

# 2018

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## COOPERATIVE ADVERTISING KIT

**Rittenhouse**  
BOOK DISTRIBUTORS

**R<sub>2</sub>** DIGITAL  
LIBRARY

# Advertising Opportunities on Rittenhouse.com

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY

# Featured Publisher Opportunities

## Rittenhouse.com Homepage

Cost: \$1,250/month

Placement: Rittenhouse.com Homepage

- Primary placement features the publisher's logo and short bio
- Click-through to secondary page, featuring 10 ISBNs of the publisher's choice.
- On the secondary page, browser can click through to the book detail page on Rittenhouse.com.

### Assets Needed:

- Publisher logo
- Short bio
- ISBNs of 10 titles to feature on second page
- Cover images in JPEG format with ISBN13 as file name

The screenshot displays the Rittenhouse.com homepage with a dark blue header and a white navigation bar. The main content area is divided into several sections:

- Featured Publishers:** A yellow-bordered box at the top right features the McGraw Hill Education logo and a short bio. Below it, two book listings are shown: "Case Files Internal Medicine, Fifth Edition" and "Case Files Surgery, Fifth Edition". Each listing includes the ISBN, edition number, publisher, publication date, status, quantity on hand, and retail price. There are "Add To Cart" and "Email | Print" buttons for each book.
- Company News:** A section on the left side of the main content area contains a "Company News" banner with a blue background and white text. The news item is titled "ASHP has recalled all copies of NICU PRIMER FOR PHARMACISTS (9781585284757). Please contact the publisher to arrange for the recall and your replacement copy. Here is the issued correction notice."
- Highlights This Month:** A section at the bottom left features a dark blue background with a white "Highlights This Month" title. It displays four book covers: "Big Data", "Medical Errors: The Patient is Room 2", "MLA Handbook", and "Epidemiology: The Science of Disease".
- Featured Publishers (Secondary):** A yellow-bordered box on the right side of the main content area features the McGraw Hill Education logo and a short bio, similar to the one in the top right. Below it is a "Read more >" link.
- Partners:** A section on the right side of the main content area features a white background with a blue border. It contains three links: "Retail Partners", "Library Partners", and "Corporate Partners".

The footer of the page contains the following text: "2010 - 2016 © Rittenhouse Book Distributors, Inc. 511 Fehleley Drive, King of Prussia, PA 19408 | P: 800-345-6425 | F: 800-223-7488 | contact us | f t rittweb5"

# Featured Publisher Opportunities

## Retail Homepage on Rittenhouse.com

Cost: \$1,250/month

Placement: Retail Homepage

- Primary placement features the publisher's logo and short bio
- Click-through to secondary page, featuring 10 ISBNs of the publisher's choice
- On the secondary page, browser can click through to the book detail page on Rittenhouse.com

### Assets Needed:

- Publisher logo
- Short bio
- ISBNs of 10 titles to feature on second page
- Cover images in JPEG format with ISBN13 as file name

Rittenhouse  
BOOK DISTRIBUTORS

Customer Login | New User

Home | About Rittenhouse | Publisher | R2 Digital Library | Browse Categories | Advanced Search | Search: [ ] GO

Retail Partners Home

Account Management  
Account Profile  
Back Order Status Report  
Order History  
Recall Report  
Standing Orders  
Promotion Reporting  
Return Policy

Events

Services  
Forthcoming Titles  
Bookstore Education  
Bookstore Marketing  
Inventory Solutions  
Publisher Agency Plans  
New and Noteworthy Nursing Titles  
New and Noteworthy Medical Titles  
Text Express

Special Offers and Announcements

Announcements  
CLICK HERE

Featured Publisher

American Public Health Association

APHA champions the health of all people and all communities. We are the only organization that influences federal policy, has a 140-plus year perspective and brings together members from all

Featured Title

Click here to view all Featured Titles

Anatomy of Medical Errors  
1 Edition  
ISBN: 9781940446844

Rittenhouse Newsletters

New and Noteworthy Nursing Titles | New and Noteworthy Medical Titles

Rittenhouse is committed to keeping you up-to-date with the information you need. Please check out the New and Noteworthy Nursing and Medical Title Newsletters to view hot new releases and sign up to receive these via email.

