

Date: April 7, 2014
To: US Academic and Public Libraries
Re: Smithsonian Collections Online from Gale

From now through June 30, 2014, academic and public libraries across the US can take advantage of national aggregation prices provided by Gale-Cengage for the *Smithsonian Collections Online*. All academic and public libraries are eligible to subscribe. This is the first year of this national opportunity for these newly offered collections. We can offer these collections to both academic and public libraries.

These products are under the combined control of Smithsonian Institution, as publisher, and Gale, as exclusive platform for this digital version. In very similar fashion to the way the long-standing Lexis-Nexis Academic national aggregation is structured through LYRASIS. In companion with the *National Geographic Virtual Library* Gale has decided to use LYRASIS as the single administrative contact during this special offer period and for renewals thereafter. In other words, for libraries to obtain the very best pricing, Gale wants to offer and administer this program through a single point.

This PDF provides

1. Brief Product Information and links to additional available brochures from Gale
2. Instructions to libraries to order directly from LYRASIS and who to contact for additional information.
3. Pricing for both Academic and Public libraries.

Product Information

Gale and the Smithsonian Institution have partnered to give libraries a unique opportunity to provide students, faculty, and researchers the chance to look behind the glass of the Smithsonian exhibits and collections. Gale is digitizing primary source materials – content that is only available onsite at the Smithsonian Institution – from deep within the museums, libraries, and archives of the world’s largest museum and research complex, making it available digitally, in searchable formats, and integrating it with software that aligns with scholarly workflow. The Smithsonian’s content is vast and unmatched. The digitized documents within *Smithsonian Collections Online* are rich in their ability to be the source of new and exciting scholarship. The multi-year partnership between Gale and Smithsonian will result in a program of archives that span multidisciplinary topics for both research and education. We expect to see more collections in the years ahead.

There are currently 3 collections available. The first two collections are purchased as a package (Offer 1) and the third, the two magazines as package (Offer2):

1. Trade Literature: The Merchandising of Industry

The evolution of business is inextricably linked with American history and identity. For the first time, researchers can now explore this aspect of American life via catalogs, pamphlets, advertising materials, and ephemera on essential industries that emerged in the 19th and early 20th centuries, namely steam engines, railroads, motorized vehicles, agricultural/farm machinery, building and construction, mining, and much more. This digital collection (covering 1820-1923) allows researchers to determine the history of companies/industries, discern styles from furniture to machinery, analyze marketing and management techniques, and examine illustrations of the items Americans used at home and in business. The collection exposes technological advances over time, changes in fashion/design, architectural advances, societal changes, and business history and reveals vital aspects of our culture, society, and history.

2. World’s Fairs and Expositions: Visions of Tomorrow

With coverage beginning in 1834 and with the pivotal Crystal Palace Exhibition of 1851 in London, this digital collection allows users to explore key cultural and technological progress that shaped contemporary outlooks on life and reflected national identities. Titles include general histories of international exhibitions; catalogs; commemorative accounts; regional catalogs; exposition management publications; visitors’ guides; studies,

lectures, technical reports, and descriptive accounts; promotional publications; in English, French, German, Spanish, Portuguese, and other western languages. This interdisciplinary collection offers researchers unique insight into architecture, fine and decorative arts, technology, industrial design, history, science, entertainment, politics, urban planning, medicine, manufacturing, and more.

3. *Air & Space Magazine (1968-current) Smithsonian Magazine (1970-current)*

Air & Space and Smithsonian Magazine Archive bring together *Air & Space Magazine* and *Smithsonian Magazine* for the first time in a combined and fully searchable digital archive. By bringing together the full history of both of these premiere magazines, decades of in-depth and expert coverage of high-demand topics and unique insights into aviation, space, innovation, history, science, technology, the arts, and culture are accessible in an integrated, intuitive display.

