

# 2020

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## COOPERATIVE ADVERTISING POLICY

**Rittenhouse**  
BOOK DISTRIBUTORS

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

## Custom Plans Available

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

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

# Advertising Opportunities on Rittenhouse.com

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY



# Featured Publisher Opportunities

## Rittenhouse.com Homepage

**Cost:** \$1,250/month  
\$12,000/year

**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 overview
- 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. The header includes the Rittenhouse logo, navigation links (Home, About Rittenhouse, Blog, Publisher, R2 Digital Library, Browse Categories, Advanced Search), and a search bar. A 'Customer Login | New User' link is in the top right.

The main content area features a large section for the 'American Red Cross' publisher. This section includes the publisher's logo, a brief description of their mission, and two featured books:

- American Red Cross: First Aid/ CPR/ AED Participant's Manual**
  - ISBN 13: 9781584800653
  - Edition: 3
  - Publisher: American Red Cross
  - Copyright: 2017
  - Status: Active
  - Quantity On Hand: 0
  - Quantity On Order: 102
  - Retail Price: 11.99
- American Red Cross: Responding to Emergencies: Comprehensive First Aid/CPR/AED Textbook**
  - ISBN 13: 9781584800644
  - Edition: 1
  - Publisher: American Red Cross
  - Copyright: 2017

Each book listing includes a 'Previous Edition' link and an 'Add To Cart' button. There are also 'Email' and 'Print' links for the first book.

Below the publisher section, there is a 'Company NEWS' sidebar with a link to an errata page for the American Academy of Pediatrics. The main content area continues with a 'Highlights This Month' section featuring four book covers: 'Nursing 2020 Drug Handbook', 'Nelson's Pediatric Antiepileptic Therapy', 'Psychiatry', and 'Medical Terminology for Interpreters'.

On the right side, there is a 'Retail Partners' sidebar with links to 'Library Partners' and 'Corporate Partners'. At the bottom right, there is a 'Featured Publishers' section with the American Red Cross logo and a 'Read more >' link.

The footer contains copyright information: '2010 - 2019 © Rittenhouse Book Distributors, Inc. 511 Feheley Drive, King of Prussia, PA 19406 | P: 800-345-6425 | F: 800-223-7488 | contact us | rittweb5' and social media icons for Facebook and Twitter.



# Featured Publisher Opportunities

## Library Homepage on Rittenhouse.com

Cost: \$1,250/month  
\$12,000/year

### Placement: Library/Hospital Homepage

- Target specific markets
- 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

Home | About Rittenhouse | Blog | Publisher | R2 Digital Library | Browse Categories | Advanced Search | Search

**Library Partners Home**

Account Management  
Account Profile  
Back Order Status Report  
Order History  
Claims  
Return Policy

Events

Services  
AcquisitionPLUS  
Approval Plus Services  
New and Noteworthy Titles  
For Libraries  
Daddy's Core Titles  
Standing Orders /  
Continuations  
Forcoming Titles  
Core Collection Update  
Digital Content and  
Resources  
Cost Analysis  
Cataloging  
Express Checkout  
Rittenhouse Campus  
Connect  
Visible Body

**Special Offers and Announcements**

MONTHLY DISCOUNTS on the  
**Best of the Best**  
- click here -

**PROMOTIONS**  
CLICK HERE

**OMI**  
HIGHLY DIRECTED PAIN RELIEF WITH OMI'S  
PEMF MINIMAT

**Edi Ermes**  
edi-ermes

We are Edi Ermes USA, a publishing house that specializes in medical textbooks. With 40+ years of expertise in the industry, we are an established premium, a medical textbook publishing company in Europe, Asia, and the United States. We have had established success selling our Anatomy Atlas Trilogy: Human Anatomy - Multimedia Interactive Atlas, edited in the English version by Professor Sabine Hübner of Cornell University, as well as our physiotherapy series. The latter are authored by medical professionals who utilize the most up-to-date techniques and practices in the field. Using emerging technological developments and techniques, we aim to provide our customers with the most current, efficient, and professional medical books.

**Featured Publisher**

**Featured Title**

**Rittenhouse Newsletters**

New and Noteworthy Titles for Libraries

Rittenhouse is committed to keeping you up-to-date with the information you need. Please view New and Noteworthy Library Titles for a listing of this month's highlights.

