

# Life Science Update for Librarians

BIOTECH/PHARMA | CANCER | GENETICS | IMMUNOLOGY | MOLECULAR & CELL BIOLOGY | NEUROSCIENCE

## How to use promotional tools: A Guide

**COMMUNICATE**  
**BRIGHTEN THE WORK-SPACE**  
**PUT UP A POSTER**  
**SHARE A LINK**  
**TEACHING AIDS**

### COMMUNICATE

When a COMMUNICATE link is available as a promotional tool a link will be provided to an email. Click on this link and a new web browser will open containing the email.

To **send the email** within Internet Explorer, open the **File menu**, point to **Send** and click the **Page by E-mail** tab. This will open up a new email in outlook. Send the email as you normally would.

N.B. Parts of the image bar may not appear in the sending message. Do not worry: the completed image will appear in the recipients' inbox.

### BRIGHTEN THE WORK-SPACE

When a BRIGHTEN THE WORK-SPACE link is available mousemats **can be ordered** for your library. Only 15 mousemats per institution are available per campaign.

### PUT UP A POSTER

When a PUT UP A POSTER link is available as a promotional tool an Adobe.PDF link will be provided. Click on this link and a new web browser will open containing a poster.PDF. **Download, print then display** the poster in your institution or alternatively order one from us.

For more product and product cluster posters go to [www.nature.com/libraries/promotion/posters.html](http://www.nature.com/libraries/promotion/posters.html)

### SHARE A LINK

SHARE A LINK is a simple way to promote NPG products. **Copy and Paste the link** provided into relevant discussion boards, faculty web boards and include on messages you are sending users.

### TEACHING AIDS

When teaching aids are available a link will be provided. Please **share this link** with appropriate faculty members.