

InfoTracSolutions

From Gale

*Access the best digital
periodical collections
for all sizes of
libraries*



emea.enquiries@cengage.com

 GALE
CENGAGE Learning™

For more information, contact your Gale Representative

Whatever periodical collection you're looking for, Gale offers the solution

Gale, part of Cengage Learning, has always been at the forefront of innovation in online references. Our InfoTrac resources provide the most comprehensive aggregations of digital content available. Whatever the needs of your library, InfoTrac provides the solution.

Academic Resources

Academic OneFile 4
Geared toward academic research; features nearly 13,000 titles, 8,000 of them peer-reviewed.

Expanded Academic ASAP 6
Includes balanced coverage of each academic field with more than 4,300 titles.

Educator's Reference Complete 6
More than 1,100 journals for educators and administrators; provides full-text for hundreds cited in the ERIC index.

General Reference Resources

General OneFile 7
More than 12,000 general interest titles.

General Reference Center Gold 9
Includes more than 5,000 periodicals, almost 4,000 in full-text; also includes Gale reference titles.

InfoTrac Custom Newspapers 9
Create your own collections from more than 2,000 newspapers from around the world.

Popular Magazines 9
Contains more than 1,000 of the most searched magazines in full-text.

InfoTrac Custom Journals 9
Create your own subject-focused content from Gale's repository of journals.

¡Informe! 9
Designed for Spanish-speaking users; includes the full text of nearly 400 popular Hispanic periodicals (Spanish or English interface).

Specialised InfoTrac Collections

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Choose one or several of these subject-focused periodical compilations, featuring Delmar reference material:

- Agriculture Collection
- Business Economics and Theory Collection
- Communications and Mass Media Collection
- Criminal Justice Collection
- Culinary Arts Collection
- Environmental Studies and Policy Collection
- Fine Arts and Music Collection
- Gardening, Landscape & Horticulture Collection
- Home Improvement Collection
- Hospitality, Tourism and Leisure Collection
- Nursing and Allied Health Collection
- Popular Magazines
- Psychology Collection

- Computer Database
- Diversity Studies Collection
- Gay, Lesbian, Bisexual and Transgender Life & Issues Collection
- General Science Collection
- Information Science and Technology Collection
- Insurance and Liability Collection
- Physical Therapy and Sports Medicine Collection
- Pop Culture Collection
- Small Business Collection
- U.S. History Collection
- Vocations and Careers Collection
- War and Terrorism Collection

Increase Usage - Support Resources

Free tools and widgets 11
Widgets, database icons, MARC records, library support services and Gale Tech Support.

Promotional resources 12
Gale PowerSearch widget and free resources.



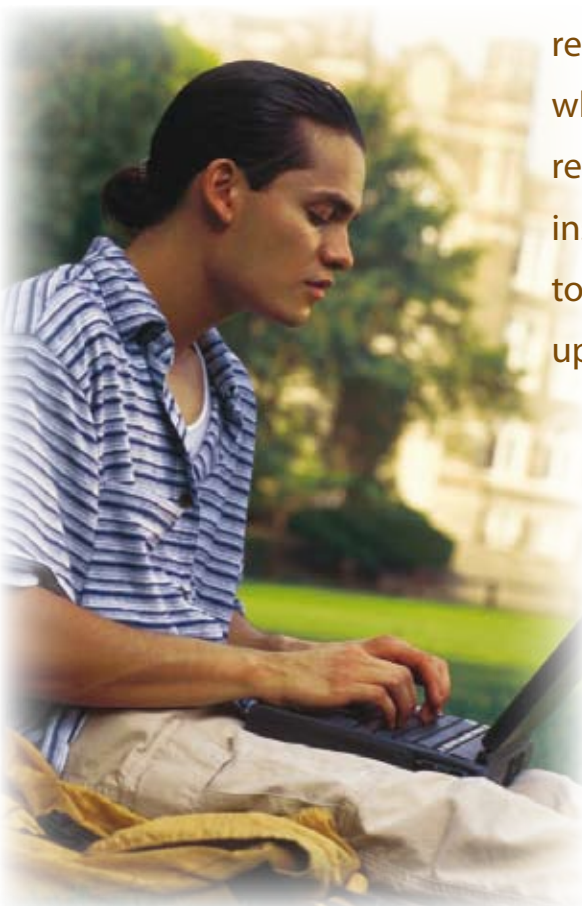
Gale is the leading provider to all types of libraries

At Gale, value to the library equals power to the user. For more than 50 years, we have worked closely with libraries to help them achieve their goals. Libraries around the globe rely on Gale periodical resources to provide the in-depth, up-to-date information they need to conduct research across the full range of scholarly, academic, business and general interest topics.