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Rittenhouse Employee: laura.dunay@rittenhouse.com | @rittenhouse

# Featured Publisher Opportunities

## Retail Homepage on Rittenhouse.com

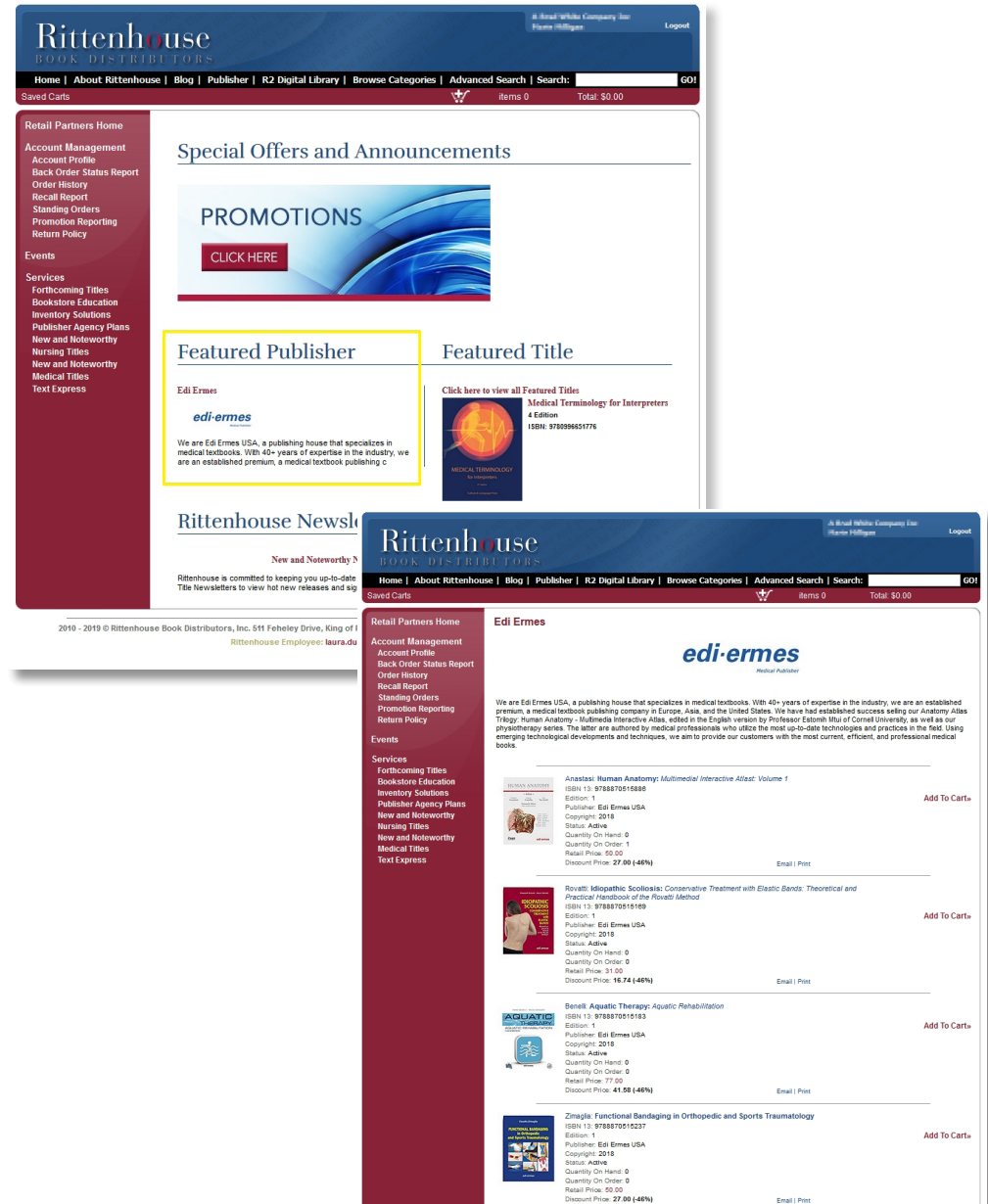
Cost: \$1,250/month  
\$12,000/year

### Placement: Retail Homepage

- Target specific markets
- 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 overview
- ISBNs of 10 titles to feature on second page
- Cover images in JPEG format with ISBN13 as file name



## Featured Title Opportunities

### Rittenhouse.com

**Cost:** \$400/month

2x rate = \$375/month

3x rate = \$350/month

12x rate = \$300/month

\$3,600/year

**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





## Featured Title Opportunities

### Library Homepage on Rittenhouse.com

**Cost:** \$400/month

2x rate = \$375/month

3x rate = \$350/month

12x rate = \$300/month

\$3,600/year

**Placement:** Library/Hospital Homepage

- Target specific markets
- Rotating placement triggered by page open or refresh
- 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

