



## **NAPC Freezes Renewal Pricing To Keep Your Microform From Suffering The Same Fate**

The slow economy is impacting everyone. At libraries all over the country it's gone beyond simply saving paper clips or ordering the cheap toilet paper — librarians are making tough budget decisions about resources that really matter to researchers and patrons.

We understand the pressure you face insuring that your library continues to provide top-quality resources in these challenging economic circumstances. To help you in this difficult situation, and to make sure that microform continues to hold its place as one of your library's core resources, we are going to freeze the majority of your microform titles at 2008 pricing.



### **Top Titles You Need Most—At 2008 Prices**

***Newsweek. Rolling Stone. JAMA. Ebony. Harper's.***

Your researchers tap into microform titles like these every day, and access is a key component in your library's reputation as a respected research institution. So that's why NAPC is designating these titles (and 995 others like them) part of the Core 1,000 Program.

We've identified the core periodical titles which are the most used, most necessary to the majority of our customers and we're freezing renewal prices at 2008 levels. NAPC is essentially absorbing increases on production costs and from publishers to offer you significant savings.

### **Win One of FIVE \$500 Office Depot Gift Cards**

When your library receives its microform renewal in the mail, you will see that many titles are included in the Core 1,000 and have been held at 2008 prices. As an added incentive, if you return your renewal by June 26, 2009 your library will be entered in our prize drawing for one of five \$500 Office Depot gift cards! So not only are we helping you maintain your core services, but we can help a little bit with those pens and paper clips, too.

Times are tough and you've got tough budget decisions to make. Freezing prices on the Core 1,000 titles will make it easier for you to decide to renew your microform titles and continue to offer this key resource to your patrons and researchers.



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