

Beyond Print *Content enhancement services*

Offer Readers More

Article-By-Article Publication

Leading edge research articles are increasingly read and cited before they are published as part of a traditional journal issue. Use IngentaConnect's Fast Track system to give your authors and readers access to the latest thinking prior to publication.

You decide what content you make available, when, and for how long. Using an intuitive and secure system you can add, edit and delete content at any time you wish.

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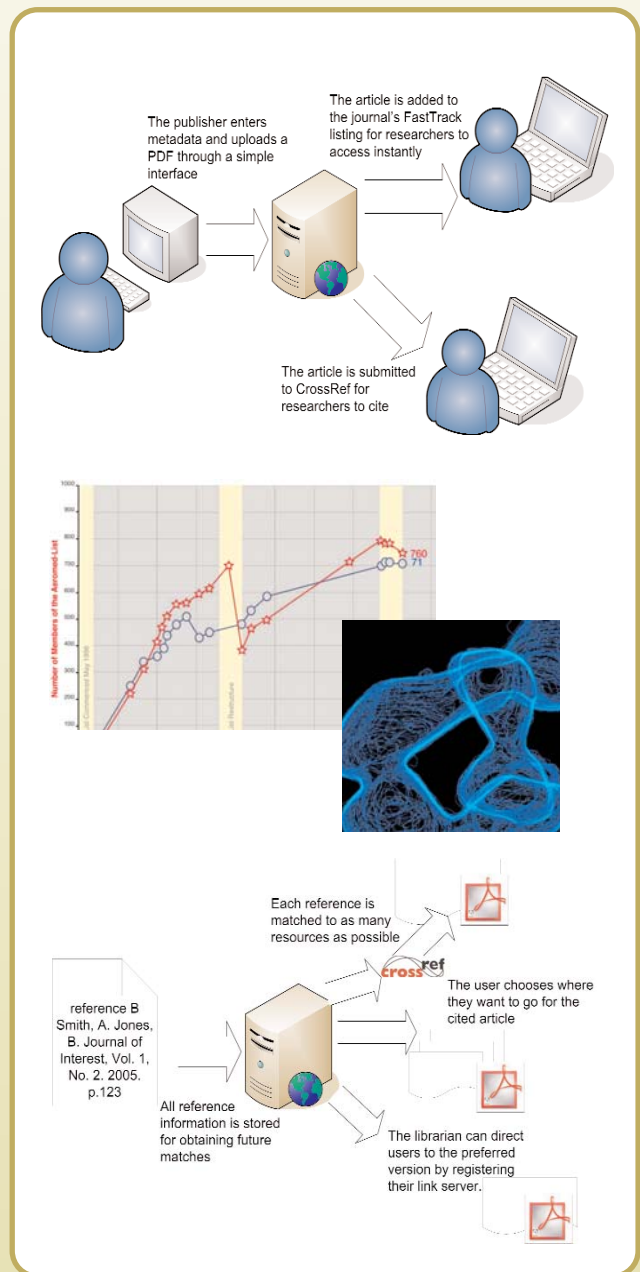
Research is more than the final article, and studies show that STM users in particular are eager to access more than just the end result. Make raw data and thematic resources easily accessible to readers to support comprehensive evaluation of your literature.

Using our intuitive and secure system you can add supplementary data at journal, issue and article level; you can edit and delete content at any time you wish.

Provide a Simple Route to Cited & Citing Articles

Don't force your readers back into the stacks. Take the reader directly to the articles cited in your publication, whether they're available on IngentaConnect or from one of the 1600 publishers and partners in our linking network.

In addition, IngentaConnect enables authors and readers to link forward to "future" articles citing the article they are reading.



Generate Quality Leads

IngentaConnect places your content in front of a global audience of researchers. As a publisher you can capitalize on this by offering free trials to IngentaConnect users. Simply offer temporary access to some or all of your content and in return, receive information on your potential subscribers.

Take advantage of the leads gathered, generating a database of potential subscribers that can be used to drive future sales through targeted marketing campaigns.

Create New Revenue Streams

Take advantage of Ingenta's sophisticated e-commerce technology to generate new revenue from your content. IngentaConnect can help you reduce administrative costs whilst at the same time enabling you to respond more efficiently to change.

Ingenta's Connect Collections enable librarians to license subsets of IngentaConnect's full journal list, usually themed by subject, offered either by a single publisher or by a group of co-operating publishers.

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Greater Visibility for Your Brand

ByDesign is a cost-effective way to provide your customers with IngentaConnect's sophisticated online content services through your own website. Providing feature-rich online access within your existing platform reinforces your brand and is easily recognizable by your customers.

Supporting the high-level functionality required by users can be prohibitively expensive to manage in-house. ByDesign enables you to offer everything from e-commerce and current awareness alerts to full text access – all fully branded to replicate the look and feel of your own website.

Protect Your Content

As a publisher your content is your most valuable commodity and protecting it from being reproduced and disseminated incorrectly is crucial. Ingenta's watermarking service offers the perfect solution.

Over the years, Ingenta has developed an advanced authentication system designed to ensure that only recognized users gain access to your content. Our watermarking service provides you with the additional security you may require for your online content. A symbol of identification is embedded into your document, which then appears behind the article when downloaded as a PDF.

Provide Time-limited Article Access to Authors

If you supply senior or corresponding authors with free offprints, have you considered providing them with access to the PDF article instead? Perhaps you occasionally publish corporate-sponsored articles or supplements and would like to be able to provide a particular user group with time-limited access to the article in question?

IngentaConnect supports an author offprint service to facilitate provision of PDF offprints. You just need to determine the time period for which you are prepared to allow access, and our system will generate a pre-authenticated, time-restricted link for you to circulate to your chosen recipients.

**For more information on any of the services above, contact a the Ingenta sales team:
E: ed.mclean@ingenta.com, T: +44 1865 397881, or visit
www.ingentaconnect.com for further details.**

Alternatively, ask your client manager how Ingenta's publisher services can work for you.

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