

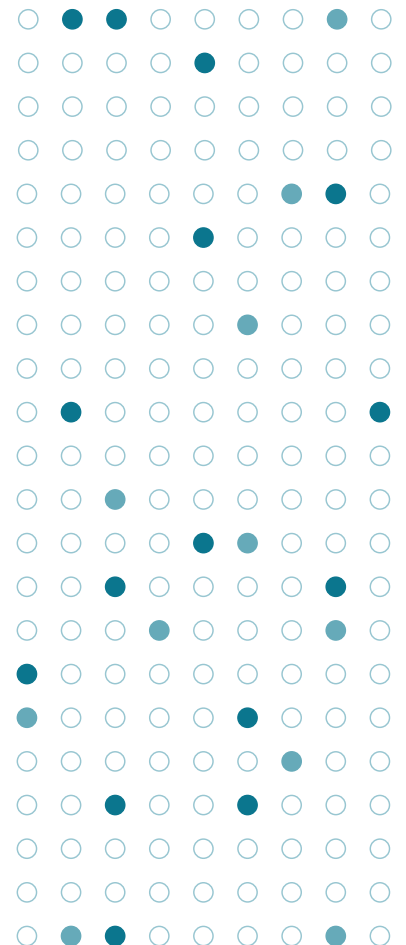
Five Tips on Managing Newspaper Subscriptions



Newspaper subscriptions are some of the most challenging orders for both agents and libraries to manage. Because they are delivered frequently, and many patrons rely on libraries to provide the latest edition, their absence is noticed quickly.

Carrier delivery can complicate matters because carriers are typically independent, difficult to contact, and they may not follow exact instructions for delivery. And of course, papers left outside the library early in the morning may wander away on their own. Add to these factors the complication of unannounced price increases (which have the effect of shortening your subscription without you or EBSCO necessarily being aware until delivery ceases), and you start to understand why these subscriptions can be difficult.

However, there are some best practices that can help ensure your patrons have their morning paper on a regular basis — saving you the hassle of claiming, credits, and so forth.



① Forward communication from newspaper publishers to your EBSCO Customer Service Representative

If you receive a notice that your subscription is expiring, or your price is changing, or there is a change in number of issues or delivery schedule, send that information to us as soon as possible. We will contact the publisher to make sure there is no interruption to your subscription.

② Contact your Customer Service Representative if you miss an issue.

In some cases, publishers will redeliver. In other cases, you'll receive a credit. In ALL cases, EBSCO needs to reach out to the publisher as soon as possible to ensure compensation. Claim every time the paper is missed!

③ Let your EBSCO representative know if you are receiving multiple copies you did not order.

While the extra copy may just appear to be a happy accident, the publisher could have applied your renewal payment to a second order, or misapplied a payment from another library branch. Contact your EBSCO representative so we can confirm quantity with the publisher.

④ For carrier delivery, let your Customer Service Representative know where you'd like the paper delivered.

EBSCO typically requests that carrier delivery papers are placed in the book drop, as this prevents theft. If you have a specific place you'd like your papers delivered, let your EBSCO representative know. (Note that most carriers will not deliver inside the library.)

⑤ For papers delivered by post, note and report any label irregularities.

(Including a copy of the label or labels will help, too!) Check papers with mailing labels from time to time. If the address or expire date (typically included) has any errors, contact your EBSCO representative.

