How does Evidence-Based Acquisition (EBA) work at Cambridge?

The Cambridge EBA model gives institutions online access to over 37,000 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 in a fact-based way, while taking some of the pressure off your library budget, boost e-resources, prepare for new courses, and improve student satisfaction.

cambridge.org/core-eba

CAMBRIDGE
UNIVERSITY PRESS

Choose a collection:

- Full EBA
- HSS
- STM
- Bespoke collection

Access duration:

We offer the choice between 12 month or multi-year deals. We will support you in choosing the EBA option that works for your institution and grant you access to 37,000 Cambridge and partner titles.

Getting started:

Work with your sales contact to establish your EBA deal. What we will need from you:

- Preferred start date
- Your IP address/ range
- Your email and contact details for invoicing purposes
- An upfront payment is required for the agreed amount before the EBA commences

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The plan

Together, we create your EBA plan for your institution and provide you with academic and marketing expertise and resources.

1 Usage and content updates:

During your EBA, we will share your usage statistics every three months. Every week, we add new content onto Cambridge Core and you will be sent the MARC records for all new content, related to your collection, every month.

2 Metadata records:

We supply you with the title list and cataloguer-enhanced MARC records before the start of your EBA and updates at the beginning of each month. We share our full MARC records with ProQuest so they are also 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.

3 Resources and collateral:

Online support: Access to our bank of resources including posters and desktop screens, as well as Twitter and Facebook banners you can use at your institution to promote access. Visit cambridge.org/ebaresources

Bespoke support: Our dedicated library marketing team will help you create and customise marketing material with no added fee. Please send requests to library.marketing@cambridge.org or through your usual Cambridge representative.

Technical support: We have a dedicated technical team to support you with all technical and access issues. Please email academictechsupport@cambridge.org

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The results

Usage is measured, tracked, and reported to inform your purchasing decisions. Don't forget to ask us about how an EBA infographic based on your usage data can help your title selection process and demonstrate the success of the EBA.

Access to over **37,000** eBooks on Cambridge Core

94% Average of "free" uses above deposit amount

Access to **450** Elements

15 Publishing Partners

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