

# PUBLISHER SERVICE BUREAU

For Outsourced Reprint & ePrint Services

## Give Your STM Content Another Longtail (and a few more short ones)

Publisher Service Bureau from Reprints Desk® is a service that enables small-to-mid size scholarly scientific, technical, and medical (STM) publishers to unlock the full financial value of their content by outsourcing all or part of their journal article reprints business – order management, short-run and full web press printing, proactive sales promotion, and secure ePrint hosting.

**Publisher Service Bureau from Reprints Desk helps publishers realize cost savings and increased sales by:**

- ⦿ **Saving internal expenses by outsourcing reprints to a company that is 100% focused on STM reprints**
- ⦿ **Maximizing visibility to companies in industries where thousands of potential buyers exist**
- ⦿ **Upselling ePrints and innovative marketing tools**

Take advantage of Reprints Desk's expertise and market knowledge to refocus your reprint business model. Reprints Desk's in-house professional print house has more than 30 years of experience in printing STM reprints, and supports digital short-runs as well as web press printing. In addition, Reprints Desk's proprietary zero plug-in Adobe-based Digital Rights Management (DRM) solution provides unique support for ePrints.

## Get Started Today

### ⦿ **Worldwide:**

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**REPRINTS DESK**

The Content Workflow Company

### **BENEFITS**

- New revenue sources and customers
- Faster time-to-revenue
- Expanded sales promotion
- Greater brand visibility
- Improved customer satisfaction
- Scalable to any change in volume
- No fixed or up-front investment costs

### **ADVANTAGES**

- Review your reprint sales and identify new opportunities for reprint sales
- Direct internal resources to capitalize on arising opportunities and core competencies while outsourcing reprints to an industry leader
- Support secure ePrints without committing internal IT resources
- Rely on a high-caliber print house to support both short and long runs