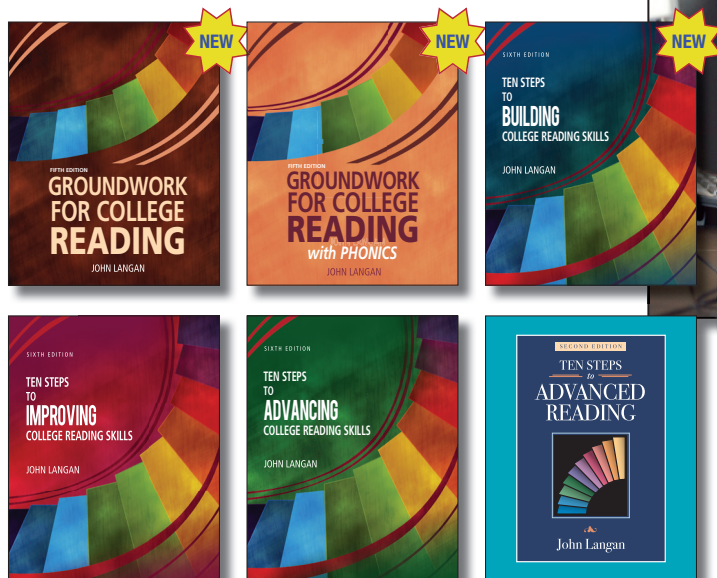


# Preparing Students for College-Level Reading?

We can help—in *Ten Steps*. Introducing . . .

## *The Ten Steps Series*

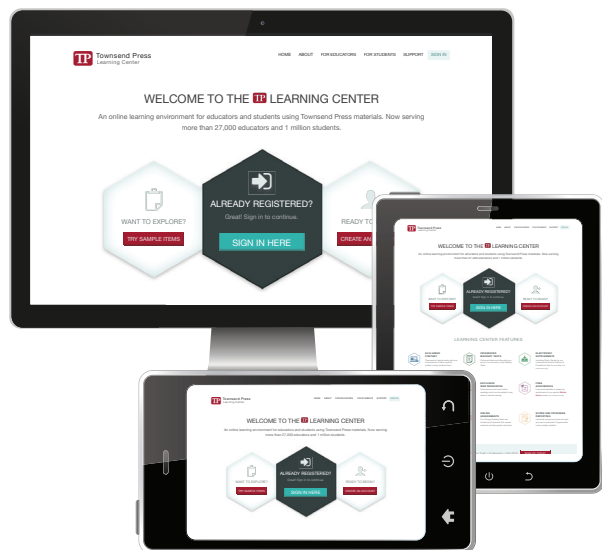
The best sequence of books for teaching college reading skills just got better with **3 new titles!**



**NEW for  
2016!**

## *Ten Steps Plus*

A collection of powerful digital resources that brings the *Ten Steps Series*—and a full eBook library—to your fingertips!





## Townsend Press

439 Kelley Drive • West Berlin, NJ 08091  
(888) 752-6410 • [www.townsendpress.com](http://www.townsendpress.com)

Dear Educator:

Education is increasingly dominated by big business. Big test makers. Big software programs. Big promises—and even bigger expenses. But are these trends helping students?

Townsend Press isn't a big business. We're an independent publisher with a single focus: to help students thrive—in the classroom and beyond.

For more than 25 years, our *Ten Steps Series* has set the standard for clarity, ease of use, and efficacy for college students working to build their reading skills. Today, *Ten Steps* is stronger than ever.

Offering several new editions this year, we've kept our text prices unchanged at \$29. *Ten Steps Plus*, our upgraded collection of electronic *Ten Steps* materials, replaces the free Learning Center support we've offered since 2000. This enhanced content is available for **just \$6** when purchased with a textbook. We know students face major expenses in college, and we are committed to keeping those costs down.

We invite you to explore our print and electronic offerings. If you'd like to discuss what you see, please write or call us. You'll discover we are as passionate about helping your students learn as you are.

We hope to hear from you soon!

John Langan

President, Townsend Press

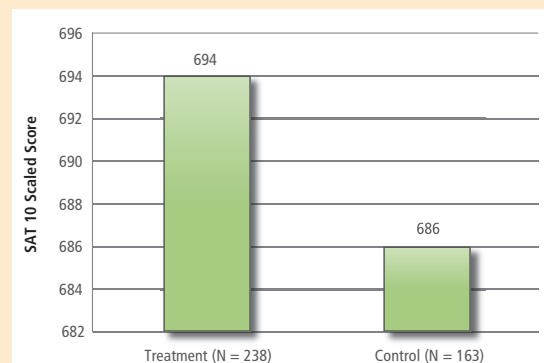
# Ten Steps Reading Series: The Standard of Success

**It's a fact.** Many students arrive at college unprepared for college-level reading. When this happens, educators and students turn to the *Ten Steps Series* from Townsend Press. Why? It works!