2010 - 2016 © Rittenhouse Book Distributors, Inc. 511 Fehleley Drive, King of Prussia, PA 19406 | P: 800-345-6425 | F: 800-223-7488 | contact us | [f] [t]

rnews5

# Featured Publisher Opportunities

## Library Homepage on Rittenhouse.com

Cost: \$1,250/month

Placement: Library/Hospital Homepage

- Primary placement features the publisher's logo and short bio
- Click-through to secondary page, featuring 10 ISBNs of the publisher's choice
- On the secondary page, browser can click through to the book detail page on Rittenhouse.com

### Assets Needed:

- Publisher logo
- Short bio
- ISBNs of 10 titles to feature on second page
- Cover images in JPEG format with ISBN13 as file name

The screenshot displays the Rittenhouse.com website interface. At the top, there is a navigation bar with the Rittenhouse logo and links for Customer Login and New User. Below this is a secondary navigation bar with links for Home, About Rittenhouse, Publisher, R2 Digital Library, Browse Categories, Advanced Search, and a search box. The main content area is divided into several sections:

- Library Partners Home:** A sidebar menu with categories like Account Management, Events, and Services.
- Special Offers and Announcements:** A section featuring a banner for "MONTHLY DISCOUNTS on the Best of the Best" and a "CLICK HERE" button.
- R2 Digital Library:** A section with links for "Start a Trial", "Learn More", and "Take a Survey".
- Featured Publisher:** A section highlighting the American Medical Association (AMA) with a yellow border around the text and logo. The text describes the AMA's mission to deliver authoritative, high-quality resources.
- Featured Title:** A section for the "Control of Communicable Diseases Manual, 23rd Edition" with its ISBN: 9780783531865.
- Rittenhouse Newsletters:** A section with links for "New and Noteworthy Library Titles" and "R2 Digital Library News and Notes".

At the bottom of the page, there is a footer with copyright information: "2010 - 2016 © Rittenhouse Book Distributors, Inc. 511 Fehleley Drive, King of Prussia, PA 19406 | P: 800-345-6425 | F: 900-223-7488 | contact us |" and social media icons for Facebook and Twitter.

## Featured Title Opportunities

### Rittenhouse.com

Cost: \$400/month

2x rate = \$375/month

3x rate = \$350/month

**Placement:** Rittenhouse.com Homepage

- Click-through available to the book detail page on Rittenhouse.com

#### Assets Needed:

- ISBN of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name

The screenshot displays the Rittenhouse.com homepage layout. At the top is the Rittenhouse logo and navigation links including 'Home', 'About Rittenhouse', 'Blog', 'Publisher', 'R2 Digital Library', 'Browse Categories', 'Advanced Search', and a search bar. Below the navigation is a 'Company NEWS' section with a notice from ASHP regarding a recall of 'NICU PRIMER FOR PHARMACISTS'. To the right of the news is a sidebar with links for 'Retail Partners', 'Library Partners', and 'Corporate Partners'. The main content area features a 'Highlights This Month' carousel. One book is highlighted with a yellow border, showing its cover and a pop-up window with the following details: 'Blood, Sweat & Tears: Becoming a Better Surgeon' by Stahel, Philip F., MD, FACS. The pop-up also lists ISBN 13 (9781910079270), ISBN 10 (1910079278), Category (Surgery), Edition (1), Publisher (TFM Publishing), Copyright (2016), Status (Active), and Retail Price (\$29.95), along with a 'book details' button. To the right of the carousel is a 'Featured PUBLISHERS' section for McGraw Hill Education, with a 'Read more >' link.

# Featured Title Opportunities

## Library Homepage on Rittenhouse.com

Cost: \$400/month

2x rate = \$375/month

3x rate = \$350/month

Placement: Library/Hospital Homepage

- Click-through available to book detail page on Rittenhouse.com

### Assets Needed:

- ISBN of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name

The screenshot displays the Rittenhouse.com website interface. At the top, the Rittenhouse logo and navigation links are visible. A sidebar on the left lists various account management and service options. The main content area features a 'Special Offers and Announcements' section with a 'Best of the Best' banner and an 'Announcements' button. Below this is the 'R2 Digital Library' section, which promotes thousands of eBooks. The 'Featured Publisher' section highlights the American Medical Association (AMA) and its 'The ABSITE Review' book. A yellow box highlights the 'Featured Title' section, which includes a link to view all featured titles and a thumbnail of the book cover. The book cover for 'The ABSITE Review' is shown with its title, author 'ABSITE Review', edition '5 Edition', and ISBN '978149636972'. At the bottom, there is a 'Rittenhouse Newsletters' section and a footer with contact information and social media icons.

