

# Marketplace Masterclass

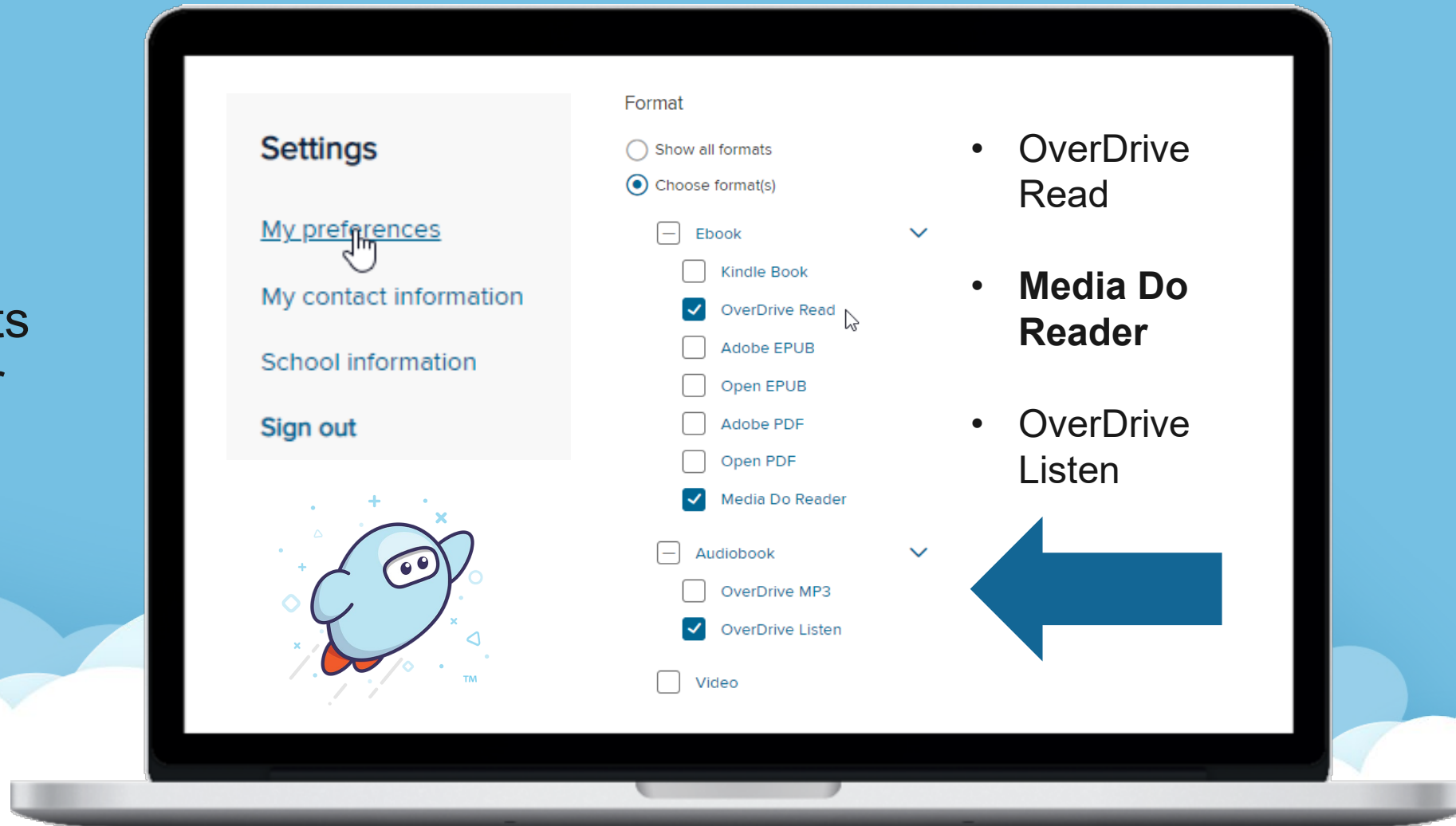
For Educators

With Sora Librarian:  
Barbara Bailey



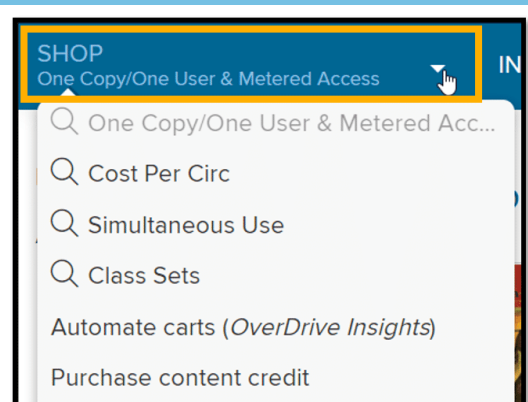
# Shopping in Marketplace

- Set Personal Preferences to make shopping easier
- Sora now supports Media Do Reader format for ebooks (mainly manga)



# Understanding Lending Models

- OC/OU and MA are the traditional ebook and audiobook lending models
- To explore additional lending models, use the Shop drop-down menu



## One Copy/One User (OC/OU)

- Titles borrowed by one user at a time
- Never Expire from the collection

## Metered Access (MA)

- Titles borrowed by one user at a time
- Expire from the collection
- Metered by time, checkouts, or both

## Metered Access (MA) Concurrent Users

- Titles borrowed by multiple users at a time, up to the number of allotted checkouts
- Expire after set number of checkouts (typically 50 or 100)

# Understanding Lending Models

- To access Class Sets, Cost per Circ, or Simultaneous Use, switch the Shop mode in the upper left corner of Marketplace

When kids want to read they can, with no holds!

