

Backfiles

Create an online archive for your publications

Raise the profile of your content

In the past, preservation of printed publications was largely the preserve of the library but in the electronic era many publishers see the digitization of their archive as an obligation to the scientific community, and a chance to increase the brand value of the publication. Ingenta can help to realize this commitment and make available electronic versions of your scientific heritage while supporting the appropriate business model for your end users.



Whether you are looking to make available online a complete archive at one time or would prefer to add issues on an incremental basis, Ingenta's fixed-cost-per-issue pricing means that you can make clear-cut decisions in line with your budget. And, once you have decided, that process is simple - you provide us with PDF or SGML files and we do the rest.

Benefits of making backfiles available online include:

Adding value to your content

Hosting your backfiles with Ingenta means that your content is automatically exposed to more than 19,000 registered libraries currently using the IngentaConnect service, raising the visibility of your publications and increasing brand identity.

Potential new revenue opportunities

Depending on your chosen business model, giving readers online access to your backfiles can provide you with the ability to generate revenue from pay-per-view article sales.

Increased traffic to your content

Providing online access to your backfiles allows many users to access the content at the same time, rather than having to locate and perhaps wait for the one or two issues on the shelf.

You control who accesses your publications

You may decide to allow access to those who were subscribed at the time of publication or provide existing subscribers with free back issues thereby encouraging increased usage and subscriptions.

A readily available archive

As more titles are published, past issues are often stored away from the library shelves. A searchable electronic archive, indexed by Google, ensures that all historical issues continue to be consulted and remain part of the research record.

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