**Rittenhouse**  
BOOK DISTRIBUTORS

Customer Login | New User

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

**Library Partners Home**

- Account Management
  - Account Profile
  - Back Order Status Report
  - Order History
  - Claims
  - Return Policy
- Events
- Services
  - AcquisitionPLUS
  - Approval Plan Services
  - New and Noteworthy Titles for Libraries
  - Doody's Core Titles
  - Standing Orders / Continuations
  - Forthcoming Titles
  - Core Collection Update
  - Digital Content and Resources
  - Cost Analysis
  - Cataloging
  - Express Checkout
  - Rittenhouse Campus Connect
  - Visible Body

**Special Offers and Announcements**

MONTHLY DISCOUNTS on the  
**Best of the Best**  
- click here -

**PROMOTIONS**  
CLICK HERE

**OMI**  
HIGHLY DIRECTED PAIN RELIEF WITH OMI'S PEMF MINIMAT

**R2 Digital Library**

Start a Trial | Learn More | Take a Survey

Thousands of eBooks from the leading health sciences publishers. 1 interface.  
Please click Learn More to discover the R2 Digital Library. Stop Searching. Start Finding.

**Featured Publisher**

American Red Cross

**Featured Title**

Click here to view all Featured Titles

**Front Line of Defense**  
3 Edition  
ISBN: 9781633585611

**Rittenhouse Newsletters**

New and Noteworthy Titles for Libraries

Rittenhouse is committed to keeping you up-to-date with the information you need. Please view New and Noteworthy Library Titles for a listing of this month's highlights.

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# Featured Title Opportunities

## Retail Homepage on Rittenhouse.com

**Cost:** \$400/month

2x rate = \$375/month

3x rate = \$350/month

12x rate = \$300/month

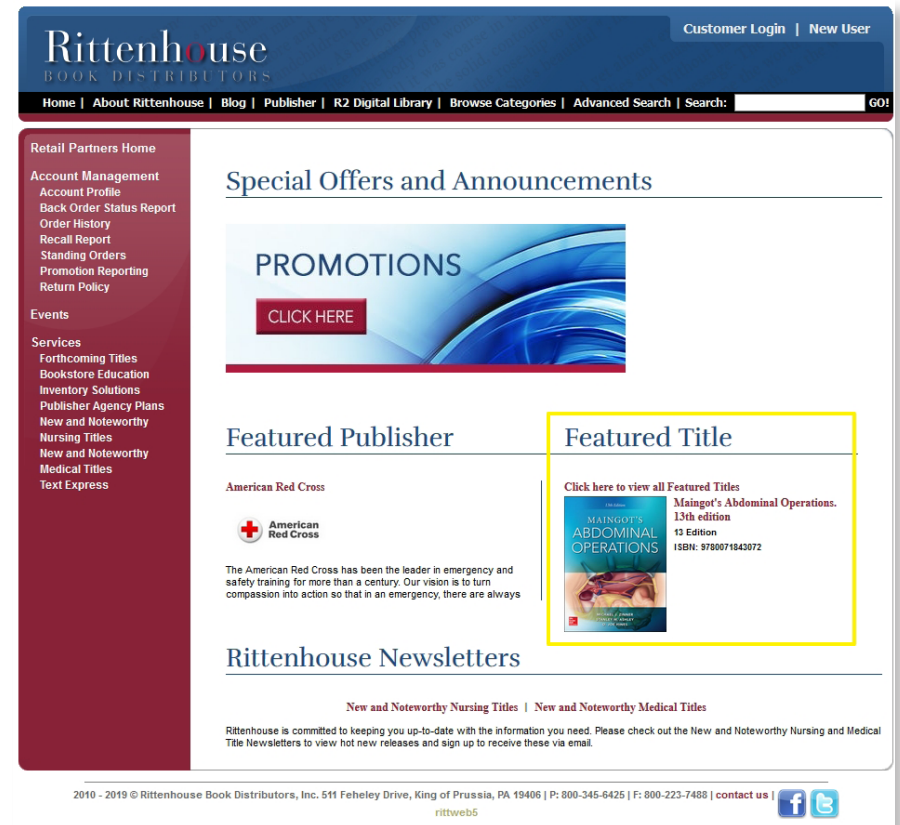
\$3,600/year

**Placement:** Retail Homepage

- Target specific markets
- Rotating placement triggered by page open or refresh
- 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



