

## GENERAL INFORMATION

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**Data Title:** 2020 Elsevier Journal Title Level Pricing for Five U.S. Research Universities, v2

**Project Title:** Elsevier Title Level Pricing: Dissecting the Bowl of Spaghetti

**Data Abstract:** This data includes 2020 Elsevier title level pricing for five universities, including Florida State University; Iowa State University; University of North Carolina, Chapel Hill; West Virginia University; and an anonymous university named "Institution A" in the data set. In addition, the data includes a summary analysis that includes for each university the 2020 Published List Price, Adjustment from List Price, Average Cost per Journal, and number of Subscribed Titles. This data will be of interest to anyone interested in examining title level pricing from a major commercial publisher.

**Change Log:** Version 2: After the original publication of this data set and accompanying paper it was discovered that UNC's original prices were for a partial year (8 months) rather than a full year. Version 2 of the data set includes 12-month estimated costs for UNC based off the 8-month cost. The following files have been updated to reflect these changes: *ELS\_TitleLevel\_Breakdown\_ByInsitution.xlsx*, *UNC\_2020\_Pricelist.csv*, and *readme.pdf* which has been renamed *readme\_V2.pdf*.

Formatting errors in all of the CSV files [caught by Stephen Eglen](#) have also been corrected.

The journal article by Thornton and Brundy, "Elsevier Title Level Pricing: Dissecting the Bowl of Spaghetti", which utilized this pricing data, is in the process of being updated to reflect the new UNC pricing information.

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### Associated Publications:

Thornton, Joel B., and Curtis Brundy. 2021. "Elsevier Title Level Pricing: Dissecting the Bowl of Spaghetti." *Journal of Librarianship and Scholarly Communication* 9 (1): 2410.  
<https://doi.org/10.7710/2162-3309.2410>.

## FILE LIST

The original Excel file is provided as well as plain-text (csv) exports of each workbook in the Excel file.

- **ELS\_TitleLevel\_Breakdown\_ByInstitution.xlsx** – Excel file with pricing level data and analysis for all five institutions, calculation formulas, totals, and a summary level workbook.
- **FS\_2020\_Pricelist.csv** – 2020 data from Florida State
- **IA\_2020\_Pricelist.csv** – 2020 data from Institution A
- **ISU\_2020\_Pricelist.csv** – 2020 data from Iowa State University
- **UNC\_2020\_Pricelist.csv** – 2020 data from University of North Carolina, Chapel Hill
- **WVU\_2020\_Pricelist.csv** – 2020 from West Virginia University

## Codebook

Name	Description	Values
<b>ISSN</b>	International Standard Serial Number: an 8-digit code assigned to a journal title.	2-sets of four digits separated by a dash.
<b>Title</b>	Journal title	Text
<b>Published List Price</b>	Price as obtained from Elsevier's website.	US Dollars; Numerical
<b>Final Net Price</b>	Final price (USD) after discounts paid by the institution.	US Dollars; Numerical
<b>Difference</b>	Difference between Published List Price and Final Net Price	US Dollars; Numerical values in parentheses or preceded by minus sign (-) indicate negative numbers.
<b>ALP (Adjustment from List Price)</b>	Percentage difference between the Public List Price and Final Net Price	Numerical

## Summary Data for 2020

Institution	2020 Published List Price	2020 Final Net Price	Difference <sup>1</sup>	ALP <sup>1</sup>	ACJ	Subscribed Titles
Florida State University	879,358	935,924	56,566	6.4%	6,239	150
Iowa State University	2,323,114	1,983,003	(340,111)	-14.6%	4,896	405
University of North Carolina at Chapel Hill <sup>2</sup>	1,533,046	1,413,932	(119,114)	-7.8%	3,673	385
Institution A	1,789,006	1,918,494	129,488	7.2%	5,435	353
West Virginia University	1,018,846	926,220	(92,626)	-9.1%	3,720	249

<sup>1</sup> A positive (+) number represents the premium paid over list price. A negative (-) number represents the discount received from list price.

<sup>2</sup> Final net price estimate based upon invoicing for eight months totaling \$942,621 annualized for the full twelve months.

Summary Data Table Columns:

- **2020 Published List Price:** Total list price (USD) based on the 2020 publicly posted prices on Elsevier's website.
- **Final Net Price:** Net final prices (USD) after discounts paid by the institution.
- **Difference:** Difference between *Published List Price* and *Final Net Price*. Negative values are in parentheses.
- **ALP (Adjustment from List Price):** Percentage difference between the Published List Price and Final Net Price.
- **ACJ (Average Cost per Journal):** Average cost paid per journal (USD) based on the Final Net Price and the number of Subscribed Titles

## METHODS AND MATERIALS

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### Data Collection Methods

Pricing data was acquired in two ways. For institutions subject to confidentiality restrictions, public records requests were submitted to obtain the relevant pricing information. For Institutions not subject to confidentiality restrictions the pricing information was publicly available.

### Information Requested through Public Records Requests

- 2019 and 2020 journal level final prices from the publisher Elsevier.
- 2019 and 2020 journal pricing breakdown that shows how the final price is calculated, including the Content Fee, e-only discount, account price, list price, and any other fees or discounts applied.
- 2019 and 2020 license agreement with the publisher Elsevier.

### Data Processing Methods

The 2020 published list price was obtained from Elsevier's website. For comparability, journal titles lacking a published list price or a net price from the institutional data were excluded from the analysis. The final net pricing was decreased by the amounts excluded.

## LICENSING

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