What is the PubMed LinkOut service, and how do I set it up with 360 Link?

Note
Pubmed has announced it is discontinuing the LinkOut service at the end of 2019 and is no longer accepting new signups. Please see this article for further information. The rest of this article will remain here until the service is officially retired.

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.

We are 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 360 KB. 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. Your library registers with PubMed and then sends us your LinkOut registration information. (If your library is already registered, you just need to get your Provider ID. Details here.) We then send the library holdings file to PubMed in XML format. The holdings are then available in the PubMed database about two to three days from upload.

If your library has not requested any customizations, the holdings file is updated monthly, usually in the first week of the month. Holdings files with customizations (adding additional JRIDs, adding/removing print holdings databases) are updated upon request. (We cannot update them more than once a month.) If you do not know if you have customizations in your file (unlikely), please create a case and the support team can let you know.

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

Note
Trial subscribers of 360 Link should be aware that -- per our agreements with National Library of Medicine -- we can set up LinkOut only if your library already has a PubMed LinkOut account (and thus PubMed does not have to create a new account for your testing purposes).

NOTE: There is an alternate way of setting up 360 Link with PubMed -- using their Outside Tool -- that is explained here. It is also possible to use the Outside Tool and LinkOut simultaneously: Simply follow the steps for adding LinkOut below and then follow the steps for adding the Outside Tool. Please note that because the Outside Tool will display an icon for all citations, the citations included in your LinkOut holdings will display two icons (one for Outside Tool and one for LinkOut). We suggest using different icons for the two services to help users distinguish between the two links.
Step 1. Library Registers with PubMed

Note
If your library is already registered with PubMed, get your Provider Id following instructions here and then skip to Step 3 below.

To register with PubMed, you must first contact PubMed at this form with the subject line: "LinkOut Registration Request" (see sample message 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 (ProQuest) 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: 123 Main 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:


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/i_ftsubmit.shtml]

Documentation on LinkOut and Library Holdings is available at:

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:

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:

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Source of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>User name</td>
<td>Provided by NCBI in the initial e-mail</td>
</tr>
<tr>
<td>Password</td>
<td>Provided by NCBI in the initial e-mail</td>
</tr>
<tr>
<td>PrId</td>
<td>Provided by NCBI in the initial e-mail</td>
</tr>
<tr>
<td>NameAbbr</td>
<td>Same as User Name</td>
</tr>
</tbody>
</table>

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**Step 3. Library Emails Setup Request to ProQuest Support Team**

Once you receive the email from PubMed, send us a note (using the **Ex Libris Support Portal** available from the More Sites drop-down menu above) 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:

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Example</th>
<th>Source of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer's Name</td>
<td>ABC Library</td>
<td>Provided by Library</td>
</tr>
<tr>
<td>URL to the Library Website</td>
<td><a href="http://www.abc.net">www.abc.net</a></td>
<td>Provided by Library</td>
</tr>
<tr>
<td>Contact Name</td>
<td>John Doe</td>
<td>Provided by Library</td>
</tr>
<tr>
<td>Telephone</td>
<td>(555)555-5555</td>
<td>Provided by Library</td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:j.doe@ABC.net">j.doe@ABC.net</a></td>
<td>Provided by Library</td>
</tr>
</tbody>
</table>
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):


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 (ProQuest) journal titles in the LinkOut Library Submission Utility. Instructions can be found at the [PubMed LinkOut site](http://www.ncbi.nlm.nih.gov/projects...es/library.gif).

However, Serials Solutions (ProQuest) integration with the PubMed LinkOut service is designed to completely manage the linking process. Ideally, when Serials Solutions (ProQuest) 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 (ProQuest) 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 (ProQuest) 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 (ProQuest) 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 (ProQuest). Any questions about the holdings that we input on your behalf should be directed to our Library Support using the **Support Portal** option.
C. Customized Full-Text Icon

If you do not provide a customized icon URL to Serials Solutions (ProQuest) 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. See their guidelines for icons.

Alternatively, you can use the default icon:

![Online Full-text](http://www.ncbi.nlm.nih.gov/projects...es/library.gif) by checking the "Use default icon" checkbox in the LinkOut Submission Utility.

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