

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**



Bethesda, Maryland, U.S.A.

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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.

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FOREWORD

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Significant contributions to the revision of this Standard have been made by members of the ALA/ALCTS/PARS (Reformatting) Z39.26 Revision Committee, consisting of Walter Cybulski (National Library of Medicine), Robin Dale (Columbia University), and Joan Gatewood (New York Public Library). Margaret Byrnes (National Library of Medicine) provided substantial editorial assistance. Ann M. Bolhouse (UMI) and Lee Dirks (formerly with Preservation Resources) provided additional review and comment.

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).

- 2.1.4.8 Date of original filming.
- 2.1.4.9 Permanent location of camera master.
- 2.1.4.10 *Note if material was reformatted as part of a cooperative effort or project.*
- 2.1.4.11 Location(s) of original material used to create the micropublication (if known).

2.1.5 Product Derivation

- 2.1.5.1 Derivation of the micropublication. Specify if created from a different size or type of film (e.g., 35mm duplicated from 16mm) or from digital files.
- 2.1.5.2 Repackaged product derivation. Original micropublisher and publication date(s), if product being offered was created by another micropublisher.

2.1.6 Availability in Other Formats

- 2.1.6.1 Note if the collection or portions of the collection are available in printed form or as digital files.

2.1.7 Scope and Size of Collection, Introductory Material

- 2.1.7.1 Scope and potential usefulness of the collection.
- 2.1.7.2 Size of the collection, described in as much detail as possible (pages, volumes, titles, microform units, etc.).
- 2.1.7.3 Qualifications of the writers of signed introductory material.

2.1.8 Finding Aids

- 2.1.8.1 Detailed description of external and internal finding aids provided, including indexes, bibliographies, etc. Specify whether printed guides are included with the collection or must be purchased separately.
- 2.1.8.2 Location of online bibliographic records (e.g., OCLC, RLIN, etc.) for specific titles or collection as a whole.

2.2 Data Elements: Original Material Appearing in the Micropublication

2.2.1 Description of individual monograph, serial, or other bibliographic unit

- 2.2.1.1 Author(s), editor(s), compiler(s), etc. or a combination thereof.
- 2.2.1.2 Title and subtitle of monograph or serial; complete masthead (banner) title of newspaper.
- 2.2.1.3 Previous, successive, and variant titles.
- 2.2.1.4 Place of original publication; city, state, and county name for newspapers.
- 2.2.1.5 Original publisher.
- 2.2.1.6 Date of original publication or copyright date (for monograph); range of volume numbers, inclusive dates (for serial, newspaper).
- 2.2.1.7 Edition statement, if revised edition.
- 2.2.1.8 *Frequency of publication of serial or newspaper.*
- 2.2.1.9 *Pagination, or number of volumes (if more than one).*
- 2.2.1.10 *Translation information, including original title, language, and translator(s).*
- 2.2.1.11 *Conference information (place and date of meetings, sponsors, etc.).*
- 2.2.1.12 *Intended audience, including use restrictions. Indicate whether the original materials were considered proprietary or confidential.*
- 2.2.1.13 *Identifying numbers available, such as standard publication numbers (ISBN, ISSN, STRN), bibliographic utility record numbers (e.g., OCLC, RLIN), etc.*

2.2.2 Description of collection of monographs, serials, newspapers or other bibliographic units

- 2.2.2.1 Enumeration and description of individual titles (as in elements 2.2.1.1 through 2.2.1.7) or indication that a catalog is available.
- 2.2.2.2 Enumeration of missing titles, volumes, sections, issues, etc., with an indication of potential availability at a later date.
- 2.2.2.3 *Citation of each bibliography on which the collection is based.*

- 2.2.2.4 *Indication of any titles, volumes filmed using reproductions (photocopies, photostats, etc.) instead of original copies.*

2.3 Guarantees and Replacement Policy

2.3.1 Statement of guarantees attached to the sale of the microform product

- 2.3.1.1 Guarantee of product content, quality, and legibility.
2.3.1.2 *Guarantee of product availability, secure packing, and safe shipment.*

2.3.2 Replacement Policy

- 2.3.2.1 General statement of replacement policy.
2.3.2.2 Policy regarding replacement of defective portions (e.g., individual reels) of the micropublication.
2.3.2.3 *Availability of replacement reels if subsequently damaged during use.*
2.3.2.4 *Source of replacement reels, if different from micropublisher.*

3. Reference Works, Resources, and Glossary of Acronyms

Refer in all instances to latest revisions of standards and most recent editions of reference works.

3.1 American National Standards

ANSI/AIIM MS5-1992, Micrographic Microfiche.

ANSI/AIIM MS8-1988, Document Mark (Blip) Used in Image Mark Retrieval Systems.

ANSI/AIIM MS11-1987 (R1993), Information and Image Management – Microfilm Jackets.

ANSI/AIIM MS14-1988, Specifications for 15mm and 35mm Roll Microfilm.

ANSI/AIIM MS18-1992, Micrographics – Splices for Imaged Microfilm – Dimensions and Operational Constraints.

