

## Increase Visibility and Usage of Your Content by Joining the Primo Publisher Program

The Ex Libris Primo® discovery and delivery solution coupled with the vast Primo Central Index of scholarly materials enables library users to search across the full breadth of content from the library's collection - exploring the library's locally managed collections, along with the global and regional resources from the Primo Central index - through a single point of access, and to receive a single, relevance-ranked list of reliable results.

The **Primo** discovery and delivery solution is the choice of over 750 institutions in 32 countries, including academic and national libraries (such as the British Library, the Royal Library of Denmark, the National Library of New Zealand, and the libraries of Oxford University, New York University, and the Swiss Federal Institute of Technology Zurich [ETH Zurich]) and countrywide consortia (such as the National Digital Library project in Finland, that serves not only the National Library of Finland but also academic libraries, public libraries, research institutes, museums, and more).

The **Primo Central Index**, a new component in the Ex Libris Primo suite of services, is a mega-aggregation of hundreds of millions of scholarly e-resources of global and regional importance. These include journal articles, e-books, reviews, legal documents and more that are harvested from primary and secondary publishers and aggregators, and from open-access repositories. Ex Libris works with the world's leading providers of global and regional information to benefit its customer community.

Provided by Ex Libris as a cloud service, the Primo Central Index seamlessly integrates into a library's information environment. Libraries benefit from the global and comprehensive nature of the mega-aggregation of the Primo Central index, yet can define the scope of materials relevant to their users and determine the way results are presented. For more information about the Primo Central index, go [here](#), and also view the brief introductory [Primo Central Plain and Simple](#) video.

**Ex Libris is now offering you an opportunity to join the Primo Publisher Program and make your materials more discoverable and more accessible to the growing community of Primo users, at no cost to you.**

## **Simplifying the Discovery of Your Content**

With the Primo Publisher Program, Primo can now index your content and make it readily available to library users.

When Primo indexes your content, you gain these benefits:

- Increase the likelihood that researchers will discover and use your content
- Drive more traffic to your site and extend the reach of your services
- Ensure full-text delivery from your site through library-controlled OpenURL link resolvers
- Assist libraries in optimizing the usage of their collection

## **Partnering with Ex Libris - an Easy Proposition**

It's easy to partner with Ex Libris. By joining the Primo Publisher Program, you will provide end users with the most compelling search experience and increase access to your content.

Allow us to harvest your complete coverage of titles, including back files. Deliver your content to us, or let us "crawl" your site, as you prefer. We can use FTP, OAI, or other methods that suit your environment. We accept nearly all content formats, including XML, HTML, PDF, delimited ASCII, and MARC, and will take bibliographic data, abstracts, full text, and other data that you make available to us.

To ensure that your content is included in the Primo Central Index and to learn more about the Primo Publisher Program, contact the Publisher Relationship Manager, Ex Libris, at [primocentralprm@exlibrisgroup.com](mailto:primocentralprm@exlibrisgroup.com).