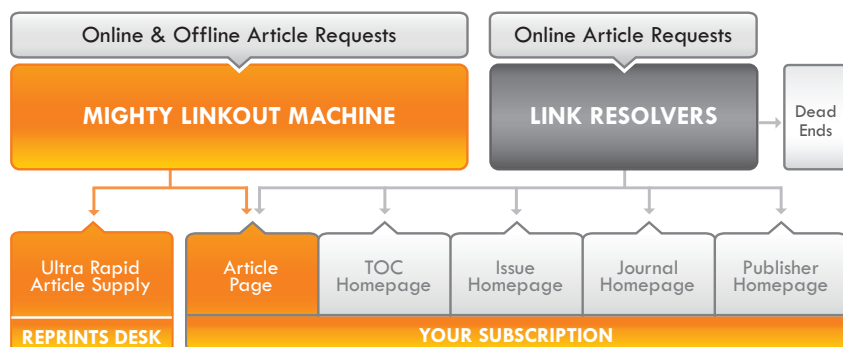


MIGHTY LINKOUT MACHINE

For STM Publishers

Increasing Subscription Usage, For Higher Renewals.

Mighty Linkout Machine is an innovative article retrieval solution that delivers 100% article-level linkouts to electronic journal subscription content. It is an offline software service that recognizes a customer's subscriptions and licenses. Think of it as enhanced document delivery that delivers subscribers to the desired article on the publisher's website.



The Value of 100% Article-Level Linkouts

When your subscribers consider renewing, they want to be sure they are getting the full value for their subscription dollars. Especially in these economic times. Librarians now have access to detailed usage reports for evaluating the value of subscriptions. Broken links that do not deliver the subscriber to the article they want lead to apparent low journal usage, and often the additional cost of a document delivery order for the subscriber.

Low usage journals do not generate renewals. On the flip side, high usage journals that are already subscribed to do generate renewals. We can help make the case for new subscriptions to high usage journals that have been previously accessed through single article document delivery. Mighty Linkout Machine makes it possible for every link to resolve to the article on the publisher's website. For non-subscribers, Mighty Linkout Machine ensures that there is always a copyright-compliant copy of the article available when subscription access is not enabled.



REPRINTS DESK
The Content Workflow Company

WHAT YOU NEED TO KNOW

- Broken links lead to low usage statistics.
- Be sure your subscribers access articles on your website.
- Mighty Linkout Machine helps validate new subscriptions.
- Non-subscribers receive copyright-compliant document delivery order.

Tell Your Clients Today

Worldwide:

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