Our periodical resources constitute the largest digital collection of magazines, newspapers, journals and other periodicals currently available, coupled with our state-of-the-art search functionality.

In addition, our comprehensive periodical resources are largely embargo-free, providing content the moment it hits the newsstand, if not before. Approximately 95% of the magazines in General OneFile have no embargo period. We also strive to include content unavailable electronically anywhere else. For example, Academic OneFile includes nearly 13,000 titles, 80% of which are not available together in other resources. With our award-winning Gale PowerSearch platform, your users can search across multiple resources, providing periodical and reference content in a single, seamless search.

Gale periodical resources provide what 21st-century researchers expect: instant access to complete and up-to-date content.



The value of the Gale PowerSearch platform

- A visually-captivating interface offering a familiar, Web-like experience
- Users may create individual account profiles, name and save any search in their profile, create journal alerts and customize the interface
- Results include context-sensitive multimedia
- Enhanced publication pages with more detail, cover images and easier browsing capability
- The ability to choose from Basic, Browse Subject, Browse Publication or Advanced Search
- The option to search within result lists to target specific content
- ReadSpeaker technology to listen to audio versions of articles, or download the MP3 file for listening later
- Technology to support a diverse range of languages with on-demand translation of documents
- Opportunities to locate and share information among users and their communities with Web 2.0 technology
- Options to manage documents by e-mailing, bookmarking, downloading or printing
- 24/7 access for research needs outside the library

Academic Periodical Resource Overview*

| | | Total Titles | Active Full-Text Titles with No Embargo | Active Full-Text Peer-Reviewed Journals with No Embargo | % Embargoed Titles | Average Embargo |
|------|--------------------------|--------------|---|---|--------------------|-----------------|
| GALE | Academic OneFile** | 12,888 | 3,658 | 358 | 7% | 152 days |
| GALE | Expanded Academic ASAP** | 4,392 | 1,378 | 197 | 7% | 177 days |

The premier resource for peer-reviewed, full-text journals and reference sources

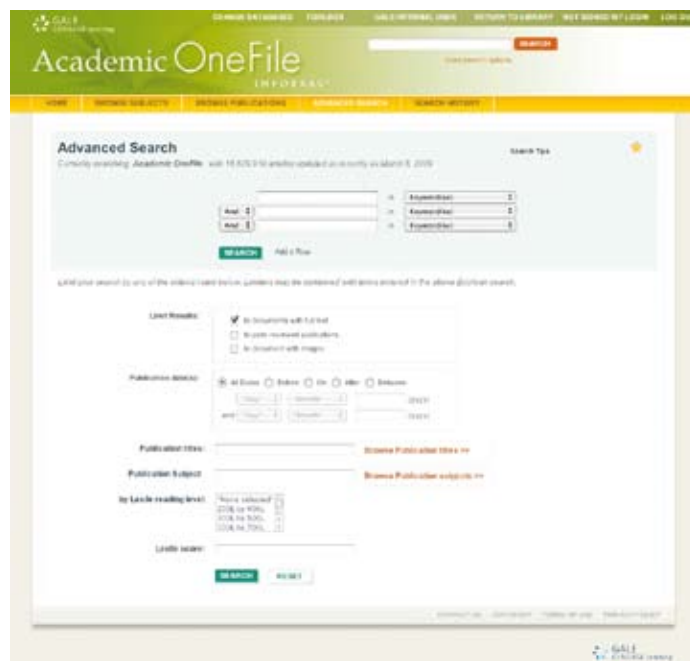
2009 and 2008 CODiE Award Finalist for Best Online General Reference Service

* As of 3/2009
 ** Visit www.gale.cengage.co.uk for the most up-to-date information

Academic OneFile

Perfect for research libraries, graduate schools, universities and community colleges, Academic OneFile is a sophisticated, current and easy-to-use resource for extensive research. Home to nearly 13,000 manually-indexed journals, Academic OneFile is available 24/7 and delivers quality content for students, scholars and general researchers.

