

AAUP Forms Ebook Partnership with Tizra

September 25, 2008 (New York, NY) — The Association of American University Presses (AAUP) is pleased to announce a new cooperative venture with Tizra, Inc., an e-publishing service provider. Through this agreement, AAUP members will be eligible for discounted access to the Tizra Publisher platform.

The Tizra Publisher platform is a highly flexible, web-based application for distributing and selling electronic books and similar content. Publishers signing up for the service will get their own customized ebook websites, and retain complete control over the presentation, organization and sales terms of their content through an easy-to-use web control panel. MIT Press recently launched an ebook site providing an example of the capabilities at <http://cisnet.mit.edu>.

“It is part of AAUP’s strategic mission to help our members move more of their content online, where university press authors and readers are increasingly looking to find them,” says AAUP Executive Director Peter Givler. “The Tizra Publisher platform has been garnering interest from our membership, and we’re very excited to be offering this program to make the service accessible to a wide range of presses,” added Brenna McLaughlin, AAUP Electronic and Strategic Initiatives Director. “Tizra’s service is affordable for small presses, and scales to handle large content collections and extensive customization, meeting the range of needs of our AAUP membership.”

The AAUP-Tizra discount program is particularly well-suited to presses with staff who are taking on more responsibilities as they balance print and electronic format publishing. “AAUP presses are exactly the kinds of organizations we designed Tizra Publisher to help,” said Tizra CEO David Durand. “They have great content and great marketing ideas but often lack the technical resources we provide to build a successful ebook program.”

The non-exclusive agreement between AAUP and Tizra provides discounted subscription rates at all product tiers to AAUP members, modest revenue back to the association, and the opportunity for presses of any size to move into the electronic sale and delivery of content collections with very little technology expertise needed.

AAUP will begin arranging webinars with Tizra for interested members in the first week of October. Tizra will be inviting participating presses to sign up for the first, free tier of their hosted platform’s service, and will be ready to answer any questions AAUP members have about the service or the new discount program.

About AAUP

The Association of American University Presses is an organization of more than 130 nonprofit scholarly publishers, dedicated to the support of creative and effective scholarly communications. Through its programs and information resources, AAUP helps its members fulfill their common commitments to scholarship, the academy, and society. Learn more at www.aaupnet.org.

About Tizra

Tizra's mission is to provide content owners large and small with unprecedented control over the marketing, sales and delivery of their online content. Tizra's first product, Tizra Publisher, is a hosted service that enables non-technical staff to create new online products from existing content and sell them through publisher branded web sites with highly flexible business terms. The company is headquartered in Providence, Rhode Island, and funded in part by Rhode Island's Slater Technology Fund. More at <http://tizra.com>.

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