Proven, research-based, and affordable, the *Ten Steps Series* is the best sequence of books to prepare students for college success. **And now it is stronger than ever with new editions and *Ten Steps Plus*.**

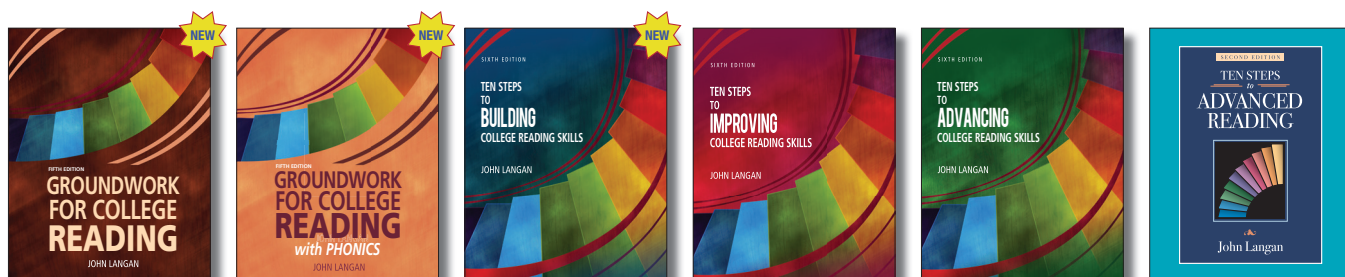
(See next page for details.)

Figure 1: Ten Steps Reading Series Users Outperform Users of Other Textbooks On Reading Comprehension Posttest



Study conducted in 2014 by SEG Measurement.

## Featuring Three New Editions for 2016!



	Title/ISBN	Suggested Reading Level	Avg. Lexile Score	Page Count	Price	Web Support
<b>NEW</b>	<i>Groundwork for College Reading, 5/e</i> ISBN: 978-1-59194-472-0	6–8	850	532	\$29	YES
<b>NEW</b>	<i>Groundwork for College Reading with Phonics, 5/e</i> ISBN: 978-1-59194-486-7	6–8	850	612	\$29	YES
<b>NEW</b>	<i>Ten Steps to Building College Reading Skills, 6/e</i> ISBN: 978-1-59194-464-5	8–9	1000	642	\$29	YES
	<i>Ten Steps to Improving College Reading Skills, 6/e</i> ISBN: 978-1-59194-423-2	9–10	1050	664	\$29	YES
	<i>Ten Steps to Advancing College Reading Skills, 6/e</i> ISBN: 978-1-59194-434-8	10–11	1150	724	\$29	YES
	<i>Ten Steps to Advanced Reading, 2/e</i> ISBN: 978-1-59194-295-5	11–12	1200	672	\$29	YES

## Groundwork for College Reading with Phonics, 5/e

**Author:** John Langan

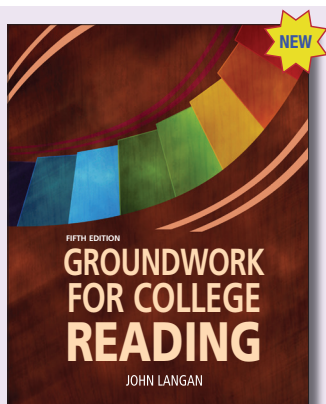
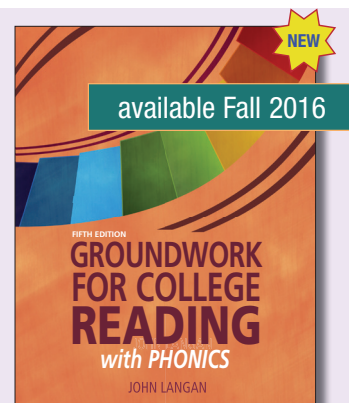
**Reading Level:** 6–8

