



Linking and Distribution Services

Extending your global visibility

With over 40 linking agreements now in place, and Ingenta-hosted content accessible via over 600 web services, Ingenta has created the largest linking network in its market.

When your publications are available via Ingenta, you are automatically provided with a distribution channel that reaches more than 19,000 registered institutions worldwide. But not all individual researchers will begin their research at Ingenta, and it's important to ensure that you are getting your content in front of them too, wherever their web entry point. Ingenta can help you by disseminating your content to the widest network of distribution partners.

Who are these linking and distribution partners, and what can you do to get started?

CrossRef



Who are they?

A publisher-driven initiative to facilitate reference linking using the DOI (digital object identifier). Ingenta is a CrossRef agent and enables DOI linking as a complement to its own suite of reference linking services.

What do they do?

Publishers with reference linking can join CrossRef through Ingenta, enabling them to add DOIs to published content. DOIs for each article are deposited in CrossRef's database along with a URL so that users of the DOI will be directed to the full text. CrossRef also operates a forward linking service, with which Ingenta can also assist participating publishers.

Why would I work with them?

To increase traffic to content from other CrossRef publishers and affiliates, and to add further reference linking options to those already offered by Ingenta.

How do I get started?

Your client manager can provide you with information about joining CrossRef, and Ingenta can handle all technical arrangements such as DOI management and deposit/query processes. Note that CrossRef does levy a membership fee and a fee for depositing DOIs, but Ingenta makes no charge of its own for this service.

Subscription Agents

Who are they?

Examples include Swets Information Services and EBSCO EJS.



What do they do?

Sell subscriptions to libraries on behalf of publishers, and operate "gateways" such as SwetsWise and EBSCOHost EJS to facilitate libraries' access to online content through a single website.

Why would I work with them?

To further increase the visibility and value of your content by making it easier for more libraries to access it.

How do I get started?

You may already have agreements with subscription agents that you can extend to include the electronic side. If not, your client manager can supply you with contact details of Ingenta's existing partners, to assist you in setting up new agreements. You will need to sign a standard contract with each agent but Ingenta can handle all technical arrangements on your behalf. You maintain control over your content since all users are directed to the full text at Ingenta.

What does Ingenta need to know?

Which of your titles you have included in the agreement, whether the agreement covers the back-file too, how you would like authentication to be handled.

Abstracting & Indexing Databases

Who are they?



Examples include databases like the National Library of Medicine's PubMed, but Ingenta also works with numerous smaller databases to assist publishers in more specialist areas.



Linking and Distribution Services

What do they do?

Index content by building a database of citation information - article titles with their associated authors etc.; keywords and abstracts are often also included. Since these databases have migrated to the Internet, they have increasingly enhanced their value by adding links to the full text of the cited article wherever it is hosted.

Why would I work with them?

Many researchers will be less familiar with generic e-journal platforms, but will use subject-specific databases to begin their research. Titles indexed in such databases will therefore reach a wider audience; some prestigious databases are very selective but add value to your publication by targeting niche markets. Again, users are directed to the full text at Ingenta.

How do I get started?

In many cases, links to your content from such databases may already exist, because Ingenta circulates its title list to a broad range of database owners and aggregators, along with the syntax they need to use to implement article-level links. If your journal has already been indexed by A&I services you should check whether links to the full text have already been implemented - if not, Ingenta can facilitate this at no cost to you. If you want to set up new indexing arrangements, many A&I databases continue to index from hard copy - but Ingenta can also set up distribution relationships to enable them to index via an electronic data feed (this may incur a fee).

What does Ingenta need to know?

Which of your titles you would like to be indexed, whether the agreement covers the back file. Under the terms of A&I agreements, Ingenta usually handles all authentication.

Document Delivery Suppliers

Who are they?

Companies such as Infotrieve.



What do they do?

Sell individual articles, delivered both electronically or by mail/fax.

Why would I work with them?

To increase non-subscription revenues by tapping the lucrative document delivery market.

How do I get started?

You will need to sign a contract with each supplier, but Ingenta can handle the technical arrangements including sending header metadata to populate the supplier's database, and fulfilling full text document requests. Ingenta does levy a charge to cover costs.

What does Ingenta need to know?

Which titles and which publication years (if not all) you have included in your agreement.

Full-Text Aggregators

Who are they?

Companies such as EBSCOHost.



What do they do?

License full text content from publishers for resale in database packages - offering full text access to broad sets of content as an alternative to individual subscriptions.

Why would I work with them?

Full-text packages can complement subscription revenues and maximize the value of your content, particularly back files.

How do I get started?

You will need to sign an agreement, but Ingenta can handle the technical arrangements including delivery of header metadata and full text PDFs. Ingenta does levy a charge to cover the costs of this service.

Ingenta's unrivalled linking network now covers over 40 partners. If you are interested in finding out how you can expand your distribution to over 600 web services with Ingenta, please visit www.ingentaconnect.com or contact a member of the Ingenta sales team. - email: ussales@ingenta.com, telephone: +1 401 331 2014