Dear Educator,

My name is Terry H. Wesner, the owner of Bernard J. Klein Publishing in Chelsea, Michigan. We specialize in mathematics from arithmetic through precalculus. Our textbooks are designed to be used in Middle School, High School, and College. Several million students have used at least one of our textbooks, and ***we would like to make those materials available for little or no costs to all students.***

I was the leading math author at William C. Brown Publishers, a division of McGraw Hill, for over 20 years. My publishing company maintains the complete rights to all of my books and accompanying materials. ***The primary objective of my company is to provide low or no-cost[1] educational materials to students and school districts.***

My textbooks were developed and produced by McGraw Hill and are 4-color hardbound textbooks with full text-specific ancillary packages developed to the highest industry standards. I would like to offer to any school district my 5th Edition Algebra Textbooks, which I have just updated and copyrighted in 2011. These are Elementary Algebra with Applications 5th edition and Intermediate Algebra with Applications 5th edition. I will also do the same for private or charter schools. ***The costs to schools would be just two dollars over the cost of printing. The bottom line is that a textbook retailing for $145 and wholesaling for $110 would cost roughly $5.70 to $10.15[2] including a complete text-specific ancillary package.*** The end cost only varies by the number of books that are printed at one time[3].

Since offers that sound too good to be true usually are not, I would like you to visit a few of my websites where you can view, download, and review the material that I am talking about. First, I would like you to visit http://bjkp.com where you can download samples of the print elementary and intermediate algebra textbooks (listed as 4th editions on the site), annotated instructor's editions, samples of ancillaries, and video lectures. Next, if the material looks like it would meet the needs of you and your students, I would like you to download the eBook and educational software versions of the textbooks. The linking will allow you to quickly navigate from one pedagogical feature (be sure to click on the post-it notes) to another and to see how the text-specific video lectures support the textbooks.

Finally, I would like you to visit the list of over 250 classroom teachers from across the country, who were recruited to assist in refining each of the new editions. Their input along with McGraw Hill's editorial staff, and designers has helped shape the material into a style that has been universally successful. You can also read through the list of Teacher Contributors at www.GetMath.com . My coauthors and I have a combined 155 years of classroom teaching experience, which we have tried to incorporate into our textbooks. We feel that our personal interaction with students is the key ingredient in the development of all of our textbooks.

Below, I will list some further examples of the various price breaks. If you are interested in finding out what the costs would be for a specific number of books, please contact Tim Otting either by email – timothy.j.otting@rrd.com , or phone – 630-699-3339.

While we are aware that most school districts do not need 20,000 or even 10,000 textbooks, our hope is that several schools districts could assess their individual needs and pool their resources to be able to order a sufficient quantity that will allow all those involved to realize the greater savings from a larger print run. I realize that this is not the way that textbooks have been purchased in the past, but the economic realities that we are faced with today require us to rethink how we do things.

As you read through these examples of printing costs, please again keep in mind that the average wholesale price for a four-color hardbound beginning algebra textbook is about $110 per book. The price given per textbook includes the complete text-specific ancillary package. For a print run of 5,000 books the price is about $10.00 per book. That is 11 books for the same price as 1 at wholesale costs. At 10,000 copies, the price is less than $8.00 per book; at 20,000, the price is about $6.50 per book; at 60,000 books, the price drops down to less than $6.00 per book. The pricing reflected is for a 704-page full-color hardbound textbook with an annotated instructor's edition and a complete text-specific ancillary package.

A print run of 1,500 books costs 425% more per book than printing 20,000 books. But if a school district is only able to afford or only needs 1,500 textbooks, the savings would still be substantial. At 1,500 textbooks, the price per book is $21.49, verses a wholesale cost of $110 per book. At this level, a school district gets over 5 times as many books for the money and that includes a full text-specific ancillary package.

