2017

Full Page Ads

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

Part of the Library and Information Science Commons

Recommended Citation
(2017) "Full Page Ads," Against the Grain; Vol. 26: Iss. 5, Article 2.
DOI: https://doi.org/10.7771/2380-176X.6836

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.
OASIS is moving to ipage

ipage offers these benefits:
- Easy-to-use Interface
- Unmatched Content Availability
- Efficient Workflows
- Customizable Pages
- Faster Page Load Times

To sign up for an ipage demo, visit ingramcontent.com/ipageAcademic

For a live demo of ipage, visit us at The Charleston Conference at Table #109.
HELLO CHARLESTON!

Join YBP’s dedicated team for a discussion on how we can provide end-to-end workflow support for your library. Through partnerships with publishers and content aggregators, YBP offers the most comprehensive integrated digital and print discovery and fulfillment services in the industry. YBP’s mission is to ensure that you deliver relevant content and value to your users.

WANT TO KNOW MORE? Please contact your YBP representative at sales@ybp.com or visit www.ybp.com.

Come see us at Table #100 at the Vendor Showcase during the 34th annual Charleston Conference.
Featuring more than 6,380 monograph titles, eBook Collections offer your students and faculty access to the newest, must-have titles from industry-leading publishers in top disciplines, including STEM.

**Business eBook Collections**
Collections in nine areas, with access to more than 565 titles from publishers including John Wiley & Sons, Elsevier Inc., Kogan Page, and World Scientific.

**Education eBook Collections**
Collections in eight areas, with access to 410 titles from leading publishers including Peterson’s, Cengage Learning PTR, Delmar Learning, DEWALT, and Routledge, Chapman & Hall Ltd.

**Humanities & Social Sciences eBook Collection**
Collections in 16 subject areas, with access to nearly 1,000 titles from leading publishers including Springer, CQ Press, ABC-Clio, Information Science Reference and M.E. Sharpe.

**Science eBook Collections**
Collections in 15 areas, with access to 1,680 titles from publishers like Elsevier Inc., Gale, and Springer.

**Entrepreneurship**
International Business
Marketing
Professional Development for Business
...and more

**College & Career Prep**
Education
Library Science
Photography
...and more

**East Asian Studies**
Sociology & Social Issues
U.S. History
World History
...and more

**Chemistry**
Environment
Mathematics
Physics
...and more

www.gale.cengage.com/ebookcollections
Contact your Gale Representative at 1-800-877-4253

©2014. Gale, part of Cengage Learning, is a registered trademark used herein under license.
Your patrons rely on Annual Reviews journals to intelligently synthesize the overwhelming volume of scientific research and deliver the ideas and citations that will advance their research further, faster. Since 1932, our invited experts have cut out the noise to save scholars valuable research time.

NEW IN 2014, AVAILABLE NOW:

*Annual Review of Organizational Psychology and Organizational Behavior*
orgpsych.annualreviews.org

*Annual Review of Statistics and Its Application*
statistics.annualreviews.org

*Annual Review of Virology*
virology.annualreviews.org

NEW IN 2015:

*Annual Review of Linguistics*
January • linguistics.annualreviews.org

*Annual Review of Vision Science*
September • vision.annualreviews.org

New journals launch with complimentary online access to the first volume for the first year.
Cold Spring Harbor Laboratory Press announces the launch of a new monthly online publication, *Cold Spring Harbor Perspectives in Medicine*. Covering everything from the molecular and cellular bases of disease to translational medicine and new therapeutic strategies, each issue offers reviews on different aspects of a variety of diseases and the tissues they affect. The contributions are written by experts in each field and commissioned as Subject Collections by a board of eminent scientists and physicians. These Subject Collections gradually accumulate articles as new issues of the journal are published and, when complete, each Subject Collection represents a comprehensive survey of the field it covers. *Cold Spring Harbor Perspectives in Medicine* is thus unmatched for its depth of coverage and represents an essential source for informed surveys and critical discussion of advances in molecular medicine.

