



# Creating Direct Links to Your Copyright Permissions on Marketplace

## 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 CCC's Marketplace website. 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 Marketplace:

#### 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



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#### Open URL Template

**Title level (Journals or Books):** Create a link that will direct users to a specific publication on CCC's Marketplace website. 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):**

[https://marketplace.copyright.com/rs-ui-web/mp/search/journal/\*\*ISSN\*\*](https://marketplace.copyright.com/rs-ui-web/mp/search/journal/ISSN)

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

[https://marketplace.copyright.com/rs-ui-web/mp/search/journal/\*\*1745509X\*\*](https://marketplace.copyright.com/rs-ui-web/mp/search/journal/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.

**Replace the bolded text in the example below with the article level ID:**

[https://marketplace.copyright.com/rs-ui-web/mp/search/all/\*\*DOI\*\*](https://marketplace.copyright.com/rs-ui-web/mp/search/all/DOI)

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

[https://marketplace.copyright.com/rs-ui-web/mp/search/all/\*\*10.2217%2Fah.13.55\*\*](https://marketplace.copyright.com/rs-ui-web/mp/search/all/10.2217%2Fah.13.55)

**Note:** Make sure to replace the forward slash in the DOI, "/" with "%2F"

## Suggested messaging for your website's 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!**

To request copyright permission to republish or share portions of our works, please visit Copyright Clearance Center's (CCC) Marketplace website at [marketplace.copyright.com](http://marketplace.copyright.com). You can learn more about Marketplace [here](#).

## Simply follow these steps to get started:

- Click the 'Get Permissions' button on our website OR visit [marketplace.copyright.com](http://marketplace.copyright.com) and enter the title, ISBN, or ISSN number of the publication you'd like to reuse and click the magnifying glass icon.
- Once you find the content you are looking for in the search results, click "Request Permission" and then "Next."
- Choose the radio button that best describes how you will use this content.
- Use the drop-down to choose who you represent in this permissions request and click "Next."
- Select your "Type of Use" from the drop-down and enter any additional request details.
- Once you have added all the permissions details, you will be presented with a price. You can then proceed with the next steps to complete the purchase.

## 2 CCC's Link Generator

Quickly generate a custom title-level link or Rightsholder-level link to Marketplace by using CCC's Link Generator on Marketplace. This option is best for publishers with a small amount of works.

Visit the [Marketplace Link 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 to Marketplace

Rightsholders can link directly to [CCC Marketplace](#) to allow users to independently search for content.



### **About CCC**

A pioneer in voluntary collective licensing, Copyright Clearance Center (CCC) helps organizations integrate, access, and share information through licensing, content, software, and professional services. With expertise in copyright and information management, CCC and its subsidiary RightsDirect collaborate with stakeholders to design and deliver innovative information solutions that power decision-making by helping people integrate and navigate data sources and content assets.

### **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](mailto:info@copyright.com)