2008

Full Page Ads

Editor

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
Editor (2008) "Full Page Ads," Against the Grain: Vol. 20: Iss. 1, Article 44.
DOI: http://dx.doi.org/10.7771/2380-176X.2726

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Introducing

New Sociology/Social Work Package
Available via EBSCOhost®

- **SociINDEX™ with Full Text**
  - Most comprehensive and highest quality sociology research database
  - Contains 591 full-text journals, 738 full-text books & monographs and 6,785 full-text conference papers
  - Provides coverage of sociology, encompassing all sub-disciplines and closely related areas of study including abortion, criminology & criminal justice, demography, ethnic & racial studies, gender studies, marriage & family, political sociology, religion, rural & urban sociology, social development, social psychology, social structure, social work, socio-cultural anthropology, sociological history, sociological research, sociological theory, substance abuse & other addictions, violence and many others

- **Social Work Abstracts™**
  - Covers information dealing with all aspects of the social work field, including theory and practice, areas of service and social issues and problems
  - Provides scholarly and professional perspectives on subjects such as therapy, education, human services, addictions, child and family welfare, mental health, civil and legal rights and more
  - Extensive coverage of more than 450 social work and human services journals dating back to 1977

- **National Criminal Justice Reference Service Abstracts Database™ (Coming Soon)**
  - Provides information covering the fields of law enforcement and criminal justice
  - Topics covered include corrections, courts, crime statistics, domestic preparedness, drugs, juvenile justice, law enforcement and victims
  - Includes summaries of more than 190,000 publications including books, government reports, research reports and unpublished research

- **Abstracts in Social Gerontology™**
  - Covers information related to social gerontology, including the psychology of aging, elder abuse, society & the elderly, and other relevant areas of the discipline

- **Family Studies Abstracts™**
  - Covers information related to family studies, including marriage, divorce, family therapy, and other relevant areas of the discipline

- **LGBT Life® with Full Text**
  - Definitive resource to the world’s literature regarding Lesbian, Gay, Bisexual and Transgender issues

- **Race Relations Abstracts™**
  - Covers information related to race relations, including ethnic studies, discrimination, immigration studies, and other relevant areas of the discipline

- **Urban Studies Abstracts™**
  - Covers information related to urban studies, including urban affairs, community development, urban history, and other relevant areas of the discipline

- **Violence & Abuse Abstracts™**
  - Covers information related to violence and abuse, including family violence, sexual assault, emotional abuse and other relevant areas of the discipline

Contact EBSCO for a Free Trial
E-mail: request@ebscohost.com or call 1-800-653-2726

Learn more about these and other products at www.ebscohost.com
DO YOU OWN THE RIGHT BOOKS IN THE RIGHT SUBJECTS FOR YOUR PATRONS?

ANALYZE YOUR COLLECTION WITH BLACKWELL

Ask us about our partnership with Library Dynamics and the many ways it can help you understand and shape your collection.

For more information contact a Blackwell Regional Sales Manager or a Customer Services Representative.

Lake Oswego  Blackwood
Tel: 800.547.6426  Tel: 800.257.7341
Email: custserv@blackwell.com

BLACKWELL  blackwell.com
Coutts Information Services

Supplying books and electronic content to today’s academic library.

Coutts Information Services is the fastest-growing, full-service supplier of books and electronic content to academic libraries in the United States.

At the heart of Coutts is our desire to assist you in the acquisition of materials in all formats, and to provide online workflow management solutions that allow you to concentrate on the quality of service you provide your patrons.

More and more academic libraries are turning to Coutts for the fastest and most comprehensive solutions. Call (800) 263-1686 or visit couttsinfo.com to find out more.
“IEEE journals are a fundamental online resource at our institution, helping to make our collection among the best in the world”

– Dr. Eleanor Baum, Dean of Engineering, The Cooper Union, NYC
Now indexed in Web of Science
We are pleased to announce that ACS Nano is indexed in the Web of Science. To view a sample issue of ACS Nano, go to the web site now: www.acsnano.org

Defining nanoscience and nanotechnology
ACS Nano is a new international forum for the communication of comprehensive articles on nanoscience and nanotechnology research at the interfaces of chemistry, biology, materials science, physics, and engineering. Moreover, the journal helps facilitate communication among scientists from all these research communities in developing new research opportunities, advancing the field through new discoveries, and reaching out to scientists at all levels.

