

Welcome to
The
Learning
Advantage

300 Alexander Park
Princeton, NJ 08540

The Learning Advantage

takes the mystery, risk and frustration out of choosing entertaining educational software for your children.

Until now, there were two ways to buy software for your kids to use with the family's computer. You could walk into any computer shop, look at the dozens—perhaps hundreds—of selections, all with jazzy graphics and zippy descriptions telling you little or nothing about the program itself, and wonder whether their age recommendations bore any relation to reality. And the prices! Or, you could look at the lists of mail-order software represented in any computer magazine. A little less costly, but all you had to go by was the title!

But now, there's The Learning Advantage.

Our team of educators, computer experts and parents brings you, each month, a whole new selection of the very best, most irresistibly entertaining educational software available in the entire marketplace.

SAYS WHO?

Dr. Daniel Klassen, President, Information Technology Design Associates; co-founder, Minnesota Educational Computing Consortium (MECC); author of the Scholastic Microzine.

Dr. Judith Edwards-Allen, Professor of Education, Portland State University. Past Director of Computer Technology Program for the Northwest Regional Laboratory of the National Institute of Education.

Dr. Ludwig Braun, Professor of Computer Science and Director of the Academic Computing Laboratory, New York Institute of Technology (Westbury, NY).

C. Pristen Bird, Education Technology Consultant to the State Department of Public Instruction, Florida.

Guy Nouri, President, Interactive Picture Systems, Inc.; author of *Paint*, *Moviemaker* and *Operation Frog*.

Don't just take our word for it. See for yourself how to make the most of your family's computer investment.

The Learning Advantage brings you:

- *An entirely new issue each month*, sent right to your mailbox. Each issue consists of two disks, carefully chosen from the thousands available, plus a great, big magazine incorporating a monthly newsletter and a workbook that lets you make the most of the new software. You'll also get a full-color poster that makes any child's room a little livelier.
- *The most appropriate software* for learning as well as for fun and games—age-graded to suit your child's needs.
- *A computer that's a tool, not just an expensive toy*. Teachers understand that the computer is a powerful learning tool. As a parent, you'll see your computer's—and your child's—potential grow, as you watch your youngster become: *a writer* (with an open-ended creative expression program) . . . *a scientist* (with a highly interactive simulation program) . . . *an artist* (with exciting animation software) . . . *a biologist* (with challenging laboratory software) or anything he or she wants to be!
- *A 10-day FREE trial*. Open it up. Pore over the terrific magazine, written to enhance your software and extend its use. Hang up the poster and enjoy it for 10 days. Boot the disks, try them out, put them through their paces. Live with them, laugh with them, learn with them. If, after 10 days, you don't agree that *The Learning Advantage* is the greatest thing since the microchip, just send the whole issue back to us (in good condition) and say "cancel our subscription".

Otherwise, you pay just \$39.95 per issue. There's no minimum number of issues you must buy, and you're free to cancel whenever you wish.



The Learning Advantage

Enjoy your first issue FREE, on your own computer, for 10 days, and see for yourself why we keep hearing praise like:

"Thanks, Learning Advantage, for keeping the cobwebs off our computer! It's found its place in our family's day-to-day activities."

"What a terrific idea. Now I know exactly what I'm getting, instead of 'buying blind' from sealed boxes in the store."

"Don't tell the kids . . . but after they're asleep, my husband and I head for the computer and have some fun with their Fast Track from The Learning Advantage."

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YOUR GUARANTEE OF SATISFACTION

When you subscribe to *The Learning Advantage*, you can be sure that your family will be 100% delighted with each issue you receive, or you may return it in good condition and owe nothing. We guarantee that you'll receive only the most carefully selected, top-name software, always at substantial discount (up to 50% off) and always on 10-day free trial before you buy.