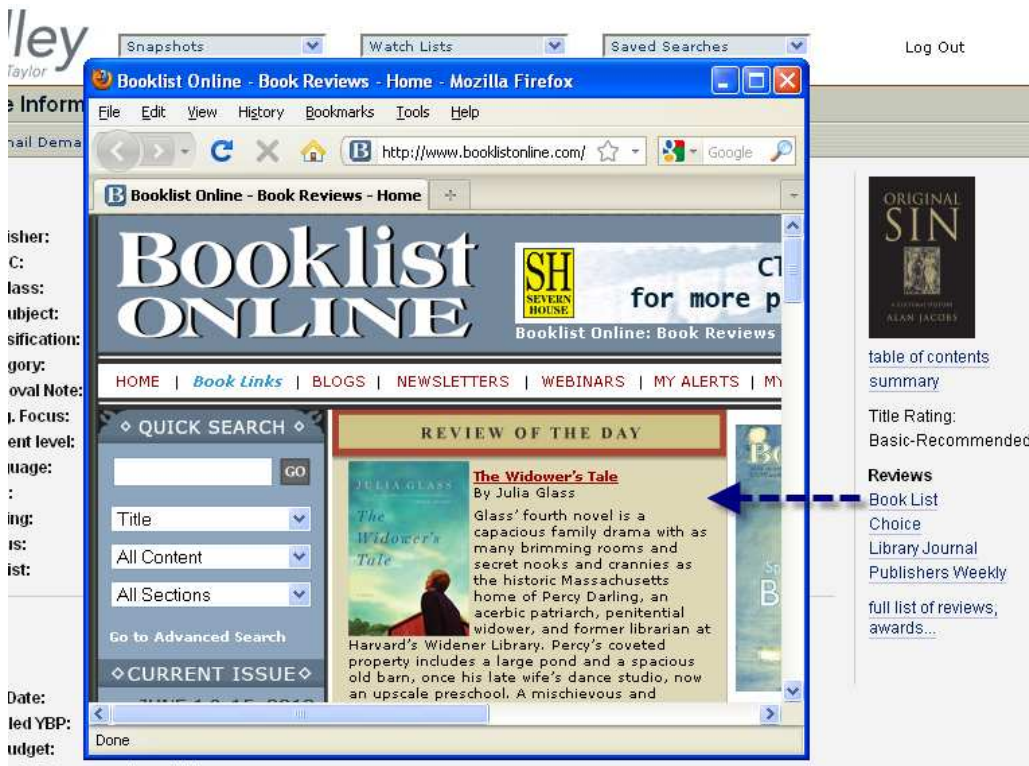


Publisher Alley®

Locating Review Content from *Booklist*, *Choice*, *Library Journal* and *Publishers Weekly*

June 18, 2010

Beginning the week of 6/21/10, the review sources *Booklist*, *Choice*, *Library Journal* and *Publishers Weekly* will be treated differently on Publisher Alley title information pages. Presently, most subscribers see only that a title has been reviewed in one of these publications. Beginning next week, Publisher Alley will display links directly to the review website(s). When these links are clicked, the appropriate review site appears in a new window, as shown below.



Title lookup for individual reviews is currently available at no charge on both the *Library Journal* and *Publishers Weekly* websites. A paid subscription is required by *Booklist* and *Choice* to search reviews. (*LJ* and *PW* do require login immediately to search reviews, but setting up an account is free.)

We hope that this solution streamlines review lookup. In testing the process, we learned the following:

- It was easier to find reviews on the *LJ* and *PW* sites by searching for the title as opposed to the ISBN. We suspect that this has to do with the sites' preference for 10-digit ISBNs and/or dashes.
- If you are opening an *LJ* account for the first time, note that the verification email will arrive from no-reply@dtint.com: it is easy for this to land in a Junk E-Mail folder.

If you have questions, please contact Jamie Carter at 603-746-3102, x3287 (jamie.carter@baker-taylor.com).