Lexile Average: 850L

Page Count: 612

Print ISBN: 978-1-59194-486-7

Bundle ISBN (with *Ten Steps Plus*): 978-1-59194-480-5



## Groundwork for College Reading, 5/e

**Author:** John Langan

**Reading Level:** 6–8

Lexile Average: 850L

Page Count: 532

Print ISBN: 978-1-59194-472-0

Bundle ISBN (with *Ten Steps Plus*): 978-1-59194-479-9

## Ten Steps to Building College Reading Skills, 6/e

**Author:** John Langan

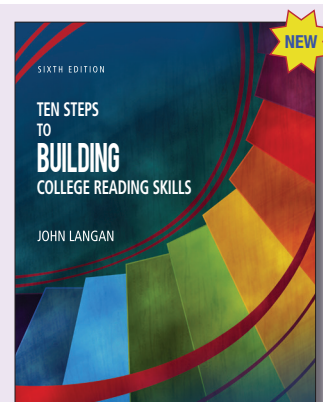
**Reading Level:** 8–9

Lexile Average: 1000L

Page Count: 642

Print ISBN: 978-1-59194-464-5

Bundle ISBN (with *Ten Steps Plus*): 978-1-59194-481-2



“ I haven’t found anything which compares to TP’s relevant, current, and effective presentation of vocabulary in context and reading comprehension skills. Plus, I love your online activities, which not only help students practice their skills but allow for quick grading for instructors! Townsend Press is, hands down, the best. Now, I am on a mission to help others see the benefits of TP, too! ”

— Lori Rawleigh, Adjunct Prof. of Reading  
Palomar College & MiraCosta College

## Covers Key Reading Skills such as:

- Vocabulary in Context
- Main Ideas
- Supporting Details
- Implied Main Ideas
- Relationships
- Inferences
- Purpose and Tone
- Argument
- Critical Thinking
- Active Reading & Study

AND

## Offers these resources:



Printed Teacher's  
Edition



Electronic  
Teacher's Guide



PowerPoints



Ten Steps Plus

See details on page 6.

## Top Ten Reasons Teachers Choose *Ten Steps*

- 1 Expertise:** The *Ten Steps Series* draws from decades of classroom experience and research in the field of reading. *Ten Steps* teaches what students need to succeed.
- 2 Depth:** Each *Ten Steps* book explains ten essential reading skills. Examples, exercises, and activities deepen skill coverage and require students to use what they've learned.
- 3 Clarity:** Reading skills in *Ten Steps* are presented in clear, friendly language that helps students learn.
- 4 Interest:** Dull readings discourage learning. *Ten Steps* books feature lively textbook excerpts, passages, and extended essays that appeal to students and make learning interesting and fun.
- 5 Interactivity:** Learning requires students to engage with their materials. *Ten Steps* activities prompt students to interact with key concepts, bolstering learning.
- 6 Teachability:** *Ten Steps* was created by a teacher with an eye on the classroom. As a result, *Ten Steps* is teacher-friendly.
- 7 Flexibility:** *Ten Steps* features a modular framework that can be modified to suit any instructional context.
- 8 Synergy:** *Ten Steps* builds students' reading skills through cumulative lessons. Skills learned in Part One are applied to reading selections in Part Two and to combined-skills tests in Part Three.
- 9 Rigor:** Reading skills require critical thinking skills. *Ten Steps* features challenging exercises that build both.
- 10 Standards-based:** *Ten Steps* is aligned with the Common Core State Standards for Reading—not to pander to educational trends, but because our specialty has always been preparing students for college success!



## The *Best* Books Now Have the *Best* Electronic Resources

*Ten Steps Plus* is the most comprehensive collection of digital resources ever offered by Townsend Press.



Bringing the entire *Ten Steps Series* and much more to your students' tablets, smartphones, or computers—for just **\$6** when purchased with a textbook.\*

“The students and I found the [Ten Steps] book to be a great source for learning and reinforcing reading skills. . . . The clear and concise explanations facilitated the introduction of the skills. The scaffolding of the exercises helped students progressively move toward a higher level of critical reading and thinking. The readings not only helped the students apply the skills to full-length writings, but they also promoted critical thinking discussions. On behalf of the students and myself, thank you. We had a very successful semester!”

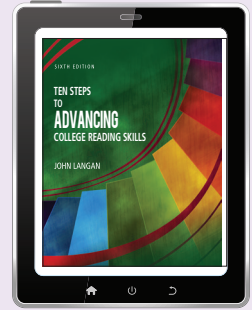
— Denise Trinidad, Reading Instructor  
Northern Essex Community College

\*Or \$29 when purchased alone, without textbook. A Limited/Lab Edition without eBooks is also available for lab/short-term students for \$12. See page 10 for pricing.

