

E-books in the mission of the university press

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The mission of the university press, 1878

“It is one of the noblest duties of a university to advance knowledge and to diffuse it not merely among those who can attend the daily lectures but far and wide.”

— Daniel Coit Gilman, on the founding of Johns Hopkins University Press, 1878

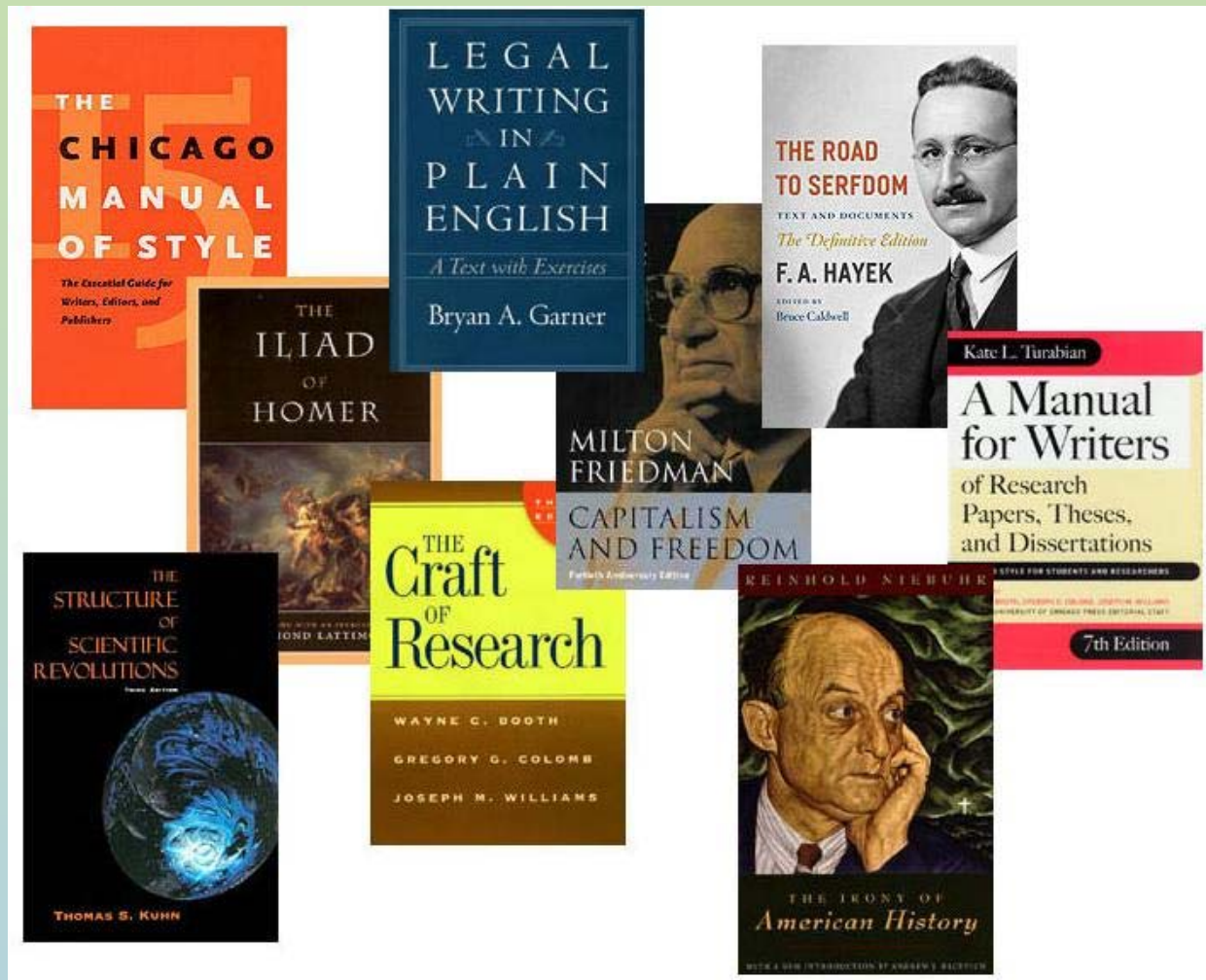
The mission of the university press, 1947

