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MARCIVE MARC Record Enrichment Service will improve your patrons’ ability to find desirable items in your online public access catalog. The service is available as a standalone service and also in conjunction with Overnight Authorities, backfile authorities processing, retrospective conversion from shelflists, and Brief Record Upgrade. This document describes our standard service in detail; our MARC Record Enrichment Service Profile outlines your choices. However, every database is unique, so we look forward to discussing the specifics of your enrichment requirements.

There are three ways in which your records can be upgraded:

- Table of Contents
- Book summaries or annotations
- Fiction/Biography Enrichment

MARCIVE obtains its data from Syndetic Solutions, Inc., a company with high standards for the accuracy and timeliness of its records. You benefit from our partnership by receiving excellent quality at a reasonable cost, and your patrons benefit most of all by having easier access to your collection.

- Competitive prices, oftentimes without minimum charges
- Convenience, especially if you also obtain other MARCIVE services
- Timeliness, with most records being available before the library has even received the book
- Excellent coverage of a wide range of publishers, including academic, trade, and medical

TABLE OF CONTENTS

HOW DOES ADDING TOC DATA MAKE YOUR COLLECTION MORE ACCESSIBLE?

Patrons are now accustomed to searching the web using keywords and very specific terminology. They become disillusioned with the resources in your library because their searches do not results in hits. You will increase the likelihood that they will find relevant material by adding the author's own vocabulary. These and other benefits accrue to your patrons when you enrich your MARC records.

- Acronyms and terms related to business, science, medicine, technology, software, vocational training.
- New terminology for which Library of Congress may not have developed a subject heading yet.
- Titles of poems, short stories, and plays in anthologies, for which there are no added entries.
Information about the suitability of a book which can be inferred from seeing the chapter and subchapter titles before going to the shelves.

FORMAT OPTIONS

Three enrichment formats are available for Table of Contents data.

Basic MARC21 505 field

Table of Contents data can be added to subfield $a$ of the 505 field in conformity with current MARC21 standards. If a 505 field already exists in the library's record, the field can be left untouched. Libraries with local system field size limitations can specify the maximum allowed; once that limit is reached, the remaining data are placed in a second 505, and so on. For the 505 field, the first indicator tells the local system what display constant to use, e.g.

The second indicator of the 505 is set:

- Basic 505
- Enhanced 505

Enhanced MARC21 505 field

MARCIVE can supply TOC data in $r$ (author statement) and $t$ (title) of the 505 field in conformity with MARC21 standards. Additional information such as the chapter name and starting page number of each chapter is output in $g$. Enrichment with enhanced 505 fields allows for more selective indexing of data than basic 505 fields. If a 505 field already exists in the library's record, the field can be deleted and the MARC record enriched with our data, or the record can be left untouched. Libraries with local system field size limitations can specify the maximum allowed; once that limit is reached, the remaining data are placed in a second 505, and so on.

Locally defined field

MARCIVE can also supply TOC data in a 9xx field defined by the library's local system, with one 9xx field for each chapter-level author and title. Providing chapter-level TOC data in separate 9xx fields allows the local system to display the data online as if it were a reproduction of the Table of Contents in the book, even including chapter and section labels and starting page numbers.

Fields

Here are the fields currently supported:

<table>
<thead>
<tr>
<th>Delimiter</th>
<th>Subfield</th>
<th>Repeatable/Not repeatable</th>
</tr>
</thead>
<tbody>
<tr>
<td>$c</td>
<td>Personal name author</td>
<td>Repeatable</td>
</tr>
<tr>
<td>$d</td>
<td>Non-personal name author</td>
<td>Repeatable</td>
</tr>
<tr>
<td>$e</td>
<td>Editor name</td>
<td>Repeatable</td>
</tr>
<tr>
<td>$l</td>
<td>Section/chapter label</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>$p</td>
<td>Page number</td>
<td>Not repeatable</td>
</tr>
<tr>
<td>$t</td>
<td>Section/chapter title</td>
<td>Not repeatable</td>
</tr>
</tbody>
</table>
Indicators

9xx indicators are defined as follows:

The first indicator assists in determining whether and how to index the chapter level title:

0  Do not index (non-distinctive title, for example, "Introduction")
1  Index the full title (for example, chapter title/author, conference paper, poem, etc.)

