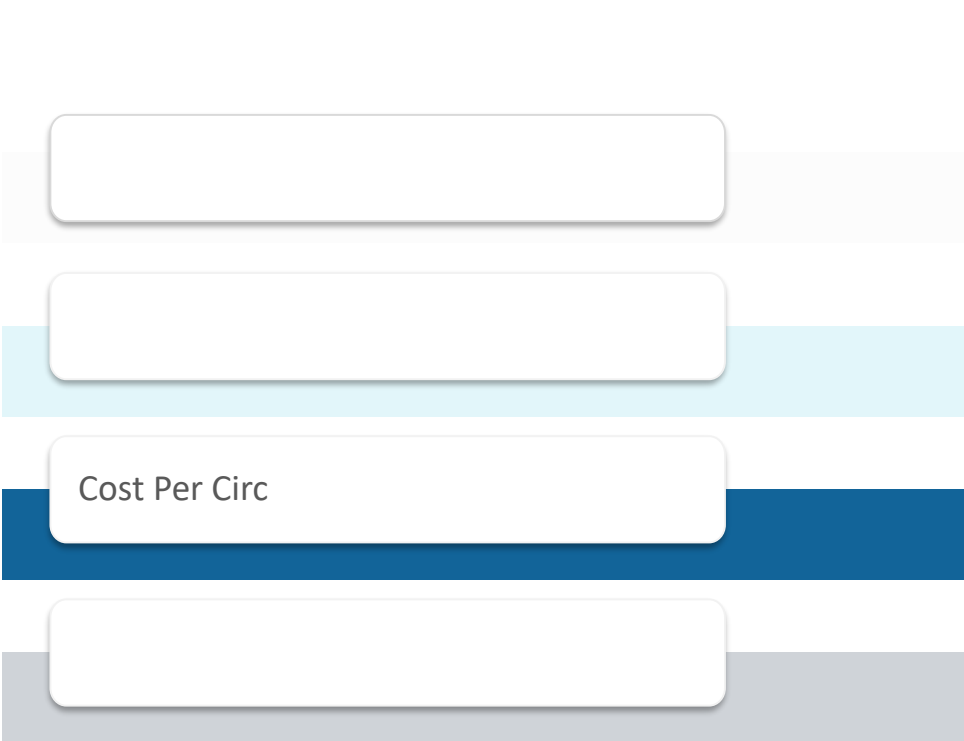


Getting Started with Lending Models

PART FOUR: Cost Per Circ (CPC)

Cost Per Circ



Where do I view and purchase Cost Per Circ titles?

The screenshot shows the OverDrive Marketplace interface. At the top, there's a navigation bar with the OverDrive logo, a search bar, and various utility buttons like 'CARTS' and 'Create cart'. Below the navigation bar, there's a sidebar with 'Must-haves' and 'All saved searches' sections. The main content area is titled 'Fall Chinese Content Sale - All Titles' and features three book covers. Each book cover includes an 'ADD TO NEW CART' button and pricing information.

Title	Author	Original Price	Current Price	Ends	Format
月亮狼	耿彦红文, et al.	\$15.12	\$11.34	11/05/2020	Ebook
虫之语	顾媛	\$9.24	\$6.93	11/05/2020	Ebook
金牌邮递员	郑春华著, et al.	\$17.64	\$13.23	11/05/2020	Ebook

When should I choose Cost Per Circ titles?

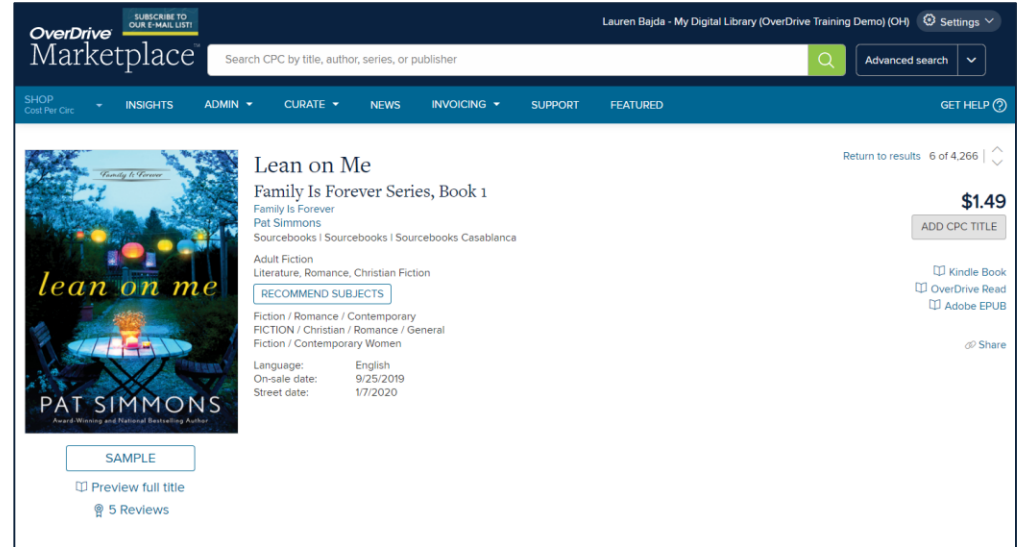
Test out different genres, authors, and languages.

Fulfill holds less expensively by finding the “sweet spot”.

Search for a featured title.

Look to add audiobooks at a lower price point.

Desire to take part in sale.



The screenshot displays the OverDrive Marketplace website. At the top, there is a navigation bar with the OverDrive logo, a search bar, and a settings menu. Below the navigation bar, there is a main content area. On the left, there is a book cover for 'Lean on Me' by Pat Simmons, featuring a night scene with a table and chairs under string lights. To the right of the cover, the book title 'Lean on Me' is displayed, followed by the series information 'Family Is Forever Series, Book 1' and the author 'Pat Simmons'. Below this, there are several buttons: 'RECOMMEND SUBJECTS', 'SAMPLE', 'Preview full title', and '5 Reviews'. On the far right, the price '\$1.49' is shown, along with an 'ADD CPC TITLE' button and a list of available formats: Kindle Book, OverDrive Read, and Adobe EPUB. The top right corner of the page shows the user's name 'Lauren Bajda - My Digital Library (OverDrive Training Demo) (OH)' and a 'Settings' dropdown menu.

OverDrive[®]

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