

## New revenue through immediate article delivery to academic library patrons

Get It Now from Copyright Clearance Center (CCC) provides library patrons and staff with the immediate fulfillment of full-text articles from unsubscribed journals — 24 hours a day, 7 days a week. Developed with Elsevier, the California State University system and the New York State Information Delivery Services (IDS) Project, this service represents another source of incremental revenue for journal publishers by providing a centralized source for library patrons and staff to easily purchase high-quality PDFs of unsubscribed journal content.

### Meet the demands of the academic market

Today's time-strapped faculty, staff and students require immediate access to journal articles 24 x 7. The traditional Interlibrary Loan (ILL) borrowing process, which can take up to a week to fulfill a request, does not always meet this need. Get It Now provides patrons and library staff with instant access to journal articles in a single, easy-to-use application.

### Integrate into the library workflow and ensure the quality of your content

While many publishers offer their journal content online, librarians and their patrons need a more centralized model to avoid the hassle of multiple systems, login credentials and payment methods. Get It Now enables users to search for articles from multiple publishers from within their workflows and easily purchase high-quality, full-color, publisher-designed PDFs for immediate delivery.

### Track orders and identify upsell opportunities

Get It Now revenue is distributed to publishers monthly. All transactions are captured in RightsCentral, CCC's reporting and communications hub for rightsholders, providing real-time tracking of content usage. This provides publishers insight into how often individual articles are purchased by participating Get It Now institutions, making it easy to identify subscription upsell opportunities.



### Access global markets with Get It Now

As a result of institution and publisher requests, Get It Now is currently available in select countries outside the U.S., enabling publishers to reach a broader audience than ever before.

### Implementation is easy

Get It Now requires no up-front financial investment and can be implemented quickly and easily.

Once you've begun to offer your journal articles through Get It Now, CCC notifies all participating academic institutions that your content is available for purchase.

If you're a RightsLink® publisher, simply notify your account manager that you would like to participate in this service.

### To learn more

Email: [publishers@copyright.com](mailto:publishers@copyright.com)

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