

## Delivering High-Level Marketing Activities to Society Publishers in a Cost-Effective Manner

**Need to get more exposure** at important library conferences? Are you marketing to your authors as well as your subscribers? AIP's Marketing staff can help: We provide a full range of promotion services – from press releases to email campaigns to telesales – to a number of publishers that use AIP's prestigious online hosting service, *Scitation*<sup>®</sup>, and to other AIP publishing clients as well.

### LET AIP HELP INCREASE VISIBILITY AND REVENUE FOR YOUR PUBLICATIONS

AIP draws upon our industry exposure, expertise and knowledge of emerging markets and trends, and works with our customers, individually, to create a unique marketing plan. Our marketing services are designed to meet and exceed the customer's objectives, while adhering to their budgetary constraints. AIP's ability to represent multiple publishers in the market, while carefully maintaining individual brand identity, ensures partners the kind of global marketing presence that is usually the privilege of large commercial publishers. We utilize the professional skills of both our dedicated in-house staff and a network of outsourced marketing services professionals with specific ties to the STM market. In consultation with you, we will design and implement a plan suited specifically to fulfill your needs and develop new revenue streams.



Specific Marketing services which may be available include:

- Listing your publications in AIP's price lists and catalogs, available in both print and online
- Increased visibility through association with renowned science publishers
- Extensive interactions with more than 300 subscription agencies to assist in promoting your titles
- Consolidated invoicing to agency-controlled and direct subscribers, allowing institutions and agents to issue single payments for AIP managed titles
- Inclusion of materials at leading library trade shows and exhibits worldwide

AIP's Marketing team creates and manages custom marketing plans for a number of AIP Publishing Services partners, offering a full menu of library sales, publicity, conference exhibits, direct mail, e-mail marketing, telemarketing and search-engine marketing activities targeting users and authors. The following customized services are a sample of the those available on an a la carte basis:

- Publicity to authors publishing in competitive and related journals, through use of author e-mail addresses available from your own publications as well as other sources, such as Thomson Reuters (formerly ISI)
- High-quality promotion and marketing materials that enhance the journal's image
- Telemarketing and telesales campaigns focusing on retention, renewals, and new subscriptions
- Project management for individual marketing efforts.
- E-mail campaigns that reach members, editors, authors, and subscribers in the most cost-effective way
- Select advertising, press releases to specialized and general science publications, Web banner ads with links to order fulfillment, and a host of other services raise the visibility of your journals
- Internet marketing, including enhanced table of contents alerts, automatic author notices, search engine marketing, and other Web-based tools drive users to your content



AIP's Marketing department can assume responsibility for announcing price or product changes, responding to queries, conveying price and product information to subscription agents, and resolving customer-service problems in tandem with our Circulation & Fulfillment and Online Services departments. For *Scitation* customers, this includes resolving IP-address and related authentication problems, and dealing with licensing issues, such as whether a multi-site rather than a single-site license is appropriate.