

ingentaconnect™ | search. browse. discover.

## Linking and distribution services

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

### Extending your global visibility

ingentaconnect works with a number of linking and distribution partners to ensure your content gets maximum visibility.

#### **Cross Ref**

A publisher-driven initiative to facilitate reference linking using the DOI (digital object identifier). ingentaconnect 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 ingentaconnect, 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 ingentaconnect 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 ingentaconnect.

#### **How do I get started?**

Your client manager can provide you with information about joining CrossRef, and ingentaconnect 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 Publishing Technology 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 existing partners, to assist you in setting up new agreements. You will need to sign a standard contract with each agent but Publishing Technology can handle all technical arrangements on your behalf. You maintain control over your content since all users are directed to the full text at ingentaconnect.

### What does Publishing Technology 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.

## 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 Publishing Technology can handle the technical arrangements including sending header metadata to populate the supplier's database, and fulfilling full text document requests. Publishing Technology does levy a charge to cover costs.

### What does Publishing Technology need to know?

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

## Document Delivery Suppliers

### 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 ingentaconnect can handle the technical arrangements including delivery of header metadata and full text PDFs. Publishing Technology does levy a charge to cover the costs of this service.