



CEIRC Datasets Coordinators Meeting 2008

*Andrew Pitts
ACS Publications
Melbourne
February, 2008*

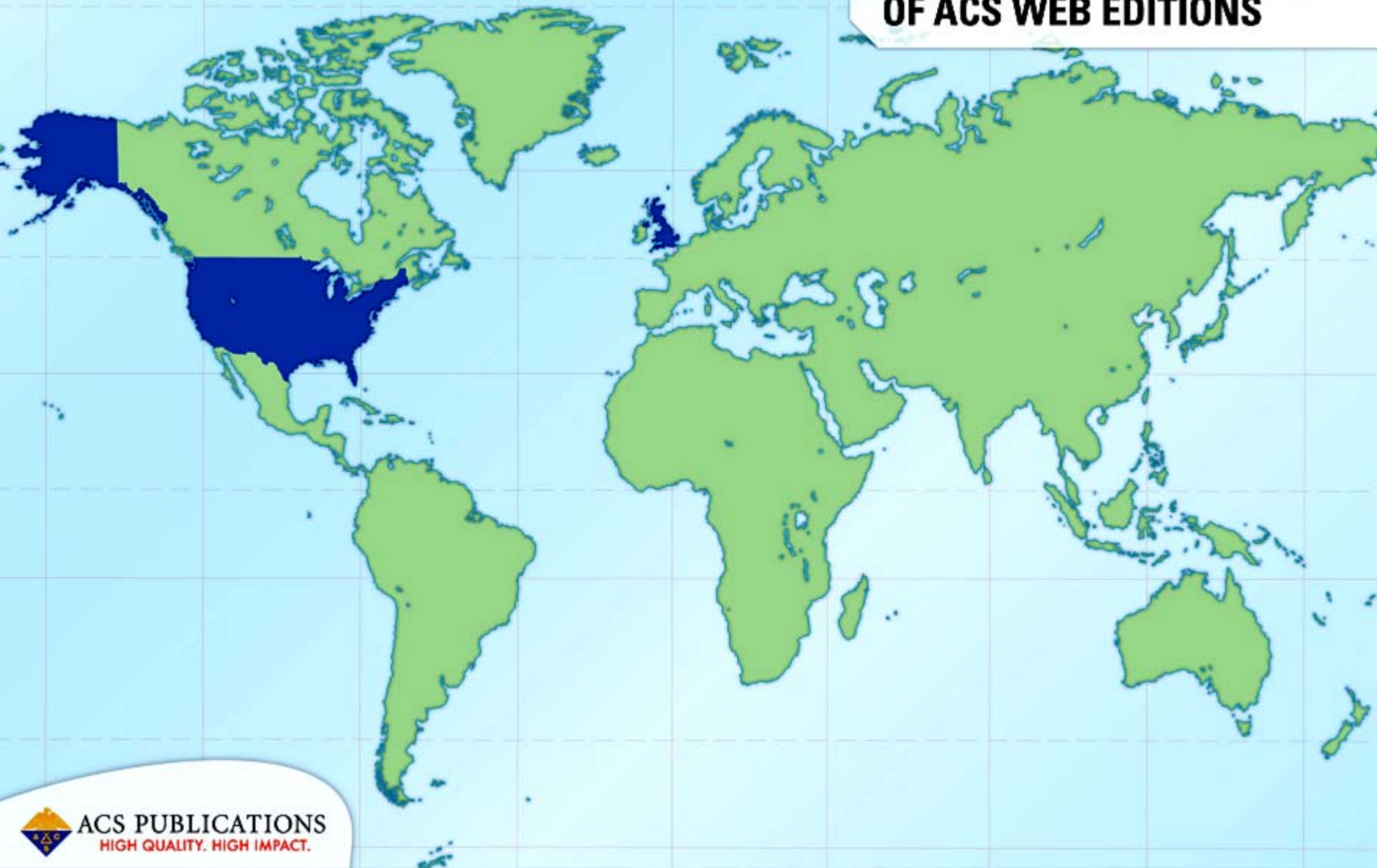


Today's Talk

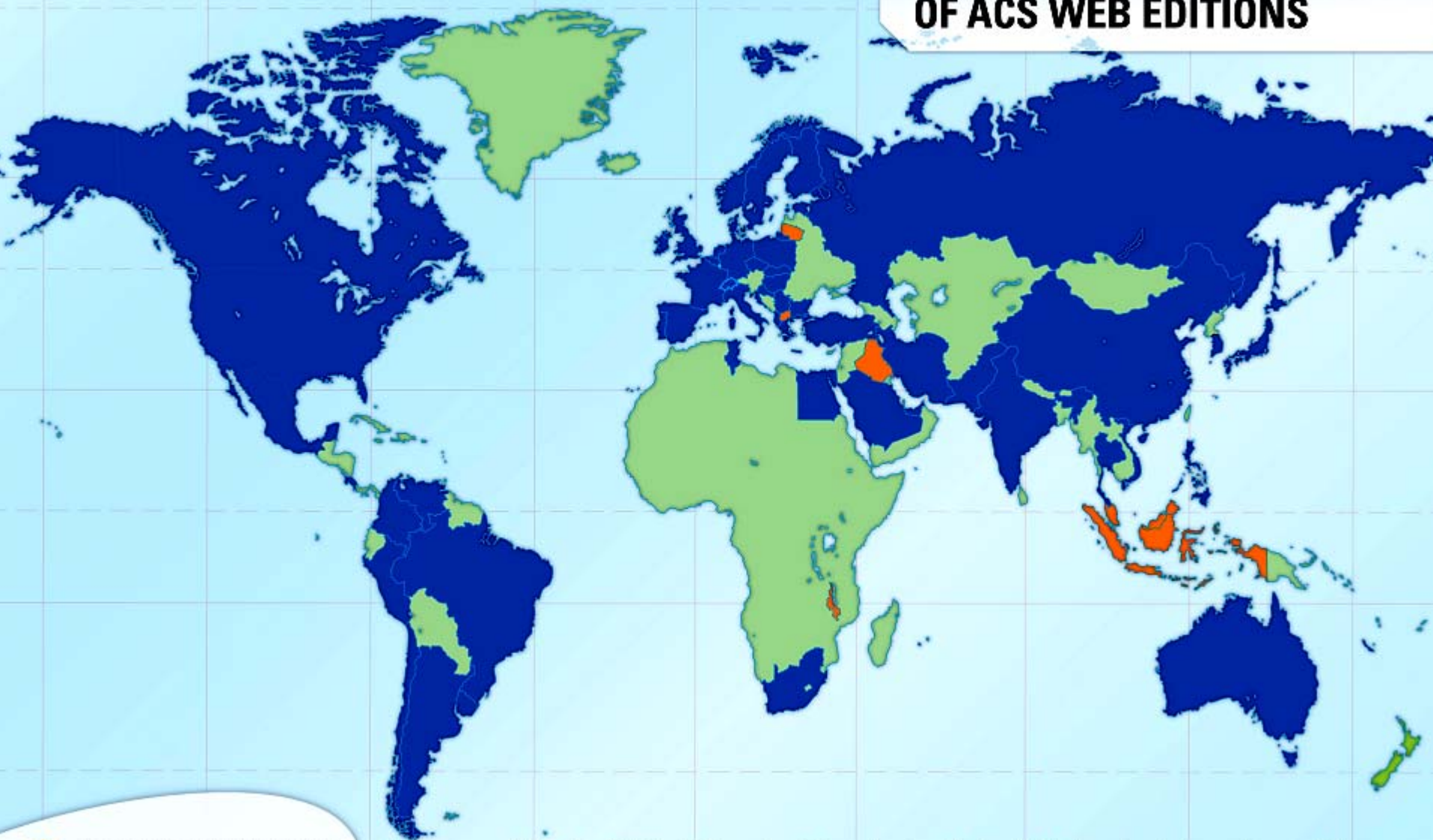
- Background
 - ◆ Global access and usage (1998 – 2006)
 - ◆ Strategic drivers
 - ◆ Quality metrics
- ACS Pricing Study (2005 – 2007)
 - ◆ Building the foundation
 - ◆ Creating the models