With extensive coverage of the physical sciences, technology, medicine, social sciences, the arts, theology, literature and other subjects, Academic OneFile is both authoritative and comprehensive. With millions of articles available in both PDF and HTML full text, researchers are able to find accurate information quickly.



Easy-to-use search options offer quick access to millions of full-text articles.

A subscription to Academic OneFile gives you access to a range of additional collections created to fill subject-specific curricular needs.

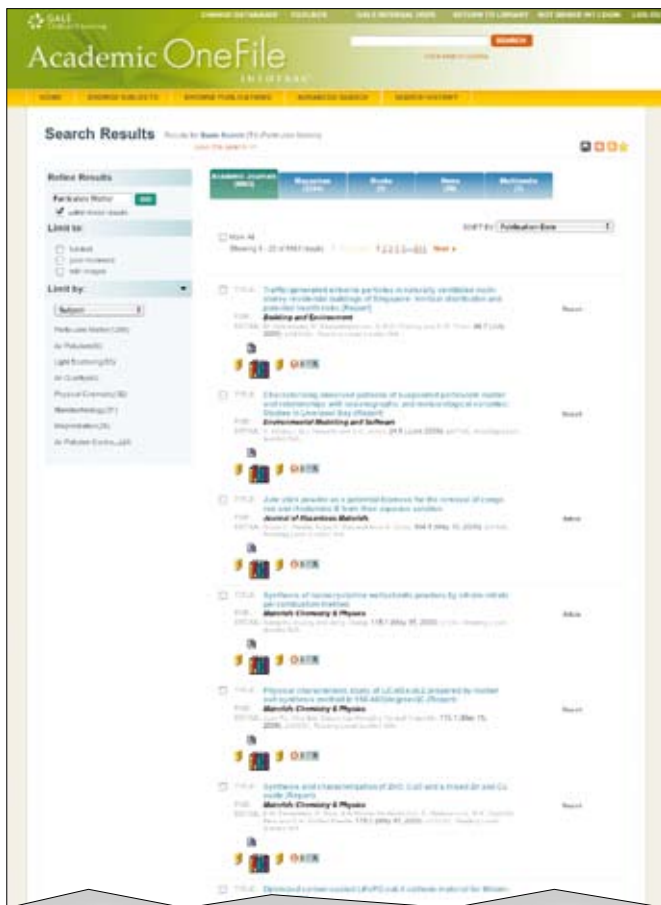
International in scope, unparalleled in breadth and depth

Academic OneFile includes:

- Nearly 13,000 titles, including more than 7,300 peer-reviewed journals and more than 5,000 in full text
- Full text of *The New York Times* from 1985 to present
- Links with JSTOR for archival access to periodicals and Open URL compliance for access to e-journal and subscription materials
- Major reference sets, including *Gale Encyclopedia of Science*, *Gale Encyclopedia of Medicine* and *Encyclopedia of World Biography*
- Thousands of podcasts and transcripts from NPR, CNN and CBC
- Links to hundreds of medical videos from OR-Live

Academic OneFile offers:

- Strong coverage of sciences, medicine, engineering and business
- Full collection of Elsevier abstracts for every Elsevier journal from 1996 to present
- Full text of the *London Times* and *Financial Times*
- Full text for periodicals covered in major bibliographic resources such as CINAHL, BIOSIS, MLS, PsycInfo, ERIC, EconLit, RILM and others
- Key, peer-reviewed journals published in Spanish, French and other languages
- Ability to translate all content to 11 different languages
- International content including over 100 journals published in Germany, over 4,300 in the Netherlands and over 40 in South Africa