## Banner Ad Opportunities

**Cost:** \$1,000/month

2x rate = \$900/month

3x rate = \$800/month

12x rate = \$700/month

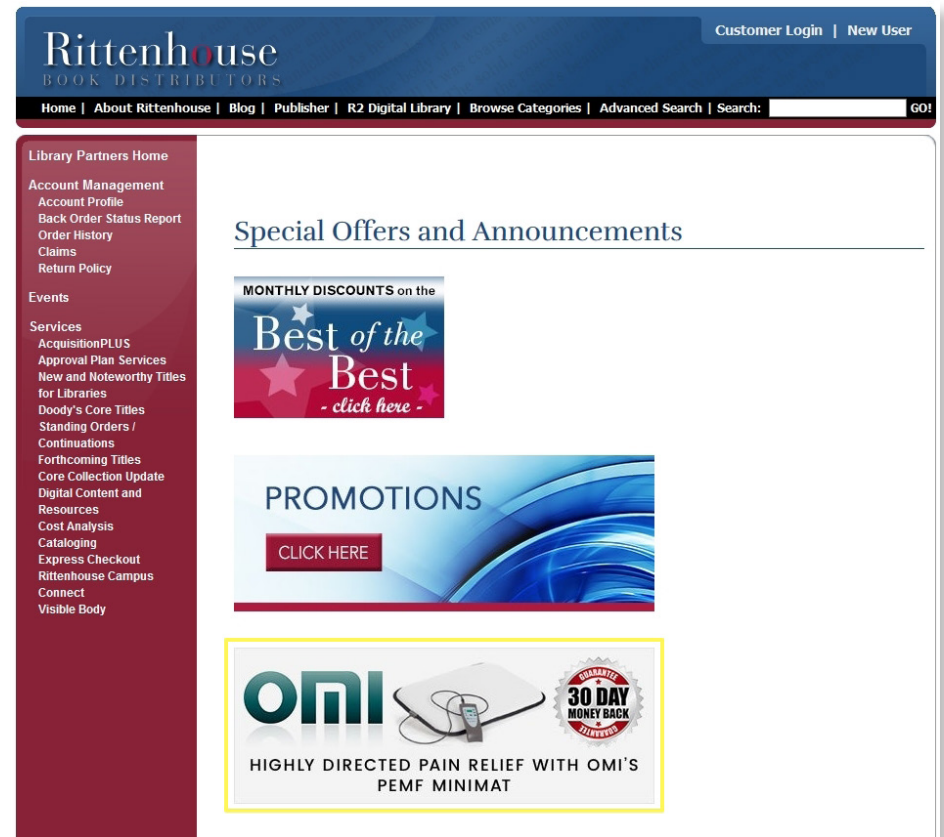
\$8,400/year

**Placement:** Library and Retail Homepages

- Dedicated placement for the entire month
- Completely customizable marketing message
- Click through available to anywhere on Rittenhouse.com or link out to separate site

**Assets Needed:**

- Will work with you to identify the marketing strategy
- Cover images in JPEG format with ISBN as file name (if necessary)





## Administrator Login Pop-up Opportunities

**Cost:** \$750 for 2 weeks  
\$15,000/year

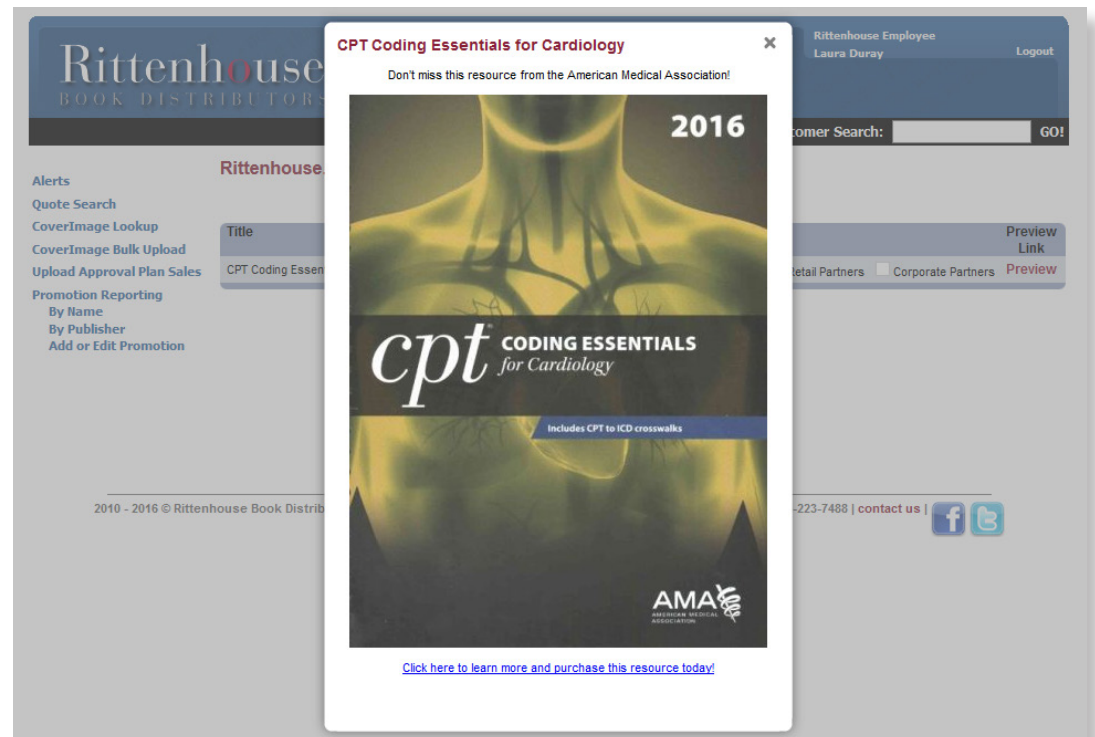
### How does it work?

