

Open Access Publication – One Editor's (and Practicing Scientist's) Perspective

Larry Marnett
Vanderbilt University

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TIFF (Uncompressed) decompressor
are needed to see this picture.

- Published by ACS beginning in 1988
- Publishes chemistry in a biological context
 - Novel toxicants and reactive intermediates
 - Metabolism as it relates to toxicity
 - Experimental and theoretical studies of reactivity
 - Analysis of macromolecular modification and biological consequences
 - Molecular mechanisms of toxicity
- Publishes about 2000 pages per year
- Beta test site for several electronic initiatives

Impact of Electronic Publishing: Authors

- Pros
 - Ease of submission - Paragon, High Wire
 - Speed of review
 - Rapid and extensive dissemination
 - Cons
 - Responsible for most of manuscript composition
 - Speed of review
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Trends in Reviewing

- Increased triaging of submitted manuscripts
 - Single, superficial reviews amounts to second level of triaging
 - Demoralizing and unhelpful to young scientists
 - Speed important but quality more important
 - CRT solicits 2-3 full reviews on 90% of manuscripts
 - Receipt-to-first decision - 5 weeks
 - Receipt-to-acceptance -12 weeks
 - Most of time on authors' desk during revision - attempt to limit
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Impact of Electronic Publishing: Editors

- Pros
 - Streamlined submission, review and tracking
 - Global submission and review (~ 40%)
 - Facile identification of reviewers from expanding pool
 - Reduced reviewer burnout
 - Cons
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Impact of Electronic Publishing: Readers

- Pros
 - Much easier access – CRT from 400-to-2300 institutional subscriptions
 - Facile linkage facilitates searching
 - Extensive and diverse supporting information
 - Facile download and construction of personal libraries
 - Better quality figures that are downloadable
 - Cons
 - Adapting to reading on screen
 - None if you've got access
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The Future

- Improved quality, added features driven by technology
 - Searching on number of downloads rather than citations - more immediate impact
 - Increased connectivity
 - Greater access
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Open Access

- Creation of the internet and electronic publishing
 - Variable catch-and-release policies
 - Thermodynamically favorable
 - Consistent with role of scientific societies
 - Challenge for societies is pricing model
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Major Misconception – “Electronic publishing is inexpensive”

- Wrong - at most save 15% BEFORE advent of electronic publishing
- Growth of ACS IT for Journals
 - 1996 - 8
 - 2004 - 77
 - 2005 - 104 *
- Layers of investment
 - Hardware and software for editorial offices
 - Security
 - Staging and testing for upgrades
 - Storage area networks
- Technology advances rapidly and so do expectations

Paying for Journals

- Institutional Subscriptions
 - Author Charges
 - Reprints
 - Advertising and single article sales
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A Tale of Two Manuscripts

Publication Costs	ACS Pub (10 pages)	Other Society Pub (7 pages)
Page Charges	\$0	\$525 (\$75 ea)
Halftones	\$0	\$200 (\$25 ea)
Heavy Paper	\$0	\$120 (required for color)
Color Figures	\$0	\$300 per color figure
Total Publication Costs	\$0	\$1,145
Reprint Costs		
100 reprints w/o covers	\$433	\$480
Charge for color	\$100	\$52
Total Reprint Costs	\$533	\$532
Total Cost for Article	\$533	\$1,677

ACS Pubs are a real bargain for authors –

reflects diversity of journals it publishes

Not a lot of room for large open access fee

Prices could become prohibitive

Many fields don't have financial backing

“The Backfile”

- ACS first to digitize entire backfile for all journals
 - Regular subscription covers current year plus four years back
 - Subscription to backfile is a separate charge
 - Libraries “lose” one year of a subscription they’ve already paid for annually
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Reaction to Backfile Pricing

- Librarians dislike it - sense of continual loss
 - Created impression of ACS Publications as a hybrid of a society publisher and a for-profit publisher
 - Focused attention away from genuine accomplishments of ACS publications and opportunities for partnership
 - Damaged role as a leader in scientific publishing particularly with regard to open access
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New Policies of Broadened Access

Library
subscription

Single
article

Author
Link
(for personal or
Institutional website)

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Don't turn off after a year

Links to PubMedCentral

- ACS will post copy of final manuscript on PubMedCentral to ensure single version of manuscript in public domain
 - Save NIH-funded authors headache of deposit
 - Prefer to provide link from PubMedCentral to ACS Pubs to save NIH considerable costs of archiving already published manuscripts
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ACS Is Evaluating Pricing Models and Associated Policies

Strongly urge to adopt single pricing model that enables free access to all journal articles from the ACS website 12 months after publications