Save money by only paying for what you need

## Cost per Circ. (CPC)

- Titles borrowed simultaneously until budget runs out
- Pay only when title is borrowed

## Simultaneous Use (SU)


- Titles borrowed simultaneously
- Usually expire after a set time.
- Project Gutenberg titles never expire

## Class Sets/On-demand Licenses

- Titles are rented to a specific set of users for a predetermined length of time
- Titles are automatically checked out on chosen start date

# Shopping in Marketplace

- Refining and understanding Search Results
- Filters are your friend! You can even filter by critical reviews, read-along features, and more!



▼ Reviewed by

☐ AudioFile Magazine

☐ Booklist

☐ DOGO Books

☐ Kirkus

☐ Library Journal

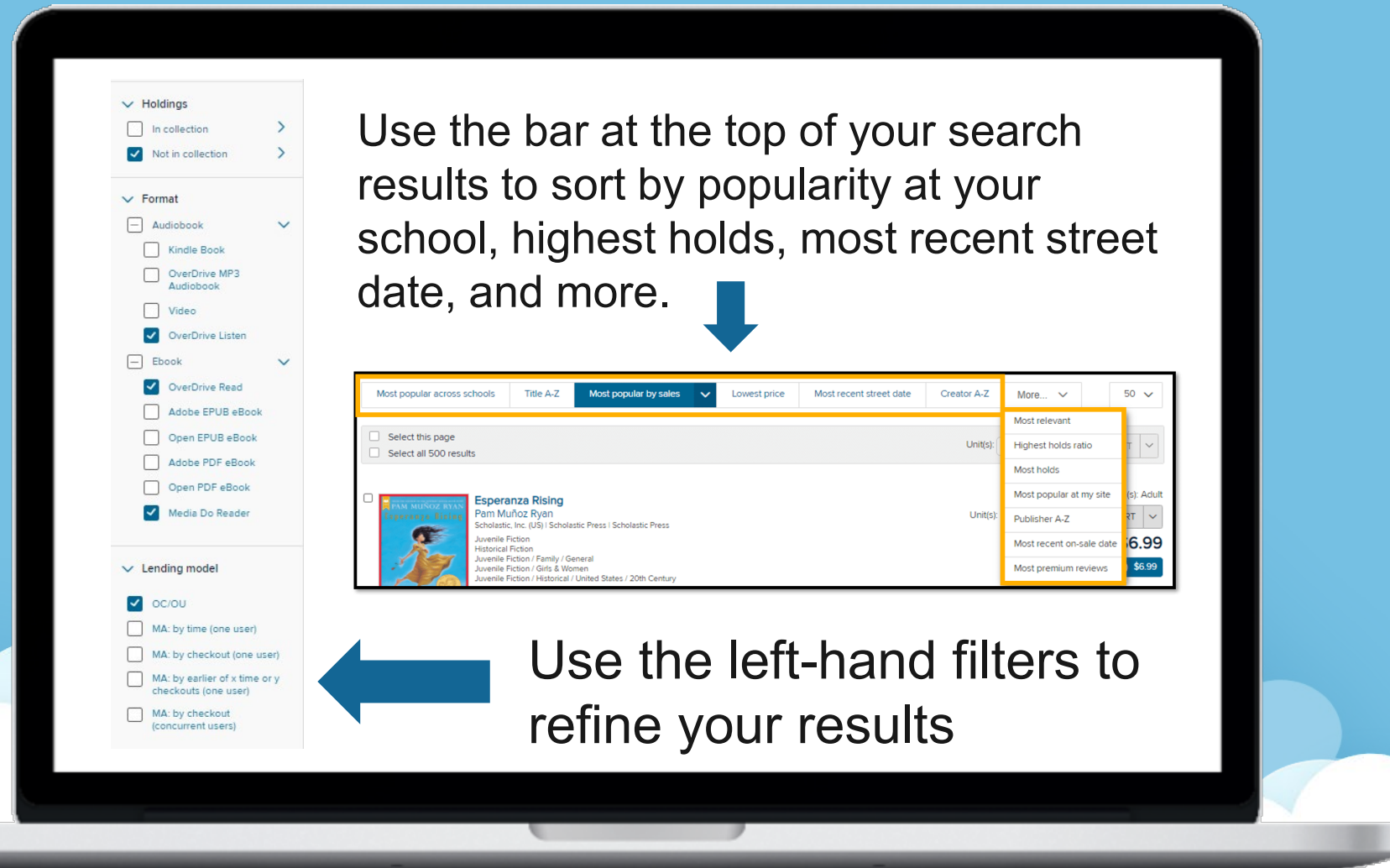
☐ Publisher's Weekly

☒ School Library Journal

▼ Special features

☐ Fixed layout

☒ Read-Along

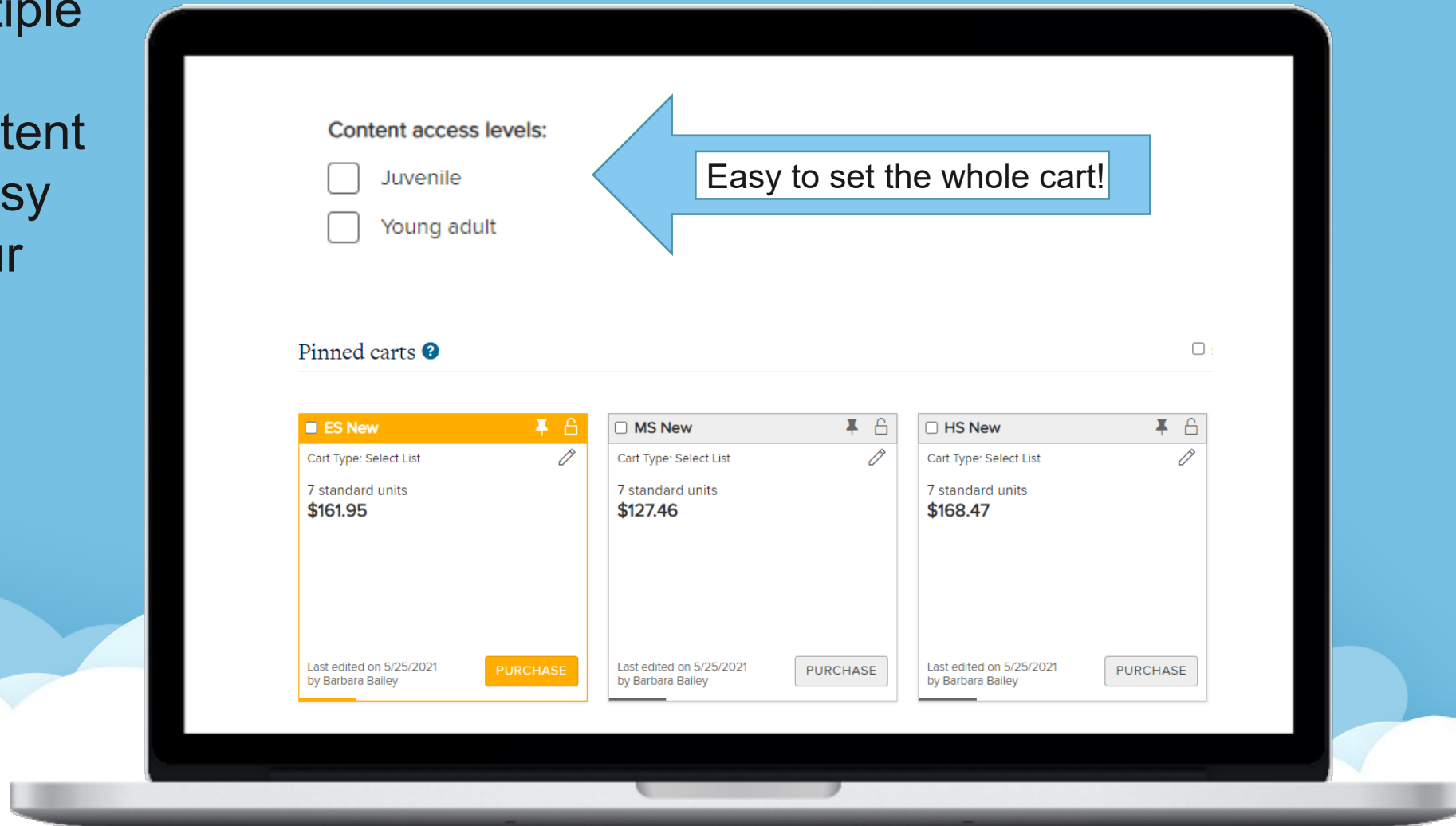


# Shopping in Marketplace

- Shopping for multiple grade levels?  
Make setting Content Access Levels easy by separating your titles into grade-banded carts



