


# Are Journals Cost Effective? Subscriptions to Electronic Full Text Versus Pay-Per-View

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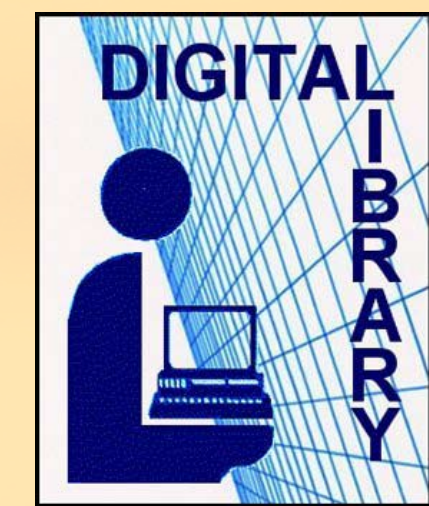
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# Are Journals Cost Effective? Subscriptions to Electronic Full Text Versus Pay-Per-View

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## Question:

Are subscriptions to electronic full text content cost effective compared to pay-per-view?

## Method:

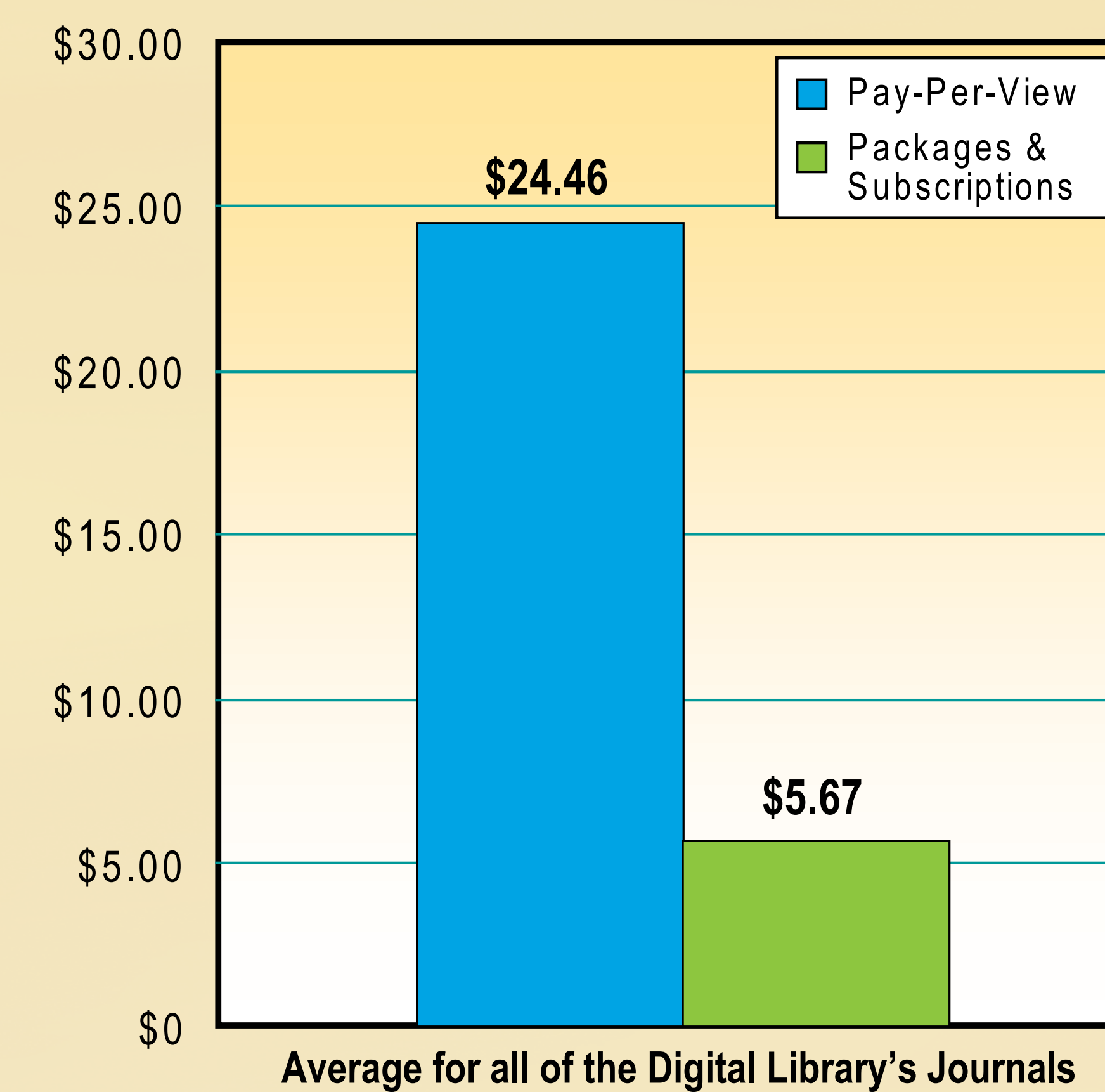
Spreadsheet created to compare one year of total articles costs based on title usage and importance.

