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360 Link: PubMed LinkOut Service**Question****What is the PubMed LinkOut service, and how do I set it up with 360 Link?****Answer**

LinkOut is a feature of Entrez from the National Center for Biotechnology Information (NCBI) of the National Library of Medicine (NLM). LinkOut is designed to provide users with links from PubMed and other Entrez databases to relevant web-accessible online resources, including the full text of publications.

Serials Solutions is offering assistance to our library customers by automating the set-up and maintenance of the holdings represented in PubMed, from the library's specific record of holdings in our KnowledgeWorks. As a result, library patrons will be able to seamlessly link from PubMed records to full text anywhere in their library's collection.

The process is fairly simple. You register with PubMed and send us your LinkOut registration information. We then send the library holdings file to PubMed, in an XML format specific to LinkOut. The holdings are then represented in the PubMed database within about two to three days from upload. The holdings file is then updated periodically upon your request. We recommend a fresh upload about once a month.

Below are detailed instructions for Library Administrators on how to set up the LinkOut service for libraries' holdings.

Note: There is an alternate way of setting up 360 Link with PubMed -- using their Outside Tool -- that is explained [here](#).

Step 1. Library Registers with PubMed

To register with PubMed, you must first send an e-mail to PubMed LinkOut <lib-reg@ncbi.nlm.nih.gov> with the subject line: "LinkOut Registration Request" (see sample email below). Please state that you would like to have your electronic-journal holdings represented in LinkOut. Inform PubMed that you authorize us to submit a holdings file on your behalf. Please include your library name, contact person, e-mail address, phone number, and the postal address.

Sample email to use in the registration email to PubMed LinkOut:

To: PubMed LinkOut

Subject: LinkOut Registration Request

Library ABC would like to have its holdings represented in LinkOut. Library ABC authorizes Serials Solutions to submit a holdings file on its behalf.

Library Name: Library ABC

Contact Person: John Doe

E-mail address: j.doe@ABC.net

Phone Number: (555)555-5555

Postal address: 123Main Street, Anywhere, USA 11111

Step 2. PubMed Responds to Library

In less than a week, PubMed will reply with an email (see sample below) with a User Name, Provider Id (PrId) and Password, all of which are used to access the Library Submission Utility, which is hosted by PubMed.

This is a sample of the e-mail response that you will receive from PubMed LinkOut:

To: ABC Library

Thank you for your interest in LinkOut for libraries.

Your LinkOut registration request has been processed. To enter library holdings information to be displayed in PubMed, assign an icon to your holdings, and manage your account information, please visit the Library Submission Utility at:

<http://www.ncbi.nlm.nih.gov/projects/linkout/libHld/>

User Name: abclib

Password: alpha123

ProviderId/PrId: 1234

** Please NOTE that: **

1. Both User Name and Password are case sensitive.
2. The system will only ask for your password once as long as you are signed in. You should sign out after you are finished editing your files to prevent unauthorized or accidental changes to your account.
3. ProviderId/PrId is relevant only if you ask a third party to submit holdings on your behalf. <<http://www.ncbi.nlm.nih.gov/entrez/linkout/doc/ftsubmit.shtml>>

Documentation on LinkOut and Library Holdings is available at:

<http://www.ncbi.nlm.nih.gov/projects/linkout/doc/liblinkout.html>

US Libraries may call the National Network of Libraries of Medicine (NNLM) at 1-800-338-7657 for additional assistance. NNLM also maintains a Library LinkOut Survival Guide at:

<http://nnlm.gov/libinfo/ejournals/linkout/>

Please subscribe to the library-linkout announcement mailing list at:

<http://www.ncbi.nlm.nih.gov/mailman/listinfo/library-linkout>

This mailing list is an announcement list only; individual subscribers may not send mail.

Send any questions or problems to lib-linkout@ncbi.nlm.nih.gov.