The second indicator contains the hierarchical level for displaying the data online (level 1, 2, 3, or 4)

SAMPLE RECORD: TABLE OF CONTENTS

000 02435cam 2200313 a 4500
001 00265440
003 DLC
005 20000327103104.0
008 000303s1999 nyu b 001 0 eng
010 $a 00265440
020 $a 0465071430
040 $a DLC $c DLC $d DLC
043 $a n-us---
050 00 $a GV716 .R67 1999
082 00 $a 338.4/7796/0973 $2 21
100 1 $a Rosentraub, Mark S., $d 1950-
245 10 $a Major league losers : $b the real cost of sports and who's paying for it / $c Mark S. Rosentraub.
250 $a Rev. ed.
300 $a xi, 364 p. ; $c 21 cm.
504 $a Includes bibliographical references (p. 339-352) and index.

Basic 505 format


Ending the Great Sports Welfare System.
Enhanced 505 format

505 00 $g 2 $t Why Are Sports So Important to So Many People? $g 33
      -- $g 3 $t The Courts, Congress, and Development of the Sports Welfare System $g 73
      -- $g 4 $t What Do Teams Really Mean for Cities? $g 129
      -- $g 5 $t Indianapolis's and Cleveland's Efforts to Change Their Images and Downtown Areas $g 171
      -- $g 6 $t Cities, Sports, and Imagery / $r Mark S. Rosentraub, Donald Phares, Robert Whelan $g 215

520 Sa Why should Americans shell out millions in tax dollars to subsidize the expenses of the wealthy owners of professional sports teams? Major League Losers explores how this unfair practice came into being, reveals the surprising fact that cities gain very little from hosting major league sports, and provides government officials and taxpayers with a clearer understanding of how a city can, and should, negotiate with sports franchises. This newly revised edition has been updated to include recent efforts by a series of teams, including the New York Yankees, to gain new stadiums by threatening to move.

650 0 Sa Sports $x Economic aspects $z United States.
650 0 Sa Sports teams $z United States $x Costs.
650 0 Sa Sports teams $z United States $x Finance.
650 0 Sa Cities and towns $x Economic aspects $z United States.
650 0 Sa Sports team owners $z United States.
905 Sa Mark S. Rosentraub is Professor and Associate Dean of the school of Public and Environmental Affairs at Indiana University, Indianapolis.

In the example above the data and subfielding differences between a Basic 505 formatted record and an Enhanced 505 formatted record are illustrated.

Note that the Basic 505 does not subfield the various components of the TOC data. It includes the chapter titles and the authors when available, but not the page on which the chapter begins.

By way of contrast the Enhanced 505 includes the page on which the chapter begins and subfields each piece of information separately. This permits greater flexibility in the display of the information, dependent on the software into which you are loading the records.

The greatest flexibility comes when the data are output in individual fields, as in the following display output for an Innovative Interfaces, Inc., system. They specify the 970 field and then display the data more like it would appear on the printed page. However we can output the data in any field your local vendor requires.

970 format

000 02435cam 2200313 a 4500
001 00265440
003 DLC
005 20000327103104.0
008 000303s1999 nyu b 001 0 eng
010 $a 00265440
020 $a 0465071430
040 $a DLC $c DLC $d DLC
Why should Americans shell out millions in tax dollars to subsidize the expenses of the wealthy owners of professional sports teams? Major League Losers explores how this unfair practice came into being, reveals the surprising fact that cities gain very little from hosting major league sports, and provides government officials and taxpayers with a clearer understanding of how a city can, and should, negotiate with sports franchises. This newly revised edition has been updated to include recent efforts by a series of teams, including the New York Yankees, to gain new stadiums by threatening to move.
Most patients in psychotherapy suffer from a multitude of specific problems. Effective treatment calls for a wide yet focused range of specific approaches. Arnold A. Lazarus, originator of multimodal therapy, shows how a variety of strategies and techniques are more likely to bring lasting change. Whether evaluating therapist-patient compatibility or choosing an appropriate technique, he stresses the need to fit the treatment to the patient.