## Issues:

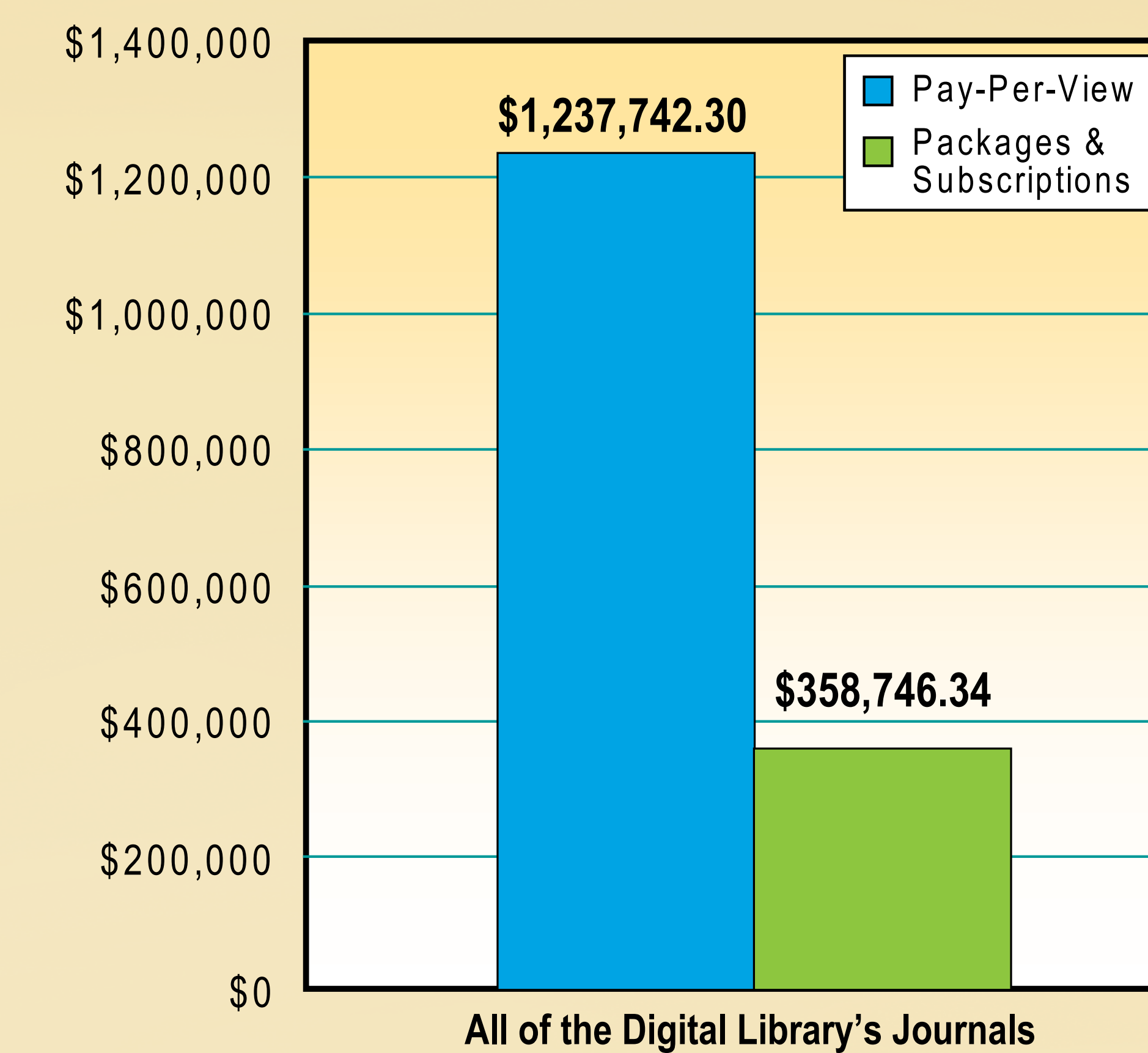
50 titles with no pay-per-view access excluded; 34 titles requiring print subscription for econtent excluded. Aggregated packages may contain many titles that are rarely used. For this reason, only selected core titles and titles with >30 uses/year were included from one vendor. Additional content in aggregated packages (books, images, etc.) was not considered; the number of titles was divided by the total package cost. This study was based on one library; journal usage and cost will vary by institution. Embargoed content was ignored for this study.

Subscription Source	# Titles
OVID	116
MDConsult/Nursing Consult/The Clinics	148
EBSCO*	146
Individual subscriptions	74
<b>TOTAL TITLES</b>	<b>484</b>
Titles excluded	84
<b>TOTAL TITLES INCLUDED IN STUDY</b>	<b>400</b>
*EBSCO actually provides over 3,000 titles, however, only important (core) and frequently used (>30x/year) titles were analyzed. See issues section.	

