

## Are you storing microfilm or print census materials? Are your census collections underutilized?

Even a relatively modest collection of census materials can take up considerable amounts of shelf and floor space. What's more, the very nature of print and microform collections limits access for researchers unable to visit the library in person or those unfamiliar with microfilm equipment.

► **Increase access to census content and replace your physical holdings with East View's Global Census Archive**

The **Global Census Archive® (GCA)** is an extensive collection of official census materials ranging from web-harvested resources to physical content (microfilm, print, etc.) made digitally available on one platform that encompasses the entire world. GCA continues to expand with the acquisition of censuses both modern and historical, including the landmark International Population Census (IPC) collection, which is held by academic institutions around the world in its original microfilm format.

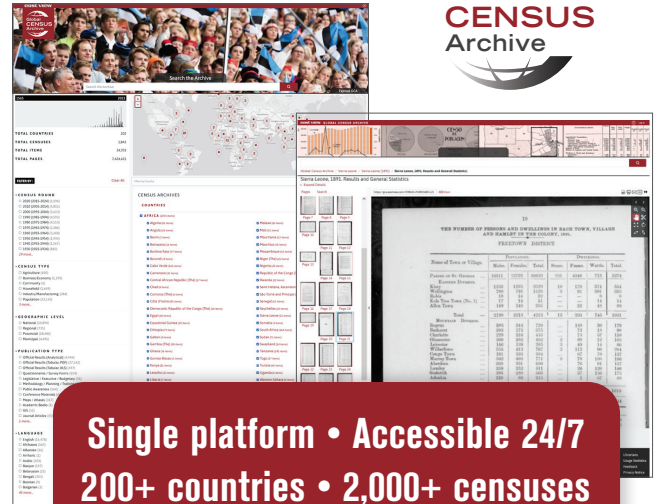
### Expand Access and Save Valuable Shelf Space with GCA

Go from storing this...



**GCA's content is equivalent to  
5,000+ reels of microfilm or  
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**Single platform • Accessible 24/7  
200+ countries • 2,000+ censuses  
39,000+ items • 8 million+ pages**

GCA provides a single platform experience to explore the world's census publications, including original census publications in e-book form, as well as modern tabular data in Excel format and GIS files for advanced users. The GCA platform features IP authentication, usage statistics, unlimited simultaneous users, full-image/full-text content, cross-searching, page-level digitization with hit-term highlighting, full-screen browsing, and more. Content can be purchased by country, census round, region, and more.

► **Replace your physical census holdings—in part or in whole—and gain back valuable shelf space with GCA**

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