## Administrator Login Pop-up Opportunities

**Cost:** \$750 for 2 weeks

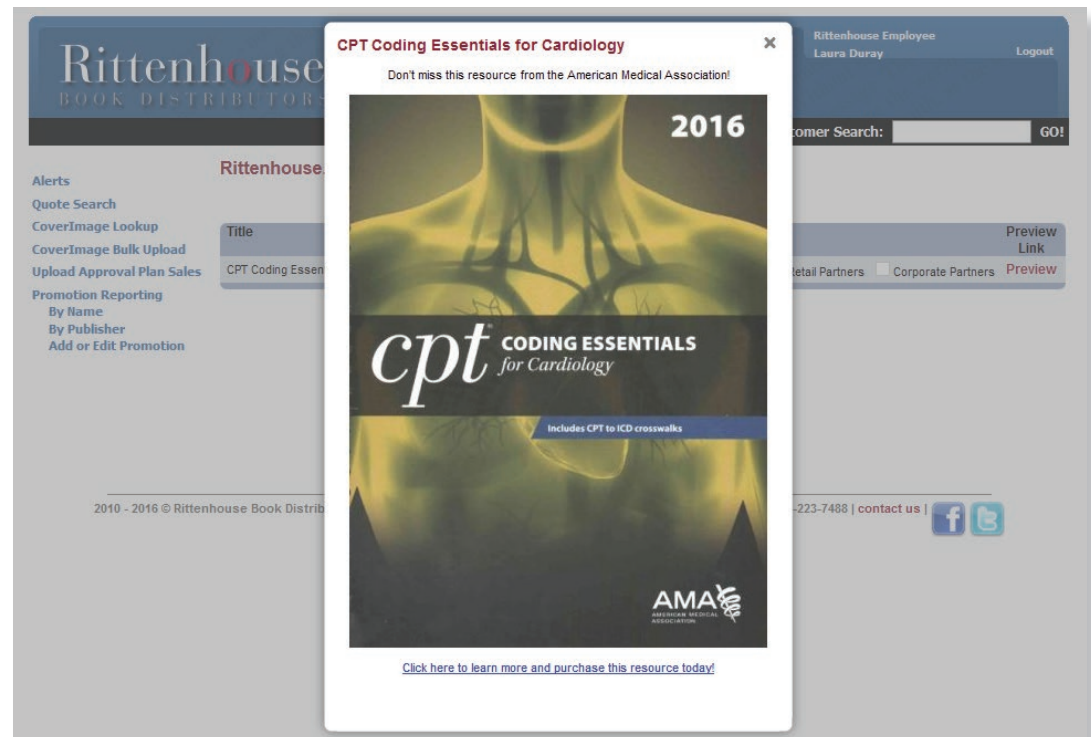
### How does it work?

- When an account administrator logs in to their account, a pop-up advertisement will appear once
- Click-through available to book detail page on Rittenhouse.com
- Message can be customized to meet the publisher's marketing needs

**Average Impressions:** 650

### Assets Needed:

- ISBN of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name





# Advertising Opportunities on R2library.com

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY

# R2 Featured Publisher Opportunities

Cost: \$600/month

Placement: R2 Digital Library Homepage

- Click-through to list of titles available from the publisher on the R2 Digital Library

Assets Needed:

- Publisher logo
- Short bio

The screenshot shows the R2 Digital Library homepage. At the top, there is a navigation bar with the R2 Digital Library logo, a search bar, and login options. Below the navigation bar, there are three main sections: "Want More Choices?", "The Leading Publishers. One Platform.", and "A Specialized Database". The "Want More Choices?" section features a large banner with the text "WANT MORE CHOICES?" and a description of the platform's capabilities. Below this banner, there is a "Featured Title" section for "HEALTH POLICYMAKING IN THE UNITED STATES" by Health Administration Press, priced at \$399.00. The "Featured Publisher" section, highlighted with a yellow border, features the logo and a short bio for Greenbranch Publishing, which is headquartered in Phoenix, Maryland, and is a leading publisher of medical practice management titles, electronic media, and audio conferences for physicians, practice administrators, and office practice managers. The bio also mentions the company's involvement in the Journal of Medical Practice Management, the FAST Practice newsletter, and several websites relating to medical practice topics. At the bottom of the page, there is a "Recently added titles and publishers" section with a row of book covers.