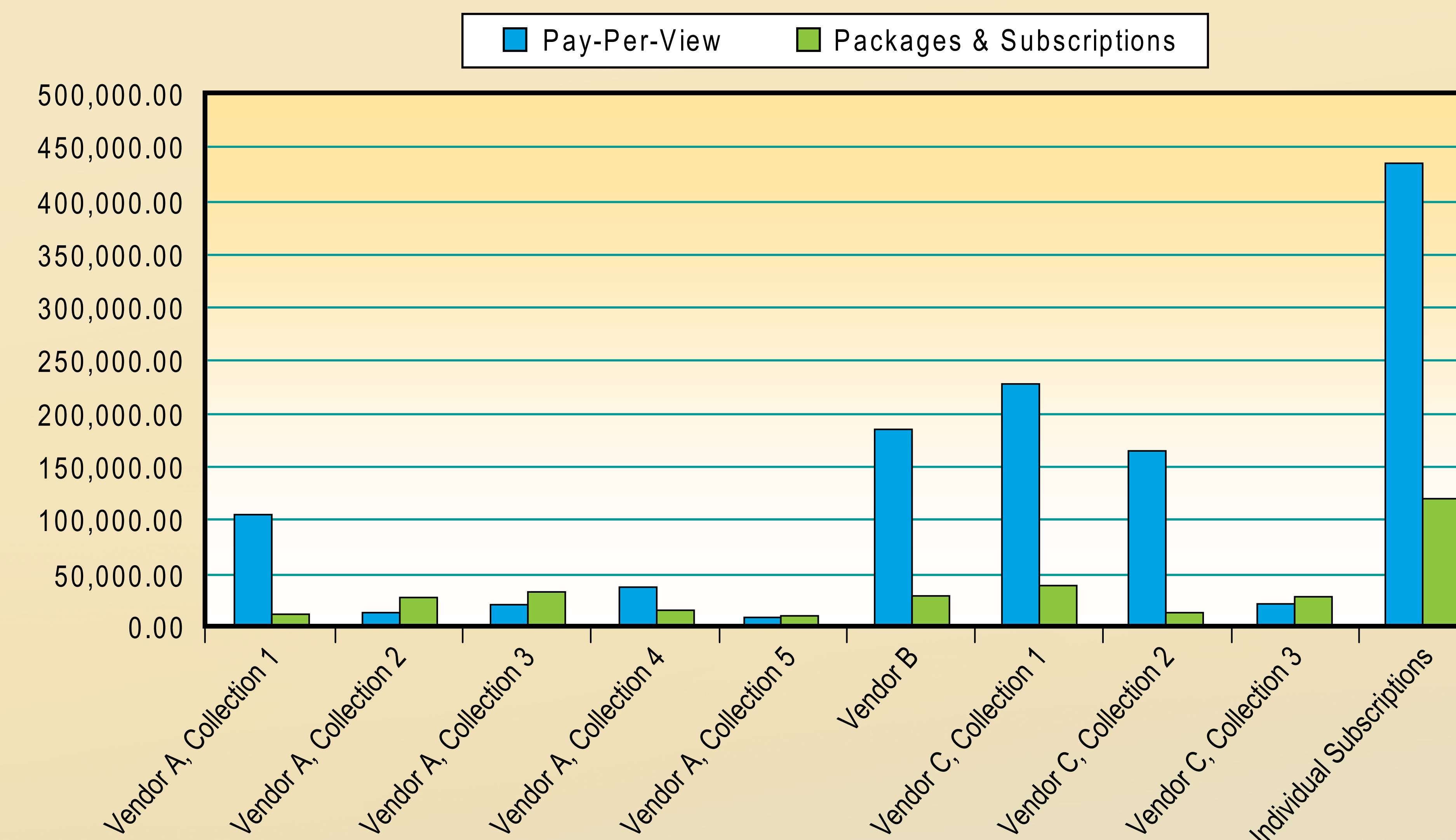
Average Article Price



Total Cost



Total Cost by Source



## Conclusions:

Subscription packages/individual subscriptions are cost effective compared to pay-per-view with an estimated saving of at least \$18.79 per article based on usage with an overall saving of \$878,995.96 in FY09.

Because some journals could not be included in the study, the estimated pay-per-view costs would actually be higher than shown.

Pay-per-view costs were higher than subscription packages for six packages and lower for four packages.

## Other Considerations:

Direct access to econtent via subscriptions saves user time. Not all content is available by pay-per-view. Pay-per-view purchases could not be provided 24/7 in the library. Pay-per-view budgeting is unpredictable. Administrative time was not quantified for either delivery method.

Body Family Medical Library

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