



# Subscription Print Management through Sheridan Select

---

Case Study

## Situation (Challenge)

**The American Ornithological Society (AOS)**, publisher of the two of the most highly cited ornithological journals – *The Auk: Ornithological Advances* and *The Condor: Ornithological Applications* – sought a print-on-demand solution for their journals as they planned to take them online only in 2018. AOS knew that some of their individual members, institutions, and subscription agents might still desire a print version of their journals.

Key to their vision was providing a live consumer interface for their clients to contact with print requests. This interface would operate on behalf of, but independent of AOS.

AOS approached Sheridan, as they were aware of a similar solution for another publisher's avian biology journal, which Sheridan had implemented.

## Solution

Sheridan met with AOS and discussed their criteria for setting up this interface. Together, AOS and Sheridan determined suitable pricing of the print journal, taking into account production and mailing costs as well as a fair revenue margin.

Sheridan created an AOS branded consumer-facing web portal where a member, institution, or agent could order a single print issue or submit a print subscription. Orders submitted through the portal are routed to Sheridan's Subscriber Services department for processing and production.

Importantly, Sheridan's Subscriber Services department can be contacted directly, via phone, email or FAX, ensuring support is available to assist customers.

Individual AOS members can be authenticated through the portal, and orders can be processed via credit card, check, or wire transfer.

## Results

AOS's Subscription Print Management program is working beautifully for both *The Auk* and *The Condor*. Sheridan's Subscriber Services manages the entire subscription and single copy sale process, including sending out renewal notices. AOS is pleased to have found a solution and a partner who could support and manage all aspects of the process – from invoicing, order management, printing, and distribution. Sheridan has met all those needs.

AOS Journals Director Kathleen Erickson said, "The issues look beautiful. They look even better than our previous books, which did not have color figures. With the Sheridan POD, we can now afford color throughout the issues. We are very happy with this process."

## Products and Services Used

- Sheridan Select
- Sheridan Electronic Warehouse
- Sheridan Subscriber Services
- Sheridan Print

## Company Profiles



The American Ornithological Society is an international society devoted to advancing the scientific understanding of birds, enriching ornithology as a profession, and promoting a rigorous scientific basis for the conservation of birds. The largest, and one of the oldest ornithological societies in the world, AOS produces scientific publications of the highest quality, hosts intellectually engaging and professional vital meetings, pursues a global perspective, and informs public policy on all issues related to ornithology and ornithological collections.



Sheridan is a leading provider of print, publishing services, and technology solutions to publishers, associations, university presses, and catalogers. A division of CJK Group, Inc., Sheridan has five U.S.- based production facilities; each location has a market specialty that supports scholarly journals, books, magazines, reprints, or catalogs. Sheridan is also the provider of the scholarly publishing platform, PubFactory.