



GET FULLTEXT
RESEARCH
getfulltextresearch.com

Get Full Text Research

Partner Media Kit

October 2020



Overview



[Get Full Text Research \(GetFTR\)](#) is a new solution that enables faster access for researchers to the published journal articles they need. It is free to use for the research community, libraries, and integrators and operates on a tiered pricing structure for publishers. Built on trusted technology to work on and off-campus, GetFTR integrates with online research services and discovery platforms to provide direct, authenticated links to the most up to date and best version of the journal article, both on- and off-campus.

More detail and FAQs are available here: www.getfulltextresearch.com.

GetFTR Steering Committee



- Gaby Appleton, Managing Director, Research Products, Elsevier
- Dianne Benham, Product Manager, GetFTR
- Tufan Gavaz, Technical Product Manager, GetFTR
- Esther Heuver, Business Development Manager, Elsevier
- Henning Schoenenberger, Director, Data Development, Springer Nature
- Chris Shillum, Program Director, GetFTR
- Michael Takats, Director, User Experience, Taylor & Francis
- Todd Toler, VP, Product Strategy and Partnerships, Wiley
- Paul Tuten, Chief Product & Technology Officer, Taylor & Francis
- Ralph Youngen, Senior Director, Digital Strategy & Business Integration, American Chemical Society

GetFTR Advisory Board



Angela Cochran
Managing Director &
Publisher



Elaine Westbrook
Vice Provost of University
Libraries & University Librarian



Dawn Melley
Senior Director,
Publications



Lisa Hinchliffe
Coordinator for Information
Literacy Services and Instruction
& Professor



Jake Zarnegar
Chief Business
Development Officer



Kendall Bartsch
CEO

John Seguin
President



Christian Herzog
Chief Portfolio Officer
Digital Science

Rob McGrath
CEO
Readcube Papers

The Advisory Board will continue to grow as GetFTR expands.

Press Releases and Latest Updates

- [Initial press release](#) (3 Dec. 2019)
- [Pilot announcement](#) (21 April 2020)
- [Additional blog posts](#) (ongoing)

Posts from publishers and integrators:

- [American Chemical Society](#)
- [Digital Science](#)
- [Karger](#)
- [Mendeley](#)
- [Researcher App](#)
- [Wiley](#)

Contact Info



- Media Enquiries: mediaenquiries@getfulltextresearch.com
- GetFTR Comms Team:
 - Chair: Katie Baker, Springer Nature (katie.baker@springernature.com)
 - Co-Chair: Erin Wiringi, American Chemical Society (e_wiringi@acs.org)
 - Elaine Devine, Taylor & Francis (Elaine.Devine@tandf.co.uk)
 - Elizabeth Matson, Wiley (ematson@wiley.com)
 - David Tucker, Elsevier (d.tucker@elsevier.com)

Brand Guidelines and Logos



- [Marketing Brand Guidelines](#)
- Logo files are available to download [here](#)
- [Infographic](#)

We recommend including the GetFTR logo in your messaging, if possible. You are also welcome to use the infographic in your messaging around our partnership if desired.

Please provide official logo and company description to GetFTR Comms Team. *This will be used for any official outreach and to add to the rolling partner carousel on the website. If you would prefer for your logo not to be used in this way, you can let the Comms Team know.*

Content Recommendations



- Press Release ([template here](#))
 - The GetFTR comms team will distribute a release to announce your partnership. Please feel free to also do the same. The Comms Team would be happy to support where appropriate.
- Blog posts on publisher site (if applicable; we can also publish posts on your behalf on our [Community Updates page](#))
 - Suggested topics: why you've joined GetFTR; 6-month review of initial results and customer feedback. See links on slide 3 for examples.
- Social posts announcing partnership using #GetFTR and linking to press release and/or blogs