

***eBooks: Where are we?
... Where are we going?
... and why ???***



Sylvan Dell Publishing

So much more than a picture book!



Questions & Issues

- Where are we with our eBooks?
- Where do we see our eBook products evolving?
Value-added features?
- Do our eBook products work with mobile devices?
- Web-Based versus Download
- Access from home – Family integration
- Why eBooks, why picture books



Where are we?

- All 65 Titles available as eBooks
- All in both English & Spanish
- Lots of Formats
- Lots of distribution Paths
- Downloadable
- Web-Based by Subscription



Downloadable

	<u>English</u>	<u>Spanish</u>	<u>pdf</u>	<u>epub</u>
<u>Distributors</u>				
Baker & Taylor Digital	X	X	X	-
Follett Digital	X	X	X	-
Lightning Source (Ingram)	X	X	X	-
NetLibrary (Ebsco)	X	-	X	-
Overdrive	X	X	X	-
TecKnoQuest	X	X	X	-
<u>Retail</u>				
Amazon - Kindle	X	X	-	X
Apple - iBookStore	X	-	-	X
Barnes & Noble - NOOK	X	X	-	X
Google eBooks	X	-	-	X



Web-Based

- Selectable English & Spanish, Text & Audio
- Auto-Read, Auto-Flip, 3D Page Curling
- eBook site License
 - 7000 schools & libraries / 130 from NY
- Personal eLibrary
- Integrated with online resources
 - Teaching Activities: 40-60 pg, cross-curricular
 - 3 Interactive quizzes
 - Trailers
 - Alignment to Standards / Reading Levels



Web-Based (continued)

Sylvan Dell version

English and Spanish

Direct from Sylvan Dell	x
Follett (FES)	x
Kaplan	x
Mackin	x
Perma-Bound	x
Saunders Book Company	x
The Reading Warehouse	x
VIA (Mackin by the Title)	x

Unique Versions

English Spanish

Be There Bed Time Stories	x	x
Big Timber Media	x	x
Big Universe	x	x
Capstone - MyOn	x	x
MeeGenius	x	-
Tumble Books	x	x



Where are we going?

- Downloadables

- Direct Sales
- Optimized Font
- Price tracking

- Web-Based:

- eBooks

- Full Screen Display
 - French & Chinese
 - Male audio
 - Speed Control
 - Record Option
 - Word highlight

- Environment

- Discrete usage tracking
 - Download & DVD Sales
 - Professional Development
 - Video Tutorials



Work with Mobile Devices?

- Yes
 - All that support Adobe flash
 - all but iPad – Swifter App
 - Apps for Droid launching in 2012
- iPad App
 - November 2011
 - Mirrors our existing environment
 - Additional features
 - Full Screen eBook Display
 - Audio with Manual Advance
 - Record Option



Web versus Download

- Updates & Enhancements
 - New books
 - Languages



Access from home

- Via:
 - School Website Link / Desktop Icon / Site Code
- Parental Involvement
- Younger Siblings
- From Title I Administrator:
 - Shocked at how many Spanish speaking parents were using with children to learn English
- Internet access exploding



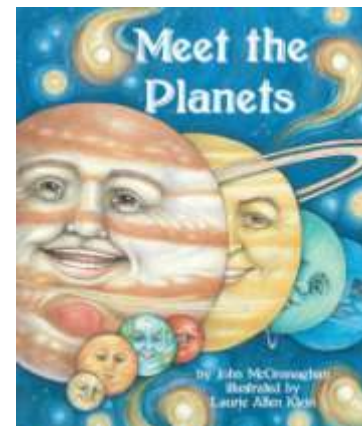
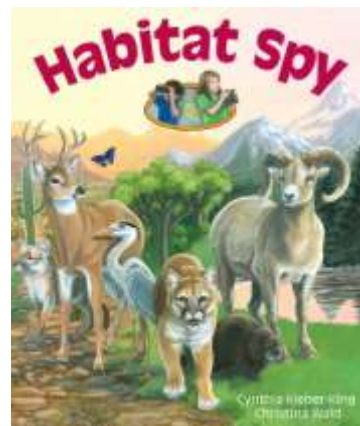
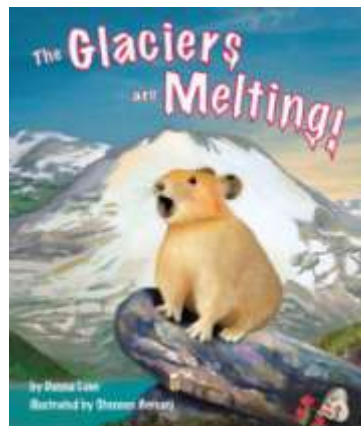
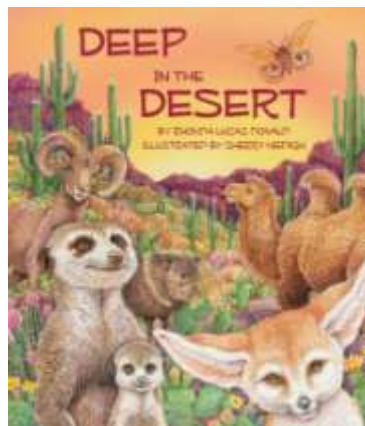
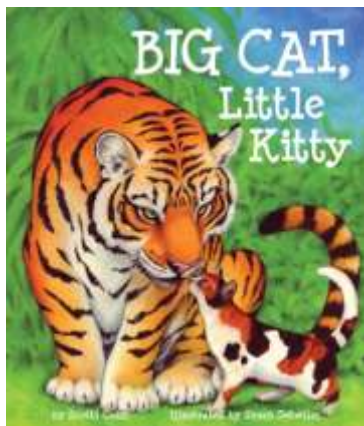
Why eBooks, why picture books

