Get It Now for Publishers

Earn new revenue by offering immediate content delivery to academic library patrons

Get It Now from Copyright Clearance Center (CCC) immediately delivers content to academic library patrons and staff from a variety of leading publishers. This service provides journal publishers a new source of incremental revenue by expanding their reach into the global academic market and identifying subscription up-sell opportunities. Get It Now was developed by CCC in collaboration with Elsevier, the California State University system and the Information Delivery Services (IDS) Project at SUNY.

Meet the demands of the academic market

Today's time-strapped faculty, staff and students require immediate access to journal articles 24 x 7. The traditional Interlibrary Loan (ILL) borrowing process, which can take 5 to 7 days to fulfill a request, does not always meet this need. Get It Now provides patrons and librarians with instant access to journal articles in a single, easy-to-use application.
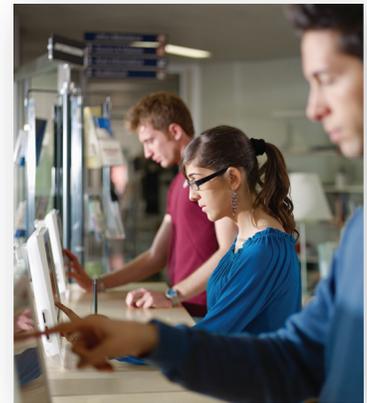
Integrate into the library workflow

While many publishers offer their content online, librarians and their patrons have to master multiple systems, each with different requirements, usernames and passwords and payment methods. Get It Now offers institutions the ability to purchase articles from multiple publishers within the user's content search and with centralized monthly invoicing.

Track orders and identify upsell opportunities

Get It Now revenue is distributed monthly. All transactions are captured in RightsCentral, CCC's reporting and communications hub for rightsholders, providing real-time tracking of content usage. This allows publishers to identify subscription up-sell opportunities when content is ordered multiple times.

Ensure the quality of your content

Get It Now delivers high-quality, full-color, publisher-designed PDFs. This is a significant improvement over scanned, black-and-white copies often provided through traditional interlibrary loan methods.

Implementation is easy

Get It Now requires no up-front financial investment and can be implemented quickly and easily. Simply:

1. Review and sign the Get It Now agreement
2. Provide CCC with:
   - Full text, no-charge access to your journals database
   - Implementation support

Are you a RightsLink® publisher? If so, simply notify your account manager that you would like to participate in this service.

Once you have begun to offer content through Get It Now, CCC notifies all participating academic institutions that your content is available for purchase.

Get It Now International

Based on institution and publisher requests, Get It Now is currently available in select countries outside the U.S. No additional effort beyond the implementation process above is needed to take advantage of this opportunity.

To learn more

Email: publishers@copyright.com
Call: +1-978-750-8400

PUB0714