

# Cambridge Core

Evidence-Based Acquisition  
at Cambridge

[cambridge.org/core-eba](https://www.cambridge.org/core-eba)



**CAMBRIDGE**  
UNIVERSITY PRESS

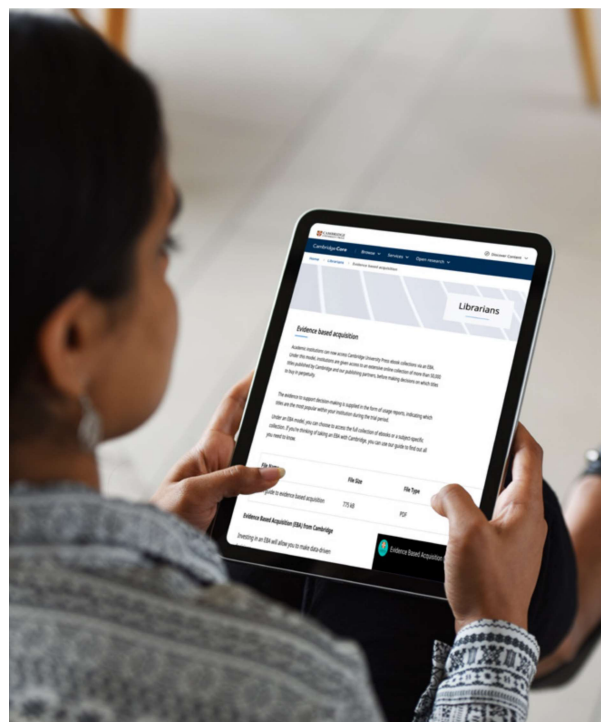
# The Cambridge EBA

The Cambridge EBA model gives institutions online access to thousands of ebooks at a low initial deposit fee, allowing you to analyse your usage before deciding which titles to buy in perpetuity.

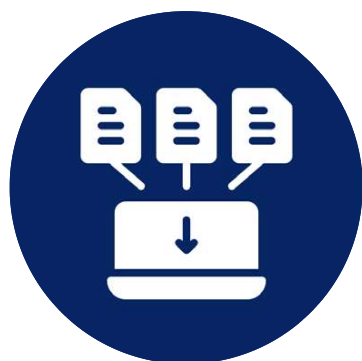
The Cambridge EBA has quickly become the simplest and most cost-effective approach to acquire ebooks, while taking some of the pressure off your library budget, boosting e-resources, preparing for new courses, and improving student satisfaction.

## Here are some reasons to choose a Cambridge EBA:

- We have dedicated a portion of our Full EBA revenue to flipping open key backlist titles to support our mission of a more open future.
- Our team is available to provide marketing support, providing you with all you need to drive usage and share successes with stakeholders.
- Full and complete metadata, with monthly updates for any new content, is provided to improve discoverability.
- The Cambridge Core reader provides an easy reading experience, citation assistance, and bulk exports.



# Getting Started



## Choose a collection.

- Full
- HSS
- STM
- Subject



## Choose your duration.

- 12-month
- Multi-year

**Start accessing Cambridge and partner titles!**



# Dedicated Partnership

After your EBA begins, Cambridge will be available to assist in a variety of ways to help you make the most of your EBA.

## **Usage and Content Updates**

Cambridge will send you your usage statistics regularly. We will also send relevant MARC records monthly for all new content added to Cambridge Core.

## **Metadata Records**

We will supply you with the title list and cataloguer-enhanced MARC records before the start of your EBA, as well as any updates at the start of every month. We will share our full MARC records with ProQuest to make them available through the ExLibris Alma Community Zone. By populating your systems with these records, you give content the best chance of being discovered by users.

## **Resources, Collateral, and Support**

Cambridge provides a bank of resources, such as social media posts and printable assets, to help increase usage so you make the most of your EBA.

Visit: [cambridge.org/ebaresources](https://www.cambridge.org/ebaresources)

Our marketing team is also available to create custom marketing materials at no additional cost. This includes infographics that will help you share the success of your EBA, email content, and more.

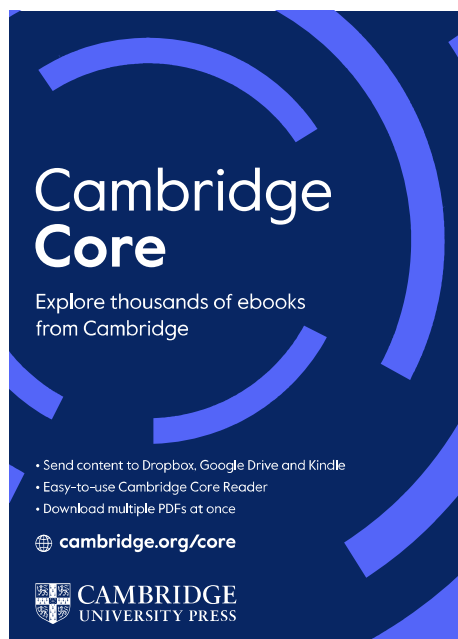
Contact: [library.marketing@cambridge.org](mailto:library.marketing@cambridge.org) or your representative.