- Large Screen Displays & Smartboards
 - Able to read the text
 - Able to see the imagery
- More cost effective
- Parents comfortable with al Involvement

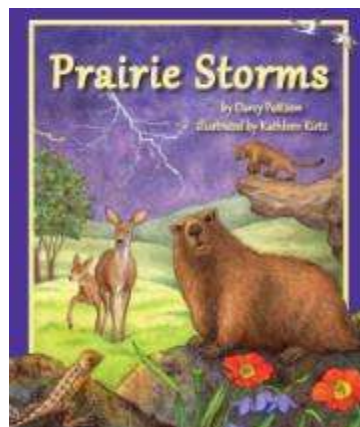
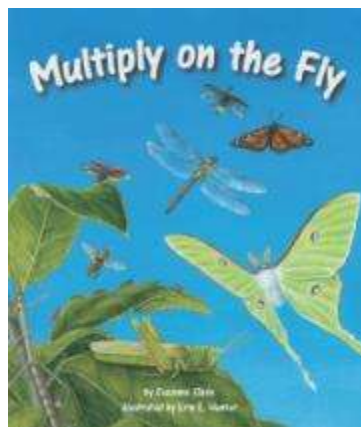
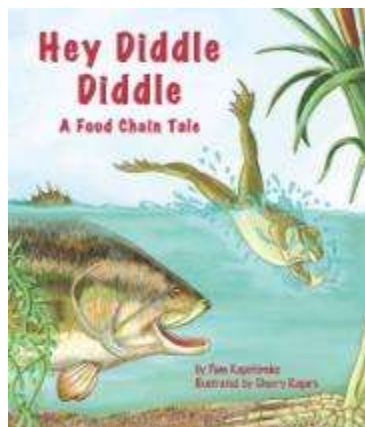
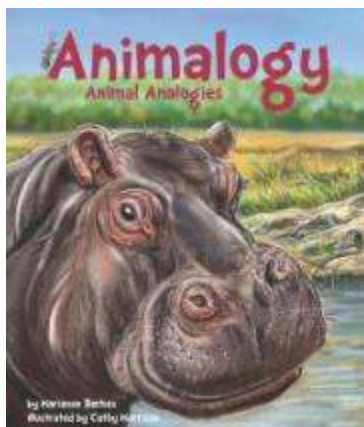


2011 Titles

Spring 2011



Fall 2011





Animalogy

Animal Analogies

by Marianne Berkes
illustrated by Cathy Morrison

Animalogy

Animal Analogies



Compare and contrast different animals through predictable, rhyming analogies. Find the similarities between even the most incompatible animals: bat is to flit as eagle is to soar; dog is to bark as lion is to roar. Comparisons include sounds, physical adaptations, behaviors, and animal classes and are so fun, readers learn without even realizing it! **Animalogy** is to fun, as animals are to nature.

It's so much more than a picture book... this book is specifically designed to be both a fun-to-read story and a launch pad for discussions and learning. Whether read at home or in a classroom, we encourage adults to do the activities with the young children in their lives. Free online resources and support at www.SylvanDellPublishing.com include:

- For Creative Minds Activities as seen in the book. (in English & Spanish)

- * Analogies:

- body parts (adaptations)
- size
- sounds
- actions
- skin coverings

- * Animal Classification

- Teaching Activities:

- * Reading Questions
- * Language Arts
- * Science
- * Math
- * Geography
- * Coloring Pages

- Interactive Quizzes: Reading Comprehension, For Creative Minds, and Math Word Problems

- English and Spanish Audiobooks

- Related Websites

- Aligned to State Standards (searchable database)
- Accelerated Reader and Reading Countel Quizzes
- Lexile and Fountas & Pinnell Reading Levels

eBooks with Auto-Flip, Auto-Read, and selectable English and Spanish text and audio available for purchase online

Thanks to Loran Włodarski, Science Writer at SeaWorld Orlando, for verifying the accuracy of the information in this book.

Award-winning author, **Marianne Berkes** (pronounced Ber-LESS with two syllables) is a retired teacher and librarian who turned her love of nature and teaching into writing. Remembering her days in the classroom and the need for analogies, Marianne introduces animal analogies through **Animalogy**. Some of her recent and award-winning titles include: *Going Home*, *The Mystery of Animal Migration*, *Over in the Ocean, in a Coral Reef*, *Over in the Jungle, a Rainforest Rhyme*, and *Going Around the Sun, Some Planetary Fun*. Marianne lives in Florida with her husband, Roger, and their dog, Corky.