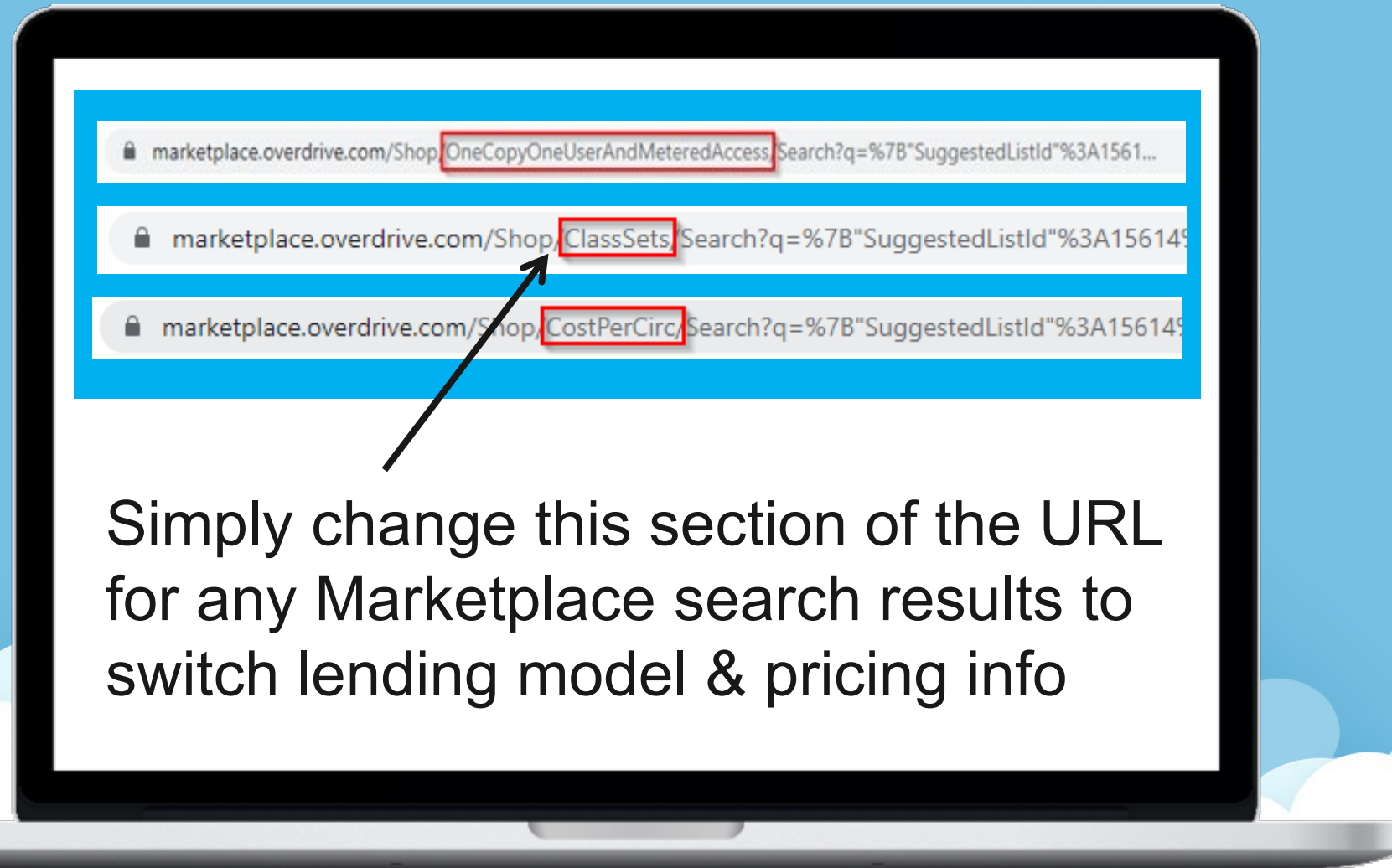
TM





# Tips & Tricks from your Sora Librarian

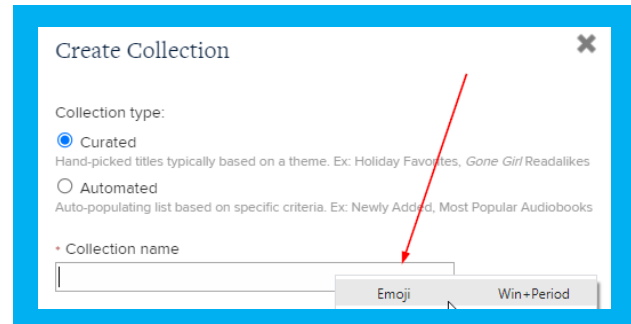
- Use the "URL Hack" to switch any search results from One Copy One User and Metered Access to **Class Sets** or **Cost Per Circ** pricing (if applicable)
- *This hack does not work for Simultaneous Use titles*



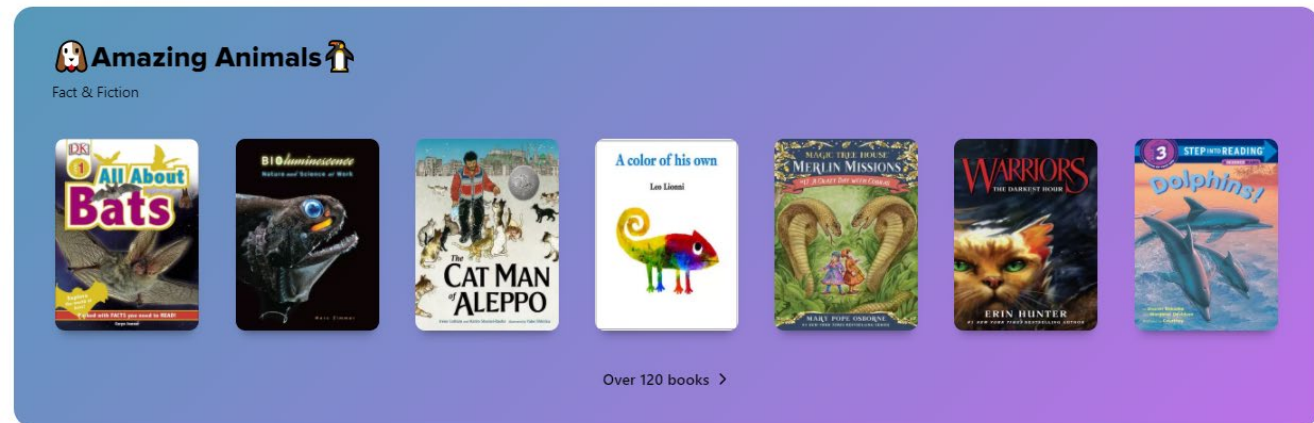
Simply change this section of the URL for any Marketplace search results to switch lending model & pricing info

# Tips & Tricks from your Sora Librarian

- In Marketplace Curation you can build and publish custom collections for Sora that make browsing easy and fun!
- Create hand-curated or automated collections to fit your needs



You can even add emojis to collection names in Chrome by right clicking in the Collection Name box





# Last Chance to Enter to Win the Tablet!



# Tips & Tricks from your Sora Librarian

- The "URL Hack" works for curation too!

Simply change  
**"OneCopyOneUserAnd  
MeteredAccess"** to  
**"Curate"** and hit Enter to  
see which titles from any  
list are in your collection!