- 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

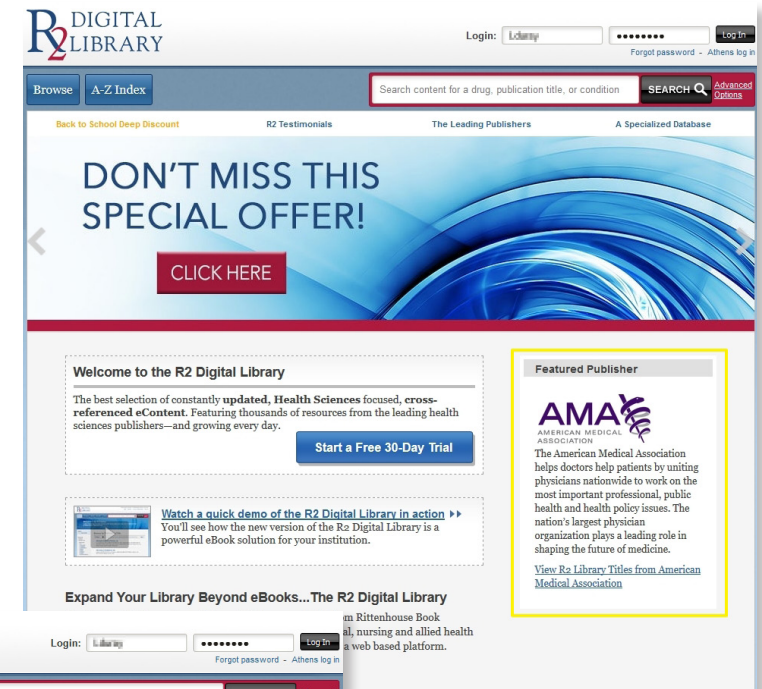
**Cost:** \$600/month  
\$6,000/year

**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





## R2 Featured Title Opportunities

**Cost:** \$400/month

3x rate = \$350/month

12x rate = \$300/month

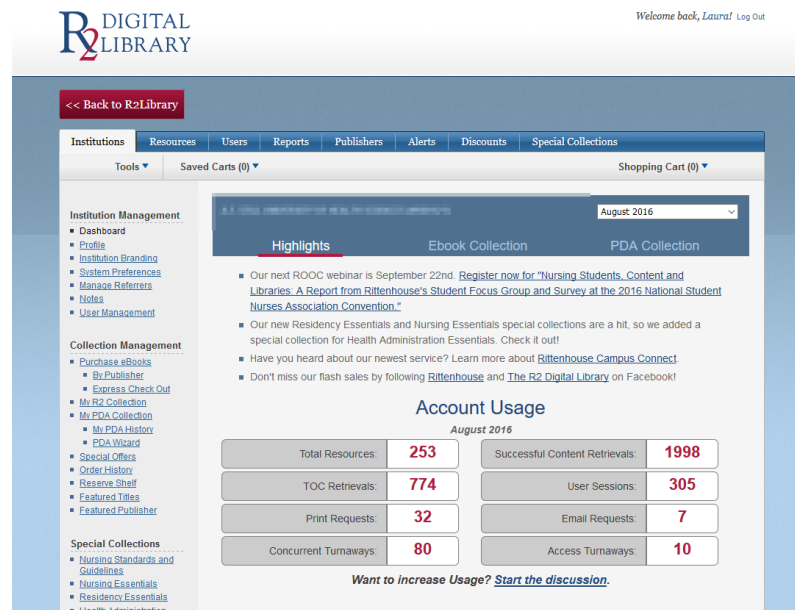
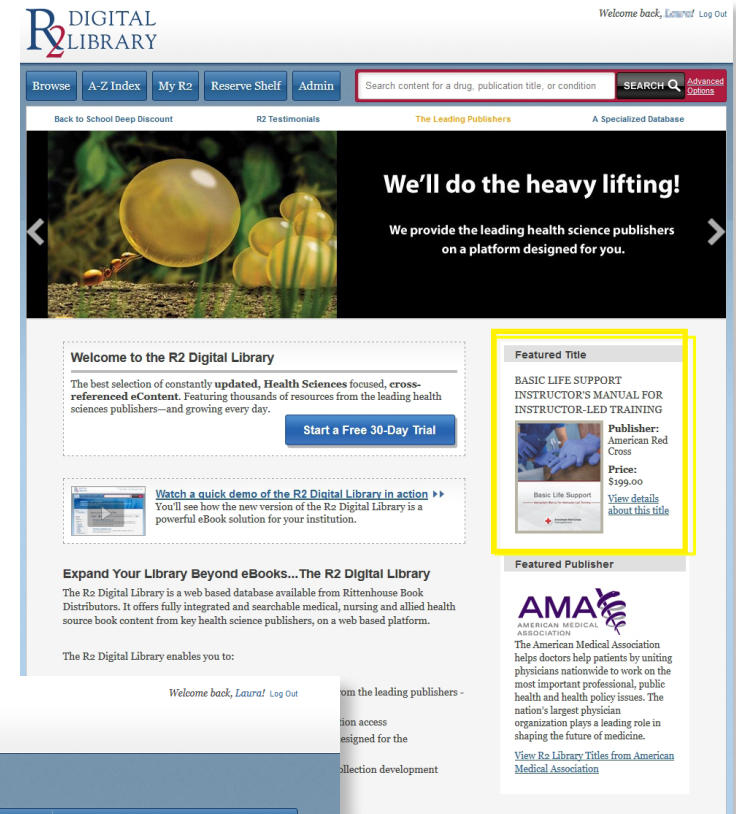
\$3,600/year

**Placement:** R2 Digital Library Homepage  
Dashboard & Account Summary eMail

- Rotating placement triggered by page open or refresh
- Click-through available to the eBook purchase page

### Assets Needed:

- ISBN of 1 title to feature



## R2 Administrator Login Pop-up Opportunities

**Cost:** \$500 for 2 weeks  
\$10,000/year

### 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

Don't miss this must-have title from the American Red Cross!

Close X

Basic Life Support Instructor's Manual for Instructor-Led Training



