



images.MD: How to Promote

When a library subscribes to a new product, it's important to raise user awareness of this service in order to ensure value for money. Listed below are a few ways in which we can help you to get the most out of your images.MD subscription.

The items listed below can be downloaded from our images.MD Resource Center by visiting <http://www.images.md> and then clicking on "Institution Resources."

Where to start highlights the key features and navigational tools of images.MD. This is a useful document for both librarians and their patrons that can be printed out as a handy guide to be placed around your library or departments.

Product flyers are convenient to place by terminals, in relevant subject sections and study areas, or on the front desk. These include full product details and online information.

FAQs are shortcuts to the content and technical information pages for each product. Listing information on scope and visibility, as well as browser and server details, these pages will cover most patrons' queries.

Product posters are available to be placed around your library and/or the relevant faculty. These are a great way to publicize your subscription.

Email text is available to be forwarded on to relevant researchers informing them about your subscription. This text can be adapted for your institution.

Logos are also available for use on library Web pages, in catalogs, in emails, or in any other promotional material.

Online banner advertisements are available for placement on your library home page and faculty Web sites, adding to awareness for users of your computer systems.

Catalog text for images.MD, including a short piece of copy, ISBN, and editorial information, can be used in your library catalog or promotional material.