Serials Solutions’ Journal Linker™ provides the most important benefit of OpenURL servers - context specific linking - at a price libraries can afford.

What will it do for me, you ask?

• Link from an abstract or index to the full-text journal, anywhere in your collection

• Easy access to your entire journal collection - including print and electronic holdings

• No more overlooking your e-journals

How it works:

1. A patron finds an abstract or citation for a journal or article that she is interested in, but the full text is not included in the database.

2. The patron simply clicks on “Search for full-text” and is taken to the Journal Linker results page.

3. The results page displays all your library’s holdings of that journal, including your electronic, print and microform holdings, if you desire.

4. Links take your patron as close to the journal level as possible. For your local holdings, links point to the journal’s MARC record in most OPACs.
Which databases can I link from?

Journal Linker can be used with many content providers’ databases, including:

- Cambridge Scientific Abstracts
- EBSCOhost
- Gale
- OCLC FirstSearch
- Ovid
- ProQuest
- SilverPlatter
- ulrichsweb.com
- & many others

What content can I link to?

Everything in your collection. This is important. Many OpenURL link servers only offer links to the data they track, and this is often a sub-set of your entire collection. At Serials Solutions, we have spent the last several years providing libraries with single, comprehensive reports of the journals available at their institutions. This same comprehensive data is used to power Journal Linker.

How does Journal Linker differ from OpenURL link servers?

Most OpenURL servers offer two key benefits: context specific linking and links to the article level. Journal Linker uses a proprietary URL syntax that delivers the most valuable piece: context specific linking.

The most important difference is that Journal Linker is included FREE as part of the standard Serials Solutions A-to-Z title lists and full MARC records services. Why pay a small fortune for an OpenURL link server when the most desirable features are provided for free with your basic Serials Solutions product? Journal Linker delivers the smartest value in the library industry.

For libraries that are interested in a full-featured OpenURL link server, Serials Solutions will be offering Article Linker™, a comprehensive, article-level link server in early 2003. We encourage interested libraries to begin with Journal Linker now, and try Article Linker in the future.

How does it work?

The linking is done by Serials Solutions, employing functionality that is standard with most content providers.

Installation and maintenance is a breeze. Just follow simple instructions to modify your databases’ administration modules and take advantage of Serials Solutions’ powerful linking engines.

What does it cost?

Journal Linker is FREE with existing subscriptions to Serials Solutions’ A-to-Z title list reports and full MARC records. On January 1, 2003, there will be a slight price increase on A-to-Z title lists (a few hundred dollars per library) to pay for the increased costs of servers and ongoing software development and maintenance. Our prices are posted publicly on our website.

Why so affordable?

Serials Solutions is a company founded by a librarian, for librarians. Unlike some vendors that seek to make great profits from a few libraries, we believe in offering fair, affordable prices that the vast majority of libraries can afford. Perhaps that’s why over 1,000 libraries around the world now have access to reports created by Serials Solutions.

How do I sign up?

If your institution already subscribes to Serials Solutions, log into the Client Center and click on Journal Linker. Everything you need will be there waiting to be deployed.

If your library does not subscribe to Serials Solutions, signing up is easy. Submit a no-obligation Request For Quote at http://www.serialssolutions.com/RFQ, and we’ll tell you the price for your institution.

If you would like to subscribe, send us an email and we’ll activate an account for you. Typically we collect a few more details (proxy server URLs, custom URLs, etc.) to fully customize the data for your institution.

The process is simple and straightforward. No complex servers to purchase and maintain; no ongoing maintenance of an underlying database. Many libraries are up and running with Serials Solutions in just a few days.