

SB&F

SCIENCE BOOKS & FILMS YOUR REVIEW GUIDE TO SCIENCE RESOURCES FOR ALL AGES

Science Books & Films (SB&F) gives you the expert information you need to make the best decisions when choosing science materials for your library, classroom, or institution. Thousands of librarians, teachers and administrators are already using *SB&F* as their standard guide to science materials. If you make decisions about resources for your school library or education institution, you will benefit from this valuable “tool of the trade.”

Published by the American Association for the Advancement of Science, *SB&F* is the only critical review journal devoted exclusively to print and nonprint materials in all of the sciences and for all age groups. Every issue contains more than 150 evaluations of books, audiovisual materials, software, and websites for general audiences, teachers, and students from kindergarten through college.

- ◆ Reviews are written by scientists, science educators, and other professionals who have the specialized knowledge needed for in-depth evaluations of science materials.

- ◆ Books, films, and software are evaluated on criteria such as scope, accuracy, clarity, organization, and quality of illustrations or cinematography.
- ◆ Items reviewed in *SB&F* cover all of the physical, chemical, biological, medical, social, and behavioral sciences; mathematics; computer science; and technology.
- ◆ Each review begins with several “quick reference” codes indicating “suggested reading (or viewing) level” and whether the title is “highly recommended,” “recommended,” “acceptable,” “questionable,” or “not recommended” for specific groups.
- ◆ Every review includes complete bibliographic and ordering information, so you don’t have to search through other sources for price, publisher (or producer), ISBN, available formats, and so on. You can also order featured books online through Amazon.com.
- ◆ Subscribers have access to *SB&F Online*, featuring a searchable database of reviews from the past 9 years.

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SB&F EDITORIAL CONTENT Calendar 2004

Science Books & Films' (SB&F) editorial content includes regular columns related to resources for science literacy on which our readers rely. Each issue contains reviews written by scientists, science educators, and other professionals who have the specialized knowledge needed for in-depth evaluation of science materials. Concise reviews, focusing on scientific accuracy and content, are organized into the following categories:

Adult Books, Junior High and Young Adult Books, Children's Books, Audiovisual Materials, Software, Web Sites

Each issue includes a special feature or articles on such topics as:

Best Book lists for children and young adults; Best AV materials; Recommended titles for general readers and adults; Developing literacy through science and mathematic; Web sites and Internet use articles; School and library science programs; and more

The editorial calendar includes:

January/February 2004	Best Books, Videos, and Software for children and youth Our most famous—referred back to over and over throughout the year! <i>Reservations: December 12th, 2003</i>
March/April 2004	Books for Science Teacher <i>Reservations: February 16th, 2004</i>
May/June 2004	TBA Extra copies of this issue are also distributed annually at the American Library Association Conference. <i>Reservations: April 16th, 2004</i>
July/August 2004	Exploring the Human Body <i>Reservations: June 18th, 2004</i>
September/October 2004	Science Fair Resources Our Back-to-School issue! Always a favorite! <i>Reservations: August 16th, 2004</i>
November/December 2004	Holiday Guide This issue includes our famous Holiday Book Guide and our annual index! <i>Reservations: October 15th, 2004</i>

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RATE CARD

SB&F is the only journal devoted exclusively to providing librarians and other institutional purchasers with critical reviews of books, videos, and software in all the sciences and for all ages. Published by the American Association for the Advancement of Science (the world's largest general science organization), SB&F is designed to be used again and again as a reference and primary selection guide for science materials.

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Size	1x	3x	6x	12x
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