

# Commercial SAGE Reprints and Eprints

## Reprints

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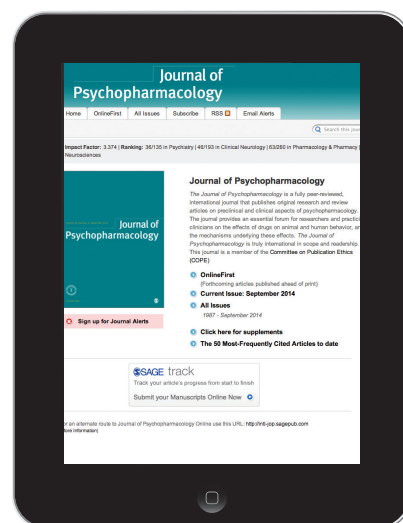
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## Eprints

**Fast delivery, monitoring of usage and involving articles in the online advertising process** - our electronic reprints (eprints) offer a great platform to integrate your online marketing campaigns.

Eprints are electronic versions of selected articles, which can be viewed and downloaded by multiple users. Eprints are sold on the basis of a certain number of downloads or a period of time. Benefitting from speedy delivery and reporting, eprints are quickly becoming an invaluable tool in marketing key products.



## Delivery Options

### 1. Marketing/ Sales representative showing iPad at conference or on visits to medics

- M3 Mobile Nav eprints are formatted for small devices
- Mobile Nav eprints can be monitored by email, download or eprint functions
- Need internet link for initial open, but then can save PDF to desktop

### 2. Emailing eprint link to customers

- In the US this will require Sunshine Act reporting
- Options: Mobile Pro or Mobile Nav eprints, chiefly depending on what sort of device the eprint will be accessed on
- Mobile Pro retains features of the printed page
- Added benefits include flip through pages, options of embedded audio/ video links, web and email hot links, scholarly article quick links
- Need internet access for initial open; then can download to desktop
- Limit usage by time or downloads

### 3. Handing out hard copy to customer

- Traditional paper reprints
- May consider following options: several paper reprints bound together; hard copy of 'core' reprints with QR code to additional or related studies included on reprint

### 4. Hosting content on your website

- May post toll-free link to eprint on your website behind password protected wall
- May make content SAGE Choice and post (unprotected) link to our website on your website

### 5. Allowing customers to access eprint from station at conference

- Download eprint as a PDF to memory stick
- Download to mobile device using Mobile Nav eprints option
- Download eprint as a PDF and forward by email
- Forward eprint link by email

### 6. Distributing eprint link to customer via hard copy of other content

- QR code can be printed on another eprint, business card or flyer

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