## Some Suggested Collections:

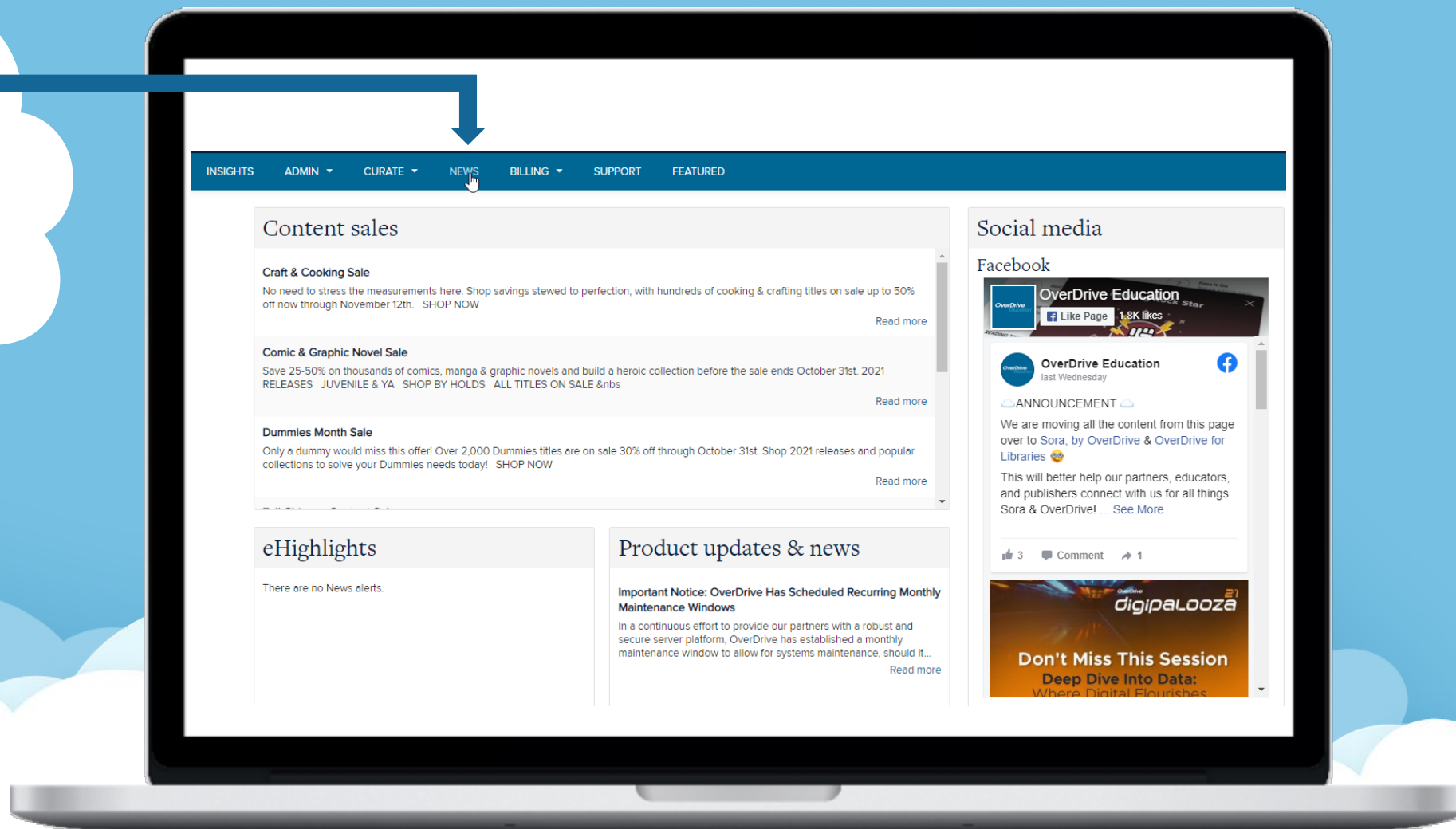
- Great Graphic Novels
- 😂 Seriously Funny! 🤔
- ❤️ Love is in the Air ❤️
- Middle School Must Reads
- 🏆 2021 Youth Media Awards
- Battle of the Books
- 🔍 It's a Mystery
- Always Available (Simultaneous Use)
- Always Available Classics (Duke)
- Libros en español (Spanish bundle)
- Series Starters (1st in a series)
- ⚡ Magical Adventures 🧙
- Meet Someone New (bios)
- Learn Something New (NF)
- Black Lives in Fact & Fiction
- 🇺🇸 Read with Pride
- 🎧 Read with Your Ears! 🗣️ (J Audio)
- Teens - Listen Up! (YA Audio)
- #WeNeedDiverseBooks
- Read-Alongs
- Picture Books
- Beginner Readers

marketplace.overdrive.com/Shop/OneCopyOneUserAndMeteredAccess/Search?q=%7B"SuggestedListId"%3A115205

Curate from **any** list on the Resource Center easily!