**Scope:** Translational Medicine, Molecular Pathology, Cancer Therapy, Genetics, Infectious Disease, Immunology, Molecular Cell Biology

**Frequency:** Monthly, online

**ISSN:** 2157-1422

**Subject coverage includes:**
- Addiction
- Aging
- Alzheimer Disease
- Anemia
- Antibiotic Resistance
- Bacterial Pathogens
- Bone Disease
- Cancer
- Cystic Fibrosis
- Diabetes
- Heart Disease
- Hemoglobin
- HIV
- Influenza
- Malaria
- Multiple Sclerosis
- Muscular Dystrophy
- Parkinson’s Disease
- Prion Diseases
- Skin Diseases
- Schizophrenia

Visit today

www.cshmedicine.org

NEW IN 2015

EDITOR-IN-CHIEF:
Carolyn R. Bertozzi

T. Z. and Irmgard Chu Distinguished Professor of Chemistry, and Professor of Chemistry and Molecular and Cell Biology at University of California at Berkeley; Professor of Molecular and Cellular Pharmacology at University of California at San Francisco; Senior Faculty Scientist at Lawrence Berkeley National Laboratory; Howard Hughes Medical Institute Investigator.

pubs.acs.org/centralscience
IT’S ABOUT MOVING AHEAD.
IT’S ABOUT THINKING DIFFERENTLY.
IT’S ABOUT TIME.

INTOTA™

To streamline inefficient workflows. Enhance the discovery and access experience. Make data-driven decisions. Improve collection development. Address today’s biggest challenges while remaining nimble enough to quickly adjust to new priorities and the rapidly changing demands of patrons.

Choose Intota to transform your library.

Watch the overview video and sign-up to receive updates at: go.proquest.com/intota/
Discover more at: www.proquest.com/products-services/intota.html

ProQuest
Groundbreaking Agronomic and Environmental Research

Where can you do innovative searches?
Where can you save articles you want to study?
Where can you share material with colleagues or students?
Where can you find conference presentations?
Where can you find citation data to manage your research?

New Content!
Journal of Animal Science
Urban Agriculture & Regional Food Systems
Animal Frontiers

New subscription & purchase options available.
Contact us to learn more.
Sales@dl.sciencesocieties.org

All journals. All books. All magazines. All archives. All Here.

The ACSESS Digital Library is a complete collection of content as published by the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America. The Digital Library makes it possible to browse research, comment on, and share all of our published literature in one convenient place.
Data-Planet Offers Unparalleled Access to Statistical Data

Harmonized Data with 37 Metadata Fields Including Abstracts & Subject Terms
Multiple User Interfaces - Customizable Maps, Charts, Tables and Graphs
270,000 Metadata Records with DOI Links in xml, txt & mrc Formats
75 Source Organizations - 2+ Billion Infographics with DOIs
Interdisciplinary Content - 16 Major Coverage Areas

www.data-planet.com  info@data-planet.com  +1 301-556-2450
PsychiatryOnline.org offers the most comprehensive online access available for psychiatric textbooks, journals and professional development tools. This virtual library is a key resource used in the teaching and study of psychiatry, psychology, and other mental health disciplines. It is an essential tool for mental health professional, used in diagnosis, treatment, and professional development.

**PsychiatryOnline Premium**
The most comprehensive online collection of psychiatry books and journals. Includes: DSM-5®, peer reviewed journals, and 16 reference and textbooks.

**PsychiatryOnline Core**

**DSM-5 Library**
Institutional access to DSM-5®, as well as the new DSM-5® Handbook of Differential Diagnosis and DSM-5® Clinical Cases.

Contact us for more information or to purchase a subscription:
Call 703-907-7874 or Email institutions@psych.org

Request a free 30-day institutional trial: Email institutions@psych.org

Priority Code: AP1405
OSA Publishing’s Digital Library

The largest and most-cited collection of peer-reviewed content in optics and photonics.

