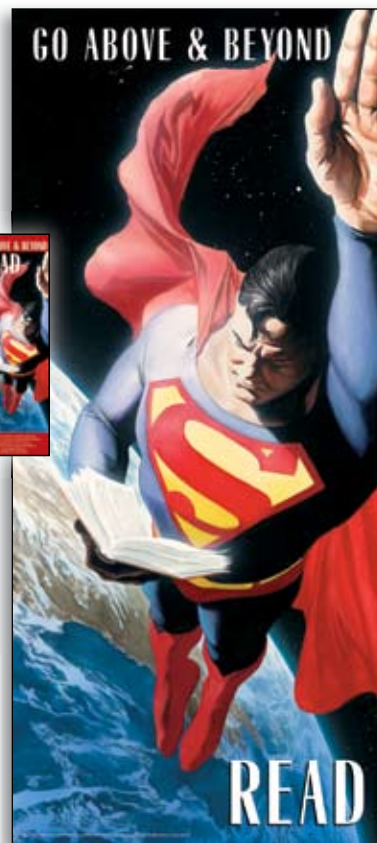
See mini poster on page 34.

## Man of Steel

Superman is one of the world's most influential and beloved superheroes. He is a symbol of hope and moral responsibility. Show off your library's superpowers with this dramatic poster and bookmark. Original art by Alex Ross in cooperation with DC Comics.

Superman Poster  
17" × 38"  
ITEM #5027-0603 \$14

Superman Bookmark  
2" × 6" 100/PACK  
ITEM #5027-0604 \$8



**SAVE 20%**  
Superhero Set

Superman Poster + Bookmark  
Batman Poster + Bookmark  
ITEM #5027-0651 \$35

# READING INCENTIVES

## @ your library®

### Stylish Keychain

Stock up on this Tiffany-style silver cable keychain. Laser engraved. Perfect for staff gifts or an extra-special reading incentive.

READ Silver Keychain  
1 3/8" x 2 1/2" x 1/4"  
ITEM #5078-0708 \$10

**NEW!**



### Bold READ Bracelet

Snap up this cool incentive for your reading program. Perfect for all ages. Five pack includes one of each color: red, purple, green, orange, and blue.

READ Gel Bracelets  
5/PACK  
ITEM #5078-0601 \$10

More READ products on pages 14-15.

### Wrist Bands with READ in Five Languages

Great rubber band bracelets are an instant hit with teens, tweens, and kids. Ten bright colors. Twenty per pack, two of each color.

Multilingual Wrist Band  
7 1/2" x 3/8" 20 BANDS  
ITEM #5170-0103 \$14.50



**ALA BESTSELLER**

### Clever Change Purse

Inspire your community with this squeezable change purse.

Change Your World Change Purse  
6/PACK (2 RED, 2 BLUE, 2 GREEN)  
ITEM #5009-0504 \$13



Encourage participation in your reading programs with exciting graphics and fun incentives!

### Eye-Catching Mobile

Reach for the sky with this exciting mobile. Perfect for promoting your library if you have limited wall space. Easy to assemble.

Change Your World Mobile  
APPROX. 15"W x 40"L  
SELF-ASSEMBLY  
ITEM #5009-0505 \$15

**THANK YOU!**

Your purchases support the programs of the American Library Association.



### Readers Rule

Let your patrons know that they rule when they check out books from your library. This handy giveaway doubles as a bookmark and mini ruler.

Readers Rule Bookmark  
6" x 2" 100/PACK  
ITEM #5999-0701 \$8



### Spread the Word

READ Bumper Sticker  
11" x 4"  
ITEM #5078-0404 \$4

**SAVE 15%**  
**READ Bumper Sticker Set**

5 STICKERS ITEM #5078-0451 \$17

# LISTEN @ your library®



As daily commutes grow longer and MP3 players become more ubiquitous, audiobooks and downloads are becoming the norm. Inform your patrons that your library offers more than just books. With the growing popularity of audiobooks, downloads, and CDs, the new LISTEN™ campaign materials will help you promote the valuable audio resources at your school or library.

