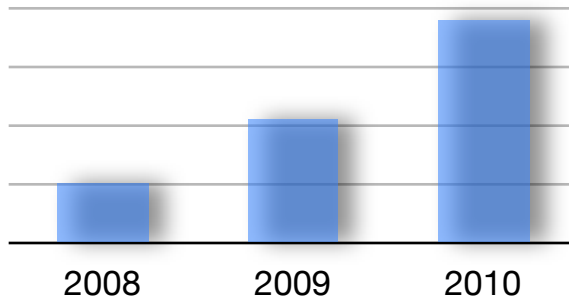


6 simple ways to increase the usage of your library databases...



Gale is on a mission...

Our greatest measure of success as a company is how well our databases are being used. ***That's why our goal is to double the usage of our products in 2008.*** Increased usage ensures that the return on your investment is maximized. It also means that both libraries and publishers are doing their part in providing authoritative, vetted information to more people.

Here are six, simple ways you can help to drive usage to your library databases:

- 1) Add a search box to your library webpage. By simply adding a search box right to their library webpage, many libraries have seen the usage of their library resources triple. Here's a page that Gale has created to show you how this can be done: <http://access.gale.com/search/>
- 2) Load MARC records into your catalog. Gale provides free MARC records for all the periodicals and reference books in your collections. MARC records for any product, including individual eBooks on the *Gale Virtual Reference Library*, can be downloaded here: http://gale.cengage.com/marc_records/
- 3) Ensure that your databases are set up to maximize use. Whether it's defaulting to Basic Search instead of another search path, always showing limiters, or a number of other customization options, Gale's technical support team is here to help ensure that your databases are set up to meet the specific needs of your community. To speak with a technical support specialist, please call: 1-800-877-4253 (choose option 4).
- 4) Take advantage of Gale's free training. Gale offers free webinar and in-person training to help ensure that your staff feel fully comfortable with all of your purchased products. Gale's live webinars are free and easy to use. A calendar of events can be found [here](#). To request in-person training customized to meet your specific needs, please fill out the training request form found [here](#).
- 5) Allow Gale to help you market your resources. Whether it's posters, calendars, bookmarks, press release templates, Gale's marketing team is here to [help](#).
- 6) Consider using subcollections to make larger databases more accessible. Gale's subcollection manager allows you to create subject or curriculum specific collections out of your eBook library or large periodical collections, such as *InfoTrac*. To find out more, please call 1-800-877-4253 (choose option 4).

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