**Author:** American Red Cross

**Affiliation:**

**Publisher:**

**Publication Date:** 1/1/2019

**R2 Release Date:** 5/17/2019

**Edition:** 1st

**ISBN 10:** 1732995737

**ISBN 13:** 9781732995734

**List Price:** ~~\$199.00~~

**Discount Price:** N/A

ADD TO MY COLLECTION

ADD TO MY PDA COLLECTION

Use the "Browse by Publisher" tool to view the entire list of American Red Cross eBooks available on the R2 Digital Library!

# Advertising Opportunities in eCommunications

Rittenhouse  
BOOK DISTRIBUTORS

R<sub>2</sub> DIGITAL  
LIBRARY

## eNewsletter Opportunities

**Cost:** \$400/month

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

12x rate = \$300/month

\$3,600/year

### 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
- Features print products only

**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

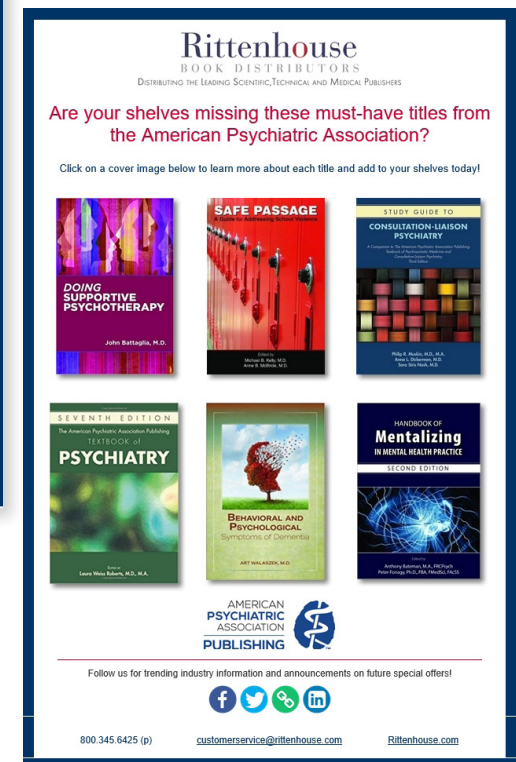
**Circulation:** Up to 10,000 (depending on audience – library and/or bookstore)