The Practice of Multimodal Therapy offers a practical, step-by-step guide to every phase of assessment and therapy, from the initial interview to follow-up treatments aimed at preventing relapse once formal treatment is over. Transcripts of actual sessions and vignettes of crucial transactions illustrate specific strategies. Also included is a glossary of thirty-seven separate therapeutic techniques.

Arnold A. Lazarus is a Distinguished Professor in the Graduate School of Applied and Professional Psychology at Rutgers University. The recipient of many professional honors and awards, Dr. Lazarus is the author of more than 150 scientific articles. His many books include Behavior Therapy and Beyond, Multimodal Behavior Therapy, Marital Myths, In the Mind's Eye, and Casebook of Multimodal Therapy. He has a private practice in Princeton, New Jersey.

FICTION AND BIOGRAPHY ENRICHMENT

Locating appropriate works of fiction and biography can be quite difficult, for both staff and patrons. Both are benefited by the enrichment of the library's MARC records for these formats.

- Brings readers advisory into the library's own catalog, with access to those titles actually held by the library.
- Overcomes traditional lack of subject headings for fiction.
- Improves patron satisfaction with both on-site and remote search sessions.
- Has the potential to increase circulation of fiction by lesser known authors.
- Utilizes more fully the biographies owned by the library, but previously underutilized due to lack of access points.
- Assists library staff with user requests for specialized reading interests using existing collections, without unnecessary interlibrary loan.
To accomplish these goals, the library's MARC records can be augmented with the following fields.

**Fiction enhancements:**

- Genre
- Sub-genre (e.g., culinary mystery)
- Geographic setting (e.g., Great Britain)
- Non-geographic setting (e.g., coastal resort)
- Topics/Subjects
- Time period
- Characters & their attributes (includes names, profession, and personal characteristics)
- Awards (both nominees and winners)
- Sequel and series information
- Annotations
- Notes (e.g., Oprah Book Club Selection)

**Biography enhancements:** Significant personal information such as

- Awards and honors
- Ethnic background
- Birthplace
- Current residence
- Profession

### LOCAL FIELDS WHICH CAN BE ADDED TO WORKS OF FICTION

<table>
<thead>
<tr>
<th>CHARACTER/ATTRIBUTES</th>
<th>DEFINITION</th>
<th>EXAMPLE</th>
<th>FROM BOOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSON'S NAME</td>
<td>Each of the main characters of the book is given an added entry. Multiple attributes are listed for each character.</td>
<td>Warshawski, V. I. &quot;Vic&quot;</td>
<td>Blood shot</td>
</tr>
<tr>
<td>GENDER</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AGE</td>
<td>Polish American</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDEXABLE CHARACTERISTICS</td>
<td>Divorced</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEARCHABLE/DISPLAYABLE CHARACTERISTICS</td>
<td>Ex-lawyer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOPOLOGY</td>
<td>Tough</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROFESSION</td>
<td>Private investigator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| TOPIC/SUBJECT | Subject headings from Syndetic Solutions are added to give many more access points to works of fiction. | Artifacts Search for truth Quest for knowledge Church politics Post-apocalyptic society Survival | Canticle for Leibowitz |

| GEOGRAPHIC SETTING | The place or places where the story occurred are recorded. | Los Angeles, California West (U.S.) | The Big sleep |

| NON-GEOGRAPHIC SETTING | If relevant, a non-geographic setting is also recorded. | Castle | Sweet revenge |

