

Removing Barriers to Your Content: The Maverick Accessibility Program

Ensuring equitable access to online content is a “must have” for publishers today. Global legislation has been enacted to guarantee that individuals with visual impairments and other physical or cognitive limitations can use online resources. This poses a risk to publishers, whose institutional customers will dictate accessibility.

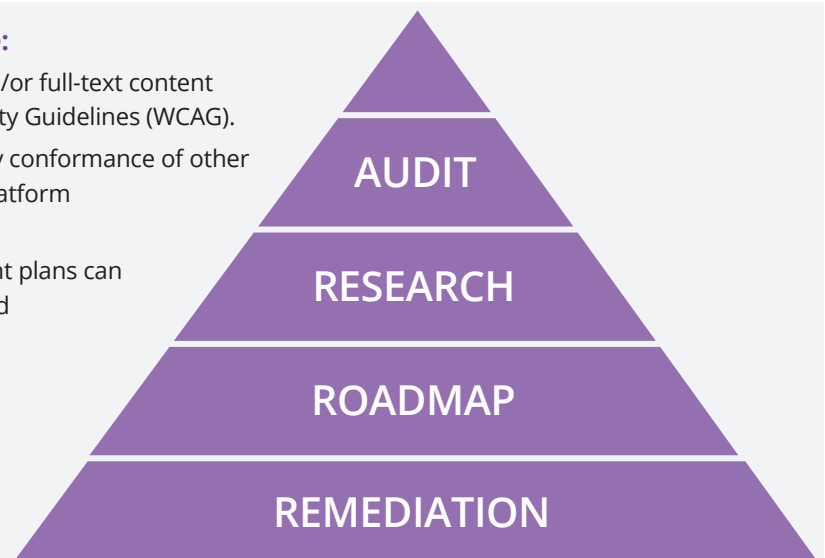
It also opens up opportunities for publishers to leverage advancements in accessible publishing technologies, enabling

greater discoverability and usability for all readers in the process.

Maverick recognizes that the path to accessibility compliance is neither clear nor simple. In order to assist publishers and platform providers in achieving both short-term wins and long-term strategic goals, Maverick developed an accessibility service package.

Maverick’s accessibility service package:

- **Audit:** Site design, platform functionality, and/or full-text content can be audited against Web Content Accessibility Guidelines (WCAG).
- **Competitive research:** Assessing accessibility conformance of other providers can inform priorities and plans for platform and marketing strategies.
- **Roadmap:** Short- and long-term improvement plans can be mapped to WCAG compliance standards and target ratings.
- **Remediation:** Executing these plans requires engaging your team to implement accessible publishing work flows.



For further information, please contact:

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