# R2 Featured Title Opportunities

Cost: \$400/month  
3x rate = \$350/month

Placement: R2 Digital Library Homepage  
Dashboard & Account Summary eMail

- Click-through available to the eBook purchase page

Assets Needed:

- ISBN of 1 title to feature

The screenshot displays the R2 Digital Library website interface. At the top, there is a navigation bar with the R2 Digital Library logo, a search bar, and login options. Below the navigation bar, there is a main banner area with three columns of images (flowers, a green frog, and a blue frog) and a call to action: "WANT MORE CHOICES?". Below the banner, there is a "Welcome to the R2 Digital Library" message with a "Start a Free 30-Day Trial" button. To the right, there is a "Featured Title" section for "HEALTH POLICYMAKING IN THE UNITED STATES" by Health Administration Press, priced at \$399.00. Below this, there is a "Featured Publisher" section for Greenbranch Publishing, which is headquartered in Phoenix, Maryland, and specializes in medical practice management titles, electronic media, and audio conferences for physicians, practice administrators, and office practice managers. The bottom section of the screenshot shows the user dashboard, which includes a navigation menu, a "Highlights" section with news items, and an "Account Usage" table for August 2016.

August 2016			
Total Resources	253	Successful Content Retrievals	1998
TOC Retrievals	774	User Sessions	305
Print Requests	32	Email Requests	7
Concurrent Turnaways	80	Access Turnaways	10

## R2 Administrator Login Pop-up Opportunities

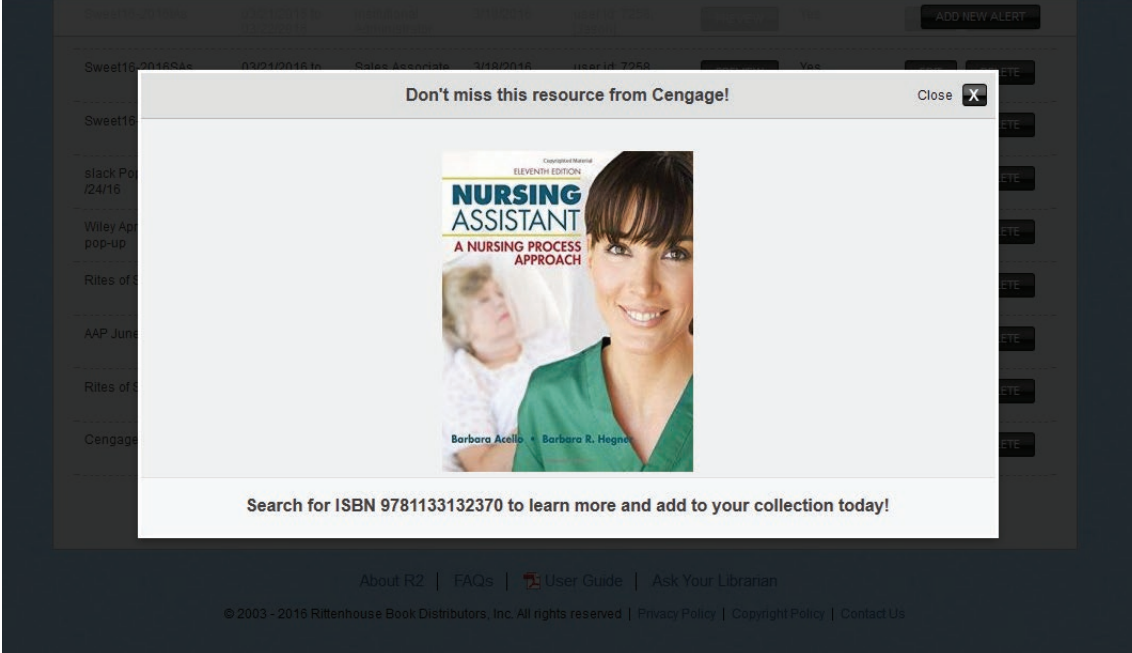
**Cost:** \$500 for 2 weeks

### How does it work?

- When administrators login to their accounts, a pop-up advertisement will appear once
- Message can be customized to meet the publisher's marketing needs

