Discount Pricing on E-Textbooks in Ohio

Pearson	John Wiley and Sons, Inc.	McGraw Hill Education	Macmillan Learning	Cengage	Sage
Brian McGarry, Executive Director (614) 841-3716 brian.mcgarry@pearson.com	Ann Harris, Program Manager, Inclusive Access (201) 748-7653 enterprise@wiley.com	Jennifer Becker, Director, Strategic Partnerships, Higher Education Group (314) 296-9229 jennifer.becker@mheducation.com	Newt Cannon, Director of Sales-East (615) 739-7425 newt.cannon@macmillan.com	Mike Leichman, Key Account Manager Cengage Learning (513) 378-4861 mike.leichman@cengage.com	Linda Trygar, Associate Director of College Sales (805) 499-9774 linda.trygar@sagepub.com
$24 million in estimated annual savings if all current adoptions from this publisher move to inclusive access	**$1 to 1.2 million** in estimated annual savings if all current adoptions from this publisher move to inclusive access	**$10 to $12 million** in estimated annual savings if all current adoptions from this publisher move to inclusive access	**$2.5 million** in estimated annual savings if all current adoptions from this publisher move to inclusive access	**$10 to $12 million** in estimated annual savings if all current adoptions from this publisher move to inclusive access	**$450,000** in estimated annual savings if all current adoptions from this publisher move to inclusive access
Basics of Model	**Basics of Model**	**Basics of Model**	**Basics of Model**	**Basics of Model**	**Basics of Model**
Percent off list, average discount of 72% for e-textbooks. Tiered discount off for courseware. Maximum % price via other channels. All institutions will have a copy of Pearson's e-textbook pricing catalog to see the actual price for each title/courseware.	Flat price (net) for e-textbooks in inclusive access; flat price (net) for trade and professional titles in inclusive access; flat pricing (net) in courseware. Any e-textbook with a digital list price below $30 is discounted by 20%.	Flat price (net) for e-textbooks in inclusive access; tiered flat pricing (net) in courseware.	Flat price by discipline (net) for e-textbooks in inclusive access; tiered discount pricing (net) in courseware.	Percent off current digital list price (net) for e-textbook titles, percentage discount off courseware.	Percent off current print list price (net) for e-textbook titles.

Discount Off Print List Price for Inclusive Access	**Discount Off E-Textbook List Price for Inclusive Access**	**Discount Off Print List Price for Inclusive Access**	**Discount Off E-Textbook List Price for Inclusive Access**	**Discount Off Print List Price for Inclusive Access**	**Discount Off E-Textbook List Price for Inclusive Access**	**Discount Off Print List Price for Inclusive Access**	**Discount Off E-Textbook List Price for Inclusive Access**	**Discount Off Print List Price for Inclusive Access**	**Discount Off E-Textbook List Price for Inclusive Access**	**Discount Off Print List Price for Inclusive Access**	**Discount Off E-Textbook List Price for Inclusive Access**
72% (average)	21%–23%	N/A Wiley does not publish bound print for the full higher-ed catalogue	45–50%	79%	84%	56%	25%-50%	N/A	25% off current digital list price of e-textbooks	62%	N/A

Length of Access to E-Textbooks	**Length of Access to E-Textbooks**	**Length of Access to E-Textbooks**	**Length of Access to E-Textbooks**	**Length of Access to E-Textbooks**	**Length of Access to E-Textbooks**
Perpetual	Perpetual	Perpetual	Perpetual	Perpetual	Perpetual
Follows Students within Ohio?	**Follows Students within Ohio?**	**Follows Students within Ohio?**	**Follows Students within Ohio?**	**Follows Students within Ohio?**	**Follows Students within Ohio?**
Yes	Yes	Yes in principal, subject to delivery platform	Yes	Yes	Yes

Courseware Pricing Discount on Courseware	**Discount on Courseware**	**Courseware Pricing**	**Discount on Courseware**	**Courseware Pricing****	**Discount on Courseware**	**Courseware Pricing**	**Discount on Courseware**	**Courseware Pricing****	**Discount on Courseware**	**Courseware Pricing**	**Discount on Courseware**
Tier I Courseware	10%	WileyPLUS Direct price, per semester	35–45% off list, depending on original tier	Connect for Softside (HSSL)	45%	N/A	List price >=$70 = 25% discount, List price between $50-70 = 20% discount; List price <$50 = 15% discount	N/A	5%, 15%, 25% additional off "virtual net" price depending on discipline.	N/A	N/A
Tier II Courseware	24%			Connect for Hardside (SEM and BEC)	57%						
Tier III Courseware	28%			** If a courseware product falls below the negotiated flat price point the national net price stands							

Resale on Campus	**Resale on Campus**	**Resale on Campus**	**Resale on Campus**	**Resale on Campus**	**Resale on Campus**
Contact your Pearson rep for the maximum resale price through campus bookstores.	Prices provided will be wholesale; additional markups through campus bookstores may apply.	Prices provided will be wholesale; additional markups through campus bookstores may apply.	Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.	Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.	Pricing is wholesale (net to publisher); retail markups at campus chain and independent bookstore channels will vary. Bookstores will receive lower pricing than they receive currently.
Existing Agreements for Inclusive Access	**Existing Agreements for Inclusive Access**	**Existing Agreements for Inclusive Access**	**Existing Agreements for Inclusive Access**	**Existing Agreements for Inclusive Access**	**Existing Agreements for Inclusive Access**
Any OhioLINK member institution that currently has a negotiated licensing fee with Pearson is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer. Contact the Pearson representative to discuss additional discounts based on campus volume.	Any OhioLINK member institution that currently has a negotiated licensing fee with Wiley is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.	Any OhioLINK member institution that currently has a negotiated licensing fee with McGraw Hill is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.	Any OhioLINK member institution that currently has a negotiated licensing fee with Macmillan is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.	Any OhioLINK member institution that currently has a negotiated licensing fee with Cengage is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.	Any OhioLINK member institution that currently has a negotiated licensing fee with SAGE is grandfathered into this pricing proposal. Publisher will price match to lowest price for this offer.

Potential $50+ Million in Total Savings to 500,000+ Students Annually