CEIRC Datasets Coordinators Meeting 2008

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ACS Publications
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Today’s Talk

- Background
  - Strategic drivers
  - Quality metrics

- ACS Pricing Study (2005 – 2007)
  - Building the foundation
  - Creating the models
New countries in 2006: Lithuania, Macedonia, Malawi, Malaysia, Indonesia, and Iraq.
Retaining the Best Authors: ACS Most-Cited Journals Campaigns

E-blasts to authors

Display ads in C&EN, Science and Nature, etc.

The Most Cited Journals in the Chemical & Related Sciences

As reported in the 2005 ISI Journal Citation Reports® the peer-reviewed journals of the ACS rank 1st in citations in all but the seven (7) core chemistry categories, as well as seven additional ISI categories ranging from material science to polymer science. The new category of “nanoscience & nanotechnology” ACS Journals exceed 1.3 million total citations in 2005, an increase of 13% over 2004. With a collective over 650,000 original research articles spanning over 10 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:

- Journal of the American Chemical Society
- #1 in total citations (35,768) 11% increase in citations
- High ISI impact factor (2.45)
- #1 in articles published (5,319)
- Chemical Reviews
- #1 by IF ISI Impact Factor (29.86)
- Accounts of
- #1 in 1999
- 2005
- 2006
- Nano Letters
- #1 in 2006
- #1 in citations and/or ISI® impact factor in the 7 core chemistry categories.
Driving Usage: Most Cited & Most Accessed Articles

Introducing...

The Most cited and accessed ACS articles, including “Hot Papers” as identified by Thomson ISI® Essential Scientific Indicators

The most-cited, most-accessed, most-read, and most-influential research in the chemical and related sciences is published by the journals of the American Chemical Society.

Please use the links below for easy access to the most current ACS Publications listings of Most-Cited Articles, Hot Papers, and Most-Accessed Articles. Rankings of Most-Cited Articles listed are based on data from Thomson ISI® Web of Science. Hot Papers listed are articles published within the last 2 years receiving the most citations over the most recent 2-month period, as identified by Thomson ISI® Essential Scientific Indicators. Most-Accessed Articles listed are based on article web view data collected following COUNTER-compliant ACS Usage Reports. Listings are organized by journal. Please check back to these article listings frequently, as regular updates are made throughout the year.
Driving Usage: Improving the Interface

- Article Quick Search Feature
- Journal Descriptions
- 20 Most Recent ASAP Articles
New ACS Value-Based Pricing Plans
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

Top Quartile
Consortia and Large Corporate Accounts
96% Usage

Offer Incentives
87% Revenue

Mid Quartiles
Small to Medium Academic, Corporate, and Govt. Accounts
3.5% Usage

Drive Usage
12% Revenue

Lower Quartile
Single Sites
0.5% Usage

Ensure Affordability
1% Revenue

ACS PUBLICATIONS HIGH QUALITY. HIGH IMPACT.
Analyzing Usage

Current Year + 4

Front File: 69%
Archives: 31%

Access from 1996 - 2004

Front File: 77%
Archives: 23%
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

<table>
<thead>
<tr>
<th>Primary Tier (Carnegie-based)</th>
<th>Sub-Tier (Usage, Enrollment)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lowest Price</td>
</tr>
<tr>
<td>2</td>
<td>Increasing</td>
</tr>
<tr>
<td>3</td>
<td>Increasing</td>
</tr>
<tr>
<td>4</td>
<td>Increasing</td>
</tr>
<tr>
<td>5</td>
<td>Highest Price</td>
</tr>
</tbody>
</table>

- **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

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

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

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