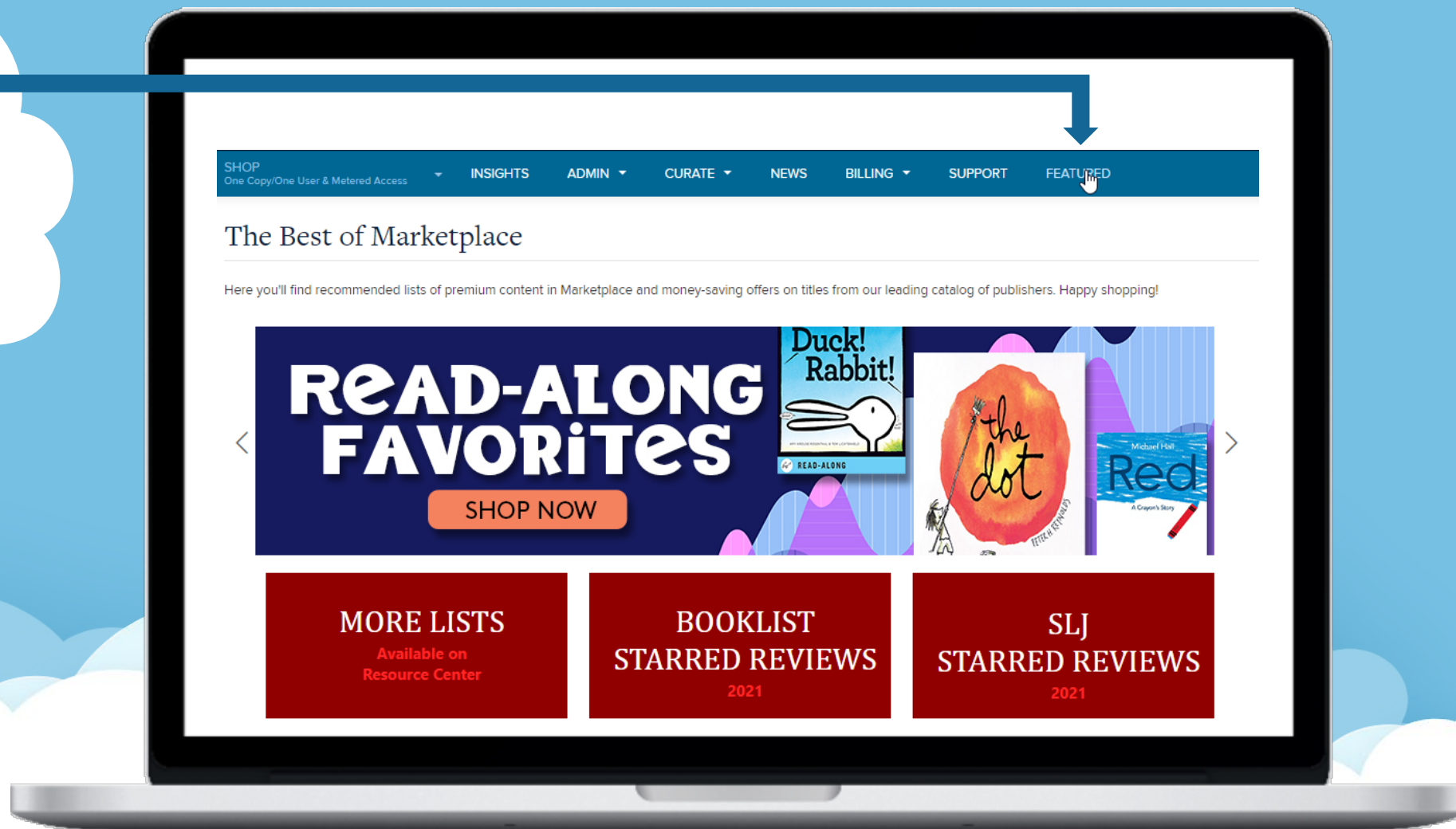
# Making the Most of Marketplace

Be sure to check  
the **News** tab often  
for sales, updates,  
and more!



# Making the Most of Marketplace

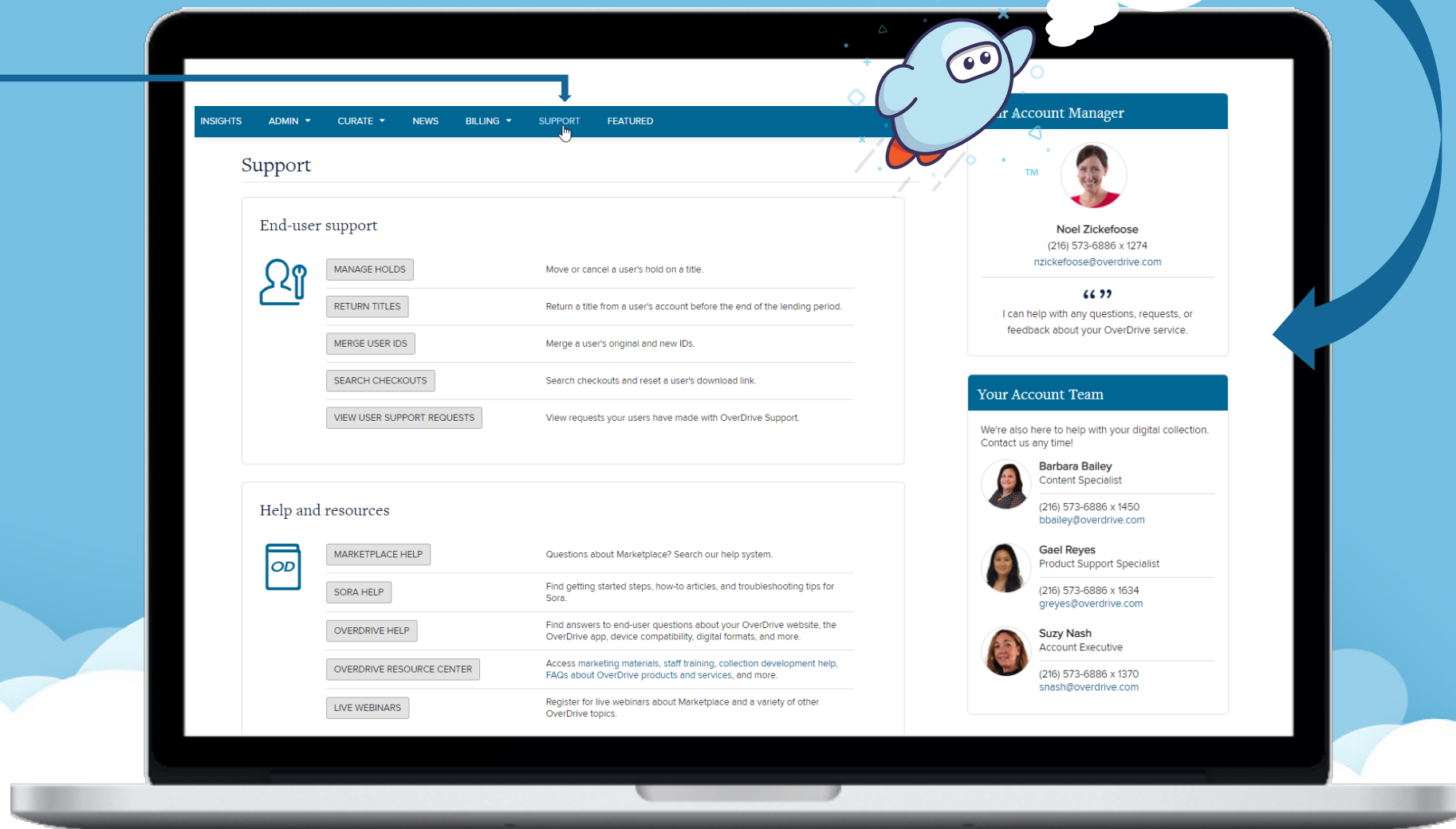
The **Featured** tab highlights seasonal shopping lists so you don't have to search for them.