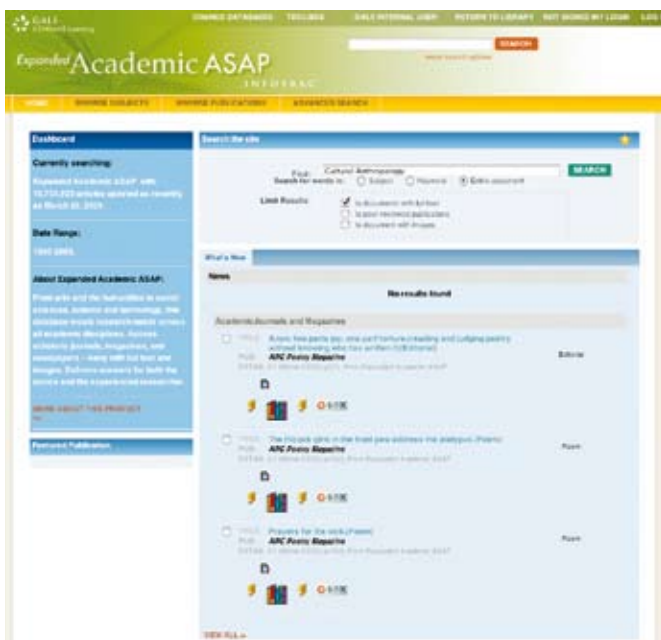


Tabbed lists organise results by type, providing quick access to academic journals, magazines, books, news and multimedia.



Expanded Academic ASAP

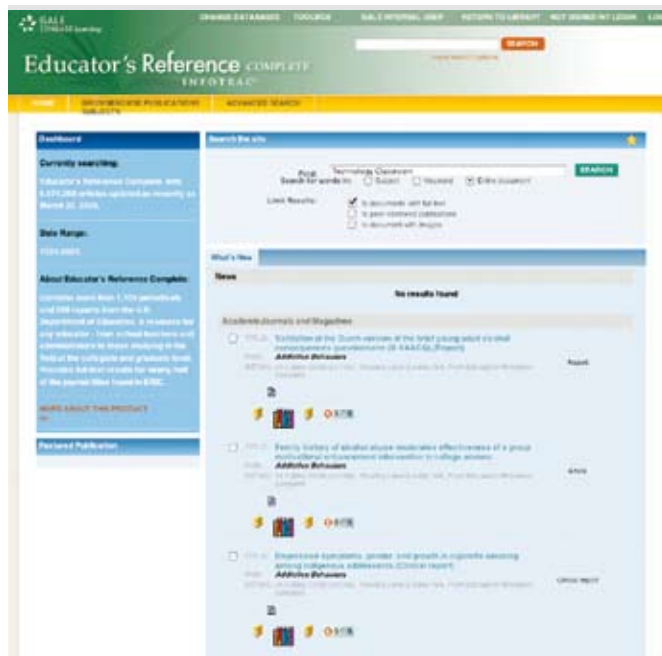
Specifically created for research across all academic disciplines, Expanded Academic ASAP offers balanced coverage of every academic concentration — from advertising and microbiology to history and women’s studies. Although smaller than Academic OneFile, the scope and depth of coverage in Expanded Academic ASAP will satisfy the research needs of students, faculty and graduate researchers who depend on your library for answers. Balanced coverage is available through more than 4,300 indexed and more than 2,500 full-text titles. Expanded Academic ASAP includes more than 3,000 peer-reviewed journals and more than 25 years of backfile coverage.



Expanded Academic ASAP includes journals and periodicals covering a wide variety of disciplines, from social science, humanities and politics to medicine, general interest and science.

Educator’s Reference COMPLETE

This collection of more than 1,100 periodicals and 200 reports is a great resource for any educator — from teachers and administrators to those studying at the undergraduate and graduate level. Educator’s Reference Complete is the perfect complement for any library that utilises the ERIC bibliographic index because it provides full-text results for nearly half of the journal titles found in ERIC, including thousands of full-text reports. This resource covers multiple levels of education from preschool to college, and every educational specialty — such as technology, bilingual education, health education and testing. Educator’s Reference Complete also focuses on issues in administration, funding and policy.



Educator’s Reference Complete provides more than 1,100 periodicals and 200 reports.



Gale Virtual Reference Library provides 24/7 online access to thousands of acclaimed, award-winning reference titles in eBook format. These titles from Gale and its partner publishers are fully cross-searchable with Gale periodical resources and select Resource Centers including Expanded Academic ASAP, Health Reference Center – Academic, LegalTrac and Educator’s Reference Complete.

