

# Generate Additional Reprint Revenues

## C A D M U S R E P R I N T S E R V I C E S

Publishers can increase reprint revenues and outsource their entire reprint program to a single full-service vendor with Cadmus reprint solutions.

Cadmus offers two types of reprint programs for publishers:

- Commercial Reprint Management Services help publishers generate new revenue from commercial reprint sales by targeting companies with content relevant to their strategic marketing plans.
- Author Management Services boost publisher profitability by streamlining author reprint ordering, customer service, printing, shipping, billing, collection, and reporting.

### **Commercial Reprint Management Services generates new opportunities**

Commercial Reprint Management Services from Cadmus include pro-active marketing services for both print and digital reprints.

We have a skilled editorial reviewer on staff to pinpoint potential commercial opportunities within your editorial content. Your revenue streams grow with offerings like e-prints – PDF prints with secure electronic delivery.

### **Reap the benefits of outsourcing**

It's faster, less expensive and less sensitive politically to distance commercial reprint sales from the editorial process by having an outside vendor handle them. You avoid the problems – and expense – of hiring, training and managing staff. You save thousands of dollars on: data gathering, office facilities and administrative overhead.

### **Check your publications' revenue potential**

Your current level of commercial reprint activity is a good indicator of your publication's revenue potential. Commercial Reprint Management Services can potentially double your current sales.



*Cadmus reprint solutions let you manage all your reprint programs with a single point of contact.*

### **Cadmus Reprint Services at a glance:**

- Pro-actively solicit reprint sales
- Generate new revenue streams
- Broader exposure for your publications
- Reduce administrative overhead
- Ensure well-managed reprint programs

KNOWLEDGEWORKS

MEDIAWORKS

DELIVERYWORKS

ARTICLEWORKS

If an opportunity analysis suggests growth potential, Cadmus will work with you to establish the products to sell and to identify sales opportunities. Cadmus has a proven track record of generating new revenue streams from existing content.

### **Author Management Services can build reprint revenues**

Many publishers are seeing author reprint revenues shrinking from five to ten percent per year, and they are likely to shrink further in the future. A pro-active sales effort can grow revenues. We even contact authors to solicit their reprint orders which improves revenue potential.

Cadmus Author Management Services programs can increase your reprint profitability with improved service, shorter turnaround times and more efficient administration.

Publishers get full support and expert program management for their reprints and publications from Cadmus reprint professionals, and authors receive top quality, personalized service.

### **Complete financial management reduces overhead**

Your Author Management Services solution includes account and financial management, invoicing, order processing, production, distribution and collections, so you avoid administrative overhead.

Rely on your Author Management Services account manager for information about prices and services, quotes for special orders and services, order and

production status, and guidance about production options. Your account manager will also answer your authors' queries about orders, manage invoicing and monitor collections.

A toll-free number gives your authors and your accounting staff easy access to the Author Management Services financial team. They manage accounts receivable balances and monthly revenue cycles. The financial team also manages your publication fees for page charges, color reproduction fees and author's alteration fees.

### **Offer a full range of reprint options**

Cadmus offers a complete selection of production options including conventional and digital reprints in black-white or color, and color offprints. Issue management services include back issue fulfillment, warehousing for over-run issues and reprints of individual articles. A choice of payment options lets you tailor your reprint management program to your business needs, and standard orders consistently ship within 10-15 working days.

### **Cadmus supplies tools for scholarly publishing**

Commercial Reprint Management Services and Author Management Services are part of the Cadmus family of products and services for article-based digital workflow in scientific, technical and medical publishing.

Find out how Commercial Reprint Management Services and Author Management Services – and other powerful, flexible tools from Cadmus – can support article-based workflow and speed the scholarly publishing process. Visit our Web site at [www.cadmus.com](http://www.cadmus.com).