1998 GLOBAL DISTRIBUTION OF ACS WEB EDITIONS



2006 GLOBAL DISTRIBUTION OF ACS WEB EDITIONS

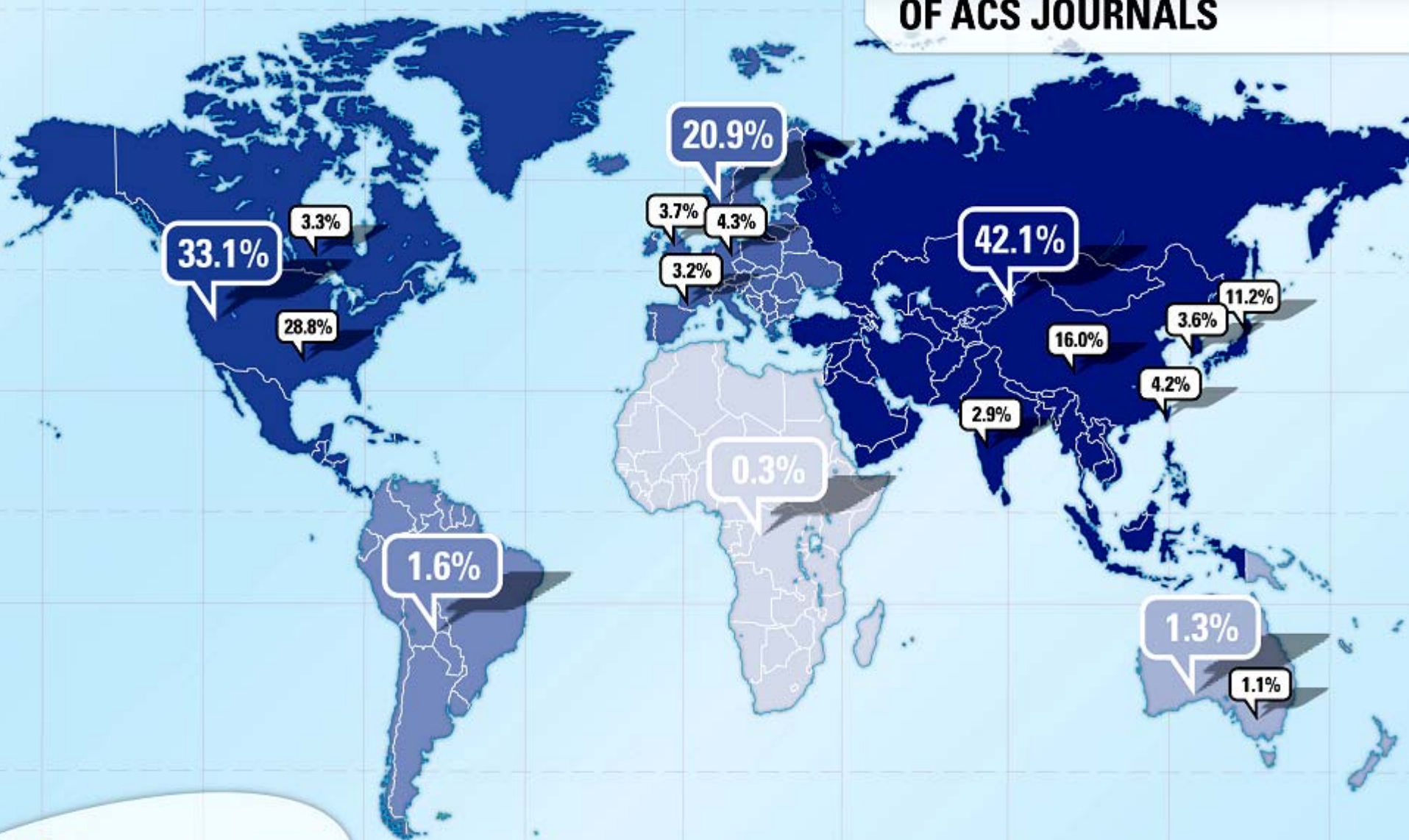


New countries in 2006: Lithuania, Macedonia, Malawi, Malaysia, Indonesia, and Iraq.

