



August 3, 2015

RE: Illinois Heartland Library System - Vendor Discount – Midwest Tape, LLC

Midwest Tape is the industry leader of providing audiovisual materials to over 10,000 Public Libraries throughout North America. We have been listening to our customers, streamlining the workflows for libraries, and providing outstanding customer service for more than 25 years. We welcome this opportunity to present our discount offering along with valuable vendor information to your Illinois Heartland Library System. We would value the opportunity to provide your member libraries with audiovisual materials of DVDs, Music CDs and audio books.

Corporate Description: Midwest Tape’s Customer-First philosophy begins by answering the phone with ‘live’ customer service staff members. We do not have voice mail or extension numbers and we only do business with Public Libraries.

The value-added services offered by Midwest Tape include Variable Integrated Processing (VIP) digital processing, OCLC MARC Records, free Customized Selection Lists, Free Order Records, Shelf Ready Product, Exclusive Audio Book Titles, Guaranteed Delivery by Release Date and Streamlined Workflows with several ILS Systems.

We work with 900 Movie Studios and 3,000 Music Labels and 225 publishers maintaining a consistent 97% fill rate of our product offerings. Our Purchasing and Marketing Departments work to develop new relationships with studios and publishers on a daily basis to help expand our ever-growing collection.

Discounts: We would like to take this opportunity to explain the discounts that will be provided to the libraries of the Illinois Heartland Library System and are based on Manufacturer’s Suggested Retail Price (MSRP). There are no minimum ordering requirements to receive the discounts noted below:

DVD titles: 20% off of MSRP for DVD (including Blu-Ray) materials and will be reflected on our website by registered library members.

CD Music: 20% off of MSRP. The exception to this discount is Universal Music titles, which are not discounted. The libraries will find that these Universal Music titles are \$1.00 to \$2.00 less than other music studio titles.

Audio books: Sold at retail price and includes being repackaged into our patented SoundSafe™ Case. This patented SoundSafe™ case is engineered specifically for libraries. It is extremely rugged, which means secure storage in a drop-box proof case. The patented SoundSafe™ case is engineered with durable polypropylene sleeves, standing up to thousands of uses. The cloth interiors prevent scratching, increasing disk life, and the sleeves have special retention welds that prevent disks from falling out.



Shipping and handling: The member libraries will receive their product **free of freight** charges from Midwest Tape. All shipments are sent from Midwest Tape’s one warehouse in Holland, Ohio via UPS carrier with inside delivery service.

Payment terms: All invoice payment terms through Midwest Tape are Net 30 days.

Special requirement: We simply request your member libraries make contact with the assigned Customer Service Representative, Christine Garrow, to ensure that their accounts are properly set to receive the promised discounts and free freight status. She can be reached at 800-875-2785.

Sales Representative and Customer Support:

Sarah Helm, Account Executive
800-875-2785
shelm@midwesttapes.com

Christine Garrow, Customer Service Representative
800-875-2785
cgarrow@midwesttapes.com

Ann Ford, Account Executive
800-875-2785
afford@midwesttapes.com

Website: The Midwest Tape website has been praised as being the industry leader for product searching, cart development, ease of ordering and much more. Our website was designed with the input of libraries to assist in providing a variety of work-flow solutions.

Midwest Tape’s website, www.midwesttape.com, provides for **free**, unlimited logins for your member library selectors and other designated library staff.

The Midwest Tape website offers sophisticated title searching, advanced collection building tools, flexible cart loading and cart management, and a swift, easy to use ordering process. The website is the most advanced service with regards to title sourcing, collection generation, and duplicate-order prevention tools, outstanding cart building tools and management modules, and provides simple ordering processes.

Value-Added Services: Along with an easy to use website, there are several value added services that Midwest Tape can provide to your member libraries:

VIP digital processing - this digital processing is a service provided by Midwest Tape that allows your library to obtain high quality digitally imaged product that is immediately ready to be circulated. The benefits include: perfect label placement every time, deters theft and saves your library the expense of creating labels and the labor costs associated with the processing. This service is provided at a per-item charge and can vary in price depending on the needs of the library. Our staff is available to provide a no-obligation quote at any time.



MARC Records – A variety of records options are available through Midwest Tape from free vendor records to full customized MARC Records.