## Portable CD Library

Keep your favorite CDs secure and organized in your car. This handy visor has room for 13 CDs plus space for a pen. Designed to slide over your car visor with easy-to-use elastic straps.

LISTEN CD Visor  
13" × 6¼" BLACK  
ITEM # 5079-0602 \$13



## Travel in Style

Select this stylish travel mug for your daily commute. The perfect cup to use while you listen to your favorite music or audiobook. Imprinted on both sides, the insulated steel cup with black plastic liner will keep your favorite beverage hot and secure. The top has a slide-opening lid.

LISTEN Travel Mug  
16 OZ.  
ITEM # 5079-0601 \$15



**NEW!**



## Band of Brothers— Los Lonely Boys

*The Tao of Willie* audiobook  
*Texas Flood* CD  
*All That I Am* CD

This popular band of brothers Ringo, Henry, and Jojo Garza won the Grammy Award for best Pop Vocal Duo/Group in 2005. Los Lonely Boys is a Tex-Mex rock band that offers elements of blues, soul, country, and tejana. Their current CD is titled *Sacred*.

Los Lonely Boys LISTEN Poster  
22" × 28"  
ITEM #5018-0701 \$15

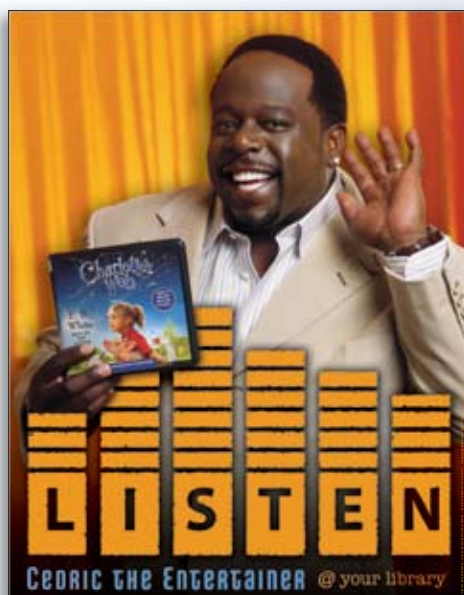
Los Lonely Boys LISTEN Bkmk  
2" × 6" 100/PACK  
ITEM #5018-0702 \$8

## Listen Up— Cedric the Entertainer

*Charlotte's Web* audiobook

Cedric the Entertainer is best-known for his crowd-pleasing roles in films such as *Barbershop*, *Be Cool*, and *Johnson Family Vacation*. This entertaining actor starred in the film *Charlotte's Web* as the voice of Golly.

Cedric the Entertainer LISTEN Poster  
22" × 28"  
ITEM #5018-0601 \$15



**Who would you like to see on a LISTEN™ poster?  
Let us know at [graphicsmarketing@ala.org](mailto:graphicsmarketing@ala.org)**

# CELEBRATE DIVERSITY @ your library®



**NEW!**

## NEW! Explore American Indian Culture

Feature this breathtaking poster and bookmark in your library and inspire the exploration of American Indian culture. The artist, Paul Goble, is a world-renowned author and illustrator of 35 children's books and the 1979 recipient of the prestigious Caldecott Medal. This illustration is from the cover of the 2005 award-winning book *All Our Relatives*. Special thanks to World Wisdom, Inc.