2006 CONSORTIA ACCOUNTS

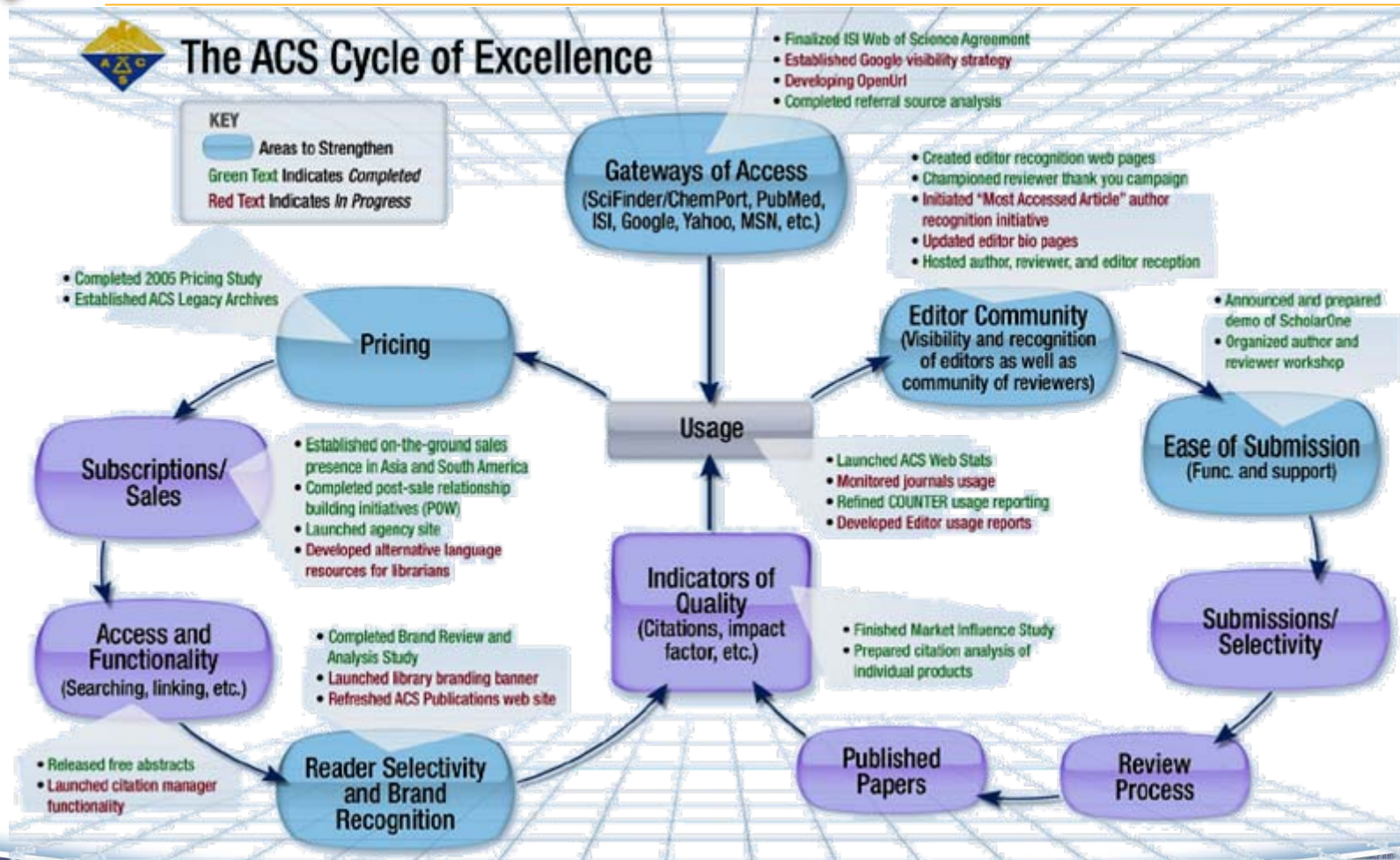


2006 GLOBAL USAGE OF ACS JOURNALS





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As reported in the 2005 ISI® Journal Citation Reports®, the peer-reviewed journals of the ACS rank #1 in citations or ISI® Impact Factor in the seven ISI® core chemistry categories, as well as seven additional ISI® categories ranging from agriculture to polymer science and the new category of nanoscience & nanotechnology. ACS Journals exceeded 1.13 million total citations in 2005, an increase of 13% over 2004. With a collection of over 600,000 original research articles spanning over 125 years of science, the American Chemical Society publishes the world's most respected peer-reviewed journals in the chemical and related sciences.

#1 in citations or ISI® impact factor in the 7 ISI® core chemistry categories:

CHEMISTRY, MULTIDISCIPLINARY
ACS Journals account for 25% of articles and 49% of total citations

Journal of the American Chemical Society
#1 in total citations (257,810)
11% increase in citations
High ISI® Impact Factor (7.419)
#1 in articles published (3,391)

Chemical Reviews
#1 in ISI® Impact Factor (20,869)
#4 in citations (51,878)

Accounts of Chemical Research
#3 in ISI® Imp
13% increase

Nano Letters
#4 in ISI® Imp

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Journal of the American Chemical Society - #1 in total citations (257,810) + 11% increase in citations + High ISI® Impact Factor (7.419) + #1 in articles published (3,391)
Accounts of Chemical Research - #3 in ISI® Imp (13% increase) + #4 in citations (51,878)

CHEMISTRY, ORGANIC & INORGANIC - ACS Journals account for 19% of articles and 37% of total citations
Inorganic Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)
Organometallics - #2 in citations (20,005) + #2 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

CHEMISTRY, MEDICAL - ACS Journals account for 20% of articles and 29% of total citations
Journal of Medicinal Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)
Journal of Pharmaceutical Sciences - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)
Journal of Agricultural and Food Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

CHEMISTRY, APPLIED - ACS Journals account for 20% of articles and 29% of total citations
Journal of Polymer Science: Part A: Polymer Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)
Journal of Polymer Science: Part B: Polymer Physics - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

#1 in citations or ISI® impact factor in 7 additional categories:

AGRICULTURE - ACS Journals account for 20% of articles and 29% of total citations
Journal of Agricultural and Food Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

ENVIRONMENTAL - ACS Journals account for 20% of articles and 29% of total citations
Environmental Science & Technology - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

ENVIRONMENTAL & MATERIALS - ACS Journals account for 20% of articles and 29% of total citations
Environmental Science & Technology - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

ENERGY & FUELS - ACS Journals account for 20% of articles and 29% of total citations
Energy & Fuels - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

ENGINEERING, CHEMICAL - ACS Journals account for 20% of articles and 29% of total citations
Chemical Engineering Progress - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

ENGINEERING, PHYSICAL - ACS Journals account for 20% of articles and 29% of total citations
Journal of Polymer Science: Part B: Polymer Physics - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

PHYSICS, ATOMS, MOLECULAR & CHEMICAL - ACS Journals account for 20% of articles and 29% of total citations
Journal of Physical Chemistry - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

TOXICOLOGY - ACS Journals account for 20% of articles and 29% of total citations
Toxicology - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

NEW CATEGORY
NANOSCIENCE & NANOTECHNOLOGY - ACS Journals account for 20% of articles and 29% of total citations
Nano Letters - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

Also highly ranked in these 10 additional categories:

- Environmental Research Methods
- Engineering, Chemical
- Physics, Atomic, Molecular & Chemical
- Energy & Fuels
- Engineering, Chemical
- Physics, Atomic, Molecular & Chemical
- Engineering, Physical
- Physics, Atomic, Molecular & Chemical
- Engineering, Physical
- Toxicology

HIGHLY RANKED
ENVIRONMENTAL & MATERIALS - ACS Journals account for 20% of articles and 29% of total citations
Environmental Science & Technology - #1 in citations (20,204) + #1 in ISI® Impact Factor (10.1) + #1 in articles published (2,201)

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#1 #1 in citations and/or ISI® impact factor in the 7 core chemistry categories





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Driving Usage: Improving the Interface

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Volume: 46, 51 issues
ACS Division of Biological Chemistry

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Mahima Kaushik, Aparna Bansal, Sarika Saxena, and Shrikant Kukreti
Web Release Date: 25-May-2007; (Article) DOI: [10.1021/bi0621009](#)