Vendor records can be downloaded directly from our website at the time of order. These are FREE, and you can pick which taglines you need. We can also program 9xx order tags to help create the order in your ILS.

Full MARC Records (\$1.20 per TITLE) – these records are more detailed than the vendor records. This record is a very cost-effective method of achieving a MARC record for the library's audiovisual materials. Please note that the charge for this level of record is per title, not per item. The only additional per item cost would be to link the library's barcode information into the record through a 949 (or similar) tag. This charge is \$.25 per tag.

Customized Standing Orders: Midwest Tape offers a variety of free vendor assisted collection development services at no charge. We offer Customized Standing Orders (CSO) designed to allow for the flexibility to support a variety of audiovisual selection plans for the Library.

These Customized Standing Order Plans are a free service to your library, saving staff time in collection development. Our team of specialists will work with your staff to create a profile around the needs of your library. This ensures that your library will not miss any relevant titles due to be released. Some of the selection lists include: box office hits, Spanish, foreign, children's, non-fiction, critically acclaimed titles, Exclusive Audio books and New York Times Bestsellers.

This service delivers customized selection lists based upon various plan profiles of library collection needs. Lists are sent as website carts every two weeks enabling the library to edit and select all materials. With our Customized Standing Order Plans, product will not be automatically shipped or ordered, the library has complete control over the entire selection and ordering process.

Hassle free returns - Our customer service staff is available to assist with any title issues such as damaged product, defective items, items shipped incorrectly or missing product from your shipment. Every audiovisual product we sell is guaranteed for one year against shipping damage and manufacturing defects. When your Library notifies Midwest Tape of a defective or damaged item within 60 days of the invoice date, we will send a call tag (a UPS label that is prepaid by Midwest Tape) to pick up the item at no charge. The product will be replaced at no charge or credit provided whichever is most convenient for the library.

Value added services Midwest Tape offers **free of charge**...

- Re-packaging of Audiobooks into our durable SoundSafe case (included in published pricing)

- Highly intuitive, customizable, yet user friendly website with multiple user access assigned at authorization levels to fit your workflow
- Many collection development tools tailored specifically to your library (fund, branch, etc.)
- Five different levels of duplicate checks to minimize dupe orders
- Direct links to your OPAC
- Full image views (front, back & spine) of most any product in our 250,000+ database
- Complete critics review access for each individual title both on DVD and CD music
- Links for 30 second sound bites on the CD music titles
- Downloadable vendor records and excel files
- 9xx record loading, EDI ordering, electronic invoicing and expert ILS coordination support
- Opening Day Collection and Collection List assistance
- Customized Standing Order Plans allowing you to be in control (no contracts and no minimums)

Ordering Options:

It is requested that member libraries make contact with our Customer Service Representative to ensure that accounts are properly identified to receive the discounts and free freight status. This can be accomplished by contacting the Customer Service Representative noted above by email or phone, prior to the placement of first order. The library members can also identify, with the first order, noted as "Illinois Heartland Library System member discounted".

Order by website: www.midwesttapes.com. Please note that free website training is available at any time by contacting our office at 80-875-2785. Your member library will be provided connection with Chris Frankowski, Account Executive.

Electronic ordering:

Midwest Tape's most used method of ordering would be electronic ordering. To help assist the library's staff in order creation, we have developed partnerships with all major Integrated Library Systems (ILS) to streamline the creation of order records by adding 9xx tags to Midwest Tape downloadable vendor records. 9xx ordering saves your library staff time as orders would not have to be hand-keyed into the ILS acquisitions module.

Midwest Tape can populate your vendor records to show such information as specific funds, locations and collection codes. There is no charge for the programming of these tags or the downloading of vendor records along with any technical support or customization that your library requires.

Order by Mail:

Midwest Tape
P.O. Box 820; Holland, OH 43528
800-875-2785 phone
800-444-6645 fax; email: info@midwesttapes.com

If ordering by mail, please include the following basic information: title, format (i.e. DVD, widescreen, blu-ray; CD, edited or parental advisory; Audiobooks unabridged or abridged.) and quantity. Please identify a contact person and contact information should our staff have questions regarding the order.