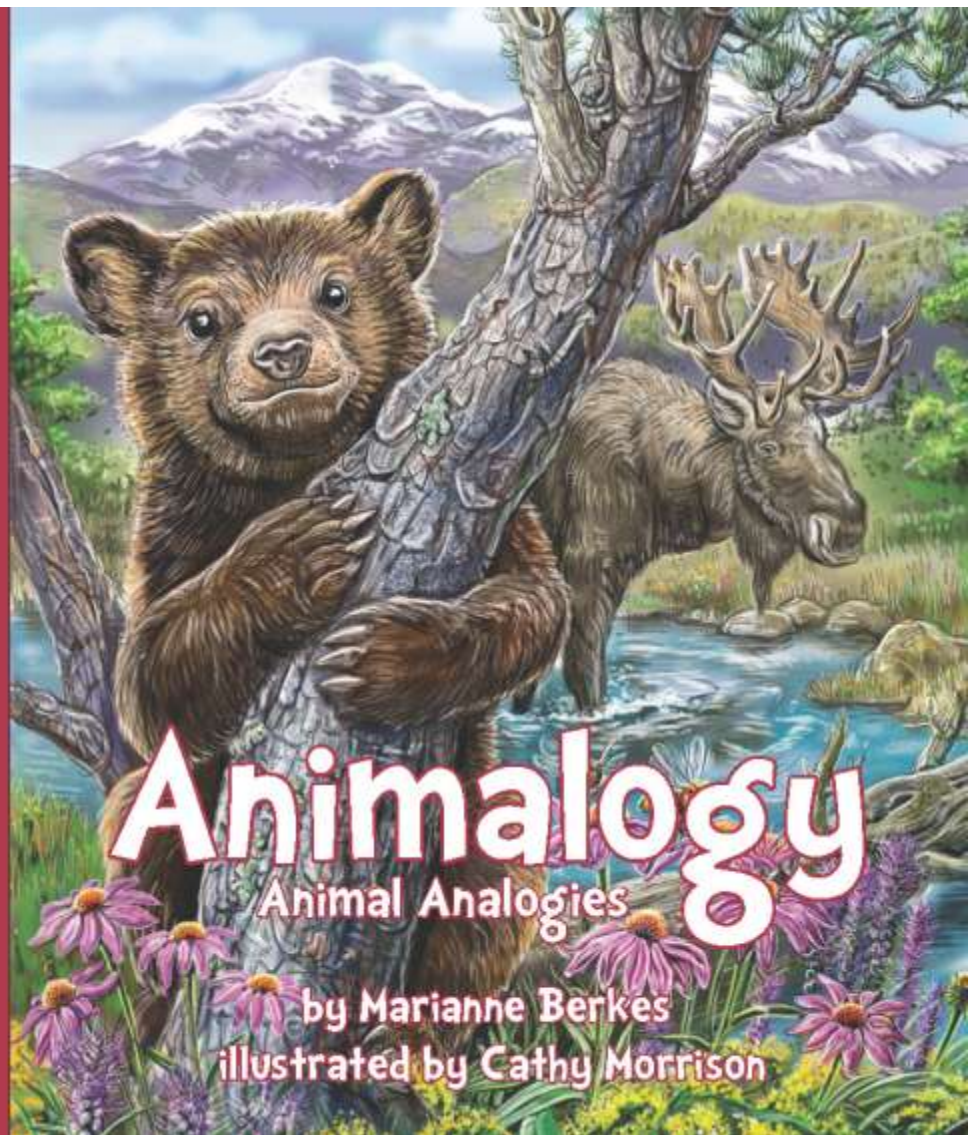
Cathy Morrison may have started her art career in animation but she soon fell in love illustrating children's books and has been doing so for 20 years. Some of the titles she's illustrated include *Ignacio's Chain*, and the *Young Patriots Series* including *Alexander Hamilton*, *Young Statesman*, *Frederick Douglass, Young Defender of Human Rights*, and *Juliette Low, Girl Scout Founder*. Cathy works from a studio loft on the northern side of the Rocky Mountain National Forest.



