



# TESTING GUIDELINES and PROCEDURES

The independent testing procedure employed by The National Parenting Center to judge for the Seal of Approval involves a multi-step process conducted over an eight week period.

The Seal of Approval testing process gives parents, children, educators and staff the opportunity to examine and explore a wide variety of products and services. Testers are encouraged to play with, build, read about, and judge by the reactions of their children, the worthiness of each submission.

Participants fill out questionnaires for each product or service they test. Evaluated are the level of appeal, design and presentation, desirability, sturdiness, interactive stimulation, and other elements which are essential in the make-up of a superb product or service. Test results are based on both statistical averaging and comments received by testers.

All submitters will be responsible for a nominal product testing fee to cover the testing operating costs. All entries become property of TNPC. Products receiving the Seal of Approval will be kept at the main offices of The National Parenting Center, other products will be donated to various charitable organizations for distribution.

The Seal of Approval is designed to continue the ongoing efforts of The National Parenting Center, which was chartered in 1989, to help create better informed parents as they tackle the challenges of parenting in these unique times.

*Please submit my product/service for consideration of The National Parenting Center's Seal of Approval*

Product/Service Name: \_\_\_\_\_  
 Description: \_\_\_\_\_  
 Suggested Age: \_\_\_\_\_ Suggested Retail Price: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Corporate Contact: \_\_\_\_\_  
 Company Web Site: \_\_\_\_\_

PR Firms or other third party submitting agents	
Agency:	_____
Contact:	_____
Address:	_____
	_____
Phone:	_____
Fax:	_____
E-Mail:	_____
<input type="checkbox"/>	Check if this is the primary contact

*Each product must be accompanied by a \$295 submission fee.*

*(Discounts available for multiple submissions - See attached table)*

Check: \_\_\_\_\_ or Credit Card (Amex/MC/Visa/Discover are accepted)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

**Please note mailing & shipping procedures and locations:**

<i>Ship submission packages &amp; boxes to:</i>	<i>Mail submission forms, CD's &amp; checks to:</i>
The National Parenting Center	The National Parenting Center
Product Testing Division	5952 N. Las Virgenes Rd.
4200 Shadow Hills Rd.	Bldg. 55 - Unit 690
Calabasas Hills, CA 91301	Calabasas, CA 91302

For further information call TNPC at: 800-753-6667 Fax: 818-698-6543

SUBMISSION CHECKLIST:	
___	<b>3 Samples of product</b>
___	<b>Electronic image of product</b>
___	<b>Completed submission form</b>
___	<b>Submission payment</b>

FOR OFFICE USE ONLY

Testing Period:

SP FA HO \_\_\_\_\_

Received:

TNPC ID#: \_\_\_\_\_

# Important Information

As noted in the chart below, there are three testing periods held throughout the year. Testing begins on the first day noted, however we accept submissions through the deadline date. We encourage participants to have their submissions at our testing sites as soon as possible, this ensures a wider range of evaluations and comments.

Report Period	Testing Begins	Submission Deadline	Testing Ends	Report Issued
SPRING '12	February 1st	March 2nd	April 6th	April 27th
FALL '12	June 1st	June 22nd	July 31st	August 17th
HOLIDAY '12	September 1st	September 21nd	October 31st	November 16th

## FYI about the SOA

- \* Winners of the Seal will be announced in a media release which is distributed to over 4500 media outlets nationwide and featured on over 300 TV station websites.
- \* The report is also forwarded to buyers at over 350 major retail and on-line stores.
- \* Each report is featured at TNPC's web site: <http://www.tnpc.com> as well as TNPC's web content licensees.
- \* Links to company websites and license to utilize the Seal of Approval artwork on marketing, packaging and web design are available exclusively to Seal winners.

Any questions? Call us at 1-800-753-6667

## TESTING TIDBITS

- Send all related materials including full packaging, instructions, manuals, batteries etc.
- Beta products should be sent with as much information as is currently available. New materials should be forwarded as they become available.
- Web sites should include information regarding access codes, user ID's and passwords to facilitate full access to the site.
- Please forward three samples of each submitted product. [Software should be sent in both PC and Mac formats. Video games should be sent in all game system formats.]
- Please include an electronic image of your product on a CD or FlashDrive. Transparencies are not acceptable. Emailed images (lo-res 216x216) are accepted at [SOApics@tnpc.com](mailto:SOApics@tnpc.com)

## SEAL OF APPROVAL MULTIPLE SUBMISSION DISCOUNT TABLE

1	\$ 295
2	\$ 560
3	\$ 810
4	\$ 1,040
5	\$ 1,250
6	\$ 1,440
7	\$ 1,610
8	\$ 1,760
9	\$ 1,935
10	\$ 2,100
11	\$ 2,225
12	\$ 2,400
13	\$ 2,535
14	\$ 2,660
15	\$ 2,775