General Reference Periodical Resource Overview*

| | | Total Titles | Full-Text Titles | Active Full-Text Titles |
|------|---------------------------------|--------------|------------------|-------------------------|
| GALE | General OneFile** | 12,011 | 7,187 | 4,475 |
| GALE | General Reference Center Gold** | 5,136 | 3,821 | 2,317 |
| GALE | Popular Magazines** | 1,261 | 1,118 | 870 |

* As of 3/2009

** Visit www.gale.cengage.co.uk for the most up-to-date information

GeneralOneFile

Gale's largest general interest periodical resource, General OneFile, provides periodical and news information through an intuitive, user-friendly search interface for researchers at all levels. Content includes more than 7,100 full-text titles; more than 3,600 refereed journals; and hundreds of newspapers — a total of 12,000 titles in all (60% of which are unique to the database) with more than 25 years of coverage from 1980 to present. General OneFile puts approximately 80 million (updated daily) records at users' fingertips with a single search query.

New in General OneFile:

- More than 500 travel guides, including every current Fodor's title
- The full collection of National Public Radio programs from 1990 to the present, including searchable transcripts
- Full-text of the *New York Times* from 1985 to the present, updated daily
- Articles can now be translated into 11 different languages, helping ESL researchers
- International content including nearly 60 periodicals published in Germany, 30 in South Africa and over 3,300 in the UK
- More than 3,000 full-text titles recommended by Bowker's "Magazines for Libraries"

- Award-winning reference sets, including *Encyclopedia of World Biography* and the *Gale Encyclopedia of Science*

In-depth, comprehensive and up-to-date

Researchers can search General OneFile by subject and publication, with limiters targeting specific types of documents and date parameters.



A subscription to General OneFile gives you access to a range of additional new collections created to fill subject-specific curricular needs. See page 10 for details.

General OneFile is available on Gale's state-of-the-art Gale PowerSearch platform. A 2009 and 2008 Software & Information Industry Association (SIIA) CODiE Award Finalist, Gale PowerSearch is just one of the continuous improvements we make to our online resources.

Enhancements to General OneFile:

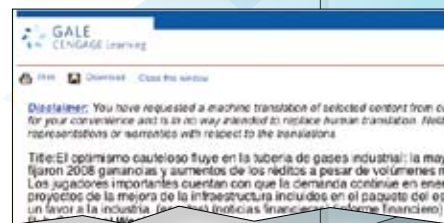
- A visually-stunning interface offering a familiar, Web-like experience
- Users may create individual account profiles, name and save any search in their profile, create journal alerts and customise interfaces
- Results incorporating text and multimedia in a single set, revealing what each database offers on every search
- Enhanced publication pages with more detail, cover images and easier browsing capability
- The ability to choose from Basic, Browse Subject, Browse Publication or Advanced Search
- The option to search within result lists to target specific content
- ReadSpeaker technology to listen to audio versions of articles, or download the MP3 file for listening later
- Technology to support a diverse range of languages with on-demand translation of documents
- Opportunities to locate and share information among users and their communities with Web 2.0 technology
- Options to manage documents by e-mailing, bookmarking, downloading or printing
- 24/7 access for research needs outside the library



View any PDF document that may be linked to the article.

Tools also include:

- E-mail the article in HTML or plain-text format
- Generate citations in multiple formats
- Share links to the article
- Listen to the article or save the audio as an MP3
- Print, download and bookmark the article



Translate the article into one of 11 languages.



General Reference Center GOLD

General Reference Center Gold integrates a vast array of key business and general interest titles, from national news magazines and encyclopedias to core business journals, providing a comprehensive reference resource for general reference needs at all levels of research. Through an intuitive, easy-to-use interface, researchers have immediate access to a wide range of resources, including more than 5,100 titles including more than 3,800 in full text; Knight-Ridder/Tribune News Service Newspaper articles; highly-respected newspapers, such as *The New York Times* and *The Christian Science Monitor*; more than 20 reference books; a 25-year integrated backfile updated daily and much more.