“A university press exists to publish as many good scholarly books as possible short of bankruptcy.”—Thomas J. Wilson, Director of Harvard University Press, 1947

What university presses need to do

- Publish and disseminate the highest-quality academic work we can find—and afford
- Help academics reach a broader public
- Be as self-sustaining as possible within a changing publishing environment

UCP Books Division



250 new titles annually & 5000+ titles in print
www.press.uchicago.edu

UCP Journals Division

The screenshot shows the Chicago Journals website homepage. At the top, there is a navigation bar with the Chicago University Press logo and the text "CHICAGO JOURNALS". To the right of the logo is a search bar with the text "Search for" and a dropdown menu set to "All journals". Below the search bar is a secondary navigation bar with links for "Home", "Journals", "Subscriptions", "Advertisers", "News", and "About".

The main content area is divided into two columns. The left column is titled "Chicago Journals" and features a "Find Journal" search box. Below this, there are three sections: "Astronomy", "Education", and "Humanities". Each section lists several journals and includes a "Back to Top" link.

- Astronomy:**
 - The Astrophysical Journal
 - The Astrophysical Journal Letters
 - The Astrophysical Journal Supplement Series
 - Publications of the Astronomical Society of the Pacific
- Education:**
 - American Journal of Education
 - Comparative Education Review
 - The Elementary School Journal
 - Schools: Studies in Education
- Humanities:**
 - American Art
 - The American Historical Review
 - Classical Philology

The right column is titled "News" and features a "All News" link. It contains two news items:

- University of Chicago Press Journals 2009 subscription rates now available:** The University of Chicago Press has released 2009 journal subscription rates for both individual and institutional subscribers. The complete University of Chicago Press Journals Division 2009 rate sheet for institutions and individuals is available for download in our online catalog. >> Read the full announcement
- Schools: Studies in Education now available:** The University of Chicago Press and the Francis W. Parker School, Chicago, are pleased to announce their new partnership to publish *Schools: Studies in Education*—a refereed international education journal for pre K-12 educators, administrators, university professors, and others who work with school-aged students. >> Read the full announcement

50 journals—in print and online

www.journals.uchicago.edu

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The Chicago Distribution Center

A division of Chicago Distribution Services, the Chicago Distribution Center (CDC) is located in the heart of Chicago's historic Pullman District, seven miles south of the main campus of the University of Chicago. CDC is a state-of-the-art, 273,000-square-foot distribution and fulfillment operation, providing a full range of services to its client publishers and its customers worldwide.

A long-standing leader in the distribution and fulfillment of academic and university press books and journals, CDC provides fulfillment services for more than fifty scholarly publishers, including America's largest, the University of Chicago Press.

Physical distribution for 60 publishers
www.chicagodistributioncenter.org

The Chicago Digital Distribution Center and Bibliovault

CDDC CHICAGO DIGITAL
DISTRIBUTION CENTER

LIFE-CYCLE MANAGEMENT OF SCHOLARLY BOOKS

cddc.uchicago.edu



BiblioVault A SCHOLARLY BOOK REPOSITORY

www.bibliovault.org

What's needed to publish an e-book?

- Production issues:
 - Electronic file repurposed from printing
 - Or create electronic file from scan
- Rights issues:
 - Contract must allow electronic publication
 - Must have electronic rights and permissions for all the content

Varieties of electronic publication

- Web-based works
- PDF-based works
- Reflowable text (HTML, XML, plaintext)

The Founders' Constitution

EDITED BY PHILIP B. KURLAND AND RALPH LERNER

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THE FOUNDERS' CONSTITUTION



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- <http://press-pubs.uchicago.edu/founders/>
- free access

The Chicago Manual of Style Online

The Chicago Manual of Style Online
FIFTEENTH EDITION

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Welcome to *The Chicago Manual of Style Online*—the indispensable online reference for all who work with words.