Marianne Berkes



Cathy Morrison



Animalogy

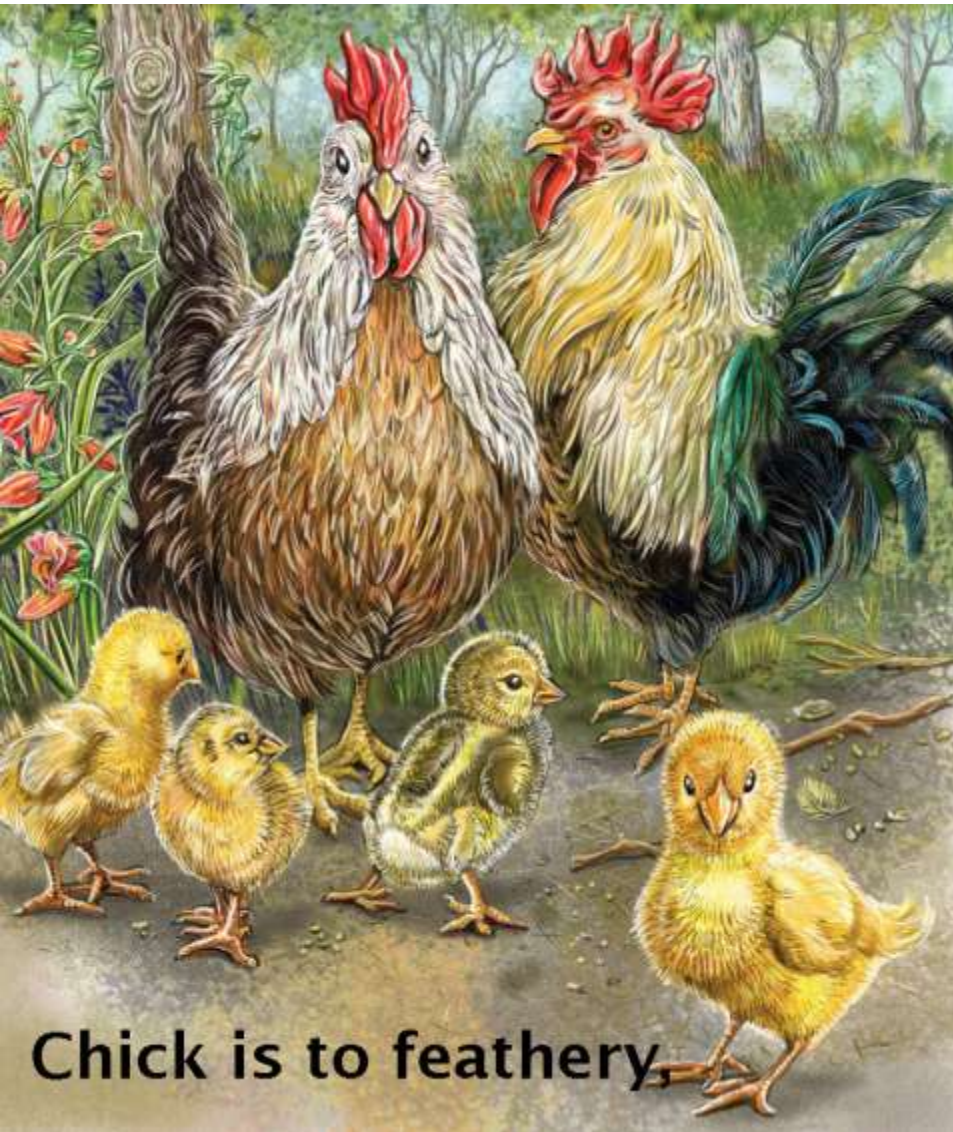
Animal Analogies

by Marianne Berkes
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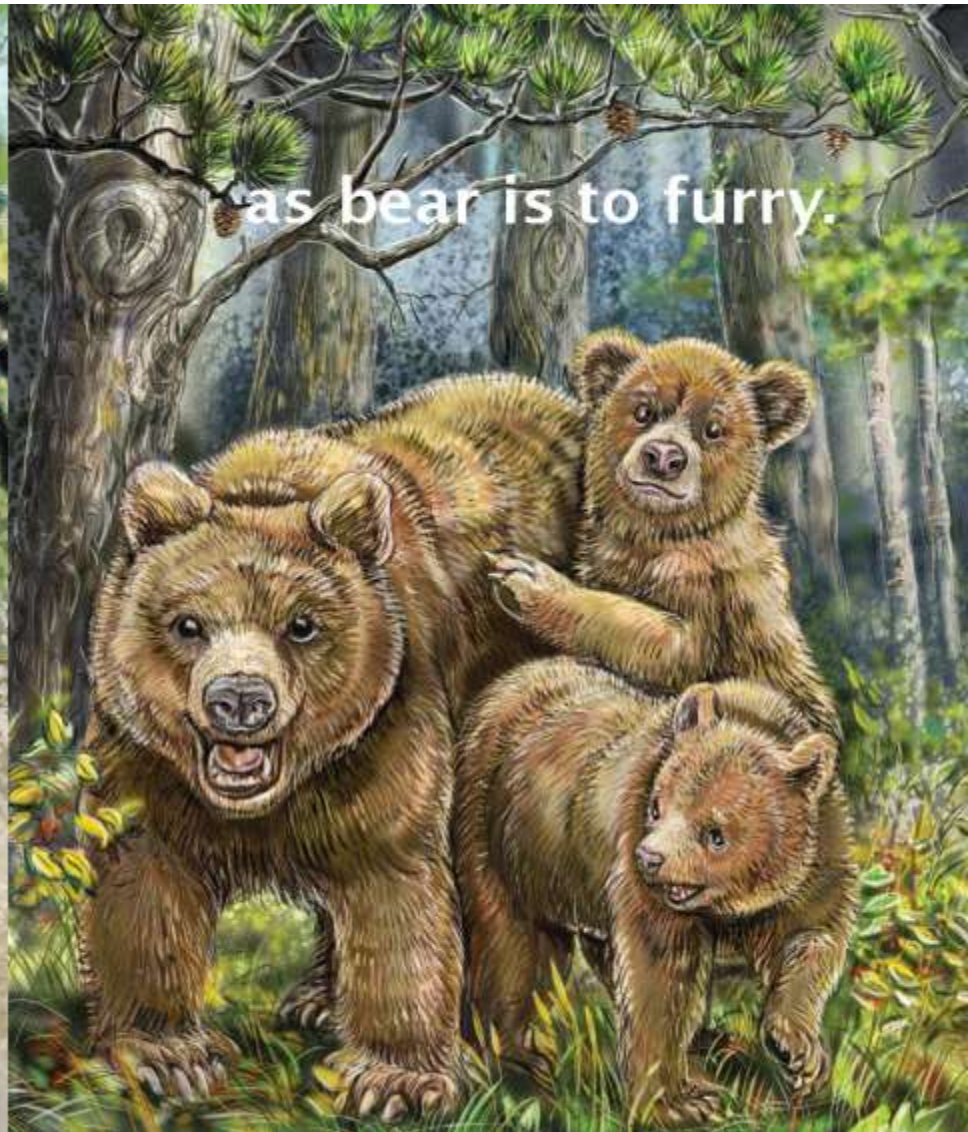