Custom Newspapers

INFOTRAC®

InfoTrac Custom Newspapers is an innovative, full-text, newspaper resource that allows researchers to search articles by title, headline, date, author, section or other assigned fields. With InfoTrac Custom Newspapers, libraries can provide a collection of 1,200 newspapers from around the world plus an additional 300 sources of selected news and business coverage, including such venerable publications as the *Boston Herald*, *Christian Science Monitor*, *The Daily Telegraph* (London), *The New York Times*, *The Star Tribune* (Minneapolis), *The Times* (London) and many others. Libraries can customise the database name, screen layout, search parameters and results display to meet the specific needs of users.



Gale Virtual Reference Library provides 24/7 online access to thousands of acclaimed, award-winning reference titles in eBook format. These titles from Gale and its partner publishers are fully cross-searchable with Gale periodical resources and select Resource Centers including General Reference Center Gold, InfoTrac Custom Newspapers, Popular Magazines and InfoTrac Custom Journals.

Popular Magazines

Popular Magazines includes 1,000 of the most searched publications across our InfoTrac products. Titles were selected based on actual publication searches performed by library patrons. This 100% full-text resource includes more than 600 titles recommended by Bowker's "Magazines for Libraries," with a strong focus on current events, sports, science and health. More than 75% of included titles are not available in other library databases.

Custom Journals

INFOTRAC®

With InfoTrac Custom Journals, subscribers can create a customised digital collection of selected magazines and journals. InfoTrac Custom Journals allows the freedom to select specific, appropriate publications as well as manipulate the search interface and functionality. This resource is perfect for libraries serving populations with unique, discipline-specific reference needs. InfoTrac Custom Journals allows you to select the size of your collection, the publications you want to include and fully customise your resource. More importantly, you are able to choose only those titles your users need, bringing value to the library and power to the user.

INFOTRAC® ¡Informe!

Created exclusively for Spanish-speaking users, this full-text electronic reference tool is the first system to provide indexing, images and full-text of popular Hispanic magazines — not just translations. Available with a bilingual interface (English or Spanish), ¡Informe! "thinks" through every query in Spanish. Subject terms are based on the expressions Spanish-speakers commonly use, allowing users to easily navigate through the resource without experiencing null results. ¡Informe! also features title annotations in both English and Spanish to help non-Spanish-speaking staff to easily assist users. Students of Spanish, as well as non-native speakers, will easily access resources through this bilingual approach.

Specialised InfoTrac collections

The most relevant periodicals in specific subject areas populate these collections, making them perfect for focused research. These unique collections are free for subscribers to Academic OneFile and General OneFile and also are available for purchase individually. These collections also can be cross-searched with eBooks in the Gale Virtual Reference Library.



Agriculture Collection
More than 400 major agricultural journals and 20 Delmar reference titles



Business Economics and Theory Collection
More than 450 academic journals and magazines



Communications and Mass Media Collection
Includes more than 250 communications journals



Criminal Justice Collection
Instant access to 150 full-text criminal justice journals



Culinary Arts Collection
Includes 250 major cooking and nutrition magazines plus 20 Delmar reference titles



Environmental Studies and Policy Collection
More than 700 environmental journals and six Delmar reference titles



Fine Arts and Music Collection
Provides more than 150 full-text magazines and journals

Gardening, Landscape and Horticulture Collection
Includes more than 80 journal publications and 20 Delmar reference titles



Home Improvement Collection
Instant access to more than 180 home improvement titles



Hospitality, Tourism and Leisure Collection
Includes more than 800 industry journals, 29 Delmar reference titles and Fodor's travel guides



Nursing and Allied Health Collection
Includes more than 1,000 nursing and health-related titles



Popular Magazines
Provides the top 1,000 most-searched publications in full text



Psychology Collection
Instant access to 200 full-text periodicals



Other available collections include...

- | | |
|---|---|
| Computer Database | Physical Therapy and Sports Medicine Collection |
| Diversity Studies Collection | Pop Culture Collection |
| Gay, Lesbian, Bisexual and Transgender Life & Issues Collection | Small Business Collection |
| General Science Collection | U.S. History Collection |
| Information Science and Technology Collection | Vocations and Careers Collection |
| Insurance and Liability Collection | War and Terrorism Collection |

Boost usage with free tools, widgets and promotional resources

At Gale, we want to see your usage of our products double, triple ... even increase 20-fold!