American Indian Culture  
Poster  
18" x 24"  
ITEM #5174-0701 **\$14**

American Indian Culture  
Bookmark  
6" x 2" 100/PACK  
ITEM #5174-0702 **\$8**



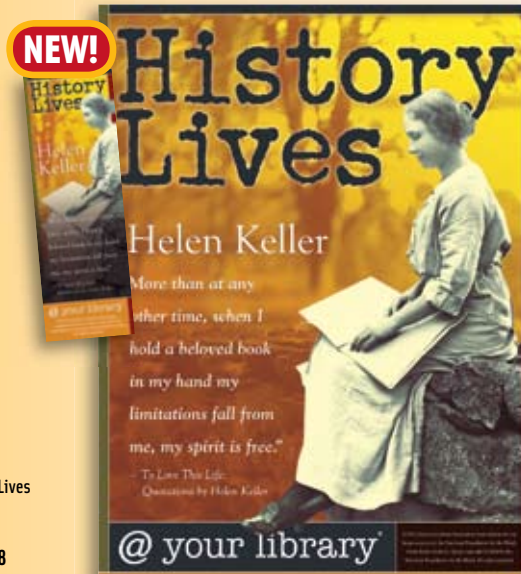
**NEW!**

## NEW! Welcome All Readers

This colorful poster and bookmark features the word *read* in over 20 languages including: American Sign Language, Arabic, Braille, Chinese, English, French, German, Hawaiian, Hebrew, Urdu, Hmong, Italian, Japanese, Korean, Navajo, Polish, Portuguese, Russian, Spanish, Swahili, Tagalog, Vietnamese, and Wolof.

Multicolor Multilingual Poster  
18" x 24"  
ITEM #5170-0701 **\$14**

Multicolor Multilingual Bookmark  
2" x 6" 100/PACK  
ITEM #5170-0702 **\$8**



**NEW!**

## NEW! Helen Keller Reads... Her Way

Helen Keller, a woman who was both blind and deaf, discovered new worlds and bright ideas in books. Highlight this special addition to the History Lives Series at your library. With thanks to the American Federation for the Blind, Helen Keller Archives.

Helen Keller History Lives  
Poster  
18" x 24"  
ITEM #5171-0703 **\$14**

Helen Keller History Lives  
Bookmark  
2" x 6" 100/PACK  
ITEM #5171-0704 **\$8**



## Civil Rights Matriarch Rosa Parks

Rosa Parks Poster  
18" x 24"  
ITEM #5171-0101 **\$14**

Rosa Parks Bookmark  
2" x 6" 100/PACK  
ITEM #5171-0102 **\$8**

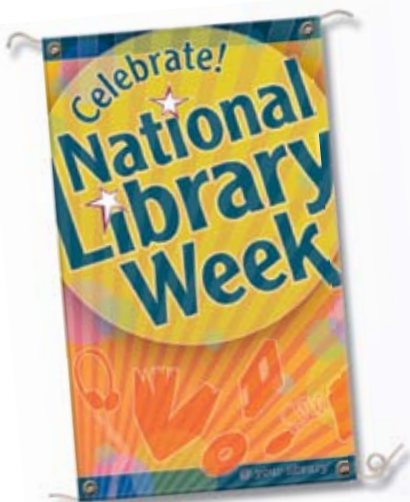
For more History Lives posters and bookmarks, see page 38.

# JOIN THE CIRCLE OF KNOWLEDGE

## NATIONAL LIBRARY WEEK

### APRIL 13-19, 2008

National Library Week materials are here! Get the celebration started with the official 2008 campaign product line.



#### Promote Your Library Inside and Out

Reach out to your community with this eye-catching banner. Pre-attached grommets and rope make hanging a breeze. Suitable for indoor/outdoor use, one-sided design.

NLW Banner Stripes  
30" x 50"  
ITEM #5009-0301 \$49  
LIMITED QUANTITIES

For more information about National Library Week, visit [www.ala.org/pio](http://www.ala.org/pio)