Cambridge's technical team is also available to support you with any technical or access issues.

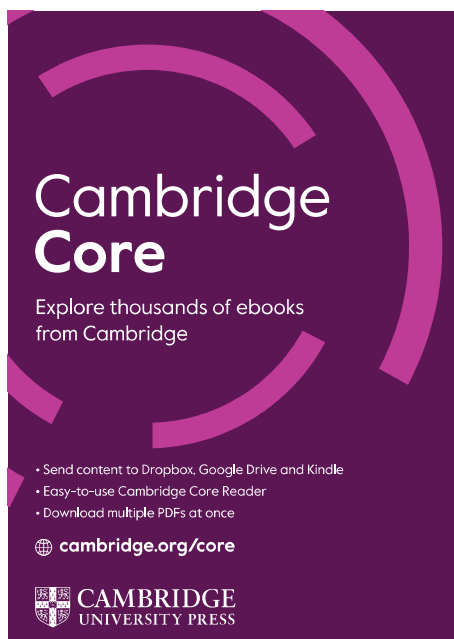
Contact: [academictechsupport@cambridge.org](mailto:academictechsupport@cambridge.org) or your representative.

# Dedicated Partnership

## Printed Resources



Posters

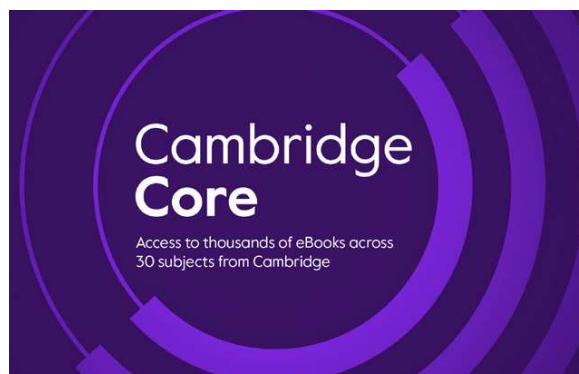


Flyers

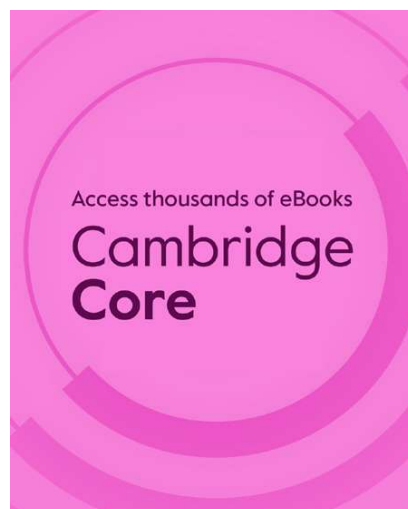


Business Cards

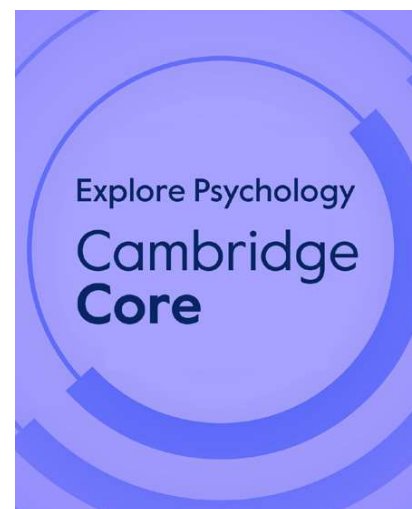
## Digital Resources



Screensavers



Social Media Posts



# Cambridge Core Reader

## A Simple User Experience

Ebooks and journals on Cambridge Core are published in HTML, meaning they are easily searched, navigated, and resized. Working links to larger versions of charts, tables, and figures also improves the user experience.



## Citation Assistance

Quickly access a citation for your selected content with our Easybib integration, which can provide citations in over 150 styles.

## Built for Researchers

Simple features such as bookmarking and the ability to open content chapters in new tabs allow researchers to stay organized as they gather information. They may also select multiple content pieces, including citations, for export into one zipped file.



# Impactful Results

EBA usage is measured, tracked, and reported to inform your purchasing decisions. In addition to the statistics, we are able to prepare and share infographics that will help your titles selection process and demonstrate the success of your EBA.



## Ready to get started?

Contact our sales team to determine an EBA deal that best fits your needs at [library.sales@cambridge.org](mailto:library.sales@cambridge.org).