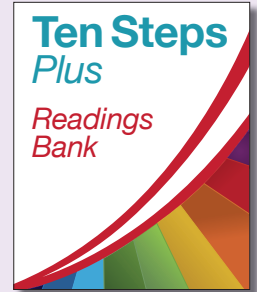
## What's Included in *Ten Steps Plus*



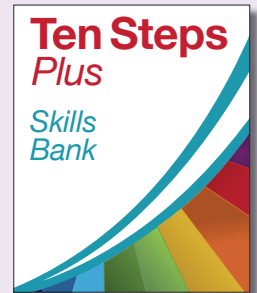
**Ten Steps eBooks:** Educators know *Ten Steps* is the leading series of books for teaching college-level reading. A subscription to ***Ten Steps Plus*** includes **access to the entire series!** eBooks are accessed inside the Learning Center and include bookmarking, highlighting, and note-taking capabilities.



**The Readings Bank:** *Ten Steps Plus* comes with 15 new readings complete with Lexile scores and reading comprehension and writing assignments. These readings retain the same lively, high-interest quality of our books. See for yourself today with your instructor account. Don't have one? Visit [www.townsendpress.net](http://www.townsendpress.net) and create one.



**The Skills Bank:** Want to teach a unit on main ideas? Looking to offer a learning module on inferences? Need students in your co-requisite class to brush up on supporting details? The Skills Bank makes it easy. Featuring the full array of online exercises and tests from the *Ten Steps Series*, the Skills Bank lets you choose the skill(s), level(s), and sequence *you* want to teach.

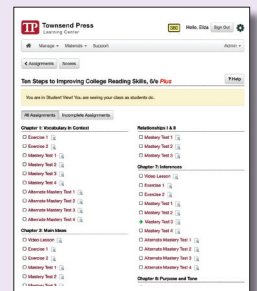


**The Townsend Library:** To become stronger readers, *students need to read*. With *Ten Steps Plus*, they can. Access to eBooks of 100+ titles in the popular Townsend Library is included. Assign a novel or two in class and host an online discussion. It's all part of *Ten Steps Plus*.



**Exercises and Mastery Tests\*:** The Learning Center has long hosted thousands of exercise and test items aligned with the *Ten Steps Series* to teach reading skills.

***\*These materials are now part of Ten Steps **Plus** and require a paid subscription to access.***



# Key Features of the Learning Center and *Ten Steps Plus*

**College Reading Tests** that help you assess students' specific skills and guide class instruction.

The screenshot shows the Townsend Press Learning Center interface. At the top, there's a navigation bar with 'Manage', 'Materials', and 'Support'. Below it, a breadcrumb trail shows 'Manage: MVC spring16:REA 81:24888'. The user's name 'Jose Guzman' and a unique identifier 'MVC spring16:REA 81:24888' are displayed. The main content area is titled 'College Reading Test—Form B' and 'Completed March 2, 2016 EST'. A box contains the following data:

Overall	
Raw Score	27 (the number of correct items out of 40)
Percent Score	68%

Below this, 'Specific Skill Scores' are listed:

Skill	Score	Percentage
Main Ideas	6 out of 9 correct	67%
Vocabulary in Context	4 out of 4 correct	100%
Supporting Details	4 out of 8 correct	50%
Relationships	4 out of 6 correct	67%
Inferences	5 out of 7 correct	71%
Fact and Opinion	2 out of 3 correct	67%
Purpose and Tone	2 out of 3 correct	67%

At the bottom, it states: 'You have spent a total of 39 minutes 17 seconds working.'

Thousands of **interactive items** complete with annotations that teach the reading skills you select.

The screenshot shows the 'Learning Center' interface. It displays 'Chapter 7: Inferences' and 'Mastery Test 1'. A message says 'You are in Student View! You are seeing your class as students do.' Below this, a question is presented: 'Click on the inference that is most logical, based on the information given in the selection.' The passage describes a scene on a bus. The question asks to click on the logical inference. The options are:

- a. The man had never smoked. (marked incorrect with a red X)
- b. The smoke was bothering the man.
- c. The man had recently given up smoking.

The correct answer is b. The fact that the man "waved the smoke away" (sentence 2) suggests that the smoke was bothering him. There is no support for answer a or c.

At the bottom, it shows '1 of 3 answers correct', 'Edit', 'Restart', and a 'Continue' button.