OSA Publishing’s Digital Library is a repository that contains high-quality, cutting edge content, including 17 flagship, partnered, and co-published peer-reviewed journals, 1 magazine, and conference proceedings. Through this high-quality content, more than 220,000 scientists, students, and business leaders from 175 countries gain the confidence needed to power studies, shape real-world applications, and accelerate achievements.

OSA offers flexible subscription options for accessing our content.

www.opticsinfobase.org
Exclusive, original-language scholarly content in the Humanities and Social Sciences from Italy, Spain, France and Portugal available in a variety of purchasing options

www.torrossa.it

For further information:
torrossa@casalini.it, +39-055-50181
YOUR RESEARCHERS COUNT ON YOU TO KEEP THEM IN THE KNOW.

Make sure you provide them with the most cutting-edge information by subscribing to Endocrine Society journals:

- **Journal of Clinical Endocrinology & Metabolism (JCEM)** is the most-cited journal in the field.

- **Endocrine Reviews** is ranked #1 by Thomson Reuters for impact factor in its field, 19.358.

- **Molecular Endocrinology** provides cutting-edge knowledge, with less than a month from submission to first decision.

- **Endocrinology** is the longest established peer-reviewed journal in the field.

- **Hormones and Cancer**, our newest journal, is growing fast and published in cooperation with Springer.

GREAT CONTENT AT A GREAT RATE

We value our customers and to show our appreciation we are offering 2015 subscriptions at 2014 prices. Take advantage of our special offer to get it all with no price increase for 2015.

Subscribe today by contacting Krystyna Bielawska, kbielawska@endocrine.org or 202.971.3671.

endocrine.org/endocrine-press/journals
**New Digital Products**

**Cambridge Archive Editions Online**
- Primary source collections, featuring original research in government documents, boundary formations, and more
- Over 1,000 volumes with nearly 700,000 pages of material
- Unlimited institutional access
- Flexible purchasing options — buy the complete collection, or build your own collections

**Cambridge Law Reports**
- Features International Law Reports
- Cases from 1919 to present day
- Over 156 volumes with 4-6 additions each year
- Covering areas such as:
  - war
  - terrorism
  - international boundaries
  - state and diplomatic immunity
  - treaties between states
  - refugee law

[Visit Eastview.com/online/cae](http://eastview.com/online/cae)
[Visit Lawreports.cambridge.org](http://lawreports.cambridge.org)

---

**ebook & ejournal collections**

- Learn how you can mix and match our digital content to suit your library’s needs
- Unlimited concurrent user access
- Flexible purchase plans and custom packages for your library
- New ebook pricing model for institutions

Choose from over 22,000 books, 330+ current journals, and 275+ journal archive titles

---

For more information on titles and pricing, please contact your Cambridge Sales Representative or email us at [online@cambridge.org](mailto:online@cambridge.org)

Visit Cambridge at Booth #51

Follow us on Twitter: [@cambridgelib](https://twitter.com/cambridgelib)

---

[Cambridge University Press](https://www.cambridge.org)
More than 1,400 peer-reviewed eBooks supporting research and education campus-wide

To learn more, visit pubs.acs.org/ebooks or find your sales representative at pubs.acs.org/salescontacts
20% Discount Price:*
Print + Free Lifetime Online eAccess: $3,160
Original Price: US $3,950
Perpetual Online eAccess Only: $3,000
Original Price: US $3,750

Encyclopedia of Information Science and Technology, Third Edition (10 Vols.)
Mehdi Khosrow-Pour, D.B.A. (Information Resources Management Association, USA)
ISBN: 978-1-4666-5888-2; EISBN: 978-1-4666-5889-9; © 2015; 10,384 pages.
The Encyclopedia of Information Science and Technology, Third Edition is a 10-volume compilation of authoritative, previously unpublished research-based articles contributed by thousands of researchers and experts from all over the world. This discipline-defining encyclopedia will serve research needs in numerous fields that are affected by the rapid pace and substantial impact of technological change. With an emphasis on modern issues and the presentation of potential opportunities, prospective solutions, and future directions in the field, it is a relevant and essential addition to any academic library's reference collection.

