For many years, subscription agents have helped libraries acquire and manage their collections of print journals. They also play a role in helping publishers fulfill the subscriptions. Changes from print to electronic publishing carry unique challenges. There are a number of different sides to electronic publishing. Authors, publishers, researchers, readers, librarians and subscription agents all can have a part in the process. What does it take to have a successful publishing experience and what role can a subscription agent play? (Received March 02, 2004)