News & Announcements

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- ACS AuthorChoice allows authors to sponsor open access to articles on the Web

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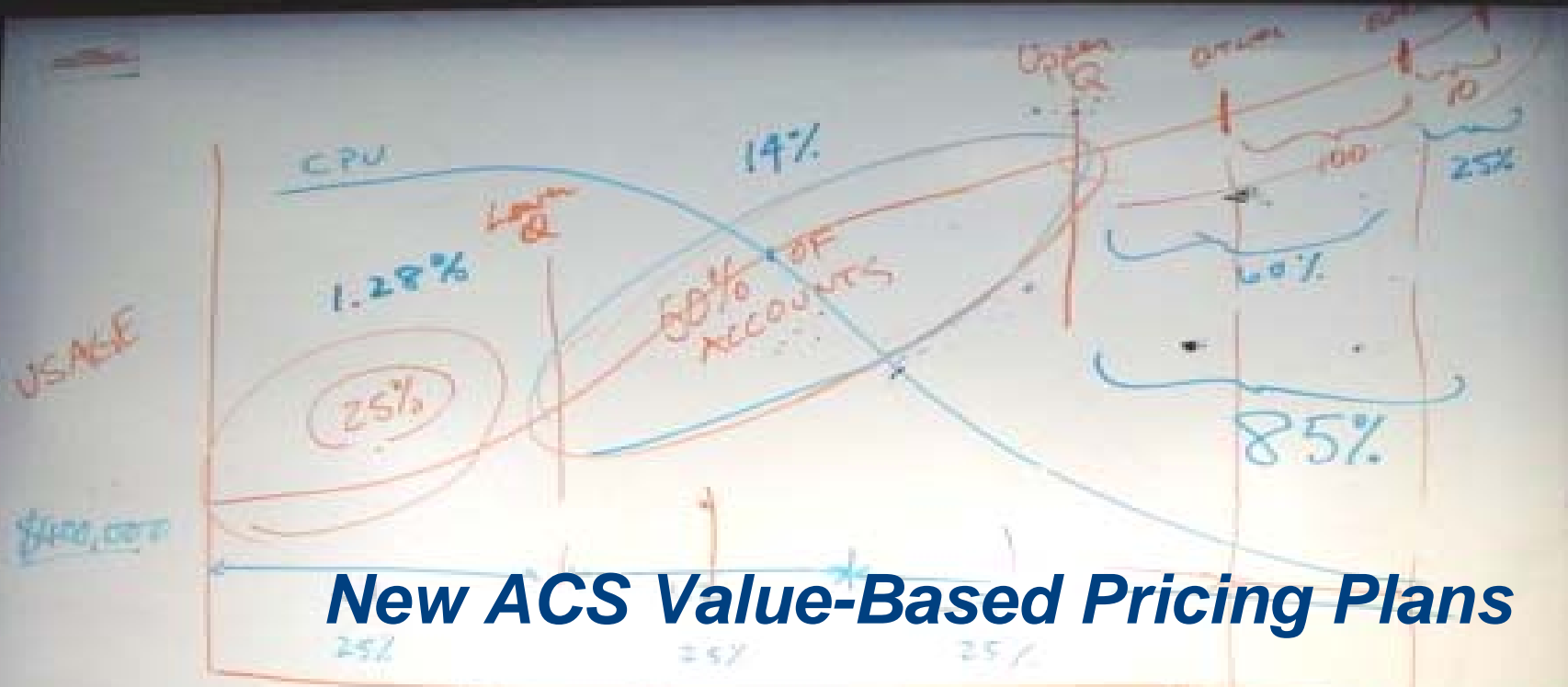
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The ACS Journal of Surfaces and Colloids