ACS Nano includes studies on...
• Synthesis, assembly, characterization, theory, and simulation of...
  o Nanostructures
  o Nanomaterials and assemblies
  o Nanodevices
  o Self-assembled structures
• Nanobiotechnology
• Nanofabrication
• Methods and tools for nanoscience and nanotechnology
• Self- and directed-assembly

To order your 2008 ACS Nano institutional subscription, contact your ACS Account Manager or call 614-447-3674

ACS Publications
High Quality. High Impact.

1155 Sixteenth Street, NW • Washington, DC 20036 • http://pubs.acs.org
AMBASSADOR
REDEFINES, REINVENTS AND REDIRECTS YOUR LIBRARY’S WORK FLOW.

Order Confirmation Options
• Titles formatted with Excel or MARC attachments
• Library notification of MARC file pickup via FTP

Purchase Order Numbering Options
• Blanket order number on every order
• OneSource generation of PO numbers
• Populate sequential POs with previous PO numbers

Electronic Reporting and Ordering
• Excel order status reports
• Order via Edifact, Exibris, III and X.12
• Interface with all major integrated library systems

Electronic Invoicing
• Edifact-, XML- or PDF-format invoicing
• Invoice delivery via FTP or email

Master Login Account for Managing Acquisition and Faculty Accounts
• Accounts for books and media linked to master login
• Search by title, author, ISBN, keyword, series, subject, LC Class
• Filter searches by book or media
• Build Acquisition Department order lists
• Review faculty order lists
• Confirm and place orders
• Review order status, claim and cancel orders
• Review shipments, invoices and statements
• Create order status reports, invoices and statements in PDF format

OneSource DATABASE MANAGER
Password-protected access to more than 4M print titles and more than 1M non-print titles.

Ambassador
Books and Media
160 Finn Court, Farmingdale, New York 11735
800-431-8913 • www.absbook.com
Cambridge Journals Online
Advancing research.
Increasing access.

We’re constantly developing our online journals platform in support of our constitutional goal: to further the global dissemination of academic knowledge across all subjects.

Our development programme of three major releases of functionality a year enables us to provide a flexible service which rapidly responds to new trends and innovations.
Enrich your academic research programs in computer science and information technology management with a complete scholarly book collection, for a fraction of the combined print cost.

- Perpetual access to complete collection of nearly 1,000 scholarly and reference books from 2000-2008 for a one-time fee
- Aggregated full-text database of 15,000+ chapters, reference entries, and proceeding papers
- Unlimited simultaneous use throughout your institution
- Deep coverage of 20 subject categories in computer science, technology, and information management
- Current-year purchase and annual subscription options also available
- Discounts for consortia and other multi-site groups
Now Own all AIP Journal Content from 1930-2002
AIP introduces a one-time payment option for perpetual access to all AIP journal content older than five years. The new AIP Digital Archive gives you permanent access to such titles as The Journal of Chemical Physics, Journal of Applied Physics, Review of Scientific Instruments, and eight other titles.

Administer Your Online Resources Easily and Efficiently
AIP's new Scitation Library Service Center (librarians.scitation.org) provides librarians with the tools they need to administer the online journals to which they subscribe. Librarians may now submit OpenURL syntax, update IP addresses, access usage reports, unblock suspended IP addresses, and more.

Look into AIP Spotlight Publications
AIP is offering subscriptions to subsets of two of its well-respected journals. These topically based journals are part of a new series called AIP Spotlight Publications. From Journal of Applied Physics comes an online edition of Applied Physics Reviews, and from The Journal of Chemical Physics comes JCP: BioChemical Physics.
The IET Digital Library contains all IET journals, magazines, conference publications and seminar digests, encompassing a wide range of essential information in electrical and electronic engineering, telecommunications, computing, power, control, radar, circuits, materials, life sciences related research and IT.

IET Digital Library Publications
(1994 onwards)
Electronics Letters
Micro & Nano Letters
IET Research Journals - 20 titles*
(for formerly IEE Proceedings)
Engineering & Technology
IET Magazines - 7 titles
IET Conference Publications
IET Seminar Digests

* including 5 new titles for 2007:
IET Computer Vision
IET Image Processing
IET Signal Processing
IET Synthetic Biology
IET Renewable Power Generation

New for 2007 -
IET Digital Library Archive (1872-1993)
The Institution of Engineering and Technology is digitizing its journal archive from the start of IEE publications in 1872 up to 1993 adding a further 70,000 articles to the IET Digital Library. Also available online for the very first time is 'Electronics Letters’ from 1965-1993.

