

# Getting Started with Rightsconnect for Publishers

## Rightsconnect includes two main components:

- An OpenURL template which you modify with your ISBN or ISSN information
- A “Get Permissions” button image file in gif format to add to your website


To link your content to the appropriate permission page on copyright.com and integrate your links with the “Get Permissions” button that will appear alongside your content, follow these simple steps:

1. Identify the ISBN or ISSN assigned to the title found on copyright.com. Use ISBNs for books and ISSNs for journals.
2. Choose a name of up to 15 characters, without spaces, that identifies your company. For example, ABC Publisher could be “ABCPublisher.”
3. Substitute your ISBN/ISSN and company name in the following URL in place of the “ISBN/ISSN” and “company name” placeholders. Avoid including any spaces in the URL.

```
http://www.copyright.com/ccc/openurl.do?sid=companyname&servicename=all&issn=ISBN/ISSN&WT.  
mc_id=pub_companyname
```

Example: ABC Publisher link would look like this:

```
http://www.copyright.com/ccc/openurl.do?sid=ABCPublisher&issn=12345678&servicename=all&WT.  
mc_id=pub_ABCPublisher
```

4. Use the hyperlink with this graphic:  wherever you want to locate a link for readers to get permission to use and share your content. Adding the hyperlink to this graphic is easy.
  - Copy the hyperlink from Step 3 with the ISBN/ISSN in it.
  - Right-click on the graphic.
  - Press CONTROL-V to paste the hyperlink in the address line and then select OK.
  - Scroll over the graphic and the hyperlink should appear.
  - Press CONTROL and click on graphic to confirm that the link works.
5. Place the updated graphic on your site, adjacent to your title. If you have more than one title, just repeat the above steps to create links for each title.

## For More Information

For help setting up your links or integrating Rightsconnect with an aggregation site, email [rightsconnect@copyright.com](mailto:rightsconnect@copyright.com) or call 1-800-982-3887 extension 2411.