# Making the Most of Marketplace

- The Support tab will become a fast favorite!
- Find End-User Support, Marketplace Help, and best of all...your Sora team's contact information!

Your Sora team!





# Making the Most of Marketplace

- The Resource Center can be directly accessed from the Support Tab—this is great to bookmark!

## Help and resources



MARKETPLACE HELP

Questions about Marketplace? Search our help system.

SORA HELP

Find getting started steps, how-to articles, and troubleshooting tips for Sora.

OVERDRIVE HELP

Find answers to end-user questions about your OverDrive website, the OverDrive app, device compatibility, digital formats, and more.

OVERDRIVE RESOURCE CENTER

Access marketing materials, staff training, collection development help, FAQs about OverDrive products and services, and more.

LIVE WEBINARS

Register for live webinars about Marketplace and a variety of other OverDrive topics.



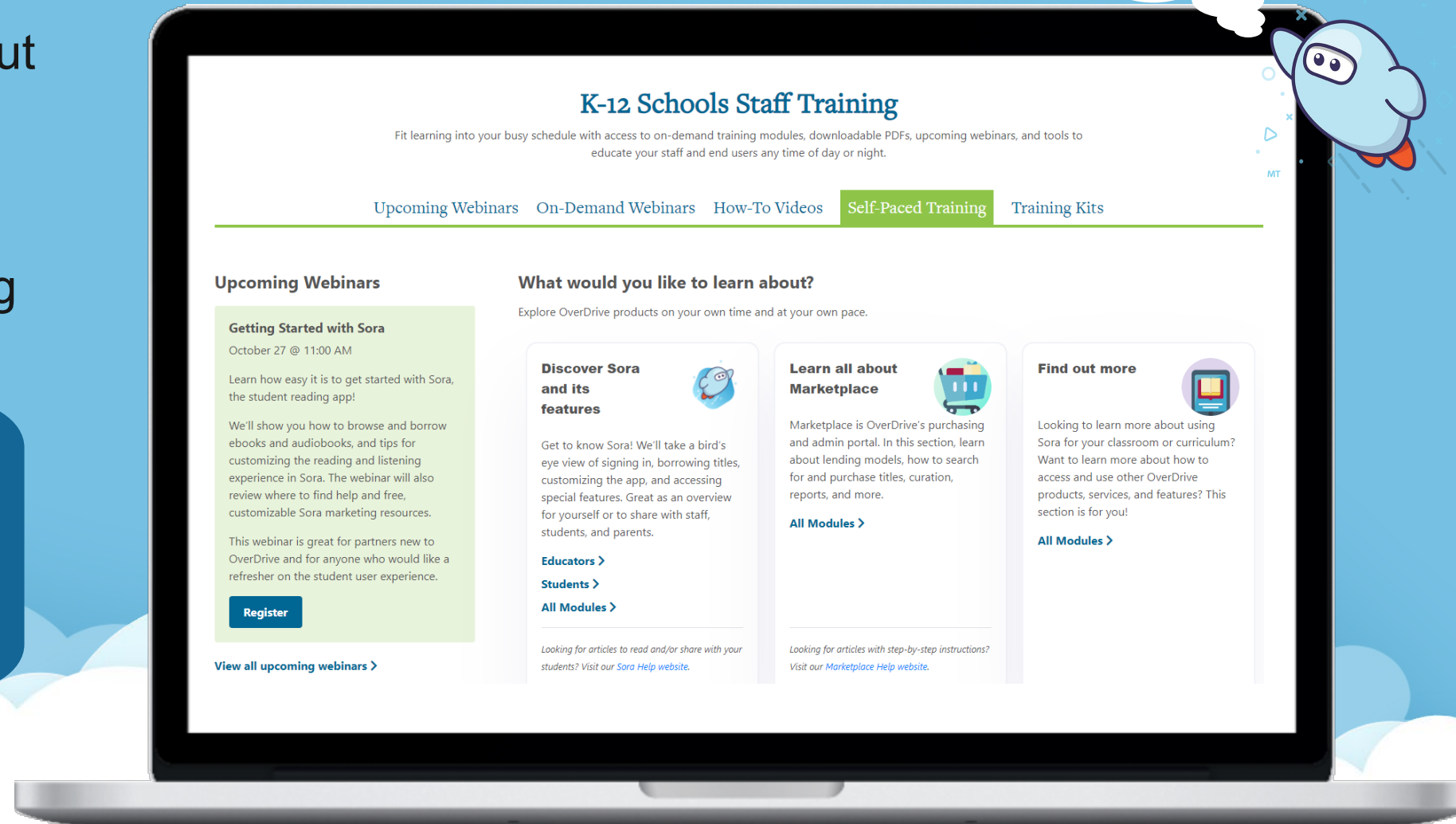