IET Digital Library - Benefits and Features
- Issues and articles available online in advance of printed publication
- All visitors can freely browse the table of contents and abstracts for all publications
- Pay-per-view access to articles for non-subscribers
- Advanced search capabilities: Search by Author, Title or Abstract words, Journal Name, Issue or Volume, Inspec indexing terms and Inspec classification codes and free indexing
- Table of contents email alerts service
- COUNTER Compliant usage statistics
- Email article abstract links to colleagues
- Save abstracts and links to articles in "My Articles"
- Bookmark favorite titles in 'My Publications' list
- Download citations in EndNote(R), BibTex, plain text and other formats
- Citation links to Inspec abstracts and article full text via Crossref DOIs

www.ietdl.org
The Institution of Engineering and Technology
The Institution of Engineering and Technology (the IET) is a not for profit organization, registered Charity No. 211014.

For further information about the features, or to find out more about the subscription packages available, visit www.ietdl.org or contact:
Email: ietdl@theiet.org
Tel: 1-866-906-5900 (US & Canada) or +1-732-321-5575
Your patrons need the best review materials. An Annual Reviews site license guarantees it.

Exceptional Quality. Exceptional Pricing. Exceptional Value. Annual Reviews publications operate as a high quality filter, prioritizing and synthesizing the primary research literature in 33 disciplines for the Biomedical, Life, Physical, and Social Sciences. Via authoritative and comprehensive review articles written by leading scholars, Annual Reviews is dedicated to helping scientists and researchers around the world prioritize and navigate the vast amount of primary research literature and data that is available to them.

Annual Reviews offers:
• A variety of affordable site license configurations for every institution
• Editors and Authors that are premier contributors to their fields
• Volumes that consistently earn the highest ISI® Journal Citation Reports® Rankings
• Innovative and enhanced online content that includes Reviews In Advance (RIA), fully supplemented and searchable full-text articles and PDFs, and supplementary links to all participating CrossRef publications, Medline® and ISI’s Web of Science®

To learn more or place your order, contact the Annual Reviews Site License Department.

www.annualreviews.org

ANNUAL REVIEWS
A Nonprofit Scientific Publisher
Call Toll Free 800.523.8635 (US/CAN)
Call 650.493.4400 (Worldwide)
Fax 650.424.0910
Email: sitelicense@annualreviews.org
Access Librarian Resources at www.annualreviews.org
The Comprehensive Handbook of Social Work and Social Welfare represents an in-depth and essential source of information on the field. Organized by major foundational areas within the social work curriculum, each volume includes cutting-edge information related to all aspects of the profession to guide practice and policy decision-making. This notable multi-volume handbook spans the field of social work, providing a balance of perspectives that includes contributions from experts in the U.S., as well as those from a diverse number of other countries.

Volume 1: The Profession of Social Work contains a broad range of key topics such as the history of social work and social welfare, the scope of social work practice, professional credentials and professional regulations, values and ethics, international social work and much more.

Volume 2: Human Behavior in the Social Environment includes information on the conceptual foundations of social work and thorough coverage of theories such as ecosystems theory, cognitive behavioral theory, attachment theory, psychosocial theory, genetic theory, and more.

Volume 3: Social Work Practice features practical information on the foundations of social work practice, including, evidence-based practice, interviewing skills, and case management. It also explores practice and program evaluation as well as assessment and intervention with children, adolescents, adults, the elderly, families, groups, communities, organizations, and institutions.

Volume 4: Social Policy and Policy Practice addresses timely topics such as global perspectives, social justice for marginalized and disadvantaged groups, the evolution of American welfare, policy practice, the U.S. Patriot Act, aging, health care policy, child welfare, and more.
The Journal Publishing Program of the American Physiological Society (APS) covers the entire spectrum of physiology—examining major physiological systems, from the cellular and molecular to the organ and system level. These prestigious peer-reviewed journals are available in print and online. An online subscription to the APS journals provides you with immediate access to the latest issue of the journal as well as with continued access to all content published previously online. Subscribers to the online journals also get access to the fastest possible publication of original research articles through our Articles in Press feature—articles published in manuscript form within a few days of acceptance. The APS journal titles are:

- American Journal of Physiology (AJP consolidated)
- AJP-Cell Physiology
- AJP-Endocrinology and Metabolism
- AJP-Gastrointestinal and Liver Physiology
- AJP-Lung Cellular and Molecular Physiology
- AJP-Heart and Circulatory Physiology
- AJP-Regulatory, Integrative and Comparative Physiology
- AJP-Renal Physiology
- Journal of Applied Physiology
- Journal of Neurophysiology
- Physiological Genomics
- Physiological Reviews
- Physiology
- Advances in Physiology Education

The APS Journal Legacy Content is an “online package” of over 100 years of historical scientific research from 13 American Physiological Society (APS) research journals. This online package can be purchased at a one-time charge of $2,000 for perpetual use. The content goes back to the first issue of each of these APS journals—including APS’s first journal, the American Journal of Physiology, first published in 1898. The Legacy Content can be viewed as completely searchable scanned images of the printed pages. (find more info at: www.the-aps.org/publications/legacy)
the next generation of YBP's online collection
development resource trusted by academic
librarians worldwide for searching, selecting,
ordering electronic and print content and more.