20% Discount Price:*  
Print + Free Lifetime Online eAccess: $3,160
Original Price: US $3,950
Perpetual Online eAccess Only: $3,000
Original Price: US $3,750

eSubscription Price:
One (1) Year eSubscription: $1,840
Two (2) Year eSubscription: $3,110

*20% discount with free standard shipping offer cannot be combined with any other discount and only valid on purchases made directly through IGI Global’s Online Bookstore (www.igi-global.com/books), not intended for use by distributors or wholesalers. Offer expires October 31, 2014. **Institutions receive free online e-access with print purchase of these encyclopedias through a distributor, or directly through the IGI Global Online Bookstore. Contact cust@igi-global.com for details.

Featured IGI Global Publications

E-Logistics and E-Supply Chain Management: Applications for Evolving Business
Deryn Graham (University of Greenwich, UK), Ioannis Manikas (Business School University of Greenwich, UK) and Dimitris K. Folinas (ATEI - Thessaloniki, Greece)
Explores the creation of integrated supply chains, the developments of virtual business, and the processes of re-engineering for business development.

Handbook of Research on Cloud Infrastructures for Big Data Analytics
Pethuru Raj (IBM India Pvt Ltd, India) and Ganesh Chandra Deka (Ministry of Labour and Employment, India)
Focuses exclusively on the topic of cloud-sponsored big data analytics for creating flexible and futuristic organizations. This book helps researchers and practitioners, as well as business entrepreneurs, to make informed decisions and consider appropriate action to simplify and streamline the arduous journey towards smarter enterprises.

Visit www.igi-global.com to view IGI Global’s complete list of Reference Publications
cust@igi-global.com | 1.866.342.6657 ext.100 | 717.533.8845 ext.100
$139 Lifetime Publishing
Support your authors with open access publishing

Institutional Plan Holders (so far)

Arizona State University
Carnegie Mellon University
Colorado State University
Duke University
Emory University
Max Planck Society
Memorial University of Newfoundland
Nottingham University
Oregon State University
Royal Veterinary College
Stanford University
Texas A&M
Trinity University
UC Berkeley
University of California, Los Angeles
UiT The Arctic University of Norway
University College London (UCL)
University of Amsterdam
University of Arizona
University of Bath
University of Birmingham
University of Bristol
University of Cambridge
University of Glasgow
University of Hull
University of Kansas
University of Manchester

PeerJ The award-winning biological and medical sciences journal
everything evolves...even publishing

Talk to us at Booth #27 at the 34th Annual Charleston Conference
Photovoltaic Retinal Prosthesis for Restoring Sight to the Blind

One of over 400,000 interdisciplinary papers from SPIE.

Biomedical Optics & Medical Imaging
61,900 papers

Communication & Information Technologies
64,400 papers

Defense & Security
34,300 papers

Electronic Imaging & Signal Processing
103,700 papers

Energy
9,400 papers

Lasers
61,000 papers

Light Sources & Illumination
20,300 papers

Lithography & Microelectronics
26,900 papers

Metrology
27,100 papers

Nanotechnology
20,600 papers

Optics & Astronomy
184,000 papers

Remote Sensing
26,000 papers

Sensors
57,200 papers

Powered by photonics

Visit www.SDLinfo.org
for information on subscribing
Advancing the understanding of biological regulation and cellular signaling, the scope of Science Signaling now includes not only studies of the regulatory events that occur within cells, but also of those that occur between cells and between different organisms.

ScienceSignaling.org/info

Research articles in Science Translational Medicine contain the latest, cutting-edge research positioned at the intersection of biomedical research and clinical application. Editors select research, commentary, and reviews with the greatest benefit to the clinical and translational research communities.

ScienceTranslationalMedicine.org/info

Request a free trial or quote today. ScienceOnline.org/request
Two essential digital collections

Churchill Archive

A Window on History
Includes over 800,000 original documents from 1874-1965 available online for the first time.

