Change to Free Back-Issue Policy

London, 13th March
Originally Presented at the Washington Publisher's Meeting by
Rich Dodenhoff, ASPET

HighWire

Change to Free Back-Issue Policy

OLD POLICY:

Articles from January 1997 onward: Freely accessible 12 months after publication

Pre-1997 & most recent 12 months of content: Subscription or pay per view

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Change to Free Back-Issue Policy

EFFECTIVE 2019:

Rolling 5-year window of free access: Starts 12 months after publication

Most recent 12 months of content and content more than 6 years old: Subscription or pay per view

HighWire

Marketing Author Services

London, 13th March
Originally Presented at the Washington Publisher's Meeting by
Melissa Junior, ASM

HighWire

The Challenge

- ASM (and many societies) past marketing efforts modest at best

- Submissions historically strong- so focused on sales

- But then started to see troubling trends:
  - Drops in Impact Factor
  - Increased competition from other publishers
  - Survey showed authors not looking at ASM

- This led to thinking about the AUTHOR AS CUSTOMER

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The Program: Author as Customer

- Create marketing goals.
- Leverage what you have.
- Determine key messaging.
- Communicate- let people know!

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The Results

- Submissions up in 2018 and 2019
- Users are up after every marketing release
- Using the marketing effort to continue learning…

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Lessons Learned

- Don't be afraid of shameless self promotion
- Dedicated marketing professional key
- Try things
- Listen to authors and be responsive

Full, original presentation here:

https://highwirepublishersmeetingwa2019.sched.com/event/NwCY/7-marketing-author-services

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Approach to Open Access

London, June 13th
Originally Presented at the Washington Publisher's Meeting by
Beth Craanen, Electrochemical Society

HighWire

Open Access Timeline

- 2013 – Board of Directors approved open access publishing.
- 2014 – Began publishing open access as a hybrid model with APC of $800
- 2015 – Celebrated Open Access Week by taking down the paywall for the first time.
- 2016 – Launched Free the Science; launched ECS Plus (read & publish model) and finished the year with 922 institutional subscribers; began focus issue article credits; implemented CCC's RightsLink for Author 2017 – Launched Free the Science Week; ECS Plus grew to 998 institutional subscribers.
- 2018 – ECS Plus grew to 1111 institutional subscribers;
- 2019 & beyond – Increased APC pricing to $1000; ECS Plus is positioned to grow to over 1138 subscribers.

Open Access with ECS

- ECS journals offer open access publication: The selection criteria and peer review process remain exactly the same as non-open access manuscripts.
- Generous Article Credit Program
- Option of Two Creative Commons Licenses
- Open access articles receive more citations than non-open access articles. Copyright remains with the author.

ECS and Plan S

- **Multiple Tactics Employed**
  - Open Access journals or Open Access platforms
    - Free the Science - Crowdfunding

- **Deposition of scholarly articles in Open Access repositories**

- **Transformative agreements**

On the impact of journal e-Table of Contents

London, June 13th
Originally Presented at the Washington Publisher's Meeting by
Blythe Alexander, Society for Neuroscience

HighWire

Need for manual journal Etoc

eNeuro launched in November 2014 – initial goal to build the readership

How to get science in front of the scientific community?

How to increase the audience of our new journal?

Highwire offers etoc Alerts, but we needed to grow a following and had very small numbers signed up to start.

SFN decided to send a manually created eTOC to our society members.

This is a story about how SFN developed a dynamic and effective eTOC that made a positive impact on growing eNeuro's readership.

Journey

2015 – Communication to society members and editorial board members only – 30% open rate – Initial messaging about new journal. Sent every few months.

2016 -Recipients stayed the same; send rate increases. Open rate increases to 40%. Submissions/Readership increases. Some issues around amount of publications and especially around amount of effort that went into each communication piece

2017 - Manual eTOCs still important - SFN relaunched a new, improved version.

Send time: Biweekly • consistency • improved visibility • Less article variance• Efficiencies in creating • SFN expanded beyond members. • an author survey revealed that the journal was less known outside of our membership.

Now – Successfully driving readers to the articles – evidenced by metrics like Google Analytics – Noticeable spike on readership the day eTOC is sent. Referral traffic increase.

Outcomes/Takeaways

- eTOCs have become an important driver to bring readers to the science.

- Has one of highest open rates of emails sent from organization (~40%)

- In 2018,12% of traffic was referred directly from our eTOCs.

- Submissions and Readership are still growing.

New Features in Preprints, medRxiv's Early Days

London, 13th March
Originally Presented at the Washington Publisher's Meeting by
Richard Sever, Cold Spring Harbor Laboratory Press

HighWire

bioRxiv Updates

- bioRxiv Growth
    - ~50 papers submitted in 2014
    - Regularly seeing over 2000 submissions per month now

- bioRxiv Progress
    - Behaviour Changes
    - Cultural Changes

- bioRxiv Journal Integration

- bioRxiv Full Text

medRxiv's Early Days

- Medical preprint server launching on 25th June 2019
  - Initiate cultural changes in clinical research

- What is the need for a medical based preprint server?
  - Rapid communication in medicine

- Responsibility that comes with preprints in the clinical world
  - Provided Carefully and Responsibly
  - Author declarations
  - Responsible Screening

- Usage of the same journal integration technology as bioRxiv

A Multimedia Approach to Compliment Journal Content

London, 13th March
Originally Presented at the Washington Publisher's Meeting by Sheehan Misko, AACC

HighWire

AACC Podcast Program

- Launched Autumn of 2009 on Clinical Chemistry and 2016 on The Journal of Applied Laboratory Medicine

- Focus on an article (original research, Q&A, review articles)

- Approximately ten minutes in duration

- Nearly 500 published with 2 million downloads

AACC Podcast Process

- Paper recommended for acceptance
- Dedicated Media Editor involvement
- AACC schedule time with author and voice artist to complete recording
- Completion of podcast transcription by TechSynergy
- Podcast is hosted by Libsyn

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AACC Podcast Program – Key To Success

- Consistency in style and frequency
- Concise and to the point
- Be Selective
- Maintain the same editor and moderator
- Quality

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AACC Audio Summaries

- Original article submitted, along with 100 word summary
- Once accepted, the Deputy Editor becomes involved
- Individual summaries are recorded along with full issue compilation
- Both individual and full issue summary are available as a podcast

AACC Pearls of Laboratory Medicine

- Video presentation
- Not related to an article
- 10 – 15 minutes in duration
- Peer Reviewed
- Authors are invited