### Assets Needed:

- ISBN of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name



The screenshot shows a dark-themed web interface with a prominent white pop-up window. The pop-up has a title bar that reads "Don't miss this resource from Cengage!" and a "Close" button with an 'X' icon. The main content of the pop-up features the cover of the textbook "Nursing Assistant: A Nursing Process Approach, Eleventh Edition" by Barbara Acello and Barbara R. Hegne. The cover image shows a smiling woman in green scrubs. Below the book cover, the text reads "Search for ISBN 9781133132370 to learn more and add to your collection today!". The background of the web page is dimmed, showing a list of items with titles like "Sweet15", "slack Po", "Wiley App", "Rites of", "AAP June", and "Rites of". At the bottom of the page, there is a footer with navigation links: "About R2 | FAQs | User Guide | Ask Your Librarian" and a copyright notice: "© 2003 - 2016 Rittenhouse Book Distributors, Inc. All rights reserved | Privacy Policy | Copyright Policy | Contact Us".

# Advertising Opportunities in eCommunications

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY

## eNewsletter Opportunities

**Cost:** \$400/month

3x rate = \$350/month (mix & match)

### Title Notifications:

- New & Noteworthy Medical to retail customers
- New & Noteworthy Nursing to retail customers
- New & Noteworthy Library to library/institutional customers
- Link to book detail page on Rittenhouse.com.

**Average Open Rate:** 18%

### Assets Needed:

- ISBN of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name



## eBlast Opportunities

**Cost:** \$1,300/eBlast

**Audience:** Bookstore or Library Customers

**Circulation:** Up to 10,000 (depending on audience - library and/or bookstore)

- The publisher can select up to 6 ISBNs to feature in the email layout
- Link to book detail page on Rittenhouse.com or R2library.com
- If eBook versions for titles are available, a separate version of the email will be created for library customers at no additional charge - offering a link to book detail page on R2library.com

**Average Open Rate:** 9%

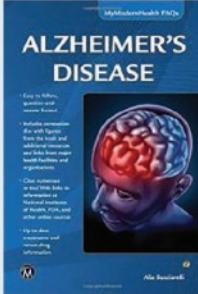
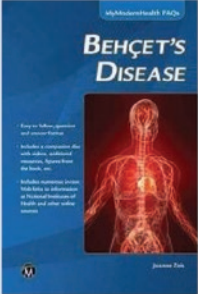
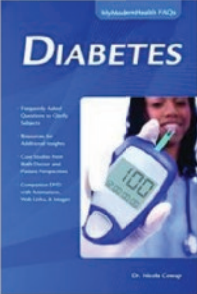
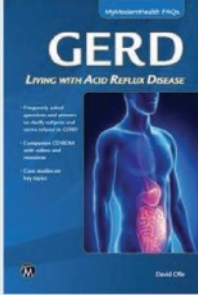
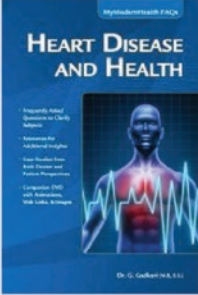
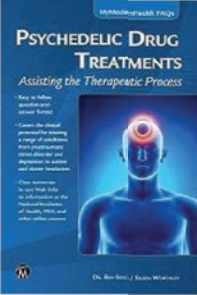
**Assets Needed:**

- List of up to 6 ISBNs to feature
- Cover images in JPEG format with ISBN13 as file name

Rittenhouse  
BOOK DISTRIBUTORS  
DISTRIBUTING THE LEADING SCIENTIFIC, TECHNICAL AND MEDICAL PUBLISHERS

**Don't miss these Mercury Learning Publishing titles from Rittenhouse**

Click on a cover image below to learn more and add to your shelves today!

 <p>Alzheimer's Disease: My Modern Health FAQs 9781937585532</p>	 <p>Behcet's Disease: My Modern Health FAQs 9781938549403</p>	 <p>Diabetes: My Modern Health FAQs 9781938549182</p>
 <p>GERD Living with Acid Reflux Disease: My Modern Health FAQs 9781942270058</p>	 <p>Heart and Disease and Health: My Modern Health FAQs 9781937585907</p>	 <p>Psychedelic Drug Treatments - Assisting the Therapeutic Process: My Modern Health FAQs 9781936420445</p>

For more information, visit [Rittenhouse.com](http://Rittenhouse.com) or call 800.345.6425.