<p>| TIME PERIOD | Multiple time periods are recorded, if applicable | | |
| YEAR | The year or decade in which the story takes place. | 1941 | A Small death in Lisbon |
| CENTURY | A broader time period. | 20th century | World War II |
| DESCRIPTION | If appropriate, the name given to that time period. | | |</p>
<table>
<thead>
<tr>
<th>GENRE AND SUB-GENRE</th>
<th>MAIN GENRE HEADINGS</th>
<th>SUB-GENRE HEADINGS</th>
<th>SERIES INFORMATION</th>
<th>LOCAL FIELDS WHICH CAN BE ADDED TO BIOGRAPHIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSI GENRE</td>
<td>Main genre headings are assigned from the Syndetic Solutions expanded genre list.</td>
<td>Mystery Fiction</td>
<td>In a dry season</td>
<td></td>
</tr>
<tr>
<td>SSI SUB-GENRE</td>
<td>More specific genre headings are also assigned, if appropriate.</td>
<td>Police procedural British</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GSAFD GENRE CATEGORIES</td>
<td>Genre headings as they appear in the American Library Association publication Guidelines on subject access to individual works of fiction, drama, etc.</td>
<td>Detective and mystery stories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERIES INFORMATION</td>
<td>When a book is part of a series, the title of the series is also given.</td>
<td>Lord Peter Wimsey/Harriet Vane mystery</td>
<td>Gaudy night</td>
<td></td>
</tr>
<tr>
<td>TITLE</td>
<td>The book’s place in a numbered series</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AWARD</td>
<td>When the book has won an award, or has been nominated, this information is recorded.</td>
<td>National Book Award for Fiction</td>
<td>Waiting</td>
<td></td>
</tr>
<tr>
<td>YEAR</td>
<td>This is the award year for which the book won or was nominated (not necessarily the year of publication).</td>
<td>1999</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOTE</td>
<td>Informational notes are added to assist the reader.</td>
<td>Prequel trilogy to Frank Herbert's six-volume Dune series</td>
<td>Dune : House Atreides</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCAL FIELDS WHICH CAN BE ADDED TO BIOGRAPHIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSON’S NAME</td>
</tr>
<tr>
<td>GENDER</td>
</tr>
<tr>
<td>BIRTH/DEATH DATE</td>
</tr>
<tr>
<td>INDEXABLE PERSONAL INFORMATION</td>
</tr>
<tr>
<td>SEARCHABLE/DISPLAYABLE PERSONAL INFORMATION</td>
</tr>
<tr>
<td>PROFESSION</td>
</tr>
<tr>
<td>BIRTHPLACE</td>
</tr>
<tr>
<td>BIOGRAPHEE QUOTE</td>
</tr>
<tr>
<td>TOPIC/SUBJECT</td>
</tr>
<tr>
<td>TIME PERIOD GEOGRAPHIC SETTING</td>
</tr>
<tr>
<td>NON-GEOGRAPHIC SETTING</td>
</tr>
<tr>
<td>TIME PERIOD</td>
</tr>
</tbody>
</table>

MRES 8/12/2022 1-800-531-7678 or info@marcive.com
<table>
<thead>
<tr>
<th>CENTURY</th>
<th>A broader time period.</th>
<th>20th century</th>
<th>World War II</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESCRIPTION</td>
<td>If appropriate, the name given to that time period.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AWARD</td>
<td>Coverage of awards for biographies includes both nominees and winners. This field is not for awards won by the biographee but by the book or its author.</td>
<td>Pulitzer Prize for Biography winner</td>
<td>Personal history</td>
</tr>
<tr>
<td>AWARD</td>
<td>The name of the award the book won or for which it was nominated.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YEAR</td>
<td>The year of the award for which the book won or was nominated.</td>
<td></td>
<td>1998</td>
</tr>
<tr>
<td>BIOGRAPHY, AUTOBIOGRAPHY OR MEMOIR DESIGNATION</td>
<td>This designates whether the book is a biography, an autobiography, or a memoir. Sometimes a book can be more than one.</td>
<td>Memoir</td>
<td>Duty: a father, his son, and the man who won the war</td>
</tr>
</tbody>
</table>

