

Dear Colleague:

Whether yours is an academic library, a public library, or a special collections library, you likely have a core group of researchers who already know about and find great value in your institution's historical newspapers and other related databases. Now, we would like to help you expand the use of these important resources—and your library as a whole—beyond that core group with the Historical Newspapers Marketing Toolkit.

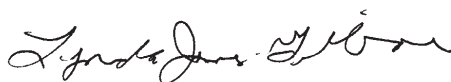
The Historical Newspapers Marketing Toolkit from ProQuest includes the following:

- **Past to Present: Using Online Historical Resources to Promote Today's Libraries.** Read this white paper for ideas on how to use your online historical resources to promote your library.
- **Conversing With Your Community: Social Media Strategies.** This document provides tips for using blogs, Facebook, MySpace, and Twitter to promote your online historical newspapers and your library.
- **Modifiable ProQuest Historical Newspapers™ Poster.** Type in your library's name, and then print it out as an 8.5"x11" or 11"x17" poster to advertise your collection.
- **Searching ProQuest Historical Newspapers: A Guided Tour.** Whether you're helping a novice researcher or just someone who is new to the ProQuest platform, use this guide to save you both time.
- **ProQuest Historical Newspapers Article Types.** This document describes the types of content within the ProQuest Historical Newspapers database and provides examples of types of research that are possible within each.
- **Sample Searches: Explore and Discover.** Whether training a new colleague or helping a student researcher, use this document of sample searches to demonstrate the research potential of your ProQuest Historical Newspapers collection.
- **"Plain Language" Descriptions of ProQuest Historical Databases.** We invite you to customize and use these ProQuest historical database descriptions on your Web site to help your users understand what is available to help them research historical topics.
- **Five Fascinating Things to Do with Historical Newspapers.** Engage the imaginations of your casual readers and serious researchers with this flier. Print copies, and keep them at the circulation desk or by your computer stations.
- **Retroview "Free Subscription" Flier.** *Retroview* is an entertaining quarterly e-newsletter that lets librarians and their visitors explore history as captured in the pages of historical newspapers. This flier explains how to subscribe.

Not all of the materials and ideas contained in the Historical Newspapers Marketing Toolkit will be practical for all types of libraries. Even so, you *can* use them as a starting point for your own brainstorming.

I also invite you to visit www.proquest.com anytime. There, you can sign up for complimentary training, access 24/7 ProQuest product support, and explore our other library marketing toolkits.

Wishing you success in marketing both your online historical resources and your library,



Lynda James-Gilboe
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