JOC
The Journal of Organic Chemistry

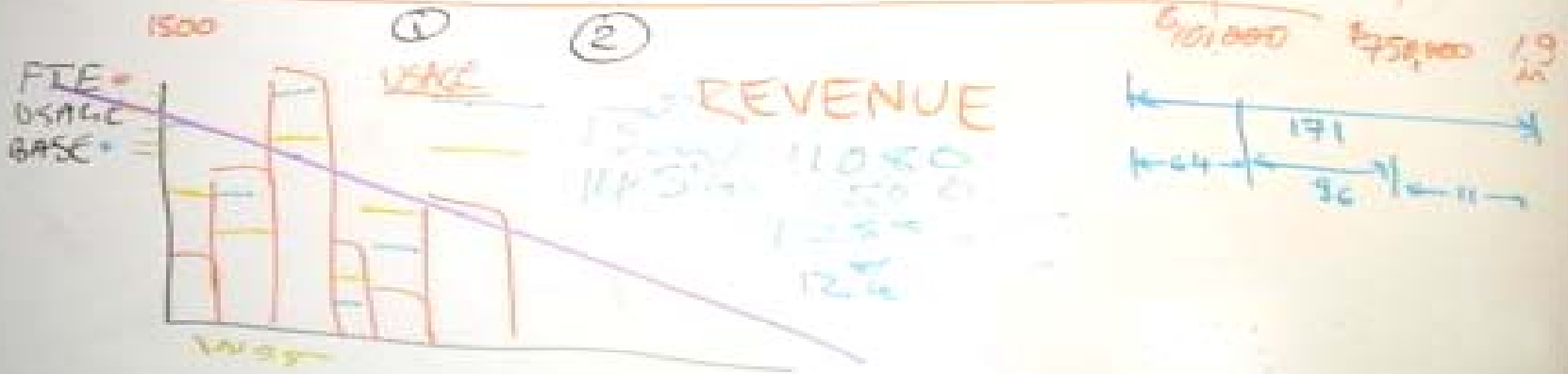
ENVIRONMENTAL Science & Technology

THE JOURNAL OF PHYSICAL CHEMISTRY

NANO LETTERS



New ACS Value-Based Pricing Plans





ACS Pricing Study (2005-2007)

I: Building the Foundation

- ◆ Addressing short-term concerns
- ◆ Re-defined terms of a current subscription (1996 - Forward)
- ◆ Created *Legacy Archive* (1879-1995)

II: Creating the Models

- ◆ Hired Callidon consulting group
- ◆ Data analysis and customer consultation
- ◆ Developed a Tier-based approach