(1) preview and search e-books from multiple
suppliers; (2) faster navigation and results;
(3) language specific search capabilities;
(4) expanded search filters; (5) enhanced
reporting; (6) additional keyboard shortcuts
ASBMB Journals

Essential Research | Respected Journals

Journal of Biological Chemistry
Most-Cited Biomedical Research Journal in the World Publishes Original Research in the Fields of Biochemistry and Molecular Biology

Molecular & Cellular Proteomics
Peer-Reviewed Research that Deals with the Structural and Functional Properties of Proteins and their Expression

Journal of Lipid Research
Most-Cited Journal Devoted to Lipids Features Thematic Reviews & Patient-Oriented Research

For subscription information visit us online at www.asbmb.org/publications
The ACM Digital Library

The Ultimate Online INFORMATION TECHNOLOGY Resource!

Discover the ACM Digital Library, a vast online resource of ACM’s computing and information technology publications. Your patrons can enjoy unlimited access to nearly 2 million pages of full text with archives dating back to the 50’s. This unparalleled resource is a must-have for every technology collection!

The ACM Digital Library includes

- Over 40 ACM publications, plus conference proceedings
- 50+ years of archives
- Advanced searching capabilities
- Nearly 2 million pages of downloadable text

Plus over one million bibliographic citations are available in the ACM Guide to Computing Literature

AN EXCEPTIONAL VALUE

www.acm.org/dl

ACADEMIC INSTITUTIONS,
Please contact:
ACM Member Services
Email: acmhelp@acm.org
Phone: +1-212-626-0500
Fax: +1-212-944-1318

CORPORATIONS & CONSORTIA,
Please contact:
DL Coordinator
Email: dl-info@acm.org
Phone: +1-212-626-0518
Fax: +1-212-944-1318
DISCOUNT SUBSCRIPTION PACKAGES

Your library can subscribe to more journals for less money with ASME Discount Subscription Packages for 2009, especially with online-only packages.

With no discount, a library subscribing to the twenty-three ASME Transactions Journals in print and online would pay $9,546 in the US and Canada or $10,451 for international service. With the Discount Subscription Package, the same library pays $7,160 in the US and Canada and $8,065 for international service.

With an online-only package, your company or institution pays $6,100 for online access no matter its location.

PACKAGE 1-2009

The 23 ASME Transactions Journals
US and Canada: $7,160
International Air Service: $8,065
Online Only: $6,100

PACKAGE 2-2009

The 23 ASME Transactions Journals Plus Applied Mechanics Reviews
US and Canada: $7,600
International Air Service: $8,500
Online Only: $6,500

NEW IN 2009!
Journal of Mechanisms and Robotics
AND
Journal of Applications in Heat Transfer

ASME Subscription Rates (Effective July 2008). Rates include shipping.