as mouse is to scurry.

Deer is to run,



Chick is to feathery,

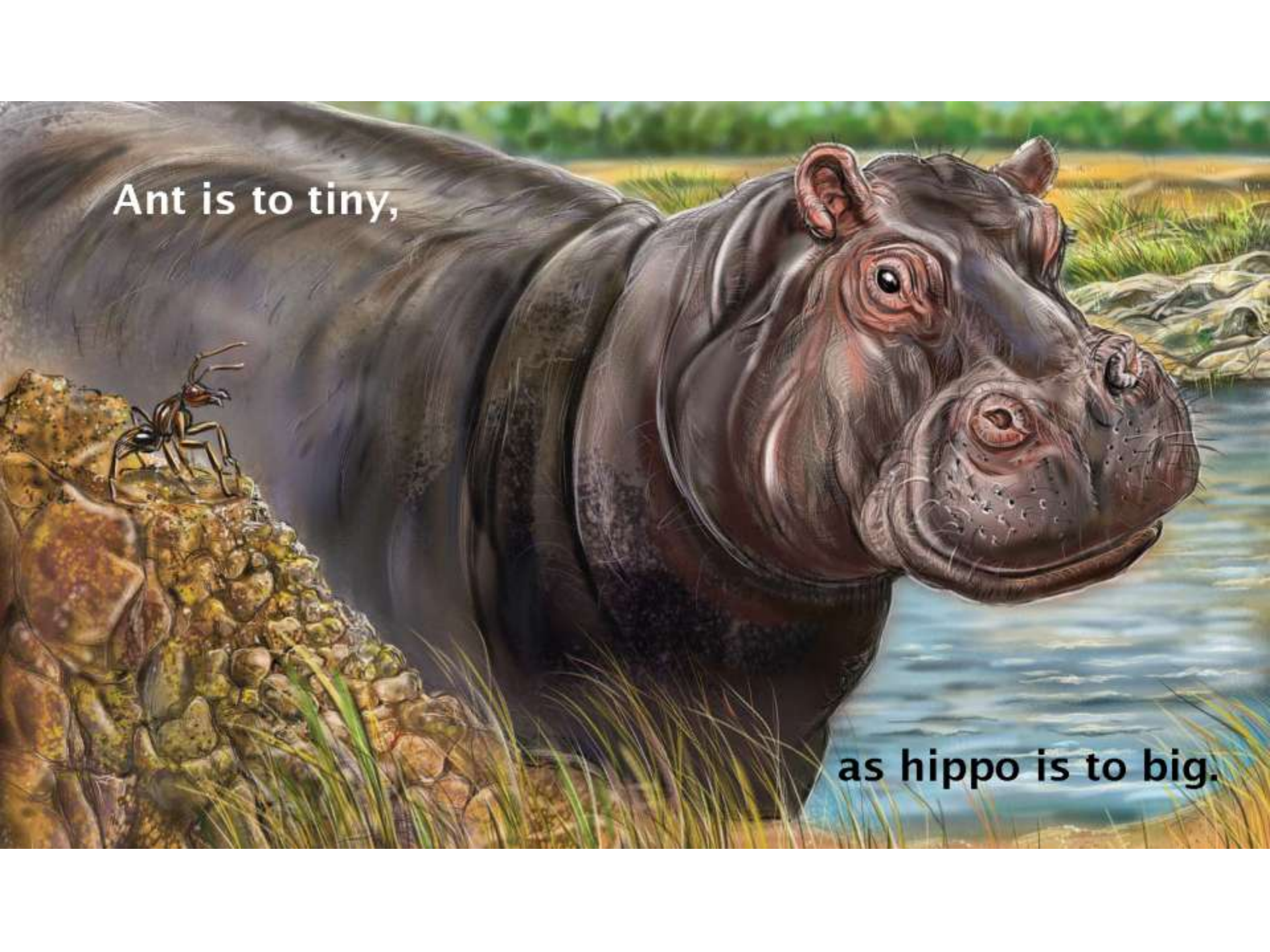


as bear is to furry.



as skunk is to dig.

Rabbit is to nibble,

A detailed illustration of a hippopotamus in a natural setting, with a small ant on a rock in the foreground for scale comparison. The hippo is dark grey with thick, wrinkled skin, looking towards the right. The ant is tiny in comparison, standing on a small rock. The background shows a body of water and green foliage.