ACS Customer Pyramid



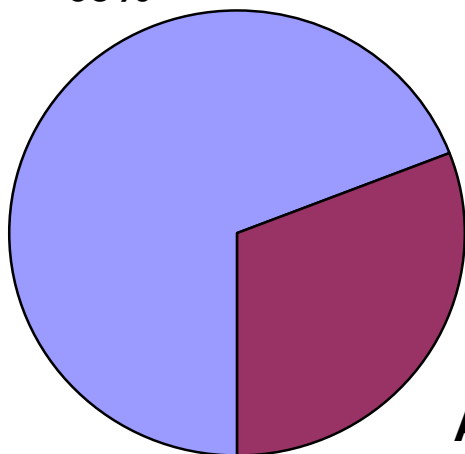


Analyzing Usage

Current Year + 4

Front File

69%

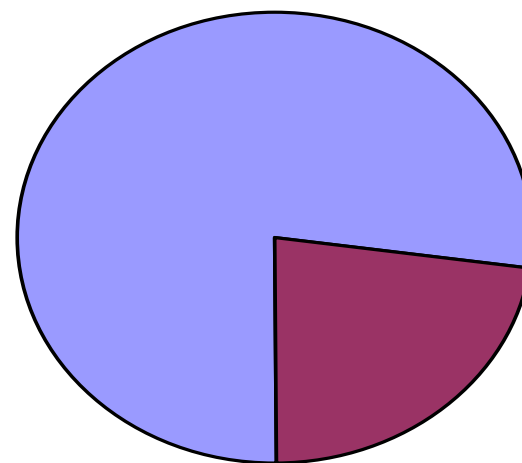


31%
Archives

Access from 1996 - 2004

Front File

77%

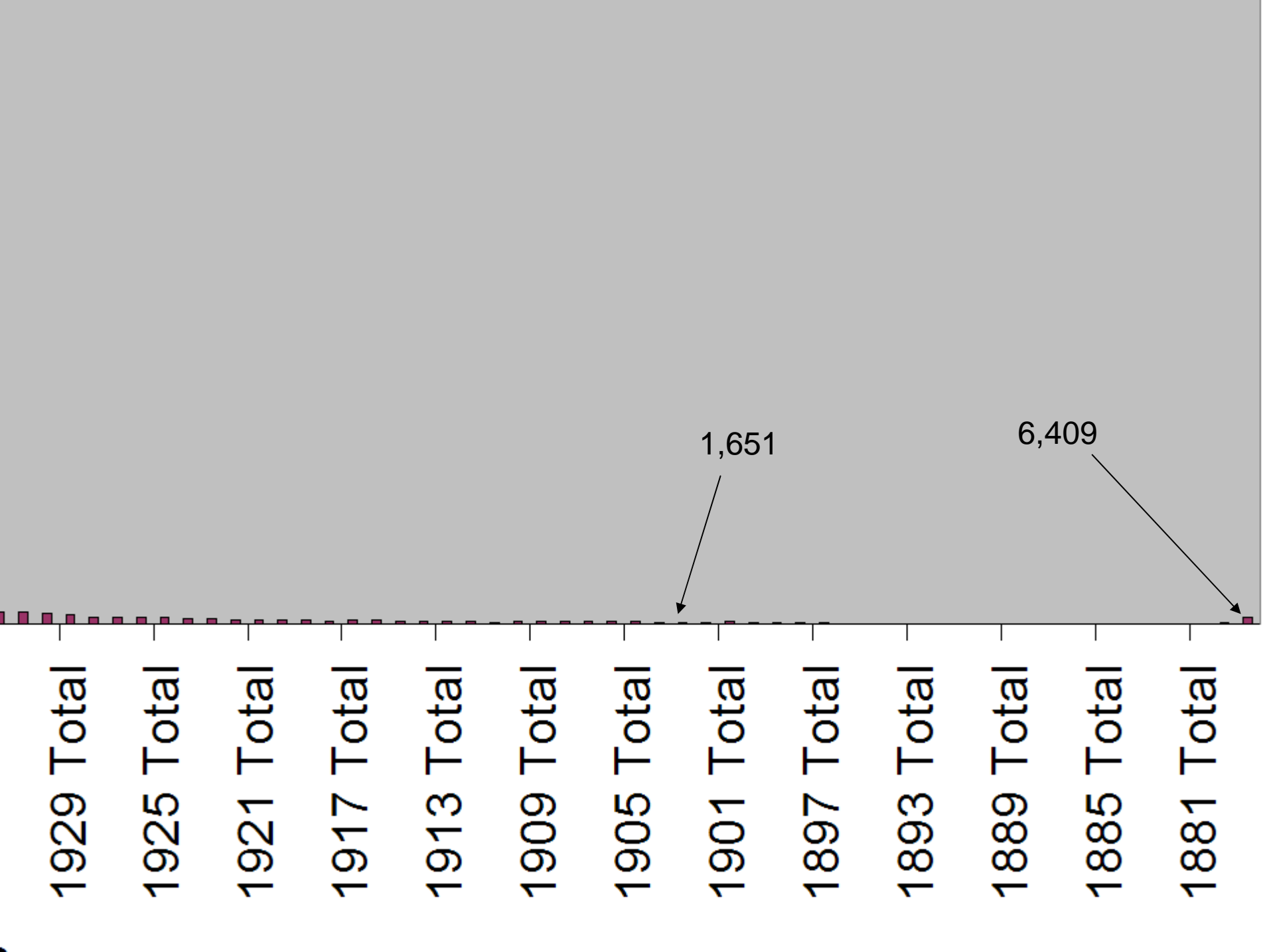


23%
Archives

 **Front File**

 **Archives**







Market Factors Drive Need for New Approach to Pricing

- Pricing based on historical print spend creates problems moving forward
 - Customers express negative reactions to print duplicates as metric
 - New products and new customers lack basis for web pricing
- Need to revisit discount policies related to package plans





Market Factors Drive Need for New Approach to Pricing (Cont.)

- Consortia relationships are of critical importance
 - Need for incentives to keep consortia together
- Tier-based models are emerging (APS, AIP, Project Muse, etc.)





ACS Customers: Accepting of Our Proposed Plans

- Majority of customer revenue base consulted
- Customers recognize validity of usage as a proxy for value-based demand
- Concerns persist regarding relationship between usage and price
- Academic customers welcome the idea of innovative incentive programs





ACS Publications Announces New Pricing Plans

- Effective for 2008 subscription year
- Includes all markets and market segments
- Tier-based pricing for web edition access
- No obligation to maintain print, including duplicates





Guiding Principles

- **Establish Fairness**
 - ◆ Like institutions pay like amounts
- **Encourage Participation and Use**
 - ◆ New volume discounts to encourage subscriptions
- **Maintain Broad Access**
