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:

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:

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 journal ISSN (ISBN if work is a book) and the article level ID:
http://www.copyright.com/openurl.do?contentIdType=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?contentIdType=doi&issn=1745509X&contentID=10.2217%252Fahe.13.55

**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](http://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.

**Direct Link**
Rightsholders can link directly to [www.copyright.com](http://www.copyright.com) to allow users to independently search for content.

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**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