



On Topic

Volume 2, Issue 3

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Y g'j qr g" { qw'gplq { 'vj ku'kuuwg"qh" *On Topic*. "Uj gtfk cp Lqwtpcnu)g/pgy urgwgt 'vq "lqwtpcnr' vdrkuj gtu0Y kj gcej 's wctvgrn' 'kuuwg. "qwt"i qcn'ku'vq" f grkxgt "vko grn" cpf 'pgy uy qt'vj { 'kphqto cvkqp"vq" 'vj g"lqwtpcnr' vdrkuj kpi eqo o wplk' O'Rngcug' hgg'n' h'gg"vq "eqpxcev'wu"y kj "cp { s wguvkqpu"qt "eqo o gpvu0



Vj ku'pgy urgwgt "ku'dtqwi j v'vq" { qw'd { < Uwucp'Rctgpvg susan.parente@sheridan.com

On the Horizon



Go Social to Energize Interaction in Your Journal Community

Vj g'r vdrkuj kpi 'y qtrf "ku'ej cpi kpi 'tcr kf n' "cu'r gqr ng eqpuwo g"eqpvgpv'kp" c"xctkqv' "qh'y c { u0 [Learn why integrating social media into your journal publishing strategy offers many advantages that you can't afford to ignore.](#)

New at Sheridan



How a Mobile App Can Drive Increased Demand for Journal Offerings

Ecp "lqwtpcnu" kpetgcug "f go cpf "hqt "eqpvgpv"y j kg nggr kpi 'r tlpv'cpf "uj kr r kpi "equu'w'pf gt "eqvtqnA"Vj g Cef go { "qh'O cpci go gpv'y kpmu'uq0' [Now they're delivering content to users worldwide using a Sheridan-developed app.](#)

Above and Beyond

"Uj gtfk cp "lqwtpcnu"vcngu'r t'kf g'lp'ku" t'gur qpukxg"ewuxqo gt "ugt'xleg0' [Read how](#) 'y g'xg't'gegpv' "i qpg"cdq'xg cpf "dg { qpf "vq" g'puwt'g"vj g"l'weeguu qh'c "erkgv0

One Cool App

"Ku'pgxgt "vq' r'cv'vq" 'vcng"eqvtqn " qh" { qwt "o qpg { . "cpf 'y kj [Mint.com](#). "o qpg { "o cpci go gpv'ku gculgt "vj cp "gxgt0'0 cng "uki p'k'k'ecpv r tqi t'guu'vay ctf " { qwt "h'k'p'c'p'ekn i q'cni'd { "vt'c'ek'pi " { qwt "ur g'pf kpi cpf "uc'x'k'pi "kp"vj g'r c'w "qh" { qwt j cpf 0Ej gem'q'w'0 k'p'v'hqt "k'Rj qpg. k'Rcf . "cpf "C'p'f tq'kf 0

[Available from the App Store.](#)

Where to Meet Us

"Eqppge'v'y kj "Uj gtfk cp "lqwtpcnu" # " Xlgy "qwt"r r'ppgf "c'w'g'p'f c'p'eg"cv [upcoming industry events.](#)

Connect With Us

"Ku'g'culgt "vj cp "gxgt "vq eqo o w'p'k'c'v'g"y kj "Uj gtfk cp "lqwtpcnu"0' [Join us on our social media sites.](#)



Considering Online-Only? Generate a Backup Print Plan Before you Begin

Dghqtg" {qw'o cng"y'j g"uy kej "vq"cp"qprkpg/qpn" {gf kkkp qh" {qwt "lqwtpcn "establish a print-on-demand strategy that helps you control costs, eliminate warehousing woes, and create new revenue opportunities.

Need to Know



Get Your Digital Edition Ready for Real-World Tablet Users

Vcdrgv" f gxlegu" ctg" vcnkpi "qxgt" y'j g" cecf go le"y qtrf "cu y gmi"cu" qvj gt "ugevqtu" qh" y'j g" r qr wævkp0 Are you providing optimized content for these users?

History Repeats

"Vj cpmu" vq" y'j g" kpxgprvkqp" qh" y'j g " r tlpvkpi " r tguu. "vqf c { æ" kphqt o cvkqp ku" portable and easily accessible.

Quote of Note

"\$P qvj kpi "ku"y qtvj "tgcfl kpi "y'j cv " f qgu" pqv" tgs vkt g" cp " crgtv" o kpf \$ ô "Ej ctrgu" F wf rg { "Y ctrpgt

powered by:



The Sheridan Press, Dartmouth Journal Services, Dartmouth Printing Company



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