

M A R K E T E R

Download the April issue today.

smps



Why is the April 2020 issue of *Marketer* published online only?

As you know, the A/E/C business environment has recently changed dramatically. With many, if not most, of our members working remotely now, SMPS is delivering *Marketer* to where they are today. Creating a special digital version made the most sense to provide our readers with the journal's great content in a timely manner.

How can I access a copy? Do I need a password?

A link to the digital copy is available at marketer.smps.org, on the SMPS website under [Marketer Journal](#), on the [Pivot & Focus](#) web page, and within the [Marketing Resource Center](#) on MySMPS. There is no password needed for the issue, but only members can access MySMPS using their member number and password. If you're having difficulty accessing a copy, please reach out to marketer@smps.org.

Do I need to be an SMPS member to get access?

A subscription to *Marketer* journal is a member-only benefit. However, the Society is providing complimentary access to members and nonmembers for the April 2020 issue.

Am I allowed to share the issue on my website and/or social media?

A subscription to *Marketer* is an SMPS member benefit and the Society prohibits broad distribution. However, we are making the April 2020 issue complimentary to nonmembers. For this issue, members may publish a limited amount of content online, please provide the following attribution: © *Marketer*, The Journal of the Society for Marketing Professional Services, April 2020, www.smps.org.

Is it easy to share articles in this issue?

Yes, sharing within the digital platform is easy. Just hover your cursor at the bottom right to access the upload icon, which allows for sharing of the issue or an article. In addition, clicking on each article title will bring up a menu to share the individual article. Once you access the issue on the digital platform, a tutorial will launch to guide you, or you can watch this [quick tutorial](#). Instructions are also provided at the end of this FAQ.

What's the best way to get a printed copy of the April 2020 issue?

Please visit the [Marketing Resource Center](#) in MySMPS, and in addition to a link to the digital version, you'll find PDFs of the full issue and individual articles. From there, you can download the PDF to save and print.

What about future issues? Will *Marketer* be offered in a digital version and/or only digital version?

One of the main reasons for deciding to provide the April 2020 edition digitally was to get content into the virtual hands of our members in a timely manner. While we're not considering this to be a permanent change, we are exploring all options to ensure members receive the magazine. In the near future, we plan to survey members about their preferences for accessing the content to help guide future discussions.

Are there any special instructions or features about the digital issue to know about?

Navigating through the digital issue is easy, and articles can be easily shared. Once you access the issue on the digital platform, a tutorial will launch to guide you, or you can watch this [quick tutorial](#).

- Use the right/left arrows to navigate through the magazine pages.
- Click twice on an article to enable zoom in/out capabilities.
- Click on an article title on the cover list or in the table of contents to jump to that article.
- When you scroll to a page, the header and URLs will briefly be highlighted to show these features.
- Click on the URLs within the articles to navigate to those external web pages.
- Click on the header to get a shareable/printable view of the article. Icons to share or print appear at the top of this view.
- When in the shareable/printable view, click the icons in the upper right to change the font size, send by email, or go to a full-page article view that can also be shared or printed.

Other menu tips:

- Hover your cursor at the top of the screen to bring up a full menu at the upper left. You can easily change the view or interact with SMPS social media.
- Hover your cursor at the top of the screen to bring up icons to the far right to view the advertisers, see a grid view of the articles, or download a PDF.
- Hover your cursor at the bottom left of the screen to use the "Go To Page" icon to scroll through the pages. You can also click the bottom center of the issue to see what page you're on and bring up the rolling scroll bar.
- Hover your cursor at the bottom left of the screen to use the "Full Page" icon to expand the view.
- Hover your cursor at bottom right of the screen to share, search, take notes, or change to single-page view.

If you have any questions not answered here, please reach out to Christine at marketer@smps.org. Also, please [log in and update](#) your SMPS profile so your primary email and mailing address are up to date and we're able to reach you where you are to provide the latest SMPS content and news.