

ingenta*by*design

Branding Opportunities: Ingenta*by*Design

You want to create a unique platform for your publications, one that allows you to maintain full control of the website and its content, gives you the flexibility to package and sell your content as you require, and is fully branded in a way that your readers will recognize.

Ingenta's *by*Design solution gives you the freedom to achieve your own online presence, while at the same time integrating your content with the extensive functionality of IngentaConnect.



Ingenta*by*Design complements IngentaConnect's production, hosting and delivery services by providing an entirely publisher-branded view onto Connect-hosted content, thus presenting you with a value-for-money publications website that precisely replicates your own brand, and enables seamless full text access and searching within your own environment.

The service includes popular end-user features such as RSS feeds, branded email alerting, various e-commerce options and marked lists.

Why choose *by*Design?

Simplicity

*by*Design is a simple way to provide your customers with sophisticated online content services within your own website.

Revenue

New revenue streams can be generated by offering online subscription, issue and article sales through your website.

Renewals

You have invested in your website, and have an audience of members or subscribers entitled to access your publications. Provide them with the benefit of an online journal, accessible with their membership login, to guarantee subscription renewals.

Reputation

Providing online access within your own website will reinforce the brand of your publications.

How does *by*Design work?

Not only will you benefit from your content being hosted on IngentaConnect's delivery platform, your branding will be replicated on a series of pages including tables of contents for each issue, abstract page for each article and article purchase pages to establish your own online presence.

We offer seamless access to your content via links from your site to these pages.

Automatic updates are made so that your site is up-to-date with IngentaConnect, and your branded email alerts go out with each new issue that is published online.

You choose the additional services for your site, including searching, email alerts, RSS feeds, marked lists, e-commerce, supplementary data and more.

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continued
overleaf

IngentaConnect: Production, Hosting and Delivery Services

You want to deliver your content online to your audience, but you need to do it on your terms. You require a **cost-effective** channel that delivers faithfully rendered and fully searchable content, has access to a **global distribution** network, and provides a platform that supports **online authorization** and access for your readers.

Ingenta offers a proven e-publishing service created to get your content online quickly, easily, and affordably. Giving your content global visibility via www.ingentaconnect.com, Ingenta takes care of your online requirements:

You control the online process

- ▶ View the progress of your data inputs.
- ▶ Set the rules for who sees your content.
- ▶ Decide how much users pay for individual articles and online subscriptions.
- ▶ Choose the information and logos you include on your publication homepage.

Global visibility, driving readership and sales

- ▶ Make your content available via the largest linking and distribution network in the industry with millions of visitors each month.
- ▶ Be secure in the knowledge that your readers can find your content quickly and easily from a selection of online resources, whether from a library website, an A&I service, or a search engine such as Google.

Value for money

- ▶ Select a complete online service at an all-inclusive price that you can afford.

Security and stability

- ▶ Use open standards technology, via Ingenta's sophisticated and secure authentication systems.

Sales generation

- ▶ Generate new income from individual article and subscription sales online.

Dedicated support

- ▶ Be supported by Client Managers dedicated to your needs and available to answer your questions.
- ▶ Use web-based tools to track the progress of your content's upload and delivery.
- ▶ Access our publisher statistics package and discover how your content is being found and what is being viewed and downloaded.

Service for your customers

- ▶ Benefit from repeat visits from your readers as they take advantage of Ingenta's easy online activation for libraries and a host of online personalization features, including email alerting and saved searches.
- ▶ See an increase in pay-per-view activity if libraries set up Ingenta deposit accounts.
- ▶ Increased access to your content can equate to higher ISI rankings and renewals for your publications.

**To find out how you can get started, contact a member of the Ingenta sales team:
E: ed.mclean@ingenta.com, T: +44 1865 397881, or visit
www.ingentaconnect.com for further information.**

Alternatively, ask your client manager how Ingenta*by*Design can work for you.

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