

BENTHAM SCIENCE PUBLISHERS



BRAND AMBASSADOR PROGRAM GUIDE

————— *Connecting the Research Community* —————

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Introduction:

Bentham Science is a major name in STM journal publishing. It has over 100 journals, both print and open access. It also has an extensive and diverse eBooks library, covering a number of disciplines. . The published content of Bentham Science is promoted through Digital Media Marketing and various other platforms. Bentham Science also promotes its publications at several conferences and trade shows that are held worldwide.

Bentham Science Ambassador Program:

The Program is a project of Bentham Science. It is a liaison between the researchers and publishers. The program will act as a tool to spread research among the scientific community and benefit everyone involved in research and publication. Through promoting Bentham Science content, the Ambassador encourages researchers to contribute to our publications, and in return, they will be rewarded. The Ambassadors will earn points for the tasks performed by them, which they could then redeem through various offers & incentives such as our eBooks, Open Access Journals and many other offers.

An online portal will facilitate the ambassadors in performing the tasks.

Brand Ambassador Certificate:

A certificate will be awarded to the Ambassadors in acknowledgement of their services for Bentham Science which would help them in their future endeavors.

How to sign up for Brand Ambassador:

The homepage of the Brand Ambassador Portal (www.benthamambassadors.com) provides an easy way to sign up for this program. The sign up button provided at the top right corner of the homepage guides you to an easy signing up process (see screenshots below). A request is sent for authorization when the required information is submitted. Once approved, you will officially become a member of the Bentham Science Ambassador program.

Sign Up ×

Full Name

Affiliation

Country

Email

Password

Submit

Login:

Login ×

Email address

Password

Remember me
Don't have an account? [Sign up](#)
if you have? [Forget Password](#)

Submit

Activities of a Brand Ambassador:

There are many activities that an Ambassador of Bentham Science can perform. The activities are as follows:

1. Recommend Bentham Science Journals to libraries and institutes.
2. Recommend Bentham Science Journals to Corporations.
3. Recommend Free Online Trials to libraries, universities, corporations and other research facilities.
4. Invite researchers, students, peers and colleagues to contribute their work to Bentham Science Journals.
5. Promote Bentham Science Publishers using promotional materials such as Journal Catalogues, Journal Flyers, eBook Catalogues and various other materials, which will be provided to the Ambassador on demand.

Reward Points:

A system of reward points has been created for Bentham Science Ambassadors, who will receive points against the activities they perform. Assigned points are mentioned along with each activity and a log would be created under the Login ID.

How to Earn Rewards?

Get rewarded for every activity performed. Earn points allocated to each activity and then redeem them through various offers & incentives offered by Bentham Science Publishers.

- *New research contributions by Peers/Colleagues/Students:*

Earn points by inviting your colleagues, peers and students to contribute new researches to Bentham Science Journals.

- *Recommend your Library/Institute for a FREE online Trial:*

Earn points by suggesting libraries or institutes to get a FREE online trial of Bentham Science Journals. Click view on each task and perform the activity with the additional information given:

- *Bentham Science Journals' promotion:*

Earn points by promoting Bentham Science in conferences or events that you attend. Promotional materials such as Journal's Catalogues, Flyers and Copies as well as eBooks catalogues, Highlighted Article flyers and thematic issues flyers can be used for promotional purposes and to earn points. Submit a post event information form and get the reward points.

Recipient Name

Enter recipient name...

Recipient Address

Enter recipient address...

Recipient Email

Enter recipient email...

CC

Enter cc email...

BCC

Enter bcc email..

Additional Text

Enter message here...

Bentham Science Publishers (BSP) publishes over 100 scholarly journals, 38 of which have registered Impact factors as per the Journal Citation Reports® 2015. You can learn about all of Bentham's journals by visiting their website <http://benthamscience.com/>.

I would like to take this opportunity to recommend to your library/institution a free three months online trial of all Bentham journals. This would allow your library/institute patrons to access a wealth of research published in the journals including some of my own publications, if applicable. If, during the trial, your researchers and faculty find the content beneficial to them then you can get a subscription for the journal(s).

If you are interested in activating the online trial for the company or get a subscription to the content, please contact Bentham Science's Marketing Manager Mr. Najam Ali Khan at najamali@benthamscience.org

Thank you.

Sincerely,

[Redeem your reward points:](#)

Points earned by performing the tasks can be redeemed through various offers by Bentham Science.

- *FREE Open Access Plus:*

Bentham Open Access Plus is a service where a researcher can submit their researches by paying an open access publication charge so that their work can be available to a much wider audience. (See Table 1, page 8 for details)

- *FREE Journal Subscription:*

Earned points can be redeemed through Journal subscription. (See Table 2, page 8 for details)

A journal of choice could be requested in exchange of reward points.

- *FREE eBooks:*

200 points can be redeemed against 2 eBooks. A variety of eBooks are available in various disciplines.

- *Discounts at Conferences/Travel Grants:*

We sponsor a number of conferences throughout the year. The points can be redeemed by getting discounts on the registration of these conferences or one can also avail Travel Grants.

How to redeem Reward Points?

Our Ambassador can log on to the portal (URL: www.benthamambassadors.com) using their designated ID and password. They can then go to “**Redeem Rewards**” and use the options available there to redeem the reward of their choice.

Table 1:

Open Access Articles Rates & Redeem points			
Rates Category	No. of Journals	Original Rate \$	Points Redeem
1	28	2900	725
2	31	1250	400
3	3	695	225
4	11	580	200
5	59	450	150

Table 2:

Journal Subscription Rates & Redeem points			
Rates Category	No. of Journals	Print Personal Rate \$	Points Redeem
1	1	1880	940
2	1	1440	720
3	1	980	490
4	1	950	475
5	1	930	465
6	1	810	405
7	1	730	365
8	2	650	325
9	1	600	300
10	3	590	295
11	1	570	285
12	1	520	260
13	1	510	255
14	5	480	240
15	2	470	235
16	4	440	220
17	1	430	215
18	1	410	205
19	1	400	200

20	1	380	190
21	1	360	180
22	1	340	170
23	2	330	165
24	2	320	160
25	1	310	155
26	3	300	150
27	2	290	145
28	5	280	140
29	1	260	130
30	13	250	125
31	11	240	120
32	5	220	110
33	6	200	100
34	1	190	95
35	9	180	90
36	5	170	85
37	1	160	80
38	1	150	75
39	1	140	70
40	9	130	65
41	6	120	60
42	2	60	30