Date: December 13, 2012

To: ARL Directors and Collection Development Contacts

From: Celeste Feather, ARL Licensing Initiative Program Manager, LYRASIS

Re: Project MUSE/UPCC Ebook Collections Special Offers, Winter 2012-13

Although we alerted you to our first Project MUSE/UPCC ebook collections offer through the ARL Licensing Initiative only 8 months ago, I am pleased to report that we have negotiated another offer with Project MUSE for the UPCC ebook collections in 2013.

We have indeed shaped the ongoing pricing levels and the license terms for these ebooks collections in a significant way. The 2013 offers from Project MUSE align closely with the offers for the 2012 collections in terms of cost per title. The entire package of content from Project MUSE in the new 2013 offer is priced at $9.00 per title as compared to $10.00 per title in the 2012 full package offer. The cost for the package of 2012 publication year content last spring was around $25.00 per title, and now for the package of 2013 publication year content the cost per title in the new offer is $23.00 per title. The detailed pricing spreadsheet is available at <http://bit.ly/ZbDUvB>.

The special offers for the Project MUSE/UPCC ebook collections in 2013 are below. All of them apply to MUSE Pricing Tier 5 which includes all of the ARL academic members except Dartmouth, and the Offer #1 is also beneficial to Pricing Tier 4 libraries (including Dartmouth). Collections not included in these special offers will be offered at normal consortial discounted pricing. ARL special library members are included in the Special Library pricing on the attached spreadsheet. LYRASIS will continue to work with other library consortia to alert their member libraries of the offers and achieve the ARL objective of negotiating offers that benefit academic libraries beyond the ARL membership.

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| **Offer** | **Offer Deadline** | **Price\*\*** | **Cost per Title** |
| **1. "ALL BOOKS at MUSE" Special Offer:** One-Time Purchase including ~ 23,600 books. Set includes over 16,000 titles published before 2011, 2400 titles from 2011, 2200 titles from 2012, and 2920 new titles for 2013 | October 1, 2013 | **$221,595** | **$9** |
| **2. "Top-Off for 2013" Special Offer**: 7270 titles for the purchasers of the 2012 ALL BOOKS at MUSE collection | March 31, 2013 | **$67,975** | **$9** |
| **3. "2013 Complete Early Adopter" Special Offer:** 20% off usual consortial pricing for the complete collection of 2920 titles published in 2013 | March 31, 2013 | **$68,209** | **$23** |
| **4. "2013 Subject/Area Studies Early Adopter" Special Offer**: 15% off the purchase of a single 2013 Subject or Area Studies collection | March 31, 2013 | **15% off collection** | **Varies** |
| **5. "2013 Three or More" Special Offer:** 20% off the purchase of 3 or more 2013 Subject or Area Studies collections | March 31, 2013 | **20% off collections** | **Varies** |

**\*\*LYRASIS will apply a 5% administrative fee to these prices, and will lower the fee if the total amount of orders exceeds $1.5 million.**

The full package of ebook content at MUSE in 2013 is available at the lowest cost per title in **Offer #1**, and this offer actually extends throughout the entire next cycle until **October 1, 2013**.

Of special note is **Offer #2** for the libraries that purchased the “ALL BOOKS at MUSE” collection in 2012. These libraries are being offered a special opportunity to acquire all of the new content at MUSE in 2013 by **March 31, 2013** for a cost of $9.00 per title. In addition to content with 2013 publication dates, this content includes all of the pre-2013 content that MUSE has added to its collection through the addition of new publisher partners after the 2012 collections were sold.

The collections with 2013 publication year content are available in **Offers #3-5** at special Early Adopter rates through **March 31, 2013.**

MUSE has offered to custom quote an amount to upgrade to the full collection of books at MUSE in 2013 for those libraries that made selective collection purchases in the past year.