Ant is to tiny,

as hippo is to big.

For Creative Minds

The For Creative Minds educational section may be photocopied or printed from our website by the owner of this book for educational, non-commercial uses. Cross-curricular teaching activities, interactive quizzes, and more are available online. Go to www.SylvanDellPublishing.com and click on the book's cover to explore all the links.

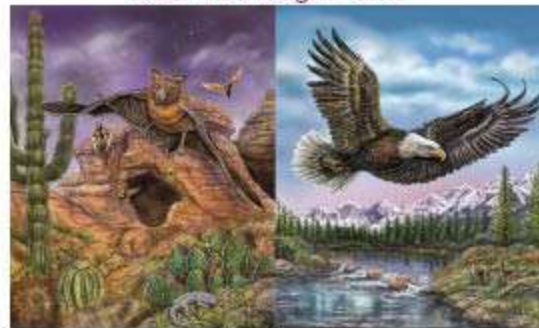
Analogies

Analogies compare or contrast different things to show how they are related to each other. Which of these analogies uses body parts to compare or contrast the animals?

robin: wing :: goldfish: fin



bat: flit :: eagle: soar



Can you come up with other analogies using animal body parts?
How do the animals use those body parts?



chick's beak



lion's teeth



frog's foot



dog's paws



skunk's tail



mouse's tail



rabbit's ear



bear's ear

Which of these analogies uses size to compare or contrast the two animals?

deer : run :: mouse : scurry

ant : tiny :: hippo : big



What are some ways we measure things?

What are some other words that describe animal sizes?

Can you come up with other analogies to compare and contrast animal sizes?

tall

long

wide

small

little

short

huge

light

heavy

tiny

giant

0 1 2 3 4 5 6 7

0 Inch 1 2 3 4 5 6 7

Adjectives describe things—like how big or little an animal is.
Which adjectives are alike and which are opposites?

Which of these analogies uses action words (verbs) to compare what the animals are doing?

dog : bark :: lion : roar

reptile: snake :: insect: bee



What sounds do other animals make?

Can you come up with other analogies using animal sounds?



Which word (or words) do you think best describes the animal's action?



Snakes slither, crawl, glide, slide, or wriggle.



Deer run, jump, bound, dash, spring, sprint, or scamper.



Eagles soar, glide, or fly.



Goldfish swim, float, or lap.



Mice scurry, scamper, or dash.



Bats flit, fly, glide, flutter, or soar.



Frogs hop, jump, leap, or vault.



Beavers cut, build, swim, or munch.



Robins fly, nest, sing, or tweet.



Lions roar, hunt, prey, or chase.

Which of these analogies uses skin coverings to compare or contrast the two animals?

beaver: build :: spider: spin

chick: feathery :: bear: furry



1 Which animals have feathers?



2 Which animals have hair or fur?



3 Which animal has dry scales?



4 Which animals have wet (slimy) scales?



5 Which animal has smooth, moist skin?



Answers: 1. All: chick, eagle, robin, geese ; 2. All: dog, lion, mouse, & bat; 3. snake; 4. flounder & goldfish; 5. frog

Animal Classification

Vertebrates are animals that have backbones.

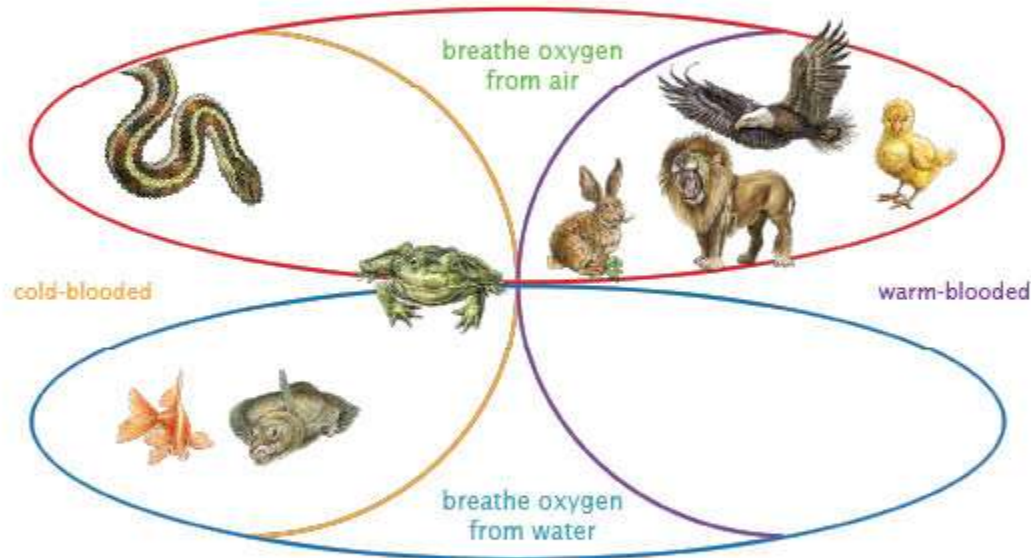
Reptiles:
dry scales or plates
lungs to breathe
most hatch from eggs
cold-blooded

Birds:
feathers
lungs to breathe
hatch from eggs
warm-blooded

Mammals:
hair or fur
lungs to breathe
most have live birth
warm-blooded

Amphibians:
soft, moist skin
most young have an aquatic larva/tadpole stage with gills; adults live on land using lungs to breathe
cold-blooded

Fishes:
most have slime-covered scales
gills to breathe
can have live birth or hatch from eggs
cold-blooded



Cold-blooded animals' body temperatures come from their surroundings.