# Making the Most of Marketplace

Short modules you can complete on your own timeline!

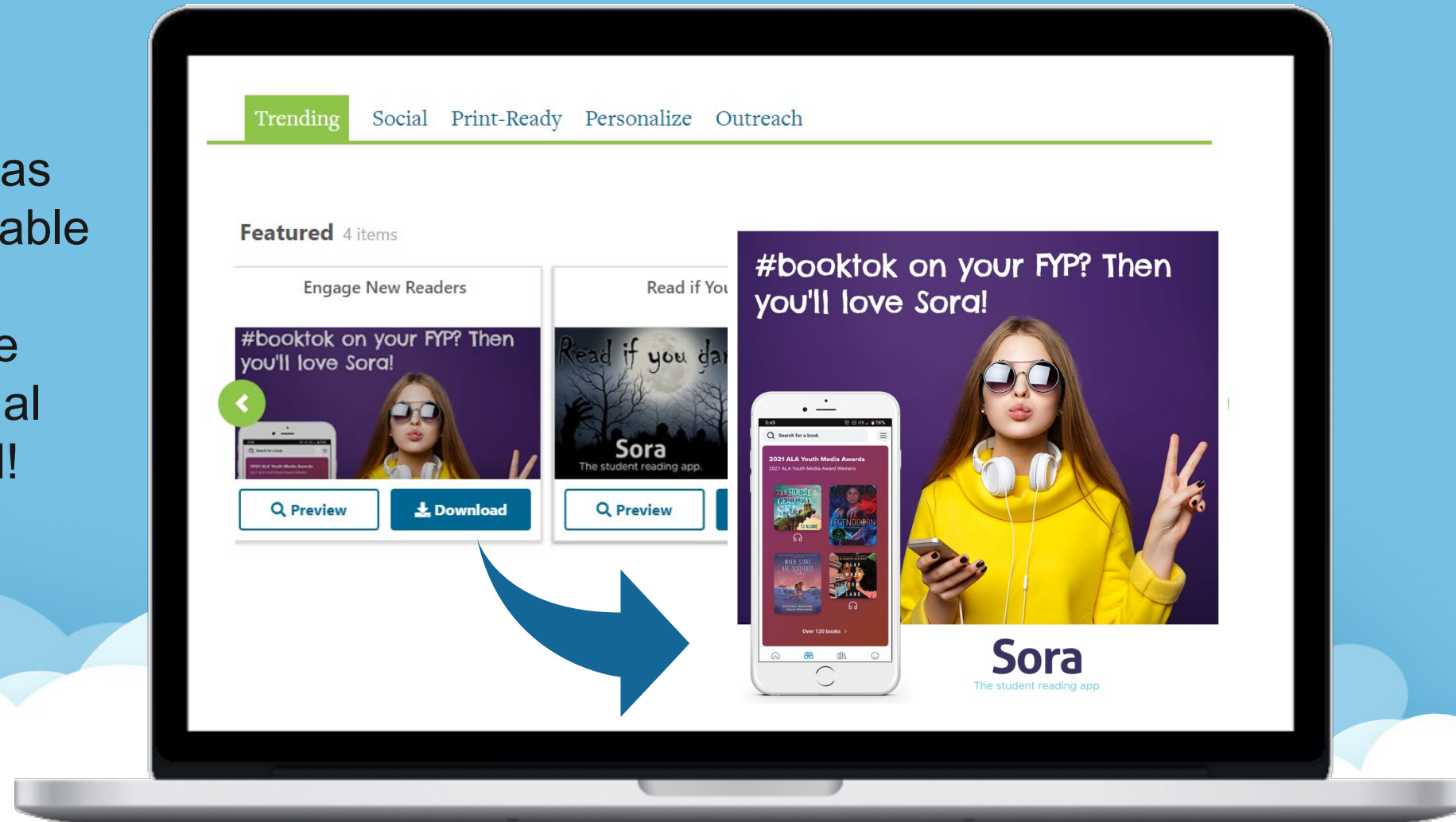
- Be sure to check out all the amazing training resources, including our new Self-Paced Training Modules!

These are great to share with teachers and librarians in your school!



# Making the Most of Marketplace

- Don't forget about Marketing! The Resource Center has amazing downloadable marketing kits to promote Sora in the classroom, on Social Media, and beyond!



# Questions?

Learn more

Sora Help - [help.soraapp.com](https://help.soraapp.com).

Marketplace Help - [help.marketplace.overdrive.com](https://help.marketplace.overdrive.com).

Resource Center - [resources.overdrive.com](https://resources.overdrive.com).

- [Staff Training](#)
- [Curriculum Resources](#)



## Sora

The student reading app

Follow us on social! [@sorareadingapp](#)



[discoversora.com](https://discoversora.com)