Project MUSE has added many new publishers for 2013, and also added new subject and area studies collections. Title lists through 2012 are available at <http://muse.jhu.edu/about/order/book_title_lists.html>. 2013 title lists are forthcoming. Publishers that are now working with MUSE are listed at <http://muse.jhu.edu/about/UPCC.html>. Subject and area studies collections now include:

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| African Studies | Higher Education | Poetry, Fiction, and Creative NonFiction |
| American Studies | History | Political Science and Policy Studies |
| Archeology and Anthropology | Jewish Studies | Russian and East European Studies |
| Asian and Pacific Studies | Language and Linguistics | U.S. Regional Studies - Midwest |
| Classics | Latin American and Caribbean Studies | U.S. Regional Studies - New Eng. & Mid Atlantic |
| Ecology and Evolution | Literature | U.S. Regional Studies - South |
| Film Theater and Performing Arts | Native American and Indigenous Studies | U.S. Regional Studies - West |
| Global Cultural Studies | Philosophy and Religion |  |

The [central group license](https://dl.dropbox.com/u/72047078/MUSE%20LYR%20Final%20Signed%20License%2012%2004%2010.pdf) that LYRASIS/ARL negotiated earlier in 2012 will still govern purchases of the MUSE/UPCC ebook collections in 2013. All libraries purchasing Project MUSE/UPCC ebook content through LYRASIS will be covered by the terms of this agreement. LYRASIS will be responsible for obtaining each institution’s agreement to abide by the terms of this central license, which we will do as part of the routine ordering process. The license document has intentionally been written to transcend state and U.S/Canadian boundaries. We recognize that legal offices at some institutions will require state-specific language, and we can facilitate amendments of this type to the central license when absolutely necessary.

There are key advantages to uniting behind a central license document in addition to the obvious workflow efficiencies. This agreement was negotiated to meet the specific requirements set forth by ARL, and a sizeable group of ARL libraries joining this license will indicate a strong show of support for the positions advanced by the ARL licensing specifications. Such a demonstration by ARL libraries of their willingness to collaborate and act in accordance with stated principles will have a definite impact in the marketplace. ARL and LYRASIS designated staff will be able to analyze usage data for the libraries that purchase through LYRASIS and are included in this central license agreement. We will rely on this usage data as a critical component for future negotiations with Project MUSE. More data will give us a better understanding of usage on which to base our positions.

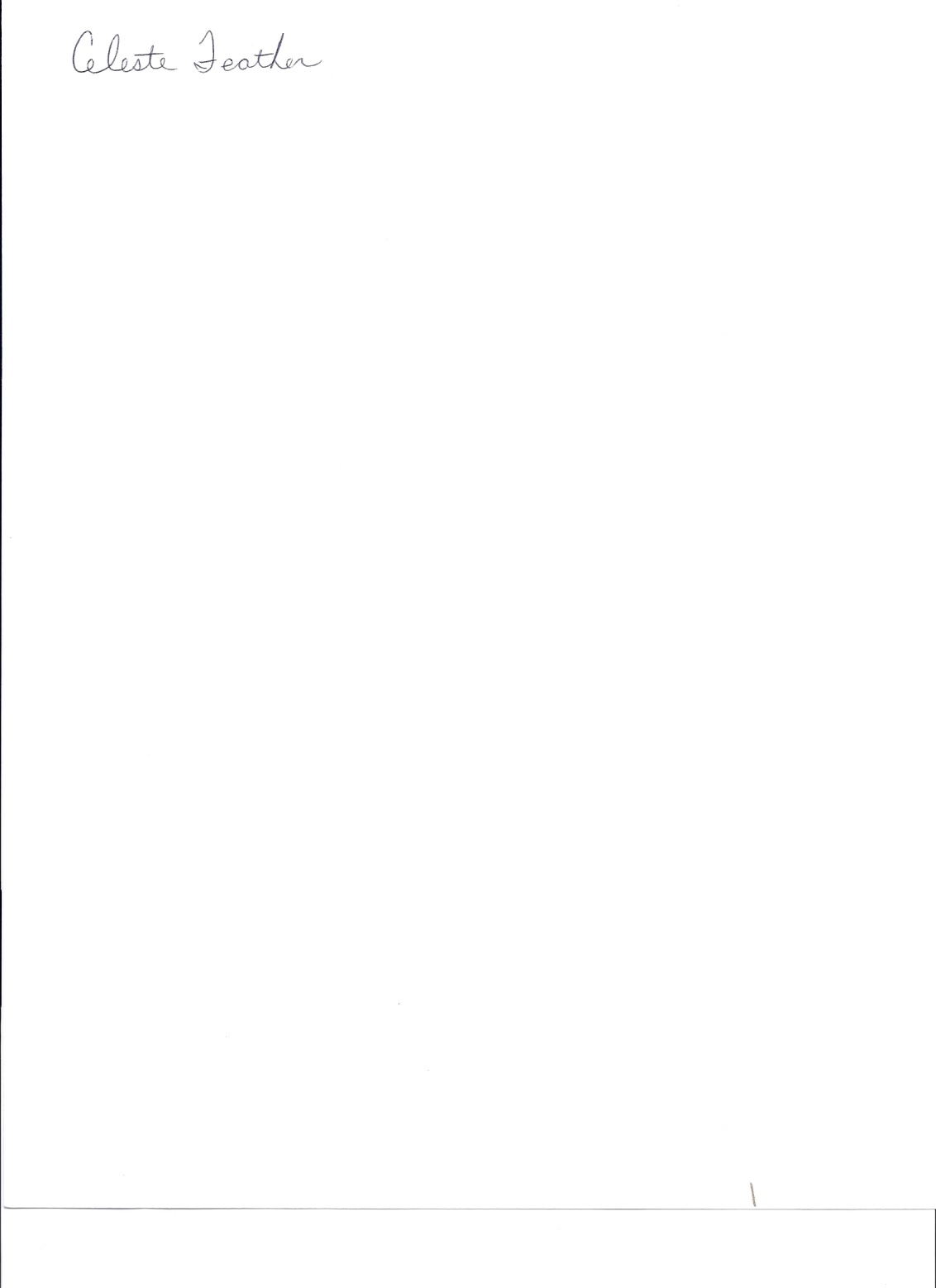
Last spring we indicated to MUSE our desire to see additional changes in the next year or two so that continued purchases of UPCC ebooks by ARL libraries are not called into question due to license terms and business models. Our major points of concern related to the following issues, with an update provided after each point:

