

EBSCOhost Electronic Database Service

From: Marc Teatum [mteatum@ebSCOhost.com]
Sent: Friday, December 30, 2011 2:03 PM
To: American Archivist Editor; Teresa Brinati
Subject: RE: Publication Nomination - Reply Requested - American Archivist - PID 17008

Dear Ms. Pugh and Ms. Brinati,

I do hope this day finds you well.

I am writing to follow up with you about the nomination of your publication to be included in the EBSCOhost electronic database service.

Working with EBSCO Publishing can benefit you in several ways:

- Our databases are important tools used by between 85-87% of Acquisition Librarians to make subscription decisions based on patron use. Inclusion on EBSCOhost can lead to an increase in individual *and* institutional subscriptions to your publication.
- We include a live link to your website so that users can go to you directly for publication ordering details and further information.
- Your content will receive global exposure - Over 90% of libraries worldwide in college, university, institutional, and public settings subscribe to an EBSCOhost database.

There will be no cost to you for partnering with us, so please contact me so that we can discuss how to move forward with this opportunity.

In the meantime, I send my best regards,

Marc Teatum

From: Marc Teatum
Sent: Friday, August 05, 2011 11:43 AM
To: 'AmericanArchivist@archivists.org'; 'tbrinati@archivists.org'
Subject: RE: Publication Nomination - Reply Requested - American Archivist - PID 17008

Dear Ms. Pugh and Ms. Brinati,

As you may know, EBSCO is the world's largest database aggregator with over 300 databases available worldwide, generating tremendous benefits for over 10000 of our publisher partners. Our main focus is to provide your content through inclusion in our databases so that your subscriptions and brand awareness increases to markets that you otherwise might not reach.

We believe that your publication will be an asset to researchers using EBSCO Publishing's resources in the library marketplace. Publications on EBSCO databases are accessible at an article level only as the result of a keyword search. So this would not be the same as an e-subscription nor would it be intended to diminish your current subscriber base, but another way to promote readership from the part of students and researchers in various areas of study across the globe.

Having your content available in a database will benefit you in several ways:

- Your content will receive global exposure.
- Users who were not familiar with your publications will find your articles in results to their keyword searches.

- We include a live link to your website and other contact information, so that users can go to you directly for further information.
- We add indexing, keywords, and other editorial enhancements to your text so that users will be more likely to find what they need. We do not alter your text in any way.
- Users will retrieve only individual articles or chapters in their search results.
- There will be no cost to you for partnering with us.

I welcome a reply at your first convenience so we can discuss this opportunity further.

With best regards,

Marc Teatum

To see a document that describes what licensing would mean for you, along with more details on our company, I invite you to: <http://www.ebscohost.com/uploads/imported/thisTopic-dbTopic-1030.pdf>

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From: Teresa Brinati [<mailto:tbrinati@archivists.org>]
Sent: Wednesday, January 04, 2012 10:55 AM
To: Pamela Manasco
Cc: Gregory Hunter
Subject: American Archivist: Question about EBSCO . . .

Hi Pamela-

SAA received the a request from EBSCO and is intrigued. Since MetaPress is a division of EBSCO, I just wanted to make sure there would be no dilution of *American Archivist Online* by pursuing the below partnership; and that what EBSCO is offering would augment awareness of our product to a new audience and not cannibalize it. Any light you can shed before I speak with Mr. Teatum would be helpful.

Thank you!

Teresa

From: Pamela Manasco [<mailto:PamelaManasco@metapress.com>]
Sent: Wednesday, January 04, 2012 12:49 PM
To: Teresa Brinati
Cc: Gregory Hunter
Subject: RE: American Archivist: Question about EBSCO . . .

Hi Teresa,

Many of MetaPress's publishers are also partnered with EBSCO Publishing, so this is by no means an unusual request! While we'll be hosting your content, EP would place you into relevant EBSCO databases to give you wider visibility. You do get to decide how much content EP will make available via

their databases, which is something to think about and talk over with EBSCO. For example, some of our publishers use embargoes so that EP is not allowed to display any current-year content. You'll need to let MetaPress know what content you want exported to EP, and you'll need to work out an agreement with them regarding how much they're allowed to display. So, the database could display some of your older content, but users would be linked to MetaPress if they tried to access your current content (assuming you use an embargo), for example.

I don't think there would be dilution by agreeing to such an agreement with EBSCO—it could (and should) increase your visibility among academic researchers.

Please let me know if the above is useful, or if you'd like me to try to dig up some more information!

Thank you,

Pamela Manasco

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