Warm-blooded animals make their own heat and have constant body temperatures.

Invertebrates do not have backbones.



Insects:
hard outer covering (exoskeleton)
adults have 3 body parts: head, thorax & abdomen
3 pairs of legs
usually 2 pairs of wings and 1 pair of antennae
can have live birth or hatch from eggs
cold-blooded



Arachnids (Spiders):
hard outer covering (exoskeleton)
body usually divided into two parts: cephalothorax and abdomen
4 pairs of legs
no antennae or wings
can have live birth or hatch from eggs
cold-blooded



Animal	Class
frog	amphibian
spider	arachnid
ant	insect
bee	insect
chick	bird
eagle	bird
goose	bird
robin	bird
flounder	fish
goldfish	fish
snake	reptile

Animal	Class
bat	mammal
bear	mammal
beaver	mammal
deer	mammal
dog	mammal
hippo	mammal
lion	mammal
moose	mammal
mouse	mammal
rabbit	mammal
skunk	mammal

1. How many animals in this book are mammals?
2. How many animals in the book are reptiles?
3. How many are fish?
4. Are there any amphibians?
5. Which animals are birds and how many are there?
6. Which animals fly?
7. Are birds the only animals that can fly?
8. What do reptiles, birds, mammals, amphibians and fish all have in common?
9. What do the spider, ant, and bee have in common?
10. Which animals have four legs?

Answers: 1. 11; 2. 1; 3. 2; 4. yes, the frog; 5. chick, eagle, goose, and robin (4 different types); 6. All of the birds fly, plus the bat and bees; 7. No, bats and several insects fly too; 8. They are all vertebrates (have backbones); 9. They are invertebrates, they do not have backbones; 10. frog, bear, beaver, deer, dog, hippo, lion, moose, mouse, rabbit, and skunk



Online Resources

- Teaching activities
- Quizzes
- Related websites
- Trailers
- Aligned to state and CORE standards
- Reading Levels: Lexile, AR, Reading Counts, F&P

Teaching Activity Guide

Meet the Planets



Table of Contents

3	How to Use This Activity Guide
4	What Do Children Already Know?
4	Pre-Reading Questions
5	Thinking It Through & Writing Prompts
5	Comprehension Questions
6	Find in the Art
8	People of History in the Art
11	Vocabulary Game
11	Using the Words
12	Silly Sentence Structure Activity
13	Sequence Sentence Strips
15	Word Search
16	Solar System Cards
21	Rotation or Revolution?
22	Science Journal
24	True or False?
25	Which Planet?
26	Temperatures
27	Scale and Distance
30	Coloring Pages
33	Glossary
39	Answers
51	Appendix A—"What Children Know" Cards
52	Appendix B—Venn Diagram
53	Appendix C—Vocabulary Cards

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Sylvan Dell Publishing
Mt. Pleasant, SC 29464



by John McGranaghan
illustrated by Laurie Allen Klein



- eBooks
- Book Homepages
- Quizzes
- For Creative Minds
- Teaching Activities
- Related Websites
- Trailers
- Authors/Illustrators
- Standards
- Reading Levels
- Operating Guide
- Usage Data
- Sylvan Dell Home



Deep in the Desert



1. What kind of bird that is described in "An Odd Birdy That Never Could Fly."

- Flamingo
- Ostrich
- Great Horned Owl



2. How do camels protect their eyes from the blowing sand in the desert?

- Their fur coat
- Their two humps
- Long and thick eye lashes



3. Javelinas are nocturnal animals.

- True
- False



4. Tarkawaras eat

- Bugs
- Seeds and grass
- Tarkawaras eat bugs, seeds, and grass



5. What is a group of meerkats called?

- Herd
- Pride
- Clan



[eBooks](#)[Book Homepages](#)[Quizzes](#)[For Creative Minds](#)[Teaching Activities](#)[Related Websites](#)[Trailers](#)[Authors/Illustrators](#)[Standards](#)[Reading Levels](#)[Operating Guide](#)[Usage Data](#)[Sylvan Dell Home](#)

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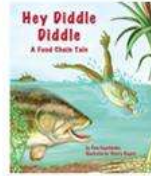
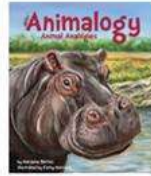
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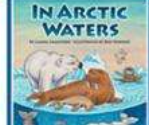
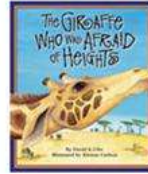
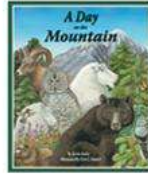
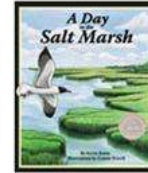
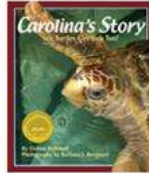
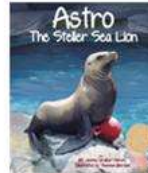
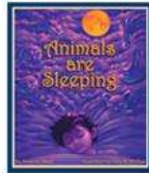
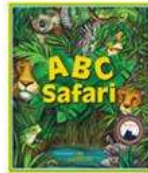
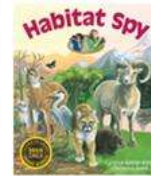
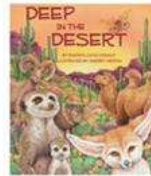
Charleston County Public Library