- 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:** 17%

### Assets Needed:

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



## Best of the Best Featured Titles Opportunities

**Cost:** \$350/month

- Monthly special promotion to library/institutional customers
- Link to book detail page on R2library.com
- Features only eBooks on the R2 Digital Library

**Average Open Rate:** 15%

### Assets Needed:

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

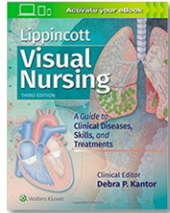

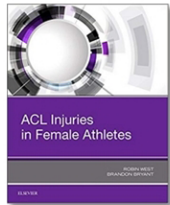
# BEST *of the* BEST

These eBooks are some of the standout titles on the R2 Digital Library, and are available at a deep discount through the end of July.

**Receive a 22% discount!\***

Click on a cover image, title, or ISBN below to learn more and enhance your R2 Digital Library collection today!

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

	<p><u>Lippincott Visual Nursing: A Guide to Clinical Diseases, Skills, and Treatments</u></p> <p>ISBN: <a href="#">9781496381781</a></p> <p>Publisher: Lippincott</p> <p>Pub Date: 2019</p> <p>For an image-rich guide to the clinical concepts and on-the-unit skills needed to treat the major common diseases, look no further than the fully updated Lippincott Visual Nursing, 3rd Edition. Using clear, concise definitions backed by abundant images, this vital text explains disease pathophysiology, with expert guidance on anatomy, symptoms, assessment skills, and hands-on patient care. Ideal for students, new nurses, and experienced nurses needing a review, this is a must-have guide to providing appropriate, effective patient care.</p>
	<p><u>How to Write Better Medical Papers</u></p> <p>ISBN: <a href="#">9783030029548</a></p> <p>Publisher: Springer Nature</p> <p>Pub Date: 2019</p> <p>This book guides medical researchers through all stages of transforming their scientific data and ideas into a published paper. Many researchers in medicine, including the life sciences and health sciences, struggle to get their research written and published. Manuscripts are typically rejected and/or sent back for revisions several times before ever being published. One reason for this is that researchers have not received much instruction in the specific subjects and skills needed to write and publish scientific medical papers: research methodology, ethics, statistics, data visualization, writing, revising, and the practicalities of publishing.</p>
	<p><u>ACL Injuries in Female Athletes</u></p> <p>ISBN: <a href="#">9780323548397</a></p> <p>Publisher: Elsevier</p> <p>Pub Date: 2019</p> <p>This easy-to-read reference presents a succinct overview of clinically-focused topics covering the prevention, treatment, and rehabilitation of ACL injuries in the female athlete. Written by two professional team physicians, it provides practical, focused information for orthopaedic and sports medicine surgeons and physicians. "Covers ACL injury risk factors and prevention, including biomechanics, biology, and anatomy of the female athlete. *Discusses graft choices, the biology of healing, rehabilitation and return to play, future options for treatment, and more. *Addresses special considerations such as pediatric ACL and revision ACL. *Consolidates today's available information and experience in this timely area into one convenient resource.</p>

# Promotional Opportunities

## Rittenhouse Pass-through Promotions

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Throughout the year, Rittenhouse offers customers promotional opportunities to enhance their collections at a deeper discount.

We welcome publishers to partner with us to extend an additional discount that Rittenhouse will pass-through to the customer. Please visit the Publisher Portal on Rittenhouse.com to view the list of upcoming promotional opportunities (posted quarterly). We also email invitations to publishing partners 1 to 2 months prior to the start of each promotion.

### Cost?

10% of total gross sales of any publishers' products sold during the promotion. Rittenhouse will track products sold and, upon completion of the promotion, will submit a request to the publisher for the total monies due back to Rittenhouse.

### What?

- Print books and eBooks (R2 Digital Library)
- Types of products featured depend on the strategy of the promotion. Broad promotions normally include all participating publisher products available through Rittenhouse—Oktoberfest, Rites of Spring, Back to School, etc. Focused promotions are built around specific disciplines or special collections of titles—American Journal of Nursing Books of the Year, Nursing, Health Administration, Doody's Core Titles, etc.