**SAMPLE RECORD: FICTION**

*Fiction-enriched MARC record example*

000 02303cam 2200493 a 4500  
001 96052525  
003 DLC  
005 20000425172235.0  
008 961211r1997 nyu 000 1 eng  
010 $a 96052525  
020 $a 0805051031 (alk. paper)  
040 $a DLC $c DLC $d OCoLC $d DLC  
043 $a n-us-ny  
050 00 $a PS3554.O2 $b C48 1997  
082 00 $a 813/.54 $2 21  
100 1 $a Dobyns, Stephen, $d 1941-  
245 14 $a The church of dead girls : $b a novel / $c Stephen Dobyns.  
250 $a 1st American ed.  
300 $a 388 p. ; $c 24 cm.  
520 $a One by one, three young girls vanish in a small town in upstate New York. With the first disappearance, the towns-people begin to mistrust outsiders. When the second girl goes missing, neighbors and childhood friends start to eye each other warily. And with the third disappearance, the sleepy little town awakens to a full-blown nightmare. In The Church of Dead Girls, Stephen Dobyns probes the ruinous effects of suspicion. As panic mounts and citizens take the law into their own hands, no one is immune as old rumors, old angers, and old hungers come to the surface to reveal the secret history of this seemingly genteel town and the dark impulses of its inhabitants.  
650 0 $a Missing persons $x Fiction.  
650 4 $a Serial killings  
650 4 $a Suspicion  
650 4 $a Small town secrets  
650 4 $a Missing persons  
650 4 $a Fear
One by one, three young girls vanish in a small town in upstate New York. With the first disappearance, the towns-people begin to mistrust outsiders. When the second girl goes missing, neighbors and childhood friends start to eye each other warily. And with the third disappearance, the sleepy little town awakens to a full-blown nightmare. In The Church of Dead Girls, Stephen Dobyns probes the ruinous effects of suspicion. As panic mounts and citizens take the law into their own hands, no one is immune as old rumors, old angers, and old hungers come to the surface to reveal the secret history of this seemingly genteel town and the dark impulses of its inhabitants.

Example of the same enriched record in the library’s online public access catalog with the additional access points bolded

**Author**
Dobyns, Stephen, 1941-

**Title**
The church of dead girls : a novel / Stephen Dobyns.

**Edition**
1st American ed.

**Publish info**

**Description**
388 p. ; 24 cm.

**Summary**
One by one, three young girls vanish in a small town in upstate New York. With the first disappearance, the towns-people begin to mistrust outsiders. When the second girl goes missing, neighbors and childhood friends start to eye each other warily. And with the third disappearance, the sleepy little town awakens to a full-blown nightmare. In The Church of Dead Girls, Stephen Dobyns probes the ruinous effects of suspicion. As panic mounts and citizens take the law into their own hands, no one is immune as old rumors, old angers, and old hungers come to the surface to reveal the secret history of this seemingly genteel town and the dark impulses of its inhabitants.

**Subjects**
Missing persons--Fiction.

**Serial killings.**

**Suspicion.**

**Small town secrets.**

**Missing persons.**

**Fear.**

**Paranoia.**

**New York (State)--Fiction.**

**Small town.**

**Genre/form**
Psychological fiction. Lcsh

**Thriller ssi**

**Psychological ssi**

**Mystery ssi**

**Detective and mystery stories gsafd**
Fiction ssi

Character/Attributes
Unnamed Teacher

Geographic setting
Aurelius, New York

Time period
1990s 20th century

Award
Bram Stoker Award for Best Novel nominee 1998
CWA Macallan Dagger Award for Crime Fiction nominee 1997

Author notes
Stephen Dobyns is the author of sixteen novels, including the best-selling Saratoga mystery series, and several collections of poetry. He lives in Boston with his wife and three children.