Chicago Style Q&A

The Chicago Manual of Style Online incorporates the popular [Chicago Style Q&A](#), a resource that thousands have found as entertaining as it is informative. The Q&A content is fully searchable along with the content of *The Chicago Manual of Style*. Your queries will return results—clearly distinguishable—from both the *Manual* and the Chicago Style Q&A.

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- <http://www.chicagomanualofstyle.org>
- individual, group, or institutional subscriptions

Other examples of web-based book publications from university presses

- Oxford Reference Online
- Reference works from
 - Columbia University Press
 - Johns Hopkins University Press
- Rotunda — archival papers project from University of Virginia Press

Pros & cons of web-based

- Familiar interface & navigation
- Lots of content under one roof
- Added functionality
- Color images & rich media possible
- Relatively easy to update content
- Potentially easy to pirate
- Web-enabled format not simple from PDF or word-processed files
- Networked computer or other device required
- Resistance to paying for web-based content

PDF-based e-books

- Relatively easy format, converted from PDF file used to print the book
- Familiar and universal
- May be presented in an interface that allows searching, highlighting, note-taking, bookmarking, easy citation, copy and paste, printing, digital rights management, and perhaps social networking

PDF publisher collections, subscription model

- Cambridge Companions Online
- University of California Press eScholarship Editions
- e-Duke Books Scholarly Collection
- MIT Press CISnet
- Oxford Scholarship Online

Direct-from-publisher PDF sales

- National Academies Press
- Cambridge
- Bibliovault/Chicago Distribution Center – coming soon

PDF distributors/aggregators

- Commercial models
 - NetLibrary
 - Ebrary
 - MyiLibrary

Pros & cons of PDF

- Familiar look and consistent pagination
- Easy to convert to format
- Added functionality
- Reasonable DRM without being annoying
- Computer dependent (or print it)
- Inflexible format
- Format offers only marginal gain on physical book

Device-dependent reflowable e-books

- Amazon Kindle
- Sony eReader
- iPhone/iTouch e-books
- Numerous PDA and cellphone devices

Pros & cons of reflowable

- Devices are portable
- Can be independent of internet
- Some are easier to read than CRT screen, almost like book.
- Some functionality like search, dictionary lookup
- Conversion to reader format not simple
- Best for straight text; not for complex layouts, illustrated books, or any large images (like tables)
- Not suitable for rich media
- May be susceptible to pirating
- Relative high cost of devices

Other models

- Academic society e-book collections
 - ACLS Humanities e-book
 - History Cooperative
- Discipline-specific portals/platforms
 - CIAO (Columbia Univ Press—international affairs)
 - Cognet (MIT Press--cognitive science)
 - GAIA (Univ of California—international and area studies)
 - Oxford Islamic Studies Online (OUP)

Hey, you forgot Google!

- Google Book Search
- Amazon Search Inside the Book
- Barnes and Noble Look Inside

These are venues for search and display, NOT publishing.

What Chicago does now

- Two online publications
- Work with 7 commercial e-book distributors that serve the library markets plus ACLS Humanities e-book program
- Release to Amazon Kindle and Sony eReader
- 200-700 e-books out in the market
- On track to publish near-simultaneous print/e-book with the Fall 2009 list

What Chicago will likely do in future

- Release some books to iPhone/iTouch
- Sell PDFs to direct to individuals—both sell-to-own and sell-to-use
- Work with one or more PDF textbook/ social network platforms (e.g. CafeScribe)
- Approach true simultaneous e-book/print release

Do e-books further the mission?

- Enhance scholarship?
 - Not really
- Reach a larger academic audience?
 - Quite possible
- Reach a broader public?
 - Possibly, not necessarily
- Enhance sustainability?
 - Possibly, too soon to know