– Fields of Interest –

• History
• Political Science
• International Relations
• Cultural Studies
• Literature
• Social Policy
• Postcolonial Studies
• British Studies
• Economics
• Public Speaking

Free Trials Available
churchillarchive.com

FOLLOW US ON TWITTER @CHURCHILLONLINE

Drama Online

Supports English and Theatre studies with over 1,000 plays and secondary sources.

– Key Features and Benefits –

• Classic and contemporary works and study materials regularly added
• Expert guidance with annotated texts
• Advanced monologue and play search functionality

Free Trials Available
dramaonlinelibrary.com

FOLLOW US ON TWITTER @DRAMAONLINELIB

ABLOOMSBURY
The ASME Digital Collection
EXCELLENCE IN ENGINEERING

Journals | eBooks | Conference Proceedings

For more information about The ASME Digital Collection,
Visit asmedigitalcollection.asme.org

To Subscribe, contact Warren Adams
Phone: 973-244-2223 Fax: 973-882-8113 Email: adamswo@asme.org

ASME
SETTING THE STANDARD
Bringing People Together Around Information Resources

Explore all that Choice has to offer!
## Encyclopedia of Thermal Packaging

**Set 1: Thermal Packaging Techniques (A 6-Volume Set)**

- **Volume 1:** Microchannel Heat Sinks for Electronics Cooling
  - Suresh V Garimella & Tannaz Harirchian [Purdue University, USA]
- **Volume 2:** Air- and Liquid-Cooled Cold Plates
  - Allan Kraus [Kraus Associates, USA]
- **Volume 3:** Dielectric Liquid Cooling of Immersed Components
  - Karl Geisler [3M Center, USA] & Avram Bar-Cohen [University of Maryland, USA]
- **Volume 4:** Thermoelectric Microcoolers
  - Bao Yang & Peng Wang [University of Maryland, USA]
- **Volume 5:** Energy Efficient Solid State Lighting
  - Mehmet Arik [Ozyegin University, Turkey], Anant Setlur, Stanton Weaver Jr. & Joseph J Shiang [General Electric, USA]
- **Volume 6:** Experimental Thermofluid Characterization of Electronic Components
  - Gary Sobbrekken [University of Missouri at Columbia, USA]

**Set 2: Thermal Packaging Tools (A 4-Volume Set)**

- **Volume 1:** Cooling of Microelectronic and Nanoelectronic Equipment: Advances and Emerging Research
  - Madhusudan Iyengar [Facebook, USA], Karl J L Geisler [3M, USA] & Bahgat Sammakia [SUNY Binghamton USA]
- **Volume 2:** Energy Optimization and Thermal Management of Data Centers
  - Bahgat Sammakia [Binghamton University, State University of New York, USA], Yogendra Joshi [Georgia Tech, USA], Dereje Agonafer [University of Texas, Arlington, USA] & Emad Samadiani [State University of New York]
- **Volume 3:** Compact Thermal Models of Electronic Components
  - Clemens Lasance [Philips Research Laboratories, Emeritus, The Netherlands] & Mohammed-Nabil Sabry [Mansoura University, Egypt]
- **Volume 4:** Thermally-Informed Design of Microelectronic Components
  - Sachin Sapatnekar [University of Minnesota, USA], Ankur Srivastava & Yufu Zhang & Bing Shi [University of Maryland, USA]

**Introductory Offer**

- **Set 1:** US$1,380 / £911 (set 2)
  - US$1580 / £1043
- **Set 2:** US$1,380 / £911 (set 2)
  - US$1580 / £1043

InfoSci®-Databases
Databases for Progressive Academic Research

InfoSci®-Books
A rapidly expanding collection of over 59,000 full-text chapters from over 2,600 scholarly works in over 200 disciplines relating to business, medicine, education, engineering, and technology.

InfoSci®-Book Disciplines
Choose from four (4) discipline-focused databases containing up to 600 scholarly reference titles on specialized topics.