* Ebook content included in MUSE offers needs to represent a higher percentage of the total publisher output **[Update Dec. 2012: Ongoing challenge to include course adoption titles and trade titles in an unlimited use collection. MUSE is still trying to address this issue with their growing list of publishers and suggests that conversations directly from libraries to publishers will help.]**
* More types of business models need to be developed in addition to the existing collection-based model  **[Update Dec. 2012: MUSE is establishing a relationship with YBP to provide title by title purchase options for selected titles in the MUSE/UPCC collections** [**http://tools.muse.jhu.edu/cgi-bin/announcements.cgi**](http://tools.muse.jhu.edu/cgi-bin/announcements.cgi)**. Each MUSE publisher is able to select which titles from their collections at MUSE are available for single title purchase. MUSE reports that the cost to purchase individual ebook titles through book services agents will most likely be 2 times the print price per the requirement of the UPCC publisher advisory board. Also, MUSE is now offering an annual subscription option to the current and archival collections for those libraries that prefer a lease arrangement rather than purchase with perpetual access.]**
* Interlibrary loan at the chapter-by-chapter level is not an acceptable solution for resource sharing, and should be changed to include full-book lending **[Update Dec. 2012: No change, but a willingness to consider short term low-cost access options along with continued ILL on a chapter by chapter basis.]**
* Lower cost print-on-demand services are highly desired, and a link to a printed copy for sale, while useful, is not an acceptable substitute **[Update Dec. 2012: Print on demand still not available, and MUSE reports that it is not a high priority as they do not hear many requests for this option.]**

To place orders for the Project MUSE/UPCC ebook collections under the terms of these Special Offers, please complete the [Special Offers order form](http://www.formstack.com/forms/?1202919-6DxS0zIRNa).

If you wish to order MUSE ebook collections that **are not** part of these Special Offers, please complete a [quote request form](http://www.formstack.com/landing/4526) and a LYRASIS staff member will contact you to finalize the order.

I will be glad to address any questions ([celeste.feather@lyrasis.org](mailto:celeste.feather@lyrasis.org), 800-999-8558, ext. 2954), and I look forward to working with you.



Useful links:

[ARL Pricing Spreadsheet](http://bit.ly/ZbDUvB)

[UPCC eBooks at Project MUSE](http://muse.jhu.edu/about/UPCC.html)

[Project MUSE/UPCC eBooks FAQ](http://muse.jhu.edu/about/faq_books.html)

[2012 Collection Title Lists](http://muse.jhu.edu/about/order/book_title_lists.html) (2013 is forthcoming)

[Special Offers order form](http://www.formstack.com/forms/?1202919-6DxS0zIRNa)

[LYRASIS Central License with Project MUSE](http://bit.ly/STBRZh)