ANSI/AIIM MS19-1993, Recommended Practice for Identification of Microforms.

ANSI/AIIM MS23-1990, Microfilm of Documents, Operational Procedures/ Inspection and Quality Control of First-Generation, Silver-Gelatin.

ANSI/AIIM MS34-1990, Dimensions for Reels Used for 16mm and 35mm Microfilm.

ANSI/AIIM MS43-1988, Recommended Practice for Operational Procedures/ Inspection and Quality Control of Duplicate Microforms and Documents from COM.

ANSI/AIIM MS51-1991, Micrographics - ISO Resolution Test Chart No. 2 - Description and Use.

ANSI/AIIM MS111-1994, Recommended Practice for Microfilming Printed Newspapers on 35mm Roll Microfilm.

ANSI/ISO 417-1993, same as NAPM IT9.17-1993, Photography – Determination of Residual Thiosulfate and Other Related Chemicals in Processed Photographic Materials – Methods Using Iodine-Amylose, Methylene Blue and Silver Sulfide.

ANSI/NAPM IT9.1-1996, Imaging Materials – Processed Silver Gelatin Type Black and White Film – Specifications for Stability.

ANSI/NAPM IT9.2-1991, Imaging Media – Photographic Processed Films, Plates and Papers – Filing Enclosures and Storage Containers .

ANSI/NAPM IT9.5-1996, Imaging Media (Film) – Ammonia-Processed Diazo Films – Specifications for Stability.

ANSI/ISO 543-1990, same as ANSI/NAPM IT9.6-1991, Imaging Materials – Photographic Film – Specifications for Safety Film.

ANSI/NAPM IT9.11-1993, Imaging Media – Processed Safety Photographic Films – Storage.

ANSI/NISO Z39.26-1997

ANSI/NAPMIT9.12-1995, Processed Vesicular Film – Specifications for Stability.

ANSI/NAPM IT9.16-1993, Imaging Media – Photographic Activity Test.

ANSI/NISO Z39.32-1996, Information on Microfiche Headings.

ANSI/NISO Z39.62-1993, Eye Legible Information on Microfilm Leaders and Trailers and on Containers of Processed Microfilm on Open Reels.

ANSI/NAPM IT1.13-1995, Photography (Films) – Cores (Plastic or Metal) – Dimensions.

ANSI PH 1.51-1983, Photography (Film) – Dimensions for Micrographic Sheet and Roll Film.

3.2 Technical Reports

AIIM TR2, Glossary of Imaging Technology.

AIIM TR9, Color Microforms.

AIIM TR26, Resolution as it Relates to Photographic and Electronic Imaging.

3.3 General References

Association for Information and Image Management (AIIM). *Micrographic Film Technology*. 4th Ed. Silver Spring, MD: AIIM, 1992.

Fox, Lisa, ed. *Preservation Microfilming: A Guide for Librarians and Archivists*. Chicago: American Library Association, 1995.

Elkington, Nancy, ed. *RLG Archives Microfilming Manual*. Mountain View, CA: The Research Libraries Group, 1994.

Elkington, Nancy, ed. *RLG Preservation Microfilming Handbook*. Mountain View, CA: The Research Libraries Group, 1992.

3.4 Sources for Publications

American Library Association
50 East Huron St.
Chicago, IL 60611
800-545-2433; 312-944-6780
url: www.ala.org

American National Standards Institute (ANSI)
11 West 42nd Street
New York, NY 10036
212-642-4900
url: www.ansi.org

Association for Information and Image Management (AIIM)
1100 Wayne Ave., Suite 110
Silver Spring, MD 20910
301-587-8202
url: www.aiim.org

Photographic and Imaging Manufacturers Association, Inc. (PIMA)*
550 Mamaroneck Ave.
Harrison, NY 10528
914-698-7603
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**formerly the National Association of Photographic Manufacturers (NAPM)*

National Information Standards Organization (NISO)
4733 Bethesda Ave., Suite 300
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Fax: 301-654-1721
email: nisohq@cni.org
url: www.niso.org

National Institute of Standards and Technology (NIST)
Office of Standard Reference Materials
Gaithersburg, MD 20899
301-975-OSRM (301-975-6776)

The Research Libraries Group, Inc. (RLG)
1200 Villa St.
Mountain View, CA 94041-1100
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url: www.rlg.org

3.5 Glossary of Acronyms

AIIM – Association for Information and Image Management

ANSI – American National Standards Institute

ISBN – International Standard Book Number
(See: ANSI/NISO Z39.21, International Standard Book Numbering)

ISSN – International Standard Serial Number
(See: ANSI/NISO Z39.9, International Standard Serial Numbering)

NAPM – National Association of Photographic Manufacturers, Inc.

NISO – National Information Standards Organization

NIST – National Institute of Standards and Technology

OCLC – Online Computer Library Center
(bibliographic database)

PIMA – Photographic and Imaging Manufacturers Association, Inc.

RLIN – Research Libraries Information Network (bibliographic database)

STRN – Standard Technical Report Number
(See: ANSI/NISO Z39.23, American National Standard Technical Report Number)