



GET FULLTEXT
RESEARCH
getfulltextresearch.com

Get Full Text Research

Integrators Media Kit

August 2021



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.

To learn more, please watch our [video overview](#), see who is on the [GetFTR team](#), and read our [FAQs](#).

Press Releases and Latest Updates

- [Initial press release](#) (3 Dec. 2019)
- [Pilot announcement](#) (21 April 2020)
- [Community updates](#) (ongoing; additional blog posts and new partnership announcements)

Additional posts from publisher partners and integrators:

- [American Chemical Society](#)
- [Digital Science](#)
- [Karger](#)
- [Mendeley](#)
- [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)
 - Kim Treanor, American Chemical Society (k_treanor@acs.org)
 - David Tucker, Elsevier (d.tucker@elsevier.com)

Brand Guidelines and Logos



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

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

Please provide your logo and company description to GetFTR Comms Team. *The preferred format for your logo is a 214x80 grey .png with a translucent background. 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, please let the Comms Team know.*

Content Recommendations



- Partnership announcement on your site/blog, cross-posted to GetFTR site
 - Suggested framework: News about implementation and timeline, what integration will look like for your users.
- Help content (demos, tutorials, etc. of GetFTR on your platform)
- Follow-up blog post on our [Community Updates page](#)
 - Suggested topics: Initial results and reactions, help content. See links on slide 3 for examples.
- Social posts announcing partnership using #GetFTR and linking to announcement. A set of branded social assets is available [here](#).