Regards,

LinkOut Team

NCBI/US NLM

lib-linkout@ncbi.nlm.nih.gov

Record the key information from that email for future use:

Required Information	Source of Information
User name	Provided by NCBI in the initial e-mail
Password	Provided by NCBI in the initial e-mail
PrId	Provided by NCBI in the initial e-mail

NameAbbr	Same as User Name
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Step 3. Library Emails Setup Request to Serials Solutions Client Services

Once you receive the email from PubMed, send us a note (using the **Ask a Question** tab above, or by email to clients@serialssolutions.com) requesting us to upload holdings to PubMed LinkOut. The following information is needed; all requested information, with the exception of LinkOut icon URL, is mandatory:

Required Information	Example	Source of Information
Customer's Name	ABC Library	Provided by Library
URL to the Library Website	www.abc.net	Provided by Library
Contact Name	John Doe	Provided by Library
Telephone	(555)555-5555	Provided by Library
E-mail	j.doe@ABC.net	Provided by Library
PrId	1234	Provided by PubMed in the initial e-mail
NameAbbr	abclib	Same as User Name. Provided by PubMed in the initial e-mail.
URL to the library's LinkOut icon (optional), or default icon	http://xxxx or http://www.ncbi.nlm.nih.gov/PMGifs/Toolbar/library.gif	

Step 4. Library Links to PubMed on Its Web Site

A. Confirm Holdings Have Been Uploaded

Approximately a week after you send us your Setup Request, your holdings will be available from PubMed. To check if they have become available, go to the following URL (replace "medlib" with NameAbbr [User Name] assigned to you by PubMed):

<http://www.ncbi.nlm.nih.gov/sites/entrez?holding=medlib>

B. Set Up Link to PubMed

Once the holdings appear, place this same URL, as a link or icon, in a prominent place on your library web page to link to PubMed.

When a patron connects to PubMed from the library web-page link, search results will display the library holdings icon on the AbstractPlus, Abstract, and Citation formats. A patron can then click on the library icon to access the full-text.

Important Note: You have an option to enter holdings that are not part of your Serials Solutions journal titles in the LinkOut Library Submission Utility. Instructions can be found at the PubMed LinkOut site:

<http://www.ncbi.nlm.nih.gov/bookshelf/br.fcgi?book=helplinkout&part=SubUtilNew2>

However, Serials Solutions integration with the PubMed LinkOut service is designed to

completely manage the linking process. Ideally, when Serials Solutions begins managing a customer's PubMed LinkOut, all links previously created by the customer in the PubMed Submission Utility should be removed.

This is because once Serials Solutions assumes the management of your PubMed linking, customer-created links in the Submission Utility are not updated and could over time result in broken links. Also, if holdings are managed using both methods, duplication of icons may occur (for example, when the same journal title appears in both Serials Solutions holdings and the Linkout Submission Utility). We provide periodic, requested updates of links to your full text content. Those changes to the linking in PubMed will be updated within five business days in the PubMed interface.

Therefore, we recommend that customer-created links in the Submission Utility be removed prior to Serials Solutions managing the PubMed LinkOut process.

Also, You will *not* be able to use the LinkOut Submission Utility to see the library holdings input by Serials Solutions. Any questions about the holdings that Serials Solutions inputs on your behalf should be directed to Serials Solutions Library Support using the **Ask a Question** tab above.

C. Customized Full-Text Icon

If you do not provide a customized icon URL to Serials Solutions to include in your holdings file, you can provide a customized icon URL through the LinkOut Submission Utility. Icons should be stored at a publicly accessible URL. Guidelines for icons can be found here:

<http://www.ncbi.nlm.nih.gov/bookshelf/br.fcgi?book=helplinkout&part=files#files.Icons>

Alternatively, you can use the default icon,



(<http://www.ncbi.nlm.nih.gov/PMGifs/Toolbar/library.gif>) by checking the "Use default icon" checkbox in the LinkOut Submission Utility.