### What?

- Multiple mass emails to Rittenhouse customers prior to and throughout the promotion window—Save the Date, Announcement, Reminder and Last Chance
- Announcements via social media (Facebook, Twitter, etc.)
- Rittenhouse sales team support
- Promotional Pages on Rittenhouse.com and R2library.com



## Special Publisher Pass-through Promotions

We welcome the opportunity to develop a customized special pass-through promotion that extends a 10% discount to customers, based on your marketing needs.

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

### What?

- Print and/or eBooks (R2 Digital Library)

### 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 Special Savings



**Take advantage of this offer and stock your shelves for back to school time!**

For a limited time, receive an additional 10% discount on 30 Springer Nature print titles!\*

June 24 – 28, 2019\*\*

Featured titles include these and many more:






Visit [Rittenhouse.com](http://Rittenhouse.com) and log into your account for full special offer details to view the full list of titles included and to start ordering today!

## SPRINGER NATURE

Discount applies only to select Springer Nature titles.  
\*\*The discount period is over at the end of the day on June 28, 2019.

Follow us on social media for future special offer announcements.





customer.service@rittenhouse.com • 800.345.6425 (p) • 800.233.7488 (f)

## Publisher-featured Webinars

**Cost:** \$3,500

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

The Merck Manual Then and Now: Stories from 20 Editions

TUESDAY, APRIL 24, 2018 | 2:00 PM - 2:30 PM EST

Now in its 20th edition, The Merck Manual has been one of the most best-selling and trusted medical books for more than 100 years. Join us to hear how the Merck Manual rose to prominence and how it continues to adapt to changing publishing and medical landscapes.



FREE  
ON THE  
R2 DIGITAL  
LIBRARY

[CLICK HERE TO REGISTER](#)

#### QUESTIONS?

Contact Jason Hafer at 800-345-6425  
or [jason.hafer@rittenhouse.com](mailto:jason.hafer@rittenhouse.com)

## New Editions 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 “New Editions 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. Both print books on Rittenhouse.com and eBooks on R2library.com are reviewed during the Library/Hospital webinars.

### Schedule:

- |                    |                    |
|--------------------|--------------------|
| • Spring           | • Fall             |
| – Library/Hospital | – Library/Hospital |
| – Retail           | – 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 are popular events for our customers. We welcome you to partner with us on this valuable promotional opportunity to extend a 10% discount to academic library and hospital customers.

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

### How it Works:

Rittenhouse will hold a 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 are tracked and, upon the close of the promotion, Rittenhouse will submit a request to the publisher for \$500 plus 10% of the total gross sales.

### When?

Flash sales can be held anytime throughout the year, based on the publisher's marketing needs. The length of the promotion may vary, but is typically 2 to 5 days in length.

### 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 the opportunity to enhance your digital collection with eBooks from Brookes Publishing!**



For a limited time, receive an additional 10% discount on all active Brookes Publishing eBooks available on the R2 Digital Library.

April 15 – 19, 2019\*

No offer code needed • Any quantity



Don't miss *Children with Disabilities, 8th Edition*, now available on the R2 Digital Library and included in this deep discount promotion!

**BROOKES**

Click on a link below to learn more about each title and add to your collection today!

[A Comprehensive Guide to Intellectual and Developmental Disabilities, 2nd Edition](#)

[Children with Disabilities, 8th Edition](#)

[Dyslexia and Neuroscience, 1st Edition](#)

[Treatment and Language Disorders in Children, 2nd Edition](#)

\*Discount expires at the end of the day on April 19, 2019.





## 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 market a month-long, publisher-focused Special Collection, to promote a 10% discount on 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 the resources sold and, upon the close of the promotion, submit a request to the publisher for \$500 plus 10% of the 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

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

**Don't miss Jones & Bartlett Learning's Special Collection on the R2 Digital Library!**

  
JONES & BARTLETT  
LEARNING  
An Ascend Learning Company

**For the month of September 2018,\* receive an additional 10%\*\* discount on all eBooks in the special collection.**

Support your students and health care professionals with must-have Jones & Bartlett Learning resources in nursing, medicine, health administration and much more!




Visit [R2library.com](http://R2library.com), log into your account to view the full list and enhance your collection today!

**Get Started**

Special Collections on the R2 Digital Library are just one of the many collection development tools available to you. Read all about them [here](#).

\*The discount and special collection end on September 30, 2018. \*\*No order code needed. The discount will be automatically applied when the eBook is added to the shopping cart.

Connect with us for trending industry information and announcements on future events and special offers!

[customerservice@r2library.com](mailto:customerservice@r2library.com) - 800.345.6425 (p) - [R2library.com](http://R2library.com)