InfoSci®-Subject Databases
Choose from eleven (11) subject-specific databases containing up to 400 scholarly reference titles on specialized topics.

InfoSci®-Collections
Choose from dozens of topic-specific databases containing between 10-25 reference titles.

InfoSci®-Select
Select titles from IGI Global's entire book collection and customize your own database.

InfoSci®-Journals
A rapidly expanding full-text collection of 155+ peer-reviewed journals that focus on specialized topics in over 200 disciplines relating to business, medicine, engineering, social sciences, and technology.

InfoSci®-Journal Disciplines
Choose from six (6) discipline-focused databases containing up to 45 cutting-edge scholarly journals on specialized topics in:

• Business, Administration, and Management (27)
• Communications and Social Science (29)
• Computer Science, Security, and Information Technology (45)
• Engineering, Natural, and Physical Science (16)
• Library Science, Information Studies, and Education (23)
• Medicine, Healthcare, and Life Science (16)

InfoSci®-Cases
A premier classroom solution, providing professors, students and libraries access to more than 1,500 teaching cases based on real-life situations, issues, challenges and opportunities in one fully searchable database.

InfoSci®-Dictionary
A continuously updated database containing over 67,000 easy-to-reference definitions, supported by published research from over 50 countries and hundreds of disciplines.

Database Platform Features:
• XML-powered, full-text search
• Increased search speed with ranked results
• RefWorks and EasyBib citation export
• APA-, MLA-, and Chicago-style formatting
• COUNTER compliant reports and statistics
• MARC records to RSS feed
• Persistent URLs
• Liberal DRM
• No maintenance fees
• Supporting SRU industry interoperability standard
• Customize with your institution’s logo
• Multi-lingual user interface

2014 Charleston Conference Diamond Sponsor

For more information regarding IGI Global’s InfoSci® Databases, please contact:
eresources@igi-global.com | 1.866.342.6657 ext.100 | 717.533.8845 ext.100
AMERICAN HISTORY, 1493-1945
From The Gilder Lehrman Institute of American History, New York
Module 1: Settlement, Commerce, Revolution and Reform: 1493-1859
“From its inception, the Gilder Lehrman project has been invaluable in facilitating my research, as well as that of my students, into various aspects of the American South. Now, its expanded, and searchable, format makes the many, and ever growing, riches of the collection even more readily and easily available. This is a research tool that will long remain of the utmost significance.”

Free 30-Day Trial Access
www.amdigital.co.uk/trial-request

AMERICAN CONSUMER CULTURE, 1935-1965
Market Research and American Business

Presenting the complete research proposals and studies of Ernest Dichter and his Institute for Motivational Research. Containing thousands of reports that are unpublished elsewhere, this collection offers unparalleled opportunities for research into consumer culture in the 20th century.

For other Adam Matthew titles relating to American history please visit: www.amdigital.co.uk/US
See us in the Calhoun Room (booth 85) at Charleston Conference. Ask about our award-winning subscription management tool and how we can help you with discovery & management of e-resources!

The Perfect Balance


We invite you to find out more at www.wolper.com. Please contact us at 610.559.9550 or inquiries@wolper.com. We’re just a phone call or a click away.

Proud members of:
- American Library Association
- Medical Library Association
- Special Libraries Association
- Association of Subscription Agents & Intermediaries
commitment

noun \ka-ˈmit-mənt\:
- a promise to do or give something
- a promise to be loyal to someone or something
- the attitude of someone who works very hard to do or support something

When you’re ready for a vendor with a commitment to fulfilling your entire order, call us. We offer:

- Immediate Order Fulfillment from Stock or Publisher
- Compliance with your Cancellation Policy; Not Ours
- Complete Backorder Service for books Not Yet Published or Out of Stock
- Out of Print Book Service w/ Global Search Capability
- Customized Invoicing
- Paperback if Available Program
- Bindery Service with Cost-Savings Reports
- Full Processing Capabilities
- Comprehensive Service to Academic and Public Libraries for more than 50 years

Midwest Library Service... Service Defined.