LCCN
96052525

ISBN
0805051031 (alk. paper)

Dewey number
813/.54 $2 21

SAMPLE RECORD: BIOGRAPHY

MARC record example before Biography enrichment
000 01426pam 22004214a 4500
001 00035612
003  DLC
005 20000807132519.0
008 000314s2000 nyua 000 0aeng
010 $a 00035612
020 $a 0399146113
040 $a DLC $c DLC $d DLC
042 $a pcc
043 $a n-us---
050 00 $a GV1051.A76 $b A3 2000
082 00 $a 796.6/2/092$a B $2 21
100 1 $a Armstrong, Lance.
245 10 $a It's not about the bike : $b my journey back to life / $c Lance Armstrong with Sally Jenkins.
300 $a 275 p. : $b ill. ; $c 24 cm.
600 10 $a Armstrong, Lance.
650 0 $a Cyclists $z United States$vBiography.
650 0 $a Cancer patients $z United States$vBiography.
650 4 $a Sports
650 4 $a Cyclists
650 4 $a Cycling
650 4 $a Testicular cancer
650 4 $a Cancer patients
650 4 $a Cancer survivors
650 4 $a Professional sports
650 4 $a Tour de France
692 $a Armstrong, Lance $c Male $d 1971- $e American $f Survivor of advanced testicular cancer; Olympic cyclist (1992, 1996); World Professional Road Race champion (1993); Tour de France winner (1999); rides for the United States Postal Service $g Cyclist$hPlano, Texas
I am a survivor, not a victim.
**Example of the same enriched record in the library’s online public access catalog**

with the additional access points **bolded**

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>Armstrong, Lance.</td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>It's not about the bike : my journey back to life / Lance Armstrong with Sally Jenkins.</td>
</tr>
<tr>
<td><strong>Publish info</strong></td>
<td>New York : Putnam, c2000.</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>275 p. : ill. ; 24 cm.</td>
</tr>
<tr>
<td><strong>Biographee</strong></td>
<td>Armstrong, Lance Male 1971- American Survivor of advanced testicular cancer; Olympic cyclist (1992, 1996); World Professional Road Race champion (1993); Tour de France winner (1999); rides for the United States Postal Service Cyclist Plano, Texas</td>
</tr>
<tr>
<td><strong>Biographee quote</strong></td>
<td>I am a survivor, not a victim.</td>
</tr>
<tr>
<td><strong>Geographic setting</strong></td>
<td>United States France Europe International</td>
</tr>
<tr>
<td><strong>Time period</strong></td>
<td>20th century</td>
</tr>
<tr>
<td><strong>Alt name</strong></td>
<td>Jenkins, Sally.</td>
</tr>
<tr>
<td><strong>LCCN</strong></td>
<td>00035612</td>
</tr>
<tr>
<td><strong>ISBN</strong></td>
<td>0399146113</td>
</tr>
<tr>
<td><strong>Dewey number</strong></td>
<td>796.6/2/092B</td>
</tr>
</tbody>
</table>

**TYPES OF LIBRARIES**

**WHAT KINDS OF LIBRARIES SIGN UP FOR THIS SERVICE?**

Academic libraries have added TOC enrichment to their **Overnight Authorities** profiles. They FTP their MARC records to us, we perform authority control on the records, add TOC data, and make the records available for FTP pick up the next morning. Other academic libraries choose to have their entire MARC databases examined and, for any matches in our database, enriched with TOC data and author notes at the same time that we perform authority control.

TOC enrichment has also been requested by special libraries such as those at art museums and high tech companies.

Public libraries and schools are interested in the TOC data and also request the added entries for biography and fiction.
SYNDETIC SOLUTIONS

SYNDETIC SOLUTIONS, A CLARIVATE COMPANY

We obtain our enrichment data from Syndetic Solutions so a natural question is why a library would choose our services rather than theirs.

Our service is more convenient for your library if you are having any other processing done. Syndetic Solutions does not offer **MARC Record Enrichment** as part of authorities processing, deduplication, retrospective conversion, or Brief Record Upgrade.

We do not charge a minimum if you have chosen us to do other processing for your database. Even for standalone processing our minimums are very low.

And we offer overnight turnaround when you get **MARC Record Enrichment** in conjunction with **Overnight Authorities** or **MarciveWeb SELECT**.

OTHER CONSIDERATIONS

When you use our services in conjunction with Authorities Processing, we can also verify the genre terms coded as LC or GSAFD. The latest version of the *Guidelines on Subject Access to Individual Works of Fiction, Drama, etc.* (Chicago : Resources and Technical Services Division, American Library Association), commonly referred to as gsafd and the newly developing Library of Congress Genre/Form Terms for Library and Archival Materials are the primary genre terms used. You may specify if you want to give priority to a specific thesaurus (LCGFT or GSAFD) or if you want to process the genre terms as coded.

