


# PRODUCTION SERVICES



UNIVERSITY OF CALIFORNIA PRESS  
JOURNALS + DIGITAL PUBLISHING



Our broad-based production capabilities unite us with our partners. Digital work-flows order every facet of our operations, and whether a journal is to be published in print or electronic form, or both, we handle all aspects of production. Our services include:

## DESIGN

creating a unique design “look and feel” for the journal

## TYPESSETTING

layout, typesetting and XML mark-up, and formatting of all articles

## TRACKING

web-based peer review and tracking of manuscripts (we provide training for partners’ editorial office staff)

## EDITING

proofreading and copy editing of all content

## MANAGEMENT

production management, vendor oversight, and scheduling


## DISTRIBUTION

official release of journal issues to subscribers.

# DIGITAL PUBLISHING



UNIVERSITY OF CALIFORNIA PRESS  
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University of California Press has been a driving force in the adoption of web-hosted journals. Our electronic content-delivery system, *Caliber* (<http://caliber.ucpress.net>), is a powerful and flexible platform that can support the diverse publishing needs of our stakeholders. Journals hosted on *Caliber* are designed for ease-of-use and research functionality, including:

## SEARCH

detailed searches of an archive, single journal, or specific issue

## HYPERLINKS

links through CrossRef and key abstracting and indexing databases

## DOWNLOADS

PDFplus™ technology that enables access to down-sampled, fully-interactive PDF files

## ALERTS

personalized alerts that allow users to monitor new content

## DELIVERY

document delivery via major vendors in North America and beyond

## COPYRIGHT

automated content and rights management


## INTEGRATION

seamless support of advanced technology and applications from leading hosting systems.

# SALES & MARKETING



UNIVERSITY OF CALIFORNIA PRESS  
JOURNALS + DIGITAL PUBLISHING



An integral part of University of California Press's publishing solution is helping our partners obtain new subscribers, increase renewal sales, and achieve high brand awareness and positive visibility among relevant educational and professional audiences. Our moderate pricing and library-friendly licensing policies have allowed our journals to build a strong core of loyal academic subscribers while also generating high levels of citations. We pursue proactive sales and marketing strategies, including:

## RESEARCH

market and audience analysis

## PROMOTION

publicity, advertising, direct marketing, and representation at industry meetings

## TELESALES

domestic and international telephone sales campaigns

## AGENCY SALES

liaison with leading US and overseas subscription agencies

## ONLINE MARKETING

enhanced presence via prominent search results, effective online encyclopedic entries, social networks, and links through [www.ucpressjournals.com](http://www.ucpressjournals.com)


## ALLIANCES

collaboration with respected sources in the library sales community, in North America and beyond.

# CUSTOMER SERVICE & FULFILLMENT



UNIVERSITY OF CALIFORNIA PRESS  
JOURNALS + DIGITAL PUBLISHING



We make distribution of our partners' journals as seamless as possible, and maintain a responsive customer-service operation to meet the needs of individual and institutional subscribers.

Our capabilities include:

## DELIVERY

packaging, labeling, and mailing hard copies

## STORAGE

warehousing of surplus issues, and archiving past content

## WEB MANAGEMENT

maintaining access to digital subscriptions and back issues

## NOTIFICATION

email notices and updates to digital subscribers

## SALES

processing and verifying subscriptions and pay-per-view sales

## INVOICING

collection of payments


## SERVICE

handling all customer inquiries.

# RIGHTS MANAGEMENT



UNIVERSITY OF CALIFORNIA PRESS  
JOURNALS + DIGITAL PUBLISHING



Intellectual property is the foundation of scholarship. As a publisher, our job at University of California Press is not only to help build that foundation, but to protect it as well. Our partners rely on us to disseminate their scholarship widely, while also asserting the principles of copyright law. In this capacity, our activities include:

## LICENSES

tracking and licensing journal content

## RIGHTS

negotiating subsidiary rights in all forms of media

## COPYRIGHT

ensuring appropriate legal safeguards for classroom copies and reprints by secondary publishers

## CONTRACTS

standardizing or customizing authors' publishing agreements.

# FINANCIAL PROCESSING & MANAGEMENT



UNIVERSITY OF CALIFORNIA PRESS  
JOURNALS + DIGITAL PUBLISHING



Scholarly journals are, first and foremost, a scholarly endeavor, but they are also a business. The University of California Press allows our partners to concentrate on the former, while we handle the details of the latter, including:

## REVENUES

managing all revenues and expenses associated with publication and reprints

## PAYMENTS

collecting all payments for subscriptions, pay-per-view, single-copy sales, advertising, and subsidiary rights

## EXPENSES

paying all production, distribution, copyright, and promotional expenses

## ACCOUNTING

maintaining and managing the journal's operating account, and providing bi-annual statements of financial and profit/loss.