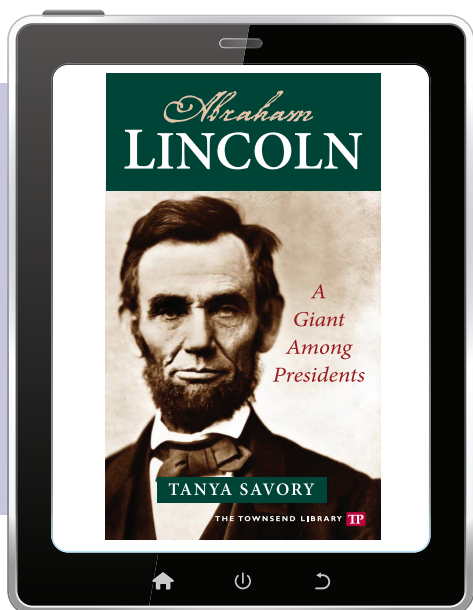
**NEW** **Integrated mastery tests** and alternate mastery tests linked directly to skills taught in the books/ eBooks—and written by the author of the texts.

The screenshot shows a table titled 'Correlations and Levels' with 4 assignments selected. The table has columns: Level, Grade Level, Lexile (est.), and Ten Steps Text Source.

Level	Grade Level	Lexile (est.)	Ten Steps Text Source
1	7-8	850	Groundwork for College Reading
2	8-9	1000	Building College Reading Skills
3	9-10	1050	Improving College Reading Skills
4	10-11	1150	Advancing College Reading Skills
5	11-12	1200	Advanced Reading

Below the table, there are sections for 'Dictionary Use', 'Vocabulary in Context', 'Main Ideas', 'Supporting Details', and 'Relationships I (4)'. The 'Relationships I (4)' section is expanded, showing 'Level 1' with exercises 1, 2, 3, and 4. Exercises 1, 2, and 3 are unchecked, while exercise 4 is checked. Below 'Level 1' is 'Level 2' with exercise 1 unchecked.

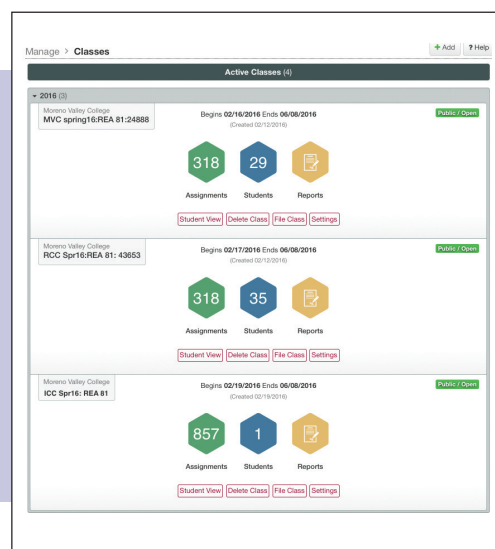




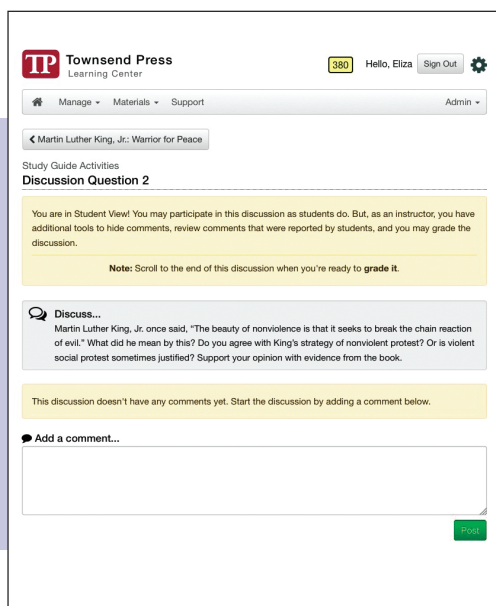
**The Townsend eBook Reader**, a browser-based reader that allows students to read, bookmark, highlight, and annotate their Townsend Press eBooks.



**Enhanced controls** that allow you to easily create classes, configure assignments, manage enrollment, and record progress.



**Open-ended assignments** now include writing prompts and hosted discussions for Townsend Library titles, allowing students to interact with readings and classmates to facilitate learning.