Think it can't happen? It already has! Libraries everywhere are discovering the usage-boosting benefits of populating their homepages with widgets and icons tied to their Gale e-resources.

Add widgets

Your homepage is an ideal place to add a widget: an attractive, no-cost convenience that instantly links users to your Gale e-resources. Simply go to <http://access.gale.com/widgets> and follow the "build widgets" prompts.

Free database icons

Enhance your homepage with eye-catching icons that allow for instant access to Gale electronic resources.

Add MARC records with URLs to your catalog

Gale provides free MARC records for all the periodicals and reference books in your collections. MARC records for any product, including individual eBooks on the Gale Virtual Reference Library, can be downloaded at http://gale.cengage.com/marc_records.

Free resources for library support

Gale provides a wide selection of free resources for your library, from posters and bookmarks to calendars and press release templates. Simply visit <http://gale.cengage.com> and click on Free Resources.

Find it all at support.gale.com

Visit <http://support.gale.com> for online help, training, translators, icons, search tips, guided tours and more.



- 1 Boost usage with resources from <http://support.gale.com>
- 2 Download technical and training resources
- 3 Gale makes it easy to share
- 4 Build a custom widget at <http://access.gale.com/widgets>
- 5 Stay informed with The Sizzle
- 6 Promote your library with free resources

Let Gale Tech Support help
Need help building widgets, setting up
database icons or using our other
promotional resources? Let our Gale Tech
Support representatives talk you through
it by calling +44 (0)7787 108383 or email:
emea.globaltech@cengage.com.

- 1 Download a Gale PowerSearch widget to your homepage
- 2 Eye-catching icons encourage users to jump right to their favorite databases
- 3 Draw users to your eBooks by adding covers to your homepage
- 4 Make a custom eBook subcollection

For more information on Gale's
InfoTrac Collections contact us:

Tel: +44 (0)1264 332 424

Fax: +44 (0)800 066 4750

emea.enquiries@cengage.com

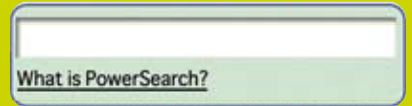
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The screenshot shows a library website interface. At the top left is the 'Library Resources' logo. The main header is 'Your Library'. Below this, there are several sections:

- Contacts:** Erica L. Edish, erica_m_edish@cengage.com, 301 571-6926.
- Main Links:** Featured eBook Titles, Resources by Subject, Noodle Tools, Oxford English Dictionary, Webster's International Dictionary.
- Featured eBook Titles:**
 - American Decades:** American Decades is a cross-disciplinary source for junior and high school students and teachers, public librarians and general researchers who need a single, consistent reference to document and analyze periods of contemporary American social history.
 - Bowling, Beatiniks, and Bell-Bottoms: Pop Culture of 20th-Century America:** The hairstyles, slang terms, advertising jingles, pop music sensations, and all else described as popular culture is covered in this five-volume reference.
 - Elizabethan World Reference Library:** This collection covers the broad sweep of the culture of the times, from Elizabeth's court to rural life, and from the New World explorations to the remarkable flowering of literature and drama for which the era is renowned.
- Gale Virtual Reference Library:** Gale Virtual Reference Library is a database of encyclopedias and specialized reference sources for multidisciplinary research.
- Gale PowerSearch™ it!:** A search widget with the text 'What is PowerSearch?' and a search input field.
- Gale Electronic Database:**
 - Student Resource Center: GOLD**
 - Opposing Viewpoints Resource Center: Critical Thinking**
 - Biography Resource Center**
 - Literature Resource Center**

- Double usage instantly by adding a Gale PowerSearch widget to your Web page.
- Visit access.gale.com/widgets

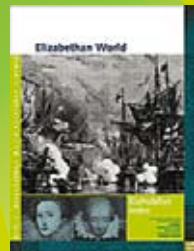
Gale PowerSearch™ it!



- Find support and training, including free e-newsletters, collection development tools, free marketing materials and much more at www.gale.com/free_resources

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[Webster's International Dictionary](#)



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