

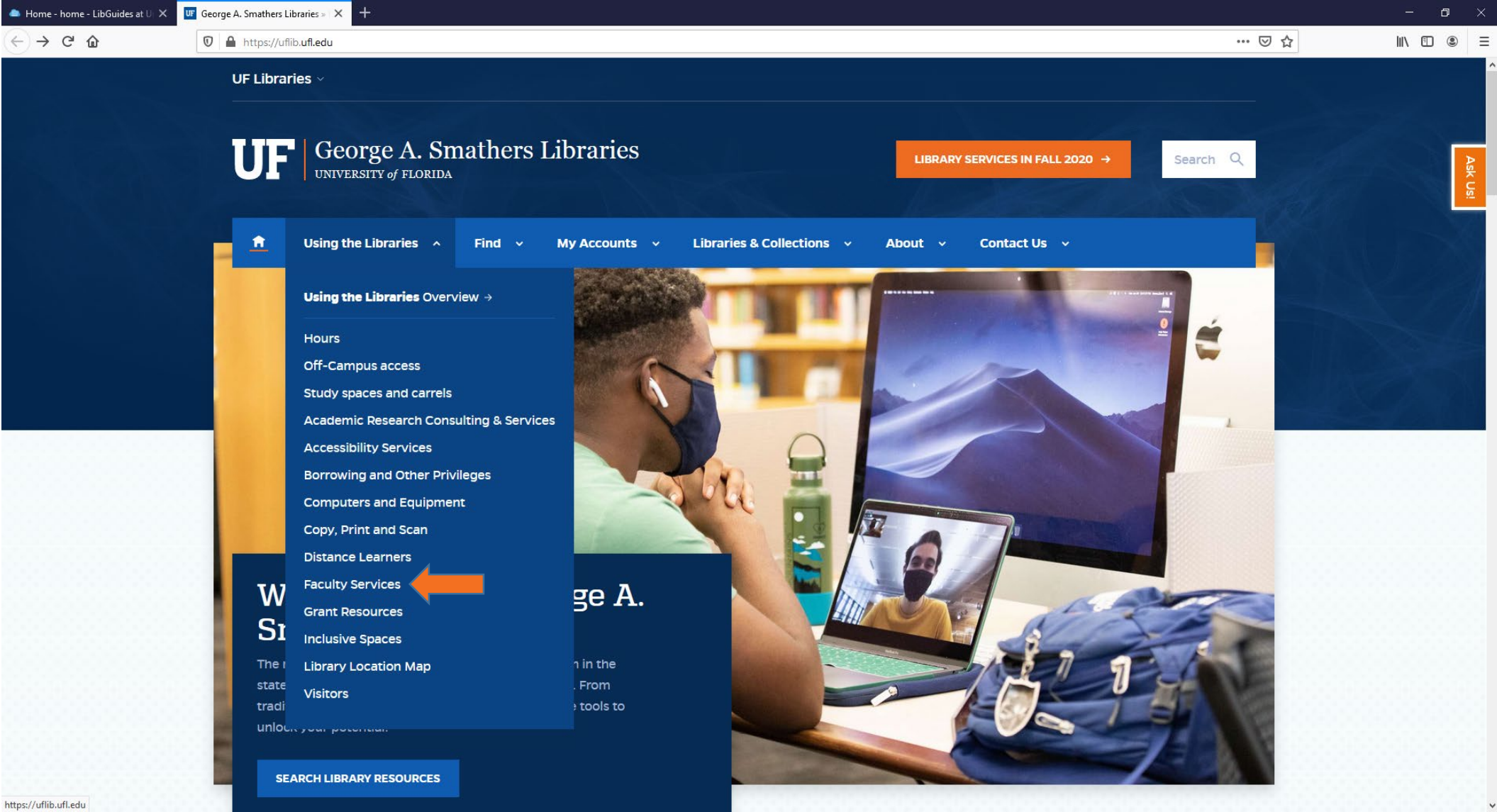
George A. Smathers Libraries

Judith C. Russell (Judy)
Dean of University Libraries



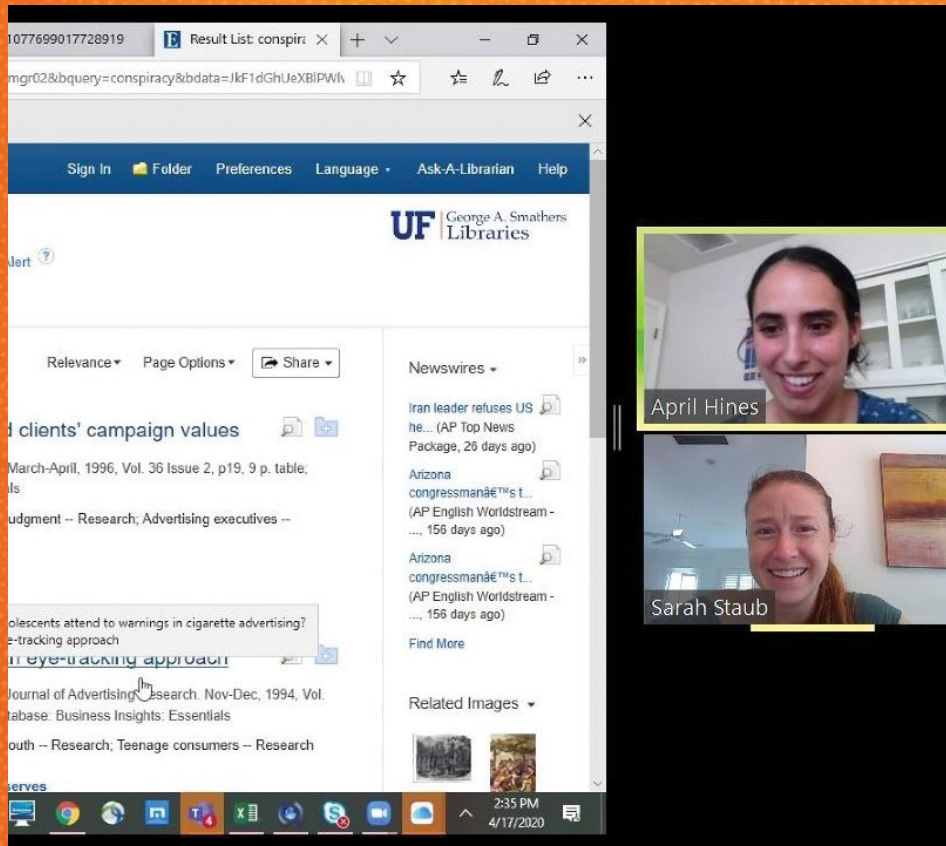
Libraries Home Page

<https://uflib.ufl.edu>



Subject Specialists (Liaison Librarians)

<http://apps.uflib.ufl.edu/staffdir/SubjectSpecialist.aspx>



- Suggest materials for purchase or license
- Learn about library resources and services
- Receive assistance with your research and scholarship
- Obtain advice about copyright and fair use
- Request research instruction for your classes
- Set up print or electronic reserves for your classes

Subject or Research Guides

<http://guides.uflib.ufl.edu>

Functional and subject specialist librarians create guides to their areas of expertise called Subject or Research Guides.

The screenshot displays the UF George A. Smathers Libraries website. The header includes the UF logo and the text "George A. Smathers Libraries" with an "Off-Campus Access" link. A breadcrumb trail reads "UF Libraries / Guides @ UF / Library Guides / Advertising / Home". A search bar is present with the text "Search this Guide" and a "Search" button. The main heading is "Advertising: Home" with the subtitle "Research Resources for Advertising". A navigation menu contains tabs for "Home", "Databases/Journals/Trade Pubs", "Advertising Websites/Organizations", "Finding Dissertations", "Connect From Off Campus", "ReWorks/Citation Resources", and "ADV 3500". A vertical "Ask Us!" button is on the right. The content area is divided into