

FOR IMMEDIATE RELEASE

Sheridan Custom Publishing *Direct*™ launches with HighWire

Hunt Valley, MD and Stanford, CA – (19 October 2009)

The Sheridan Group and Stanford University’s HighWire Press are pleased to announce the availability of a new service, Sheridan Custom Publishing *Direct*™, on select HighWire-hosted publications. The service allows readers to create their own customized content collections for downloading or print-on-demand.

This summer, the American Society for Horticultural Science installed the feature in recent editions of *HortScience*, *HortTechnology* and the *Journal of ASHS*. Readers can select articles and build their own custom publications, organized according to their needs. Links to the service can be found in several locations within the publication: the issue TOC, at the article abstract level or within the online publication’s own search results.

With Sheridan Custom Publishing *Direct*, the reader has the option to order print copies of their publication, or download an electronic version via a straightforward, secure e-commerce system.

“With this service, readers’ ability to package and purchase content from across publications will serve scholarship, while creating a potential new revenue stream for publishers,” says HighWire’s Director, John Sack. “We recognize the need to actively explore monetization opportunities for our publisher community.”

The Custom Publishing system has several key advantages:

- The easy-to-use interface lets users search and select directly from multiple points of content.
- New content is immediately available to readership.
- Publisher-compiled collections can also be offered to purchasers in order to actively market popular content.



“The power of Sheridan’s Custom Publishing offering,” says Mike Klauer, Sheridan’s Vice President of Journal Sales, “is in the ability it affords publishers to extend the value of their content by making it available in unique, user-selected combinations. This is an exciting development that will benefit both the publishers of high value peer-reviewed content and their customers.”

About The Sheridan Group

Located in Hunt Valley, MD, The Sheridan Group is comprised of six printing companies based in the United States. Each company has a market specialty – scholarly journals, magazines, catalogs, or books. The Sheridan Group is a leading provider of a full range of printing and publishing services to publishers, associations and university presses. www.sheridan.com
For more information, contact: Susan Parente, Sheridan Journals Marketing Manager, sparente@tsp.sheridan.com

About HighWire Press

HighWire facilitates the digital dissemination of high-impact, peer-reviewed content. Working in partnership with independent scholarly publishers, societies, associations, and university presses, HighWire's premier ePublishing platform hosts the definitive electronic versions of leading journals, reference works, books, conference proceedings and more. Not only do publishers benefit from HighWire's outstanding technical expertise, work ethos and hands-on support services, they also gain the economies of scale of working in a unique collegial networking environment. As a not-for-profit division of Stanford University libraries, HighWire plays a multi-faceted role in the online publishing world, providing services to librarians and readers, as well as to its community of scholarly publishers.

<http://highwire.stanford.edu>