



6 July 2006

Dear Librarian:

Over the course of the year I, along with many Elsevier staff, speak with our customers about a range of issues facing scholarly communications in general, and individual institutions as well. It is our aim to take these discussions and convert them into actions to serve you better. I know from my conversations that pricing remains one of the key issues for librarians and publishers, along with good communication, customer service, and archiving. I'd like to take this opportunity to tell you about the initiatives we have put in place to address your concerns.

First, let's start with pricing. The average price increase for Elsevier journals in 2007 will be 5.5% averaged across our journals. We understand that libraries face significant budget challenges and for the last six years our price increases have been well below the industry average. As a point of reference, the average increase in 2006 across all STM publishers was 8.1% in Europe, and 9.82% in the US*. The 5.5% figure is, of course, an average across our titles, so please bear in mind that the cost for your institution's print collection will depend on your particular mix of titles and that electronic subscription fee changes, if any, will depend on the terms of your ScienceDirect contract. Also note that Elsevier is discontinuing package pricing for a few titles previously available only within predefined bundles, making all of our print journals available individually in 2007.

In the area of communication, you asked for more clarity on product and contact information. We've now posted a complete list of [new or changed titles](#), which is updated regularly on info.sciencedirect.com, along with email/RSS [alerts](#), ensuring notification prior to new/changed titles being loaded on ScienceDirect. As in the past, our new 2007 print price list will be posted on [Elsevier.com](http://elsevier.com) in August, with pricing tables now also available for several additional content options such as [backfiles](#) and [books](#). And to help you find the right person to contact, we've launched a convenient online directory at <http://contacts.elsevier.com/>. We'd appreciate any feedback you have.

Last year, I told you that Elsevier was focusing on putting customer service at the heart of everything we do. We want to measure how we're doing, so since January 2005 we have surveyed over 8,400 customers worldwide. While there is still room to do better, I'm pleased that your feedback indicates that our customer service is improving. Eighteen months into the program, satisfaction ratings have increased in six categories and customers now rank Elsevier higher than our competitors in seven out of ten service categories, including sales representatives, account development, and sales support. Be assured that we will continue to improve in these areas, as well as in the critical areas of collections, invoicing, and contracts. I would like to express my thanks for the direction you have given to us.

Customers have also provided invaluable input into our product development, in particular for the [redesign of ScienceDirect](#), which will be launched in August 2006. The redesign features user interface enhancements, streamlined browsing and searching, and additional personalization features that will reduce the time to do common tasks by up to 80%. We hope you will find the new ScienceDirect to be further evidence of our commitment to developing electronic tools that improve the productivity of those we serve. Further information will be forthcoming through direct communications like this one, as well as our [product newsletters](#) and [Library Connect](#).

The worldwide library community continues to focus attention on digital archiving. In addition to Elsevier's internal archives and our official archive with Koninklijke Bibliotheek (KB), the National Library of the Netherlands, we have signed a second agreement in late 2005 with the U.S.-based non-profit organization [Portico](#). As of January this year, we are also participating as a sponsor of the two-year beta test of [CLOCKSS](#), a library-based distributed archiving system.

These are just a sample of the many initiatives implemented in response to your feedback. On behalf of Elsevier, thank you for the time you have dedicated to helping us improve. In my discussions with you, it is evident that we share a common vision of advancing scholarly communications and I believe that we will achieve even more working together. I encourage you to stay in close contact with your account manager and share your feedback, ideas, and opinions.

Sincerely,

Frank Vrancken Peeters
Global Sales Director, Elsevier

*The average increase was 8.1% across all STM publishers in Europe, and 9.82% in the US. This places Elsevier's 5.5% price increase in 2006 within the lowest quartile of publishers' average price increases when institutional journal price data, taken from official publisher price lists, is compared for 2005 and 2006.

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