three columns. The left column has a "Media Planning" tab, an "Ask A Librarian" section with contact information, and a "Quick Links" section with a list of links including "UF Library Catalog", "Inter-Library Loan: Request Materials Not Owned by UF", "Course Reserves", and "George A. Smathers Libraries Home Page". The middle column features a "OneSearch +" search box with tabs for "OneSearch", "Library Catalog", "Online Journals", "Databases", and "Google Scholar", a search input field, and a "Search" button. Below this is a "New Advertising Titles" section with a message: "For additional titles pertaining to advertising check the Library Catalog. Sorry, there has been a problem processing the feed request." The right column is a "Subject Guide" for "Advertising" featuring a photo of April Hines, her name, an "Email Me" button, and a "Chat is offline" indicator.

**ARCS****ACADEMIC RESEARCH
CONSULTING & SERVICES**<https://arcs.uflib.ufl.edu>

- Artificial Intelligence
- Copyright & Fair Use
- Data Management
- Data Science
- Digital Humanities
- Informatics & Bioinformatics
- Publishing and Archiving
- Reproducibility of Research
- Research Metrics & Impact
- Research Integrity
- Spatial & Geographic Information Services
- Systematic Reviews
- Visualization



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George A. Smathers
Libraries

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Thank You!

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Remember, you can find us quickly and easily at:

UFLIB