# Pricing Options and the *Ten Steps* Series

	PRINT	ELECTRONIC	ELECTRONIC	PRINT & ELECTRONIC
	<i><b>TEN STEPS BOOKS</b></i>	<i><b>TEN STEPS PLUS LE</b></i> Limited Edition (4 months)	<i><b>TEN STEPS PLUS</b></i> Full Edition (10 months)	<i><b>TEN STEPS BOOKS with PLUS</b></i> Full Edition (10 months)
	<b>\$29</b>	<b>\$12</b>	<b>\$29</b>	<b>\$35</b>
Printed <i>Ten Steps</i> text with skills, practice exercises, tests, and readings.	✓			✓
Additional printable tests (in downloadable Instructor's Manual/Test Bank)	✓	✓	✓	✓
PowerPoints (available to instructors for downloading)	✓	✓	✓	✓
Ten Steps Series eBooks			✓	✓
Townsend Library eBooks			✓	✓
Digital Practice Exercises in Learning Center*		✓	✓	✓
Digital Mastery Tests in Learning Center*		✓	✓	✓
Learning Center* Class Management, Assignment and Grading tools		✓	✓	✓
<i>Ten Steps Plus</i> Skills Bank		✓	✓	✓
<i>Ten Steps Plus</i> Readings Bank		✓	✓	✓

## \*Important Note to Educators:

Free *Ten Steps* exercises and mastery tests will no longer be supported in the Learning Center. Starting July 1, 2016, students will need a *Ten Steps Plus* paid subscription to access these materials.

# Townsend Press Price List

Townsend Press is committed to producing the highest quality educational materials at the lowest possible prices. All prices below are net prices.

Note: Bookstores typically sell books at about 33% above net price.

## Print Materials

<i>Groundwork for College Reading, 5/e</i> (978-1-59194-472-0).....	\$29.00
<i>Groundwork for College Reading with Phonics, 5/e</i> (978-1-59194-486-7) .....	\$29.00
<i>Ten Steps to Building College Reading Skills, 6/e</i> (978-1-59194-464-5).....	\$29.00
<i>Ten Steps to Improving College Reading Skills, 6/e</i> (978-1-59194-423-2) .....	\$29.00
<i>Ten Steps to Advancing College Reading Skills, 6/e</i> (978-1-59194-434-8) .....	\$29.00
<i>Ten Steps to Advanced Reading, 2/e</i> (978-1-59194-295-5) .....	\$29.00

## Electronic Materials

<i>Ten Steps Plus 10-month Student Access Card</i> (978-1-59194-478-2).....	\$29.00
<i>Ten Steps Plus 10-month Student Access E-mailed</i> (978-1-59194-478-2e) .....	\$29.00
<i>Ten Steps Plus LE 4-month Student Access E-mailed</i> (978-1-59194-490-4e) .....	\$12.00

**IMPORTANT NOTE:** Site Licenses for bulk subscriptions are available. Contact us for details.

## Combined Print & Electronic Bundles

<i>Groundwork for College Reading Skills w/ Ten Steps Plus</i> (978-1-59194-479-9).....	\$35.00
<i>Groundwork for College Reading Skills with Phonics w/ Ten Steps Plus</i> (978-1-59194-480-5) .....	\$35.00
<i>Ten Steps to Building College Reading Skills w/ Ten Steps Plus</i> (978-1-59194-481-2) .....	\$35.00
<i>Ten Steps to Improving College Reading Skills w/ Ten Steps Plus</i> (978-1-59194-482-9) .....	\$35.00
<i>Ten Steps to Advancing College Reading Skills w/ Ten Steps Plus</i> (978-1-59194-483-6).....	\$35.00
<i>Ten Steps to Advanced Reading w/ Ten Steps Plus</i> (978-1-59194-484-3) .....	\$35.00

### Important Note to Educators:

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### A Note about Supplemental Materials

Supplements are available for all textbooks above. Instructor's Editions for each book sell for the same price as the student edition or are FREE with an adoption of 20 or more copies of that book. Downloadable Instructor's Manuals/Test Banks are FREE to instructors with accounts in our Learning Center.



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## CONTACT US!

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## WHAT'S SO SPECIAL ABOUT TOWNSEND PRESS?

### **We're Independent.**

Townsend Press is owned and operated by educators. Our loyalty is not to corporate interests, but to students and to teachers.

### **We're Focused.**

Townsend Press has one focus: producing the best possible English and Language Arts materials. That focus is what makes our content better.

### **Our Materials *Work*.**

Educators tell us what studies confirm: that our materials effectively teach reading, writing, grammar, and vocabulary. Try us and you'll see.

### **We Give Back.**

We produce and print all our content locally in the U.S. We donate a substantial portion of profits to a variety of non-profit programs seeking to improve education. Why? Because we believe it's the right thing to do.