HOW TO PARTICIPATE

It's easy to get started in the Ulrich's publisher program. Simply email us at **Ulrichs@serialssolutions.com**. One of our data managers will work with you to establish a data updating schedule that is convenient for you.

We process publisher data files and updates electronically so that information about your publications is available to Ulrich's users as quickly as possible. The preferred format for data files is Microsoft® Excel, but other options are available. Below is a list with *some* of the data points we collect:

- Current title and subtitle
- ISSN for the print edition
- ISSN for the electronic edition
- Refereed or peer-reviewed status
- Names of the editor and publisher
- Year first published
- Frequency
- General subject(s)
- Annual subscription price
- Official name of publishing company
- Company address & telephone
- Company fax, e-mail, and URL
- URL of title, if applicable
- Title changes within the last three years

MAKING LINKING POSSIBLE

Our data managers will help determine the complete list and format of data points for your file. A key function of serials information in libraries is connecting researchers with article full-text in online systems and e-resources. The **ISSN** (International Standard Serial Number) is essential to successful linking. Although an ISSN is not required for a title to be included in Ulrich's, it is strongly recommended that publishers include an ISSN for each media format of a serial.

Have a question? Contact us at **Ulrichs@serialssolutions.com.**

ULRICH'S™ AND SERIALS SOLUTIONS®
Providing complete information, access, and analysis for serials

Serials Solutions is the exclusive source for Ulrichsweb™, Ulrich's™ Serials Analysis System, and Ulrich's XML Data Service, including sales, service, and support. Together, Serials Solutions and Ulrich's provide the broadest and deepest coverage of serials information anywhere. Librarians worldwide use these solutions to access, analyze, and build the best serials collections for their unique user communities.

The foundation for the Ulrich's™ Global Serials Intelligence services is the Ulrich's™ knowledgebase, the world's most authoritative source of bibliographic and publisher information for serials.

Other Serials Solutions Services

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ULRICH'S™
GLOBAL SERIALS INTELLIGENCE

PUBLISHER OUTREACH PROGRAM

Working with publishers to bring comprehensive serials knowledge to the world's libraries

ULRICH'S™
PUBLISHER OUTREACH PROGRAM

What is Ulrich's™?

Ulrich's™ is the most comprehensive knowledgebase of print and electronic serials data available and features in-depth coverage for more than 300,000 serials from 90,000 publishers covering 950 subject areas and 200 languages. This unmatched resource powers the Ulrich's™ Global Serials Intelligence services.

For more than 75 years, librarians and researchers have trusted Ulrich's™ as the authoritative serials resource for unbiased information about journals, magazines, newspapers, and other periodicals around the world.

The Ulrich's dedicated data managers perform ongoing research and publisher outreach to ensure the most current, multi-faceted view of the scope, availability, and quality of serials resources.

Where Does Your Data Fit In?

Details about your journal, magazine, newspaper, or other serial publication can be included in Ulrich's to bring instant attention to your periodicals through the Ulrich's online services—Ulrichsweb™ Global Serials Directory and Ulrich's™ Serials Analysis System.

Ulrich's is used extensively by librarians, faculty and students in academic libraries, staff and patrons in public and special libraries, knowledge workers in corporate environments, and researchers worldwide. If the data about your publication is out of date, Ulrich's users may not be getting the critical information they need to find and access your publication.

Libraries Rely on Serials Information

Regardless of the publication medium, serials remain the key tools for scholarship and a primary source of knowledge and topical news in all fields of endeavor. The current information about print, microform, and electronic serials in Ulrich's helps further the mission of libraries to be the best possible partners for research.

Benefits of Participation

When you participate in the Ulrich's publisher program, librarians can trust that Ulrich's and serials providers are working together to supply them with the most up to date information available. This partnership benefits librarians, researchers, and you as a serials publisher.

⊙ **LIBRARIAN BENEFITS**
Librarians rely on current serials and publisher company details to carry out the professional tasks associated with the operation and administration of their organizations. If your publication's data is up to date in Ulrich's, librarians will get accurate information that makes it possible for them to identify, evaluate, assess, and purchase serials resources.

⊙ **RESEARCHER BENEFITS**
When librarians direct library patrons, faculty, and students to Ulrich's as the place to begin their research, patrons can trust that the information about your publications includes the most current details and the most accurate data about print and electronic serials in their research areas.

⊙ **PUBLISHER BENEFITS**
Inclusion in Ulrich's is free to you as the publisher. Through Ulrich's, your publication's availability and details are presented to librarians and researchers worldwide. By working with us to keep Ulrich's up to date, you have the peace of mind of knowing your publication's information is represented in the most accurate manner possible. Your participation in the Ulrich's publisher program ensures that Ulrich's users have access to an unmatched bibliographic knowledgebase that is essential for reliable searching, linking, and serials management.

USE CASE SCENARIOS: WHY KEEP YOUR DATA UP TO DATE?

1 ULRICH'S AND RESEARCHERS

Robert is a graduate student in chemical engineering. He uses Ulrich's to identify scholarly journals for research. There are a lot of publications in his specialty, so he needs to know as much about those publications as possible in order to decide which ones are the best fit for his upcoming research papers.

He searches Ulrichsweb by subject category and identifies several titles of interest. Many of the records include journal URLs, lists of special features, and editor names and email addresses. Robert notices that the journals from one publisher list only minimal information such as title and year first published—not enough information for him to know whether those journals will meet his research needs. Robert crosses those journals off his list for consideration. He selects the journals that contain detailed information about their scope, features, and online availability.

THE RESULTS OF INCOMPLETE DATA
Researchers do not find the details they need to select the appropriate titles for their research.

2 ULRICH'S AND LIBRARIANS

Elizabeth relies on Ulrich's to provide her with the latest and most comprehensive information about serials and their providers. She is responsible for selecting electronic resources for her library and she needs accurate list price data in order to make acquisition and buying decisions.

She uses Ulrichsweb to find out how much journals cost in print and online formats. The library is expanding their business and management collection, and Elizabeth searches and finds trade publications that could fill in some collection gaps. However, she finds that titles from some publishers contain list prices that are more than two years old—or do not contain list prices at all. Elizabeth does not consider those titles for purchase because she cannot rely on the price data in those records. She selects titles from publishers who have provided Ulrich's with their current list prices.

THE RESULTS OF INCOMPLETE DATA
Librarians do not find the details they need to identify, acquire, and assess serials resources.