

Partner with AIP to Maximize Your Results from Consortia Sales

We can earn you new revenue. Don't get left out of the consortia-sales market. AIP's dedicated sales team has successfully closed site-licensing deals for more than a dozen publishers with the major global academic consortia and with corporations and government agencies worldwide. Using both in-house staff and a network of regional sales agents, we've developed new revenue streams for more than 80 journals for our clients, who include many of the world's most respected scientific and technical publishers. In addition to generating new revenue, consortia sales dramatically expand the visibility and accessibility of your publications, improving traffic, usage, citations, and submissions.

JOIN THE GROWING LIST OF PUBLISHERS THAT DELIVER THEIR CONTENT TO MORE USERS WITH LESS EFFORT

AIP's Publication Sales division can put your online journal content in the hands of many more researchers than your subscriptions reach, from South America to the Pacific Rim. By negotiating for a package of publishers – while carefully maintaining the brand identity of each – AIP offers consortia the benefit of acquiring a large amount of content with one negotiation, one license agreement, and one invoice, removing many of the barriers that smaller publishers encounter in the consortia market.

AIP currently handles consortia sales for these prestigious scientific publishers:

- Acoustical Society of America
- American Association of Physicists in Medicine
- American Association of Physics Teachers
- American Institute of Physics
- American Physical Society
- American Society of Mechanical Engineers
- AVS Science and Technology of Materials, Interfaces, and Processing
- Earthquake Engineering Research Institute
- Environmental & Engineering Geophysical Society
- Geological Society of America
- HFSP Publishing
- Institute of Noise Control Engineering
- International Centre for Diffraction Data
- Laser Institute of America
- Optical Society of America
- Society of Exploration Geophysicists
- The Society of Rheology



“AIP’s Marketing staff has been a great help to us in the global consortia market, juggling dozens of negotiations and closing deals that have a real financial payoff. They have an efficient, productive operation that serves multiple publishers but preserves our own brand identity.”

**— Barbara Hicks,
Director of Marketing
American Physical Society**



Some Highlights of AIP's consortia-sales service:

- AIP was one of the first publishers to sign a license with CALIS – China's nationwide academic library consortium.
- AIP was one of the first non-commercial publishers to close a deal with OhioLINK, the pioneering consortium in the U.S.
- AIP has an “installed base” of more than 150 multisite licensing customers, to whom we can easily promote your content.
- AIP employs regional sales agents in Japan, China, Korea, Taiwan, Malaysia, India, Spain & Portugal, Eastern Europe, South America, and the Middle East.
- AIP has a full-time, in-house sales team exclusively dedicated to academic consortia sales and multisite licensing for corporate and government accounts.
- AIP's provision of library marketing, consortia sales, fulfillment, helpdesk, and online hosting programs provides an optimal, efficient system for implementing multisite licensing arrangements.
- AIP earned **more than \$6 million in new revenue** for its clients in 2008.
- AIP respects your business model. We do not force your content into a single pricing scheme, or bury your content in a Big Deal-type package. All policy decisions remain in your hands.