



1417 Timberwolf Drive  
Holland, Ohio 43528  
800-875-2785

July 27, 2022

Attn: Samantha Simpson  
Partners Library Action Network  
5806 Mesa Drive, Suite 375  
Austin, TX 78731

Dear Samantha:

Midwest Tape is a full-service distributor that has been serving public libraries in North America for nearly 33 years. Our company offers such services as flexible pre-selected carts, customized standing order plans that provide the library self-order or auto-order options, digitally enhanced VIP processing of audiovisual materials, electronic ordering through all of the major ILS systems, OCLC MARC Records, and a friendly customer service staff.

Midwest Tape, LLC is pleased to extend to Partners Library Action Network (PLAN) the following minimum discounts offered on audiovisual materials:

DVDs – 25% off of MSRP

Blu-Ray DVDs – 25% off MSRP

Music CDs – 25% off of MSRP

Audiobooks – This media offers a library edition for a retail price; this cost includes the product, the sleeves, the artwork, and the library-friendly, highly durable SoundSafe™ case.

Playaways – 20% off MSRP

In addition to the discounts, we would like to offer free shipping to the member libraries.

We simply request that the member libraries contact us at 800-875-2785 to ensure that their accounts are set up to receive these discounts and services prior to placing their first order with Midwest Tape.

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

- Re-packaging of all Audiobooks into our durable SoundSafe™ case (included in published pricing) Sizes include our new 6-disc capacity, shelf space saving size along with our 12-, 22- and 44-disc capacities. Most Audiobooks contain 6 or less discs. Taking that into consideration and listening to our library partners, a SoundSafe™ 6 case was designed. This saves up to 43% shelf space with its width being no wider than a standard DVD case.

- Highly intuitive, customizable, yet user friendly website with multiple user access assigned at authorization levels to fit your workflow
- Free marketing support to help promote your member libraries Audiovisual collections
- Many collection development tools tailored specifically to your library (fund, branch, etc.)
- Free Marketing to promote your physical AV Collections
- 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 350,000+ database
- Complete critics review access for some titles both on DVD and CD music
- Two-minute movies clips for hot/new releases
- Downloadable brief 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) or can be auto shipped.
- Sole Source **Binge Boxes** of 4 to 6 themed DVDs collected one DVD case - are a unique collection of movie titles around a particular theme. A perfect way for patrons to check out multiple titles with just one circulation.

#### Services offered for a fee...

- Processing: shrink wrap removal, case transfer, VIP (Variable Integrated Processing), barcode, label placement, RFID, Library Branding
- Full OCLC MARC Record - \$1.20 per title (not per piece)
- 949 barcode linking: \$0.25 per piece



hoopla is a powerful, proven content delivery system that enables patrons to instantly borrow movies, TV shows, music, audiobooks, ebooks, comics and graphic novels as well as magazines and more via BingePass. hoopla allows libraries to better serve their communities by perfectly complementing their traditional audiovisual collections. With more than 2.6 million titles available across our transactional and one copy/one user licensing models, hoopla adds the flexibility and variety libraries and patrons want.

The beauty of hoopla, whether it's on iOS, (iPhone and iPad, Android, desktop browser (PC / Mac), is that patrons can enjoy everything it has to offer 24 hours a day, 365 days a year. They get to see, hear, or read what they want when they want. Transactional titles are always available to every patron simultaneously and, in many cases, one copy/one user titles can be supported by matching transactional



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titles to provide automatic holds relief. That means they don't have to wait to find their next favorite—they're always ready. Plus, once patrons select a title, enjoying it is easy because hoopla allows each patron to customize the delivery.

Customizability makes all the difference to library patrons. They look for features that match their lifestyles. No matter what format they enjoy, patrons will find the features they expect to make the experience exactly what they need. Users consistently rank hoopla 5 out of 5 stars on the iOS and Android app stores.

Offering all formats and license types, hoopla provides a better experience for libraries and patrons.

#### **Time and Cost Savings**

- Managing all digital content on one platform maximizes utilization of one copy, one user licenses.
- Save time by managing your budget and your entire digital collection in one place.
- Tools to make informed purchase decisions, easily manage expiring meters, and eliminate zombie holds.
- Side-by-side license comparison tools help you choose the right mix of one copy, one user and transactional licenses for your Library.
- Relying on hoopla Instant for back catalog and niche titles frees more of your one copy, one user budget for new releases and best sellers.
- Accurate insights and benchmark data help you strategically build your collection.

#### **Improved Patron Experience**

- With all your digital content on hoopla, patrons always know where to find their favorite titles including *New York Times* bestsellers, hit TV series, blockbusters, and more.
- Intuitive experience to deliver the content patrons want, anytime and anywhere.
- Reduce wait time with unique holds relief function that can fulfill a hoopla one-copy one-user hold with a hoopla Instant license.

We offer PLAN member libraries the opportunity to provide hoopla to their patrons with no on-boarding, platform, or subscription fees or any advanced monies. Every digital dollar is spent on content for their patrons. The libraries only pay when their patrons borrow an instantly available title on hoopla or the library chooses to purchase a licensed one copy-one user title. We would welcome the opportunity to demonstrate this innovative digital service to your member libraries at any time. Please feel free to contact your Consortium's Representative, Jeff Clark at 800-875-2785 to provide your members an on-line webinar and guest pass access.





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Midwest Tape is an approved Statewide Vendor for audiovisual materials and we work with every major library in the State of Texas. We are always available for questions, so please do not hesitate to pick up the phone. Our Customer Service Department is staffed with 'live' representatives and can be contacted at 800-875-2785.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ann Ford', is written over the word 'Sincerely,'.

Ann Ford, Director of Sales and Customer Support  
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800-875-2785

CC: Jeff Clark, Account Executive ([jclark@midwesttape.com](mailto:jclark@midwesttape.com))  
Janet Timm, Bid Specialist ([jtimmm@midwesttape.com](mailto:jtimmm@midwesttape.com))