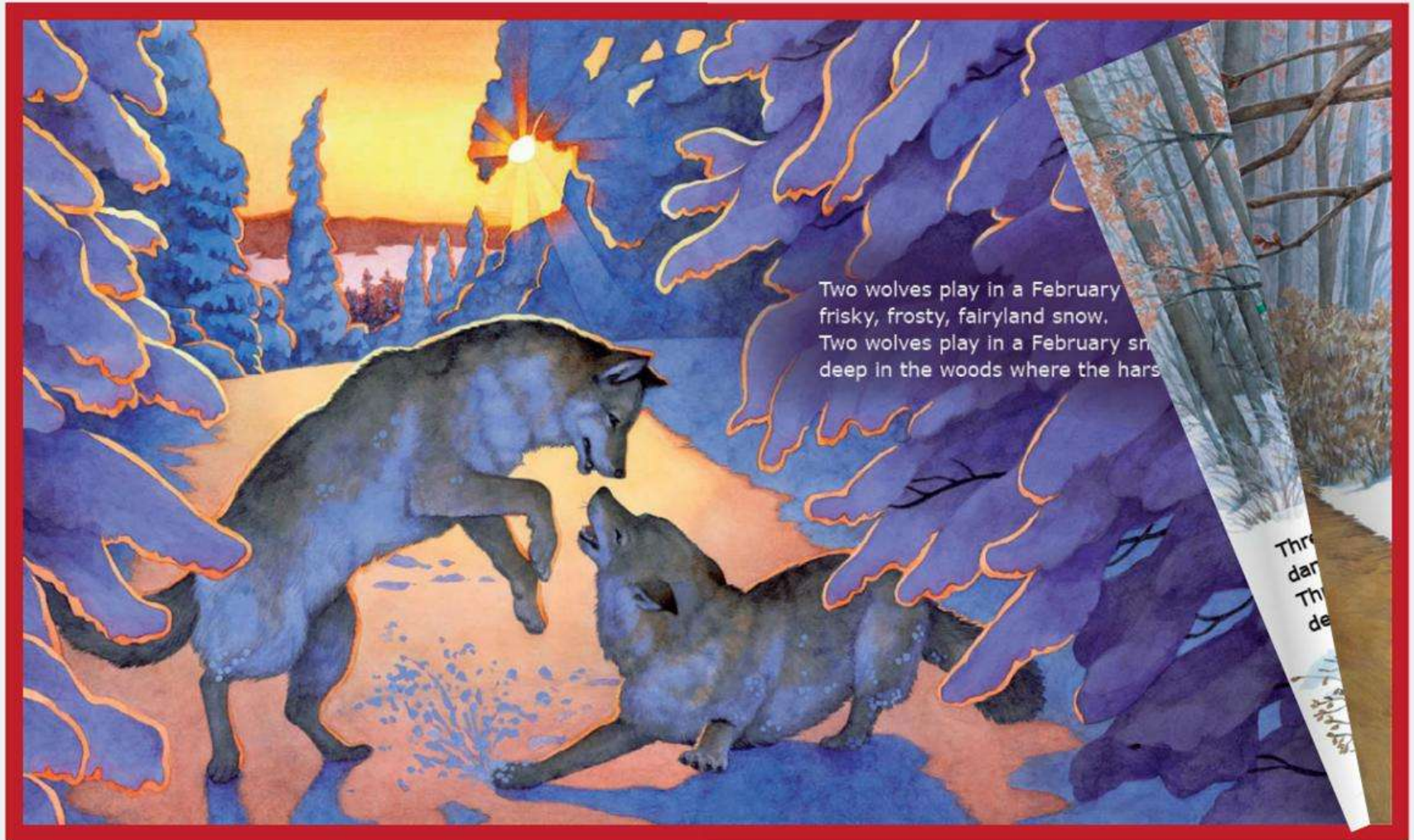
en Español

Fall 2011



Spring 2011





Two wolves play in a February
frisky, frosty, fairyland snow.
Two wolves play in a February snow
deep in the woods where the hars

Thro
dar
Th
de



Sales Info

- Books sold direct & through all major distributors
- eBook Site License sold direct & through:
 - Mackin, Follett (FES) , Kaplan, Perma-Bound, Saunders (CA)
 - 1 yr: \$450, 2 yr: \$770, 3 yr: \$1,080 ... Lifetime: \$2,930
 - Public library price adjusted +/- for population served
- Personal eLibrary sold direct
- Bundling Discount
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 - Direct sale or from any distributor (proof of purchase req)



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Questions

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Thank You