COVERAGE

WHAT IS THE SOURCE OF THE DATA?

All of our data comes from Syndetic Solutions (a Bowker company). Table of Contents information is taken from publisher catalogs, advance information, and the book itself. New records are received weekly.

For the Fiction and Biography enrichment files, we receive records every week. More than half of these records are for new novels and biographies soon to be released. The remaining titles are drawn from previously published top-sellers, literary classics, and titles in series. At a minimum, you should expect coverage of every new title appearing on the *New York Times* and *USA Today* bestseller lists, as well as every title appearing in any of the following review sources: *Publishers Weekly, Library Journal, Booklist, Kirkus Reviews, Independent Publisher, Romantic Times, Mystery Review.*

Summary and review information is gathered from either catalog descriptions or book jackets. Author notes are captured from publisher catalogs, book jackets or publishers' files.

WHAT KIND OF HIT RATE IS OUR LIBRARY GOING TO GET?

Our strength is in current English language, high distribution, monographic titles from trade, university, science/technology and some specialty publishers. Based on our experience, we would assume 10-30% of your titles to be candidates for enrichment. Some of the titles you send us will probably be government documents, music, serials, foreign language, overseas
publishers, or older titles. Some of your MARC records might be candidates for enrichment but lack an ISBN which is our primary key for finding enrichment data for you.

The beauty of working with MARCIVE is that, if you request enrichment in conjunction with any other processing (such as authorities or retrospective conversion), there is no minimum charge, so the hit rate is not so important. Even if you get standalone ongoing processing, the minimum is quite low. Every hit that you do get enhances the catalog for your patrons.

**REPORTS**

**STATISTICAL REPORT**

Libraries can receive a statistical report in electronic form at no charge.

Statistics include how many bibliographic records were examined and how many were enriched, broken down by category.

All categories for which we offer enrichment are listed, regardless of whether the library is profiled for them.

**LIST OF TITLES IN INPUT ORDER**

There is a set-up fee of $35 to begin receiving electronically a list of titles in the order the MARC records appeared in the file. There is no ongoing per record charge. The report lists only those records which were enriched.

<table>
<thead>
<tr>
<th>MARCIVE, Inc.</th>
<th>MARC Record Enrichment: Input Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>44627471</td>
<td>RJ 2001 When your child has a disability :</td>
</tr>
<tr>
<td>37594598</td>
<td>RC 1997 Addictive behaviors :</td>
</tr>
<tr>
<td>42882942</td>
<td>PS 2000 Plain and ugly Janes :</td>
</tr>
<tr>
<td>40545021</td>
<td>1998 Barbarian lens :</td>
</tr>
<tr>
<td>39951693</td>
<td>HF 1999 Act like an owner :</td>
</tr>
<tr>
<td>39756568</td>
<td>HD 1999 Listening to conflict :</td>
</tr>
<tr>
<td>39615643</td>
<td>HD 1999 Strategies for better thinking :</td>
</tr>
<tr>
<td>40668213</td>
<td>HD 1999 3 keys to empowerment :</td>
</tr>
</tbody>
</table>

**LIST OF TITLES IN PUBLICATION DATE ORDER**

There is a set-up fee of $35 to begin receiving electronically a list of titles sorted by the first four digits of the publication date (MARC tag 260 $a). There is no ongoing per record charge. The report lists only those records which were enriched.
LIST OF TITLES IN LC CLASS ORDER

There is a set-up fee of $35 to begin receiving electronically a list of titles sorted by the first two digits of the LC classification (MARC tag 050 $a). There is no ongoing per record charge. The report lists only those records which were enriched.

ESTABLISHING AN ACCOUNT

HOW DO I ESTABLISH AN ACCOUNT?

Please contact a MARCIVE representative to discuss your database enrichment requirements.

