



PLAYAWAY[®]
READY-TO-GO AUDIO

New Discount Offer 11/2007

WHAT

20% Discount! *Not an MP3 or CD player and not software, Playaway is the self-contained audio equivalent of a book.* Half the size of a deck of cards, Playaway is packaged with earphones, a standard AAA battery to allow for immediate listening and an extra battery. Using clearly marked buttons, Playaway gives listeners the option of placing digital bookmarks and controlling the speed of a narrator's voice, all while easily moving both forward and back through audio book selections that can range from six to twenty-four hours. Additionally, Playaway has a universal headphone jack that works with almost any type of headphone or mobility accessory.

WHY

- **We do discounts.** HRLC works to save you money for the resources you want.
- We are responding to member requests to obtain a discount for Playaways.
- This is a logical complement to our www.ListenNJnw.com downloadable audiobook project.

QUESTIONS?

Contact: Howard Alston, our vendor representative.
Email: halston@playawaydigital.com
Toll Free: 877-893-0808 x119

WHO

Eligible participants: all HRLC members *except school libraries*. Follett has the exclusive right to sell Playaways to schools and we are unable to change that.

OTHER GOODIES

The following items are included, at no additional cost, with each Playaway ordered by a library system (over a \$12 value):

HOW

1. Go to the Playaway website at <http://www.playawaylibrary.com/>
2. Investigate the *FAQ* section, if you are new to Playaway.
3. Sign up (connect on front page), if you do not have an account.
4. **Buy as an individual library – DO NOT check box "I am part of a consortia/buying group."**
5. Shop online and order.
6. At end of order, for 20% discount, – **put HRLC in the *Notes/Special Instructions*.**

- Two AAA batteries
- One set of quality stereo earbuds
- Return-box safe packaging
- Protective foam insert
- Professionally designed full-color graphical insert
- FREE shipping on all orders
- FREE 40 unit corrugate display on all orders of 40+ units
- FREE subscription to quarterly newsletter and access to Playaway's *Online Marketing Support Center*