- Applications in Heat Transfer (quarterly) $325 (US & Canada) / $365 (Intl.)
- Applied Mechanics (bi-monthly) ISSN: 0021-8936 $525 (US & Canada) / $585 (Intl.)
- Biomechanical Engineering (bi-monthly) ISSN: 0148-0731 $475 (US & Canada) / $535 (Intl.)
- Computational and Nonlinear Dynamics (quarterly) $325 (US & Canada) / $347 (Intl.)
- Computing and Information Science in Engineering (quarterly) ISSN: 1530-9827 $325 (US & Canada) / $347 (Intl.)
- Dynamic Systems, Measurement & Control (bi-monthly) ISSN: 0022-0434 $475 (US & Canada) / $530 (Intl.)
- Electronic Packaging (quarterly) ISSN: 1043-7398 $386 (US & Canada) / $423 (Intl.)
- Energy Resources Technology (quarterly) ISSN: 0195-7038 $315 (US & Canada) / $336 (Intl.)
- Engineering for Gas Turbines & Power (bi-monthly) ISSN: 0742-4795 $475 (US & Canada) / $530 (Intl.)
- Engineering Materials & Technology (quarterly) ISSN: 0894-4289 $325 (US & Canada) / $350 (Intl.)
- Fluids Engineering (monthly) ISSN: 0098-2202 $600 (US & Canada) / $660 (Intl.)
- Fuel Cell Science and Technology (quarterly) ISSN: 1550-624X $315 (US & Canada) / $340 (Intl.)
- Heat Transfer (monthly) ISSN: 0022-1481 $600 (US & Canada) / $660 (Intl.)
- Manufacturing Science & Engineering (bi-monthly) ISSN: 1087-1357 $475 (US & Canada) / $530 (Intl.)
- Mechanical Design (monthly) ISSN: 1050-0472 $600 (US & Canada) / $660 (Intl.)
- Mechanisms and Robotics (quarterly) $399 (US & Canada) / $424 (Intl.)
- Medical Devices (quarterly) $399 (US & Canada) / $434 (Intl.)
- Offshore Mechanics and Arctic Engineering (quarterly) ISSN: 0892-7219 $300 (US & Canada) / $321 (Intl.)
- Pressure Vessel Technology (bi-monthly) ISSN: 0094-9930 $475 (US & Canada) / $530 (Intl.)
- Solar Energy Engineering (quarterly) ISSN: 0199-6231 $315 (US & Canada) / $340 (Intl.)
- Tribology (quarterly) ISSN: 0742-4787 $357 (US & Canada) / $399 (Intl.)
- Turbomachinery (quarterly) ISSN: 0889-504X $365 (US & Canada) / $400 (Intl.)
- Vibration and Acoustics (bi-monthly) ISSN: 1048-9002 $335 (US & Canada) / $430 (Intl.)

Single Issues: $95

- Applied Mechanics Reviews ISSN: 0003-0900 Bi-monthly Online Review Journal (includes year-end bound volume) $560 (US & Canada) / $585 (Intl.)

www.asme.org/pubs/journals

TO ORDER OR REQUEST REVIEW COPIES
Mail: ASME, 22 Law Drive, Box 2900, Fairfield, NJ 07007-2900
Phone: U.S. and Canada: 1-800-843-2763
International: 01-973-882-1167
Fax: 1-973-882-1717 Email: infocentral@asme.org
Anytime Access

Crash through information barriers, cut through time zones, eliminate paperwork - right from your own computer - with ANYTIME ACCESS to your order status.

The current order information available to us on our computer network is now available to you through:

thebookhouse.com

Virtually any order action can be made online - inquiries, claims, cancellations, order verification - right at your fingertips - ANYTIME, DAY OR NIGHT.

- now with “view only” options
- including standing orders with recent shipment history

Contact us today for ANYTIME ACCESS to all of your Book House, Inc. firm and standing orders.

Jobbers serving libraries with any book in print.

...when you need information about your order RIGHT NOW!
Continuations and Standing Orders

Preface
Continuations and standing orders represent a frustrating and time-consuming area of book acquisitions. Efficient management of continuations requires a staff knowledgeable in all aspects of standing order procedures, with prompt and accurate service being essential.

Midwest Library Service has been providing continuation and standing order programs to libraries for over three decades with the same commitment to high quality as our firm order service: prompt delivery, accurate invoicing, immediate reporting, convenient communications, and personal Library Service Representatives. Our reputation for excellence is well established and we invite you to place your continuations list with us.

Scope
Our Continuation & Standing Order Service encompasses most series and continuations from U.S. publishers. Our services do not include supplying magazines, journals, or loose-leaf updating services.

Procedure
Our Continuation & Standing Order Service incorporates both automated systems and personal surveillance. Instead of relying on the filing and ordering systems of the publishers, we place orders for specific volumes as books are due to be published. If the next item in a series is not received when scheduled, we initiate a new order for the same item. This procedure helps avoid potentially missed volumes and eliminates any dependence upon the publishers’ fulfillment systems. If in-house information is not available on future volumes to be published, we call the publisher for future projections and publication schedules. This information is then used to update our new title records.

Advantages
1. Because of our method of ordering specific volumes, we are in regular communication with the publishers.
2. Our status reports are prompt and accurate and should eliminate library claims.
3. Specific claims from an individual library resulting in an updated status report will generate new status reports to all libraries ordering the same series.
4. We do not drop ship.

Quality service depends on good communications between the library and the jobber. Your personal Library Service Representative and our convenient communications provide easy access to us regarding your continuation orders. We invite you to try our service by sending us your next list of standing order titles.

Midwest Library Service
11443 St. Charles Rock Road • Bridgeton, Missouri 63044-2789 • U.S.A.
www.midwestls.com Fax: 800-962-1009 • 314-739-1326
E-mail: mail@midwestls.com Phone: 800-325-8833 • 314-739-3100