We will want to know whether you just want standalone enrichment or if this is to be in conjunction with another MARCIVE service.
**Standalone**

Or with

**Backfile authorities**

**Overnight Authorities**

Deduplication

Smart barcode creation

Retrospective conversion from shelflist

**Brief Record Upgrade**

*MarciveWeb SELECT* (or other cataloging ordering method)

We will also want to know if your bibliographic data are loaded into a shared database so that we can determine if consortium pricing is applicable.

We will send you pricing and a profile form. To establish an account we need:

- Completed profile
- Purchase order or other instructions for payment

We assign your library a billing and processing ID code and provide you with instructions for FTPing your data to us. A test will be created for your approval before we complete the project.

Once you load and index your newly enriched records, your patrons will be able to discover more books and assess the relevancy of the books they find.

**HOW DO I FILL OUT THE MARC RECORD ENRICHMENT PROFILE?**

Many of you have said that you do not know which MARC tags you want us to place the information in. When you contact your Integrated Library System (ILS) vendor reps, they may not know how to answer either. (The exception is Innovative Interfaces, Inc., which has defined some of these fields.)

We have defined default local fields for each of the tags. For example, we arbitrarily place the TIME PERIOD information in the 693 field.

Please keep in mind that your ILS has either never heard of a 693 field or has it defined as something else. Before you send us your completed profile, check your ILS tag tables for three things:

1. Will all of these arbitrarily-defined fields load? If not, add them to the table or change the MARCIVE default to a field that will load.
2. Will all of these fields index? If not, figure out which index is appropriate (probably “words” or “keywords”) and update your indexing table.
3. How will these fields display? If your system uses labels to display (for example, 245 = Title), you need to type in the labels that are appropriate. The advantage of defining each field separately is that you can label each field separately (e.g., CHARACTER/ATTRIBUTES, BIOGRAPHEE, BIOGRAPHEE QUOTE, TOPIC, GEOGRAPHIC SETTING, NON-
GEOGRAPHIC SETTING, TIME PERIOD, GENRE, AWARD). Be sure to pay attention to your ILS’s label length limit when creating labels.

If you are contemplating accepting the defaults, let your MARCIVE representative know. We will send you a small sample file to load before you mail us your profile. Our guide to the MARC Record Enrichment Profile is helpful, too.

There is currently no charge for adjusting your profile once it has been established, however if we have to re-output the data to new specifications, you will be charged a re-output fee.
## PRICING

### MARC Record Enrichment Only

**Pricing for BACKFILE PROJECTS**
- Table of Contents, per hit: $0.55
- Fiction/Biography enrichment, per hit: $0.55
- Summaries or annotations, per hit: $0.35

There is a minimum project charge depending on the number of incoming records:
- Up to 10,000 incoming records: $35 minimum
- 10,001-100,000 incoming records: $100 minimum
- 100,001-500,000 incoming records: $200 minimum
- Over 500,000 records: $0.0004 per record loading fee

**Pricing for ONGOING customers**
- Table of Contents, per hit: $0.55 ($35 minimum, per batch)
- Fiction/Biography enrichment, per hit: $0.55 ($35 minimum, per batch)
- Summaries or annotations, per hit: $0.35 ($35 minimum, per batch)

### MARC Record Enrichment + Overnight Authorities

Supplemental pricing for **OVERNIGHT AUTHORITIES** customers
- Table of Contents, per hit: $0.55 (no minimum)
- Fiction/Biography enrichment, per hit: $0.55 (no minimum)
- Summaries or annotations, per hit: $0.35 (no minimum)

### MARC Record Enrichment + Backfile Authorities Processing

Supplemental pricing for **AUTHORITIES PROCESSING** customers
- Table of Contents, per hit: $0.55 (no minimum)
- Fiction/Biography enrichment, per hit: $0.55 (no minimum)
- Summaries or annotations, per hit: $0.35 (no minimum)

### MARC Record Enrichment + Brief Record Upgrade

- Table of Contents, per hit: $0.55 (no minimum)
- Fiction/Biography enrichment, per hit: $0.55 (no minimum)
- Summaries or annotations, per hit: $0.35 (no minimum)