Rich in insightful articles and vivid photographs, *Air & Space and Smithsonian Magazine Archive* will engage students and researchers. This resource can easily be integrated into the classroom and the syllabus as the perfect way to introduce students to reading and working with reputable primary sources. Its depth of coverage and up-to-date content takes users from the pre-antebellum lives of rural Americans to the contemporary affairs of the U.S. government.

Trade Literature and *World's Fairs* are the first in a planned series of digital collections to be released annually. This is an approach similar to the Gale *Nineteenth Century Collections Online* iterative release.

Discount Offer Summary

There are currently 3 collections available through 2 offers:

- Offer 1: One-Time Purchase of 2 Collections
 - Trade Literature: The Merchandising of Industry
 - World's Fairs and Expositions: Visions of Tomorrow
- Offer 2: One-Time Purchase for content to 2010 & Subscription for 2011-present
 - Air & Space (1968-current) Smithsonian Magazine (1970-current)

The products are available to academic and public libraries. The final discount is a function of the total number of libraries participating nationally. During the group building period (ending June 15, 2014), the final discount level will be determined.

Less than 30 buyers will result in a 34% discount, 30 or more and the discount increases to 40%. Additionally, buyers who purchase all three collections (available through Offers 1 and 2) will secure an additional 5% discount, taking their final discount to either 39% or 45%, depending upon participation level.

After June 30, 2014, no commitment has been made by Gale about the discount that will be available to libraries. The collections may be sold at the list price or possibly lower subject to review and discussion with Gale as we see how the spring offer develops. We think it safe to assume the price will be higher than this initial discount provides.

Renewals: At renewal time next spring and beyond, Gale intends to maintain the deep discount subject to normal increases, e.g. ~5%, barring any unforeseen factors including changing publisher requirements.

Subscriber Agreement and Ordering: Libraries who have previously purchased Gale products have an active Gale license and are therefore not required to sign any agreements. Any library that has not previously ordered products from Gale will need to sign [Gale's Subscriber Agreement](#), which will be returned to Gale, by LYRASIS, during the order process.

The LYRASIS [Order Form](#) is used by all libraries to place an order.

Additional Information:

1. The standard [Gale Smithsonian Collections Online PDF](#) brochure is available here.
2. A [trial](#) is available from Gale.
3. All orders must be received by LYRASIS by June 15th. Final discount level pricing will be confirmed shortly thereafter. Price will go back to list price or some other higher price after June 30.

- 3. A library cannot uncouple the Air & Space and Smithsonian archives/subscriptions.
- 4. A library cannot purchase only the archive or only subscribe to the Air & Space and Smithsonian offer.

For general questions please contact: Eric Zino eric.zino@lyrasis.org ; 800-999-8558 ext. 2913; 678.235.2913

Academic Library Pricing:

Gale's Hosting Cap: Gale has implemented a hosting cap whereby when following aggregate hosting values are met per tier, any further purchases of Gale Digital Collections, historic collections that are sold as a one-time purchase with an annual hosting fee, will have a \$0 hosting fee - NCCO is included.

	FTE	ARL	10K-20K	5K-10K
Threshold Level for Capping Hosting		\$17,500	\$11,500	\$8,750

Smithsonian Offer 1- Trade and World Fairs Collections	Collections (one time)	MARC Records (one time)	Hosting Fee (annual)	Total List Price	<30 Buyers:		30+ Buyers:	
					34% Discount	Offer 2 Purchase	40% Discount	Additional 5% Discount w/ Offer 2 Purchase
< 1,500 FTE & Comm Coll	\$12,000	\$650	\$80	\$12,730	\$8,421	\$7,753	\$7,619	\$6,951
1,500 - 3,000 FTE	\$18,000	\$750	\$120	\$18,870	\$12,483	\$11,492	\$11,294	\$10,303
3,000 - 5,000 FTE	\$30,000	\$1,250	\$200	\$31,450	\$20,804	\$19,153	\$18,823	\$17,172
5,000 - 10,000 FTE	\$48,000	\$2,000	\$320	\$50,320	\$33,287	\$30,645	\$30,117	\$27,475
10,000 - 20,000 FTE	\$66,000	\$2,750	\$440	\$69,190	\$45,769	\$42,137	\$41,410	\$37,778
20,000 - 30,000 FTE	\$90,000	\$3,750	\$600	\$94,350	\$62,413	\$57,459	\$56,468	\$51,515
30,000 FTE +	\$120,000	\$5,000	\$800	\$125,800	\$83,217	\$76,612	\$75,291	\$68,687