 - ◆ Ensuring that access remains affordable
- **Minimize Disruption**
 - ◆ Transition period to allow customers time to adapt







Domestic Academic Plan: An Overview

- Primary tiers are based on Carnegie Graduate Profile designations
 - ◆ Sub-tiers recognize differences in enrollment and usage
- Individual journal prices calculated using value-based metrics
 - ◆ New journals will be priced at introductory rates
- Volume discounts for multiple title purchases





Tiered Pricing Establishes Fairness

Primary Tier (Carnegie-based)	Sub-Tier (Usage, Enrollment)		
	A	B	C
1	Lowest Price	Increasing 	
2			
3			
4			
5			Highest Price

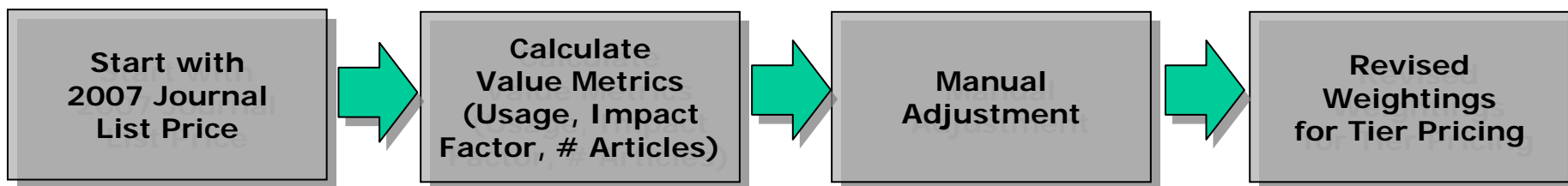
- Tier 1A: A small junior college that downloads 200 articles per year
- Tier 5C: A large, comprehensive PhD granting institution that downloads 100K articles per year





Journal-Specific Pricing is Value-Based

- Within a tier-based model, price is expressed as a percentage “weighting” to be applied to the various tier prices
- The proposed journal-specific weights were set manually using value metrics (usage, impact factor, # of articles) as a baseline guide
 - ◆ Usage and # of articles were weighted more heavily (40% each) than impact factor (20%)





International Academic Plan Parallels Domestic Academic Plan

- Created equivalent tiers based on comparable usage
 - ◆ Mapped international institutions to domestic institutions
 - ◆ Established a special tier to address higher usage customers and consortia
- Sub-tiers recognize regional differences in economic resources
 - ◆ Based on World Bank index





