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Micropublishing Product Information

Abstract: Content guidelines are given for advertising materials used to describe micropublications intended for long-term retention and use.

**An American National Standard
Developed by the
National Information Standards Organization**

**Approved June 6, 1997 by the
American National Standards Institute**



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Foreword

(This foreword is not part of the American National Standard Micropublishing Product Information, ANSI/NISO Z39.26-1997. It is included for information only.)

ANSI/NISO Z39.26 was originally issued in 1975 under the title Advertising of Micropublications. A few years later, from 1977 to 1979, the Microform Publishing Committee of the American Library Association Resources and Technical Services Division appointed the Ad Hoc Subcommittee on Monitoring of Microform Advertising to study observance of the new standard. The study entailed encouraging publishers of microform material to observe the new standard, where practical, in their advertising literature. The subcommittee found that the standard was well received and was widely used by micropublishers.

In 1981, Z39.26 was revised to require that an advertisement for a micropublication specify the standards that were followed.

This 1997 revision carries a new title, Micropublishing Product Information, which reflects the broad range of descriptive materials produced by micropublishers. It includes new sections listing data elements for product derivation,

scope and size of collection, and finding aids, and expands the section on guarantees and replacement policy. The reference section has been updated and expanded to include technical reports, sources of publications, and a glossary of acronyms.

This standard was processed and approved for submittal to ANSI by the National Information Standards Organization. It was balloted by the NISO Voting Members January 17, 1997 through March 31, 1997. It will next be reviewed in 2002.

Suggestions for improving this standard are welcome. They should be sent to the National Information Standards Organization, 4733 Bethesda Avenue, Suite 300, Bethesda, MD 20814. NISO approval of this standard does not necessarily imply that all Voting Members voted for its approval.

At the time it approved this standard, NISO had the following Voting Members:

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Micropublishing Product Information

1. Scope

This standard provides content guidelines for materials describing micropublications that are intended for long term retention and use and are usually available directly from micropublishers. It does not apply to proprietary information meant to be periodically updated or changed and distributed to a controlled readership.

This standard applies to printed and electronic versions of product information sheets, advertisements, catalogs, circulars, brochures, and other descriptive media and materials through which micropublishers communicate with potential customers. It does not apply to the micropublication itself.

This standard details elements which, when incorporated into descriptive materials, help micropublishers provide a sound basis for the critical evaluation of their microform products by prospective purchasers.

Information pertaining to the microform product is listed in Section 2.1, Data Elements: Micropublication. Information about the original material from which the micropublication was created is listed in Section 2.2, Data Elements: Original Material Appearing in the Micropublication. Section 3 lists standards and other related references, and includes a glossary of relevant acronyms.

2. Data Elements and Product Guarantees

The following data elements are recommended for use in product information sheets and other materials intended to provide a full description of the microform product.

Since micropublications vary in form and content, not all elements listed will be applicable or available in every case. However it is advantageous to both publishers and potential purchasers that as many elements as possible be included.

Note: Elements in regular type are the basic items to be included in product information describing micropublications; elements in *italics* are optional. General categories and any additional explanatory text are likewise in regular type.

2.1 Data Elements: Micropublication

2.1.1 Bibliographic Description

- 2.1.1.1 Title of micropublication, including subtitle and series title, if any.
- 2.1.1.2 *Author(s) / editor(s)*.
- 2.1.1.3 Name, address, phone, fax, and e-mail or other electronic address of micropublisher. Specify if different from marketing agency.
- 2.1.1.4 Place of micropublication (if different from 2.1.1.3).

2.1.2 Pricing

- 2.1.2.1 General statement of pricing policy.
- 2.1.2.2 Discount price(s) for prepublication purchase, including prepublication cutoff date.
- 2.1.2.3 Prices of individual titles.
- 2.1.2.4 *Discount price(s) for purchasing all or portions of collections* (as in 2.1.3.2 and 2.1.3.3, below).
- 2.1.2.5 Description of time payment plan.

2.1.3 Availability

- 2.1.3.1 Actual or scheduled publication date(s).
- 2.1.3.2 Schedule of availability dates (segment by segment) for collections offered in segments.
- 2.1.3.3 Availability of individual units or portions of collections.

2.1.4 Microform Specifications

- 2.1.4.1 Size and type of microform(s). Specify if 105mm microfiche (cut sheet), 35mm reel film, 16mm open reel or cartridge film, etc.
- 2.1.4.2 High contrast, continuous tone, or color film; if color, specify type.
- 2.1.4.3 Range of reduction ratios, with frame format for fiche.
- 2.1.4.4 Polarity (positive or negative).
- 2.1.4.5 Film type (silver, diazo, vesicular).
- 2.1.4.6 Film base (type and thickness).
- 2.1.4.7 Specifications to which the microform was produced (see Section 3 for a list of relevant standards and reference works).