Smithsonian Offer 2- A&S and Smiths Mags	Collections (one time)	Hosting/Subscription Fee (annual)	Total Price	<30 Buyers:		30+ Buyers:	
				34% Discount	5% Discount w/ Offer 2 Purchase	40% Discount	Additional 5% Discount w/ Offer 2 Purchase
< 1,500 FTE & Comm Coll	\$1,900	\$100	\$2,000	\$1,323	\$1,218	\$1,197	\$1,092
1,500 - 3,000 FTE	\$2,850	\$100	\$2,950	\$1,951	\$1,797	\$1,766	\$1,611
3,000 - 5,000 FTE	\$4,750	\$119	\$4,869	\$3,221	\$2,965	\$2,914	\$2,658
5,000 - 10,000 FTE	\$7,600	\$190	\$7,790	\$5,153	\$4,744	\$4,662	\$4,253
10,000 - 20,000 FTE	\$10,450	\$261	\$10,711	\$7,085	\$6,523	\$6,411	\$5,848
20,000 - 30,000 FTE	\$14,250	\$356	\$14,606	\$9,662	\$8,895	\$8,742	\$7,975
30,000 FTE +	\$19,000	\$475	\$19,475	\$12,883	\$11,860	\$11,656	\$10,633

Public Library Pricing:

Gale's Hosting Cap: Gale has implemented a hosting cap whereby when following aggregate hosting values are met per tier, any further purchases of Gale Digital Collections, historic collections that are sold as a one-time purchase with an annual hosting fee, will have a \$0 hosting fee - NCCO is included.

	FTE	ARL	10K-20K	5K-10K
Threshold Level for Capping Hosting		\$17,500	\$11,500	\$8,750

Smithsonian Offer 1- Trade and World Fairs Collections	Collections (one time)	MARC Records (one time)	Hosting Fee (annual)	Total List Price	<30 Buyers:		30+ Buyers:	
					34% Discount	Offer 2 Purchase	40% Discount	Additional 5% Discount w/ Offer 2 Purchase
Public-Population Served								
<50,000 Population Served	\$8,400	\$650	\$125	\$9,175	\$6,069	\$5,588	\$5,491	\$5,010
50,000-79,999 Population Served	\$12,000	\$650	\$80	\$12,730	\$8,421	\$7,753	\$7,619	\$6,951
80,000-399,999 Population Served	\$30,000	\$1,250	\$200	\$31,450	\$20,804	\$19,153	\$18,823	\$17,172
400,000+ Population Served	\$66,000	\$2,750	\$440	\$69,190	\$45,769	\$42,137	\$41,410	\$37,778

Smithsonian Offer 2- A&S and Smiths Mags	Collections (one time)	Hosting/Subscription Fee (annual)	Total Price	<30 Buyers: Additional		30+ Buyers: Additional	
				<30 Buyers 34% Discount	5% Discount w/ Offer 2 Purchase	30+ Buyers 40% Discount	5% Discount w/ Offer 2 Purchase
Public-Population Served				Non -Member @+5%			
<50,000 Population Served	\$1,330	\$100	\$1,430	\$946	\$871	\$856	\$781
50,000-79,999 Population Served	\$1,900	\$100	\$2,000	\$1,323	\$1,218	\$1,197	\$1,092
80,000-399,999 Population Served	\$4,750	\$119	\$4,869	\$3,221	\$2,965	\$2,914	\$2,658
400,000+ Population Served	\$10,450	\$261	\$10,711	\$7,085	\$6,523	\$6,411	\$5,848