

GENERAL INFORMATION

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

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.

Authors:

Author: Curtis Brundy, Corresponding author
ORCID: 0000-0003-3681-675X
Institution: Iowa State University
Email: cbrundy@iastate.edu

Author: Joel Thornton
ORCID: 0000-0002-4950-9890
Institution: University of Arkansas
Email: jbt012@uark.edu

Associated Publications:

Associated article is currently under review.

FILE LIST

The original Excel file is provided as well as plain-text (csv) exports of each data 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
ISSN	International Standard Serial Number; an 8-digit code assigned to a journal title.	2-sets of four digits separated by a dash.
Title	Journal title	Text

Published List Price	Price as obtained from Elsevier's website.	US Dollars; Numerical
Final Net Price	Final price (USD) after discounts paid by the institution.	US Dollars; Numerical
Difference	Difference between Published List Price and Final Net Price	US Dollars; Numerical values in parentheses or preceded by "-" indicate a negative number.
ALP (Adjustment from List Price)	Percentage difference between the Public List Price and Final Net Price	Percentages

Summary Data for 2020

Institution	Published List Price	Final Net Price	Difference¹	ALP¹	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	\$1,533,046	\$942,621	(590,425)	-38.5%	\$2,448	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

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

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

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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