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## **NEWS**

**2008.7.1**

### **Project MUSE Hires Cornerstone for Marketing Services**

Cornerstone was retained by Project MUSE to develop and implement various integrated marketing activities, including advertising, sales and customer support materials, direct mail campaigns, quarterly newsletters, trade show booth and support materials, and media planning and buying. Managed by The Johns Hopkins University Press, Project MUSE provides affordable, user-friendly, online access to full-text, current articles from a broad selection of prestigious humanities and social sciences journals. MUSE's online journal collections support a diverse array of research needs at academic, school, special and public libraries worldwide.

#### **About Project MUSE**

Project MUSE is a unique collaboration between libraries and publishers, providing 100% full-text, affordable and user-friendly online access to a comprehensive selection of prestigious humanities and social sciences journals. Currently, MUSE provides full-text access to current content from over 400 titles representing nearly 100 not-for-profit publishers. Project MUSE is managed by the Johns Hopkins University Press, in collaboration with the participating publishers and the Milton S. Eisenhower Library at the Johns Hopkins University.

#### **About Cornerstone**

Cornerstone, established in 1981, provides comprehensive communications services, including advertising, corporate communications, external and internal brand development, public relations and strategic communications, to a variety of clients throughout the mid-Atlantic region. Cornerstone's client roster includes businesses, non-profits and governmental organizations in the financial services, healthcare, residential development, hospitality, recruitment and technology industries.

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