

Creating Direct Links to Your Copyright Permissions

A Guide for Publishers

CHALLENGE

Securing copyright permission to share, reference, and repurpose content can be confusing and time-consuming for your users.

SOLUTION

Create custom links from your content to connect users directly to options for purchasing permissions for your titles on copyright.com. From there, users can quickly check available rights, review terms and conditions, and obtain the rights they need.

CCC has created several options for Rightsholders to link content to the licensing pages on copyright.com:

① Open URL Template

Title level (Journals or Books): Create a link that will direct users to a specific publication on copyright.com. For journals, the user will be prompted to add specific article information to review, select, and pay for rights. This solution is the best option for books and journals if specific article identifiers (i.e. the DOIs) are not readily available. It's also a good option for journal content if you have DOIs but lack the ability to automatically create links for new content.

Replace the bolded text below with the journal ISSN (ISBN if work is a book):

<http://www.copyright.com/openurl.do?issn=ISSN>

For example, the sample link below directs the user to the journal, *Aging Health*, published by Future Medicine:

<http://www.copyright.com/openurl.do?issn=1745509X>

Article level (Journals or Books with Chapter-Level Identifiers): Create a link to direct users to the specific article or chapter they are requesting permission to use. This solution is the best option when specific article or chapter identifiers (i.e. the DOIs) are readily available, and when you have the ability to automatically create links for new content.

ADDING DIRECT LINKS:

- Makes it easy for users to check available rights, review terms and conditions, and obtain the rights they need
- Reduces internal staff time to respond and process user requests for permissions
- Protects copyright and accelerates sharing of knowledge

Replace the bolded text in the example below with the journal ISSN (ISBN if work is a book) and the article level ID:

<http://www.copyright.com/openurl.do?contentType=doi&issn=ISSN&contentID=DOI>

For example, the sample link below directs the user to a specific article published in the journal, *Aging Health*, by Future Medicine:

<http://www.copyright.com/openurl.do?contentType=doi&issn=1745509X&contentID=10.2217%252Fah.13.55>

② CCC's Link Generator

Quickly generate a custom title-level link or Rightsholder-level link by using the link generator on copyright.com. This option is best for publishers with a small amount of works.

Visit www.copyright.com/link-button-generator and select the type of link you'd like to create:

- To create a link to a **single work**, select "Single Work," enter Rightsholder name and standard DOI/ISSN/ISBN of the work, and click "Next."
- To create a link to **all works** by the Rightsholder, select "Multiple Works" and enter Rightsholder name.
- Click on the "Get Permissions" button to verify your link before you publish.
- Copy and paste the HTML code into your web page where you want the button or link to appear.

③ Direct Link

Rightsholders can link directly to www.copyright.com to allow users to independently search for content.

SUGGESTED MESSAGING FOR THE RIGHTSHOLDER'S WEBSITE PERMISSIONS PAGE

Please feel free to add this copy to your website's permissions page to help your users easily secure permission to reuse your content.

Welcome!

*Thank you for valuing our content. Asking for permission to share content is the right thing to do, it's the law, and it ensures the creation of more high-quality content. We've partnered with Copyright Clearance Center to make it easy to request permission to share **[Publisher Name]** content.*

Simply follow these steps to get started:

- Click the 'Get Permissions' button on our website OR visit Copyright.com and enter the title, ISBN, or ISSN number of the publication you'd like to reuse and press "Go"
- Select "Pay-Per-Use Options"
- Enter the publication year of the content
- Scroll down and select the type of reuse you want to request
- Click "Price & Order"
- Fill out required information and follow the prompts to acquire the proper permission



Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling people to innovate and make informed decisions. CCC, with its subsidiaries RightsDirect and Ixxus, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Massachusetts, with offices across North America, Europe and Asia.



LEARN MORE

Want to make obtaining copyright permissions easier for your customers? Please contact us:

 **Copyright Clearance Center**
222 Rosewood Drive
Danvers, MA 01923

 **1-855-239-3415**
(select option 1)

 **info@copyright.com**