The following are 2 examples where I use a specific dollar amount. For $50,000 a school district could purchase **454** textbooks at typical wholesale prices. With my offer, for the same amount of money the school district would get over **5,600** new hardbound full-color textbooks with a complete text-specific ancillary package. For $100,000 a school district could purchase **909** textbooks verses printing over **14,000** with ancillaries.

Even though the cost of the textbooks is extremely low, I know there are districts that cannot afford new textbooks at any price, and I will assist in finding corporate sponsors that would work with specific school districts to help make all of this possible. ***Sponsors could have their logos prominently displayed on the cover of the textbook thereby letting the public know they are an active contributor to the nation's educational needs.***

The two dollars over the cost of printing allows me to also ***provide copies of the text-specific ancillary materials*** on disc, from which administrators can make as many copies as needed for instructors, as well as students. ***The accompanying text-specific ancillaries include*** – an annotated instructor's edition, a student's solutions manual, an instructor's solutions manual, an instructor's resource manual, text-specific video lectures explaining examples and solving problems from the text on CDs or DVDs, printable tests, a test bank, and more. Selected samples of the ancillaries can be viewed, downloaded, and reviewed at http://bjkp.com. If when you click on the link and the site does not appear, check to see if it is sitting in the tray at the bottom of your screen. Otherwise, cut and paste the link into your browser.

The updated 2011 versions of the textbooks are fully graphing calculator integrated, but not graphing calculator dependent. That means if students have access to graphing calculators, the material supports its use, but if that is not an option, an inexpensive calculator will be more than adequate for mastery of the material.

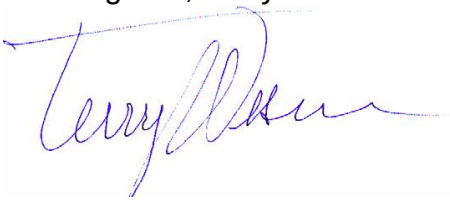
I feel it is time to start giving back to the educational community that has supported me for almost three decades. I now have the opportunity to make available ***new*** materials to schools that simply can no longer afford updated books due to budget cuts, reductions in state and federal funding, and even natural disaster such as hurricanes, floods, tornados, and tsunamis. Low-cost/free material is usually worth what you paid for it, and in education, poor materials equate to a lower success rate in the classroom.

I have sponsored a free website http://www.TotallyFreeMath.com (AKA GetMath), where anyone can download my 3rd edition Elementary Algebra textbook with two accompanying ancillaries for free. I am currently adding two more books to the site – Intermediate Algebra with Applications 3rd edition and College Algebra and Trigonometry. With the addition of these books, educators and students will have textbooks and the accompanying ancillaries that will take them from beginning algebra through precalculus.

I have never allowed ads, and I don't keep any records of who visits my site. If you enter free math textbook in a Google search, I am usually first out of 15 to 25 million listings, and for the most generic search term, free math, I am about 15th out of almost 200 million listings. To have achieved that high of a ranking, I must be doing something that students, educators, and parents all appreciate.

I hope that my offer generates some interest, and I am happy to provide any other information that you would like. I wish you continued success in your endeavors, and hope that I may participate in some manner.

Best regards, Terry H. Wesner



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1 No-cost can be achieved by using the material online, or by finding corporate sponsors to underwrite the costs of producing the material. Sponsors could have their logos prominently displayed on the cover of the textbook thereby letting the public know they are an active contributor to the nation's educational needs. http://www.TotallyFreeMath.com *is my online site for free downloads. I am in the process of adding several more textbooks.*

2 The pricing assumes a print run of 5,000 to 70,000 textbooks.

3 Print runs for as few as 50 textbooks results in a cost reduction of approximately 55%. I hope that smaller school districts will join together in an effort to increase the print run size to a point where all those involved will realize the greatest possible savings. The price per book when printing as few copies as 50 is $51.62 per book. By increasing the print run to 1,500, the cost per textbook drops by more than 60% to $21.49. The cost per book continues to drop dramatically as the number of books printed increases.