## Best of the Best Featured Titles Opportunities

Cost: \$350/month

- Monthly special promotion to library/institutional customers.
- Link to book detail page on Rittenhouse.com and R2library.com.
- Incorporated into Facebook and Twitter social media platforms.

Average Open Rate: 10.5%

### Assets Needed:

- ISBNs of 1 title to feature
- Cover image in JPEG format with ISBN13 as file name

**BEST of the BEST**

Receive **22% OFF\*** these titles through August 31, 2016.

Click on a print or eBook link below to learn more and add to your collection today!



\*Discount will be applied when the title is placed in your shopping cart.

**In the News**

Residency programs are underway!

Are your residents milestone ready? Ensure your users have the content to set themselves up for success. Click [here](#) to learn more about Milestones from the Accreditation Council for Graduate Medical Education (ACGME).

The 2016 National Report of findings from the Clinical Learning Environment Review is out! Click [here](#) to read how teaching hospitals and more graduate medical facilities are shaping residents and improving patient care.

 <p>Clinical Decision Making in Mental Health Practice</p> <p>ISBN: 9781433820298 Publisher: American Psychological Association Pub Date: 2016</p> <p>In the mental health context, decision analytics considers psychotherapy theories as exercises in pattern recognition, and therapy itself as a unique combination of expertise and intuition on the part of the therapist, requiring snap judgments as well as long-term deliberation. Contributors examine common decision-making biases, such as confirmation bias and the "sunk-cost" fallacy, which can lead to poor outcomes if ignored or left unchecked. Practical.</p>	 <p>What It's Like to Become a Doctor</p> <p>THE YEAR-BY-YEAR JOURNEY FROM MEDICAL STUDENT TO PRACTICING PHYSICIAN</p> <p>MATTHEW MOELLER, MD</p> <p>ISBN: 9780997284706 Publisher: Greenbranch Publishing Pub Date: 2016</p> <p>This book is for students who are thinking about a career in medicine, patients who are frustrated with America's healthcare system, and lawmakers who need an insider's perspective when making healthcare laws. Read Dr. Moeller's honest and multi-angled stories of Call Night, Match Day, the rigorous academic schedule of medical school, the tireless hours of Internship, his years of fellowship training, and humanistic accounts of patient care as he transforms from student to practicing physician.</p>
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# Promotional Opportunities

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY

## Rites of Spring

### When?

Runs during the 2nd quarter of the calendar year

### Who?

Libraries and hospitals

### What?

- Print resources and eBooks on the R2 Digital Library
- Publishers extend an additional 10% discount on one purchase of each
- Participating publishers' logos included on the special promotion page on Rittenhouse.com



*Rites of*  
**SPRING**  
*from Rittenhouse is in full bloom!*

*You'll like what you save.*

**We appreciate your loyal patronage. Expand your collection even further with this special promotion!**

one print order\* and/or  
r on R2library.com.

ount on all R2  
g Rites of Spring.

discount on one print  
r Rittenhouse.com.

**DON'T MISS OUT ON THIS SPECIAL OFFER!**  
Deep discount on one print order\* and one R2 Digital Library order on R2Library.com.

**ORDER ONLINE**  
Rittenhouse.com & R2Library.com

**R2 DIGITAL LIBRARY** | **Rittenhouse BOOK DISTRIBUTORS**

\*Visit Rittenhouse.com or R2Library.com for full details.

5, 2017  
avier, Springer, F.A. Davis & more!

vice at 800-345-6425.  
tenhouse.com & R2Library.com.

Use Code: ROS17

Follow us on social media for future special offer announcements.

**R2 DIGITAL LIBRARY** | **Rittenhouse BOOK DISTRIBUTORS**

\*Short discount/non-stock publishers excluded. May not be combined with any other special offers or discounts.

# Oktoberfest

## When?

Runs during the 4th quarter of the calendar year

## Who?

Libraries and hospitals

## What?

- Print resources and eBooks on the R2 Digital Library
- Publishers extend an additional 10% discount on one purchase of each
- Participating publishers' logos included on the special promotion page on Rittenhouse.com

*The wait is over!*

# Oktoberfest

is here!

*You'll like what you save.*

— ❖ —

*We appreciate your business. Expand your collection even further with this special promotion!*

**Oktoberfest**  
November 1 to December 15, 2017

*You'll like what you save. Don't miss out on this special offer!*  
Deep discount on one print order\* and one eBook order on R2Library.com

**ORDER ONLINE**  
Rittenhouse.com & R2Library.com

\*Not Rittenhouse.com or R2Library for full details.