Digital Content provided:

Midwest Tape launched hoopla digital in July 2013 with a mission of empowering the evolution of America’s public libraries. As a trusted partner and provider of physical materials to public libraries for more than 25 years, the company knows first-hand what librarians and their patrons want and *how* they want it – recognizing the new demands created by the shift to digital. Since hoopla digital’s launch, the service’s success has largely driven this digital shift and a new generation of cardholders looking to access dynamic content on-the-go, 24/7. hoopla digital is a direct reflection of this seasoned experience and knowledge and has evolved into a mobile centric service built to meet the needs of the modern library patron. We continue to stand committed to our mission of empowering the evolution of public libraries, innovating the power of experience, and arming patrons with cutting-edge, reliable mobile and online access to dynamic digital content.

In the last year, we have seen our registered users increase by 203 percent and feedback to the service from library customers and patrons is overwhelmingly positive. hoopla digital’s category creating service, which launched with only ten library systems in 2013, now has partnerships with more than 786 library systems across North America.

The service has grown three fold in the past two years, approaching 1 million users who are borrowing over 35,000 unique titles each month. We have also secured numerous content deals with major Hollywood studios, publishers and record companies including Disney Pictures, Universal Music, and DC Comics, to name a few. hoopla digital’s dynamic content catalog has expanded from 10,000 to more than 325,000 titles including movies, music, eBooks and more.

Key Differentiators (for Patrons)

- hoopla digital’s all-in-one service brings rich and deep library experience – including streaming and downloading video, music and audiobooks as well as eBooks and Comics – under one app.
- Experience, explore and enjoy free content from your public library in a new way that is mobile, free, easy-to-use and always available
- 24/7 online and mobile access to more than 325,000 thousand of the latest movies, music eBooks and more *for free* – all that is needed is a valid library card.
- With hoopla digital, cardholders can simultaneously instantly access popular titles right away – a dynamic change from other digital models that have limited copy availability.
- There are no holds on borrowing, or late fees with hoopla digital. Content is returned automatically at the end of the borrowing period.

Key Differentiators (for Libraries)

- hoopla digital’s all-in-one service brings a rich and deep experience – a collection of 325,000 video, music and audiobooks as well as eBooks and Comics – under one easy-to-use app.
- Cardholders want to be entertained and hoopla digital’s service makes it easy for your patrons to explore, discover and access content.
- Your patrons can also:
 - Stream thousands of titles *or* download them to their devices to enjoy at a later time
 - Enjoy full length albums of their favorite artists versus individual tracks; they can also use the shuffle feature to enjoy the multiple tracks
 - Simultaneously access multiple formats at any given time
 - Personalize the experience by selecting interests in “recommendations settings”
- Instantly expand your digital content offering (beyond front list titles) and connect with niche audiences to offer a more expansive offering – SAT prep materials, documentaries, tutorials – that complements the library’s physical materials and offerings of other digital services.
- The service’s evolutionary model eliminates the need for annual subscriptions. There are no set up, maintenance or annual fees. The service is simply available for experiencing; making it easy for libraries to streamline internal acquisition costs, and returns.
- Built in “library FTEs” with our quality customer service Support Desk 24/7 for your patrons, expands your library hours without the cost of opening your physical doors.
- Partnering with hoopla digital offers the opportunity to align with the cutting-edge in reliable mobile access to dynamic digital content, while demonstrating your commitment to evolving their offerings to meet patron needs.
- With hoopla digital, you can attract new patrons by offering an always available experience. The service’s easy-to-use interface appeals to multi-generations, giving patrons (of all ages) a “reason to return to the library,” and offering you the opportunity to reach beyond power users and re engage with your community. It also gives you a unique platform to foster your relationship with your community and expand your reach to Millennials with a freshly designed interface and faster sign-up process for first time users.
- All inclusive value – you only pay for what patron’s actually borrow under your model plan.

In summary, the services offered by Midwest Tape are unique to the industry and allow progressive libraries to streamline workflows. The flexibility of these services enables your library to maintain its local practices without sacrificing quality.



Our discounts are competitive, but it is our value-added services, customer-first philosophy and programs that create true value for Public Libraries. We welcome the opportunity to discuss the services Midwest Tape can provide to your library system.

Sincerely,

Jeff Jankowski

Jeff Jankowski, Vice President
Midwest Tape, LLC

Cc: Sarah Helm, Account Executive
Janet Timm, Bid Specialist