Corporate/Government Model Based on Usage

- Customers identified usage as an appropriate metric to base pricing
 - ◆ We created a multi-tier usage model
- A flexible and adaptive approach to their evolving research needs
- Low entry price for new customers and new titles





Overview of ACS Pricing Plans

Model	# Tiers	Basis	# Sub Tiers	New Journals	New Accounts
Domestic Academic	5	Carnegie ----- Enrollment Usage	3	% of Tier price	Carnegie
International Academic	12	Usage/CPU ----- GNI	4	% of Tier price	Enrollment
Corporate	10	Usage	N/A	Tier 1	Tier 1
Government	10	Usage	N/A	Tier 1	Tier 1





ACS Pricing Resource Center

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ACS Value-Based Pricing Plan

Home Background & Development 4 Pricing Plans Building Blocks Value Metrics

4 Pricing Plans

- > Domestic Academic
 - Volume Discounts
- > International Academic
 - Volume Discounts
- > Corporate
- > Government

OUR PROMISE

The ACS is committed to working with all of our institutional customers to ensure a smooth transition to the new plans. For pricing plan assistance and service, please contact your Account Manager.

ACS DOMESTIC ACADEMIC PLAN

The ACS Domestic Academic tier-based pricing plan is based on usage. The primary tiers (1-5) are based on Carnegie Classification recognize differences among institutions within in the same primary usage. Prices will reflect volume discounts based on number of tier classifications.

The secondary tiers enable us to measure an institution's organic Directory of Graduate Research, and usage. Here is a table illustrating tier classifications.

The ACS Domestic Academic Tier prices will reflect the cumulative designation before the (link)volume discount is applied. These prices (# of articles published, usage, citations, impact factors) to establish introduced at low weightings within the tiers until a publishing history

For more information, please visit our Frequently Asked Questions contact your ACS Account Manager.

Sub-Tier Assignments

Enrollment Score	Usage: Low	Usage: Medium
Low	A	A

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ACS Value-Based Pricing Plan

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Recent News and Events


- ACS Announces Agreement with Portico
- Most-Cited and Most-Accessed ACS Articles for 2006 now available
- ACS to launch ACS Nano, a new forum for full-length article in nanoscience and nanotechnology

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Introducing the ACS Value-Based Pricing Plan

Over the past 18 months, the ACS Publications Division has devoted significant financial and human resources towards the important goal of developing new pricing plans for our institutional customers decoupled from historical print expenditure. This effort has produced a rational and systematized approach to the licensing of our Web Editions that is based on objective criteria (Carnegie Classifications, usage and enrollment). Most importantly, this new methodology reflects the tradition of peer-review excellence and value delivered by the world's leading journals in chemistry and the related sciences. We are pleased to introduce ACS Value-Based Pricing for institutions.



The Guiding Principles

- > To Establish Fairness
- > To Encourage Participation and Use
- > Minimize Disruption
- > Broaden Access

Interactive Summary of Plans by Market Sector

Academic Domestic | Academic International | Corporate | Government





Journal Price Weightings

Accounts of Chemical Research	0.8%	Journal of Chemical and Engineering Data	1.5%
ACS Chemical Biology	2.0%	Journal of Chemical Information and Modeling	1.3%
ACS Nano	1.0%	Journal of Chemical Theory and Computation	1.7%
Analytical Chemistry	2.5%	Journal of Combinatorial Chemistry	1.3%
Biochemistry	5.9%	Journal of Medicinal Chemistry	3.9%
Bioconjugate Chemistry	1.5%	Journal of Natural Products	1.3%
Biomacromolecules	2.2%	Journal of Organic Chemistry	4.5%
Biotechnology Progress	1.3%	Journal of Physical Chemistry	9.0%
Chemical Research in Toxicology	1.7%	Journal of Proteome Research	2.5%
Chemical Reviews	1.9%	Journal of the American Chemical Society	6.3%
Chemistry of Materials	3.0%	Langmuir	5.0%
Crystal Growth and Design	3.4%	Macromolecules	4.5%
Energy and Fuels	1.9%	Molecular Pharmaceutics	1.7%
Environmental Science and Technology	2.7%	Nano Letters	2.5%
Industrial and Engineering Chemistry Research	3.0%	Organic Letters	5.8%
Inorganic Chemistry	4.5%	Organic Process Research and Development	1.2%
Journal of Agricultural and Food Chemistry	2.7%	Organometallics	4.0%





World Bank GNI Tiers

	USA	High Income	Upper Middle	Lower Middle	Low Income
Average per Capita GDP	\$41,399	\$28,402	\$13,026	\$8,084	\$3,182
2007 Revenue (#000's)	\$23,099	\$25,800	\$2,027	\$4,969	\$859
# Institutions	972	1,262	175	450	195
Example Countries	United States	United Kingdom Germany Taiwan	Argentina Mexico Hungary	China Brazil South Africa	India Pakistan Eritrea
GNI Discount	-	-	20%	30%	40%





CEIRC Datasets Coordinators Meeting 2008

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