#### NEW! Hip, Hip, Hooray for the Library!

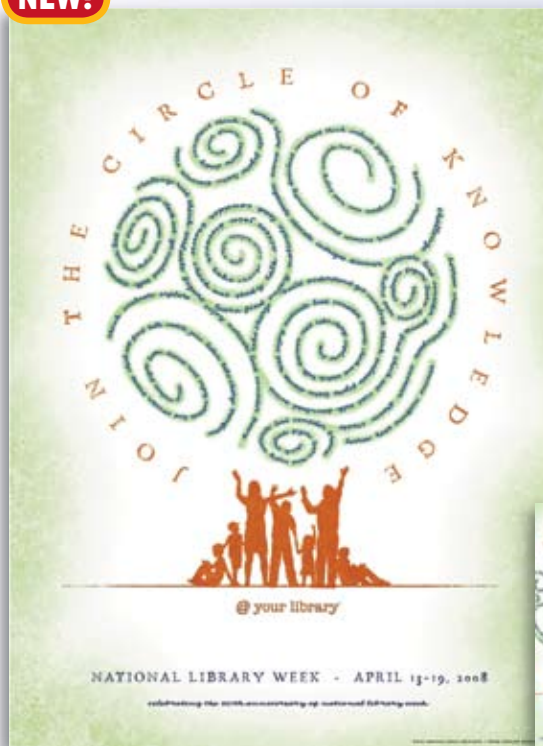
Show off your love of the library with this delightful poster and bookmark featuring *The Library Cheer*. From the book *Shout! Little Poems that Roar* by Brod Bagert with illustrations by Sachiko Yoshikawa. Special thanks to Dial Books for Young Readers, a division of Penguin Young Readers Group.

Library Cheer Poster  
22" x 28"  
ITEM #5183-0701 \$14

Library Cheer Bookmark  
2" x 6" 100/PACK  
ITEM # 5183-0702 \$8

To read entire cheer, visit [www.alastore.ala.org](http://www.alastore.ala.org)

**NEW!**



**CELEBRATE THE 50<sup>TH</sup> ANNIVERSARY OF NATIONAL LIBRARY WEEK!**

**NEW!**



NLW 2008 Poster  
22" x 30"  
ITEM #5009-0701 \$14

Circle of Knowledge Mini Poster  
11" x 17"  
ITEM #5009-0702 \$7

NLW 2008 Bookmark  
2" x 6" 100/PACK  
ITEM #5009-0703 \$8

**SAVE 25%**

**NLW 2008 Set**

2 NLW Posters, 3 Mini Posters, 3 Packs of Bookmarks  
ITEM #5009-0751 \$55

**NLW 2008 Set + Banner**

2 NLW Posters, 3 Mini Posters,  
3 Packs of Bookmarks, 1 NLW Banner  
ITEM #5009-0752 \$91

Check out our digital downloads for  
**National Library Week.**

Visit [www.alastore.ala.org](http://www.alastore.ala.org). Perfect for customizing and printing your own items.

**NEW!**

## Celebrating 50 years of National Library Week!

April 13 - 19, 2008

SEE PAGE 47

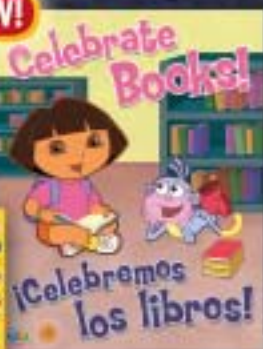


**NEW!**

## Celebrate Children's Day/Book Day with Dora the Explorer

Limited Edition!

SEE PAGE 3



### SHOP ONLINE

[www.alastore.ala.org](http://www.alastore.ala.org)

### CALL US TOLL-FREE

1-866-Shop ALA  
1-866-746-7252

### FAX

770-280-4155

### MAIL

American Library Association  
P.O. Box 932501  
Atlanta, GA  
31193-2501



**NEW!**

**NEW!**

## TUNE IN



## Tune In @ your library Teen Tech Week

March 2 - 8, 2008

SEE PAGE 4

## Hip, Hip, Hooray for Libraries!

Library Cheer Poster and Bookmark

SEE PAGE 47

**to ORDER**



**ALA** American Library Association  
PUBLISHING

50 E. Huron Street  
Chicago, IL 60611

NONPROFIT  
U.S. POSTAGE  
**PAID**  
ALA