Interested in Print      Interested in R2 Digital Library

Follow us on social media for announcements on future special promotions and flash sales.

**R2 DIGITAL LIBRARY** | **Rittenhouse BOOK DISTRIBUTORS**

\*Print discount/Non-stock publishers excluded. May not be combined with any other special offers or discounts.  
Rittenhouse.com • R2library.com • 800.345.6425

## Special Pass-through Promotions

We welcome the opportunity to develop a customized special pass-through promotion, based on your marketing needs.

**Cost:** \$500 + 10% of gross sales

### Where?

- eMail to Customers - retail and/or library/institutional
- Social media announcements
- Sales team support

Rittenhouse will track resources sold and, upon completion of the promotion, submit a vendor claim to the publisher for \$500 + 10% of total gross sales.

**DON'T MISS THIS NCLEX® PROMOTION**

F.A. DAVIS COMPANY

**ADDITIONAL 10% OFF THROUGH MAY 2<sup>ND</sup>**  
CLICK A COVER IMAGE BELOW TO PURCHASE TODAY

NCLEX-RN Notes, 2nd Edition  
978-0-8036-2913-4

Prioritization, Delegation, & Management of Care for the NCLEX-RN® Exam  
978-0-8036-3313-1

Pediatric Nursing  
978-0-8036-3042-0

Fluid, Electrolyte, and Acid-Base Imbalances  
978-0-8036-2261-6

Fundamentals of Nursing

Davis's Q&A for the NCLEX-RN® Examination  
978-0-8036-2187-9

Davis's NCLEX-PN® Review, 3rd Edition  
978-0-8036-1459-8

ANA RESOURCES FROM R2 DIGITAL LIBRARY

**CELEBRATE NATIONAL NURSES WEEK**

Get an additional 15% off ALL American Nurses Association titles on the R2 Digital Library.  
**OFFER GOOD MAY 6<sup>TH</sup>-12<sup>TH</sup>**

Click here to purchase today!  
*Discount automatically applied when titles are placed in cart.*

FOR ALERTS ON FUTURE FLASH SALES, FOLLOW US ON SOCIAL MEDIA.

Rittenhouse BOOK DISTRIBUTORS  
DISTRIBUTING THE LEADING SCIENTIFIC, TECHNICAL AND MEDICAL PUBLISHERS

R<sub>2</sub> DIGITAL LIBRARY

800-345-6425 | customer.service@r2library.com

## Publisher-featured Webinars

**Cost:** \$5,000

Rittenhouse will develop and host two publisher-featured webinars on a specific title or topic in a calendar year—spring and fall—and will collaborate with the publisher throughout the development and broadcast process. Get in touch with us today for full guideline details.

### Schedule:

- Spring
- Fall

### Marketing Approach:

- eMail invitation to Customers (outside email lists can be purchased for an additional cost)
- Social media announcements
- Sales team support
- Information on Rittenhouse.com and/or R2library.com (depending on topic and audience)
- On-demand recording (post-broadcast) on Rittenhouse's YouTube channel

RITTENHOUSE OPEN ONLINE COURSE

### Join us for a free information session

Meet the Author of "Flatlining: How Healthcare Could Kill the U.S. Economy"

LIVE BROADCAST | THURSDAY MARCH 16, 2017 | 2:00 PM

Issues surrounding healthcare – and the ways to improve it -- are constantly in the news, more so now than in recent memory. With a changing political climate in Washington, and across the country, lawmakers on all sides are trying to figure out the best course of action to address this critical issue. "Flatlining: How Healthcare Could Kill the U.S. Economy" takes these issues head on, with a mission to provide a deeper understanding of the health industry.

Join Ron Howrigan, author of "Flatlining: How Healthcare Could Kill the U.S. Economy" and your Rittenhouse hosts to learn more about this important issue.

From *Flatlining*: "Healthcare is the largest single segment of our economy and it is quickly spiraling out of control. This book can give readers and understanding of the healthcare industry, why it's in trouble and what needs to happen to fix it."

[CLICK HERE TO REGISTER](#)

*Flatlining* is available now from Rittenhouse.com (print) and R2Library.com (digital).

Follow us on social media for future special offer announcements.



## Content Update Webinars

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**Cost:** \$1,000/placement (limit 2 placements per publisher, per webinar)

In the spring and fall, Rittenhouse will develop and host “Content Update” webinars for our various customer segments. Select the appropriate webinar based on your marketing needs and supply the ISBN and high-resolution cover image of your choice.

### Schedule:

- Spring
  - Library/Hospital
  - Retail
- Fall
  - Library/Hospital
  - Retail

### Marketing Approach:

- eMail invitation to Customers (outside email lists can be purchased for an additional cost)
- Social media announcements
- Sales team support
- Information on Rittenhouse.com and/or R2library.com (depending on topic and audience)
- On-demand recording (post-broadcast) on Rittenhouse’s YouTube channel

## R2 Digital Library Flash Sales

R2 Digital Library flash sales have become a popular value-add with our customer base. We welcome you to partner with us on this valuable promotional opportunity.

**Cost:** \$500 + 10% of gross sales

### How it Works:

Rittenhouse will hold a 2-day, publisher-focused flash sale to promote select titles to our existing R2 Digital Library customers. The publisher can choose to feature as many active R2 Digital Library titles as they would like. Sales will be tracked and, upon the close of the promotion, Rittenhouse will submit a vendor claim to the publisher for the initial investment in the promotion plus 10% of total gross sales.

### Marketing Approach:

- eMail to R2 Digital Library customers
- Social media announcements
- Sales team support
- Promotion information on Rittenhouse.com and R2library.com

## Don't Miss This Special Offer!

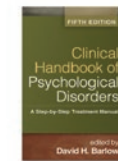
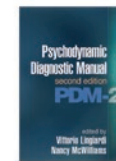
Receive a 20% discount\* on ALL Guilford Press titles on the R2 Digital Library!



September 19 - 20, 2017

Guilford Press eBook titles available on R2 include these and many more.

Enhance your R2 Digital Library collection  
with these valuable resources today!



GET STARTED

\*No offer code needed. Discount will automatically be applied when the resource is added to your cart. Offer expires midnight on September 20, 2017.

Follow us on social media for future special offer announcements.



## R2 Digital Library Special Collection

Creating a Special Collection on the R2 Digital Library is a unique way for publishers to enhance exposure for their resources to the R2 customer base.

**Cost:** \$500 + 10% of gross sales

### How it Works:

Rittenhouse will hold a month-long, publisher-focused Special Collection to promote select titles to our existing R2 Digital Library customers. The publisher can choose to feature as many active R2 Digital Library titles as they would like in a Special Collection.

Rittenhouse will track resources sold and, upon the close of the promotion, submit a vendor claim to the publisher for the initial investment in the promotion plus 10% of total gross sales.

### Marketing Approach:

- eMail to R2 Digital Library customers
- Social media announcements
- Sales team support
- Promotion information on Rittenhouse.com and R2library.com

The screenshot displays the R2 Digital Library website interface. At the top, there is a navigation bar with links for Resources, Users, Reports, Publishers, Alerts, Discounts, and Special Collections. Below this is a sidebar menu with categories like Institution Management, Collection Management, Special Collections, Institution Reports, and System Information. The main content area shows a 'Highlights' section for September 2017, featuring a webinar announcement and a survey result. Below this is an 'Account Usage' table for September 2017, showing metrics such as Total Resources (279), Successful Content Retrievals (2382), TOC Retrievals (707), User Sessions (313), Print Requests (57), Email Requests (0), Concurrent Turnaways (20), and Access Turnaways (2). A 'Highlights' section for September 2017 follows, comparing 'Most Popular Discipline' (Radiologic Technology with 556 content views) and 'Least Popular Discipline' (Physical Medicine and Rehabilitation with 5 content views). At the bottom, there are sections for 'Most Accessed Title' (Practical Radiology) and 'Least Accessed Title' (Geriatric Rehabilitation).



## Customer Plans Available

As a valued partner, we would like to offer you the no-cost service of developing custom advertising and promotion plan. Simply provide us with a budget amount and we will develop a plan based on your marketing needs!

For questions regarding cooperative opportunities, reserving space, or submitting advertisements, **contact Laura Duray at [marketing@rittenhouse.com](mailto:marketing@rittenhouse.com) or 800-345-6425**. All ads and materials are due the 15th of the month before the ads are scheduled to run.

## Metrics Available

Metrics for open rates, click-through rates and impressions are available upon request.