

Open Access Publishing

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Why Publish OA?

SCAVALERIA SCA CRISPINA SCA LUCIA SCA CECILIA







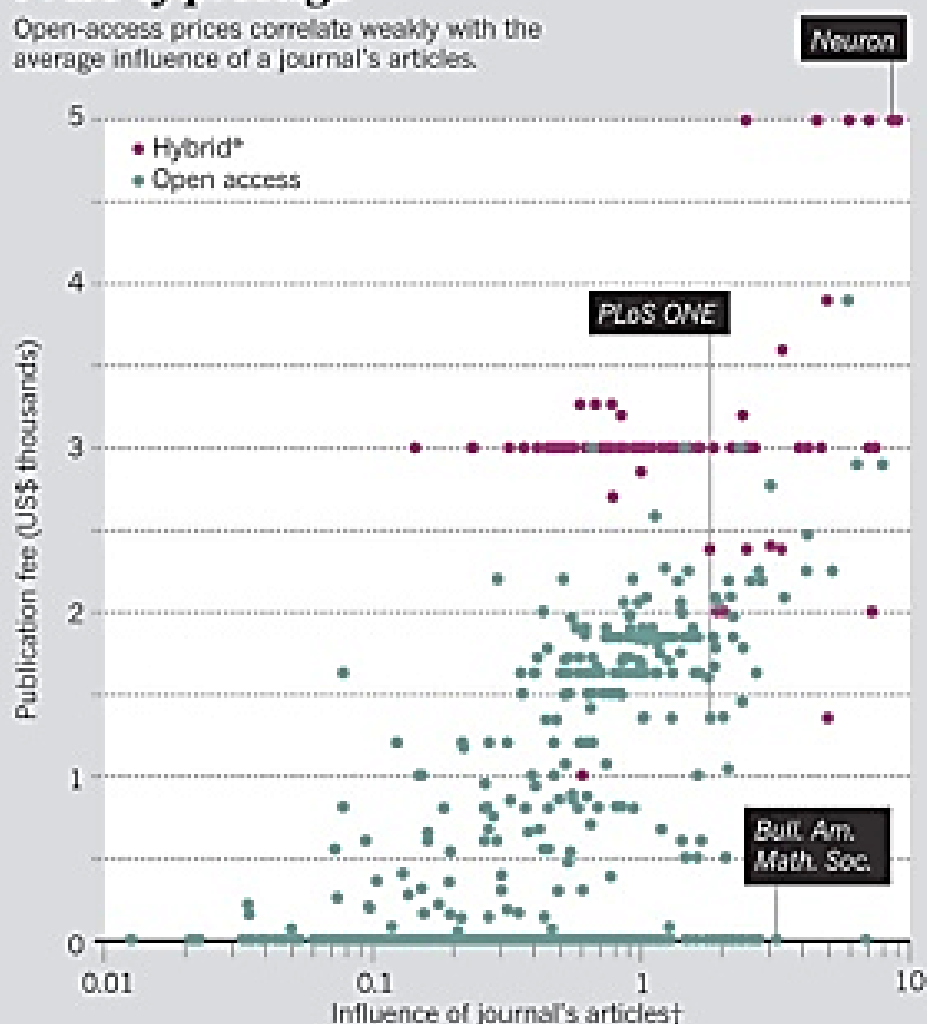
How Do I Publish OA?

THE COST OF PUBLISHING

JOURNAL PRICES VARY WITH INFLUENCE AND BUSINESS MODEL.

Price of prestige

Open-access prices correlate weakly with the average influence of a journal's articles.



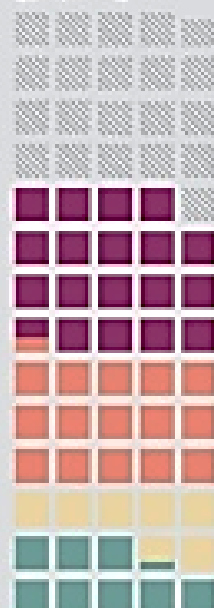
The Article Influence score measures the relative importance of a journal, based on the average influence of an article in that journal over 5 years after publication, and normalized so that the global mean influence is 1. Like the impact factor, Article Influence is based on citation counts, but gives heavier weight to citations from papers in journals that are themselves highly cited. See www.eigenfactor.org/openaccess for more.

How costs break down

An economic model shows how switching from subscription to open access changes the costs of publishing.

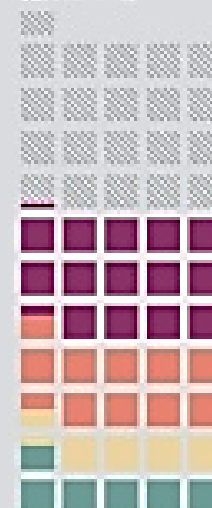
■ = US\$100

Subscription
PRINT & ONLINE
(\$4,871)



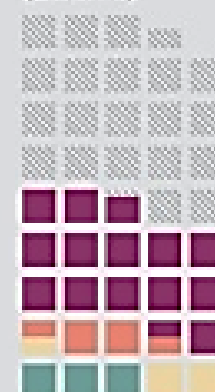
Cuts out costs
of typesetting
and printing

Subscription
ONLINE ONLY
(\$3,509)



Simplifies sales
administration
and user
management

Open access
ONLINE ONLY
(\$2,289)



▨ Voluntary peer review (not counted in price)
Additional cost if reviewers were paid for their time.

■ Article processing
Administering peer review (assuming average rejection rate of 50%); editing; proofreading; typesetting; graphics; quality assurance.

■ Other costs
Covers, indexes and editorial; rights management; sales and payments; printing and delivery; online user management; marketing and communications; helpdesk; online hosting.

■ Management and investment
Includes cost to establish journal; assumed 20% subscription; 15% open access.

■ Margin
Assumed 20% subscription; 15% open access.

Data from J. Houghton et al. *Economic implications of alternative scholarly publishing models* (Joint Information Systems Committee, 2009), available at go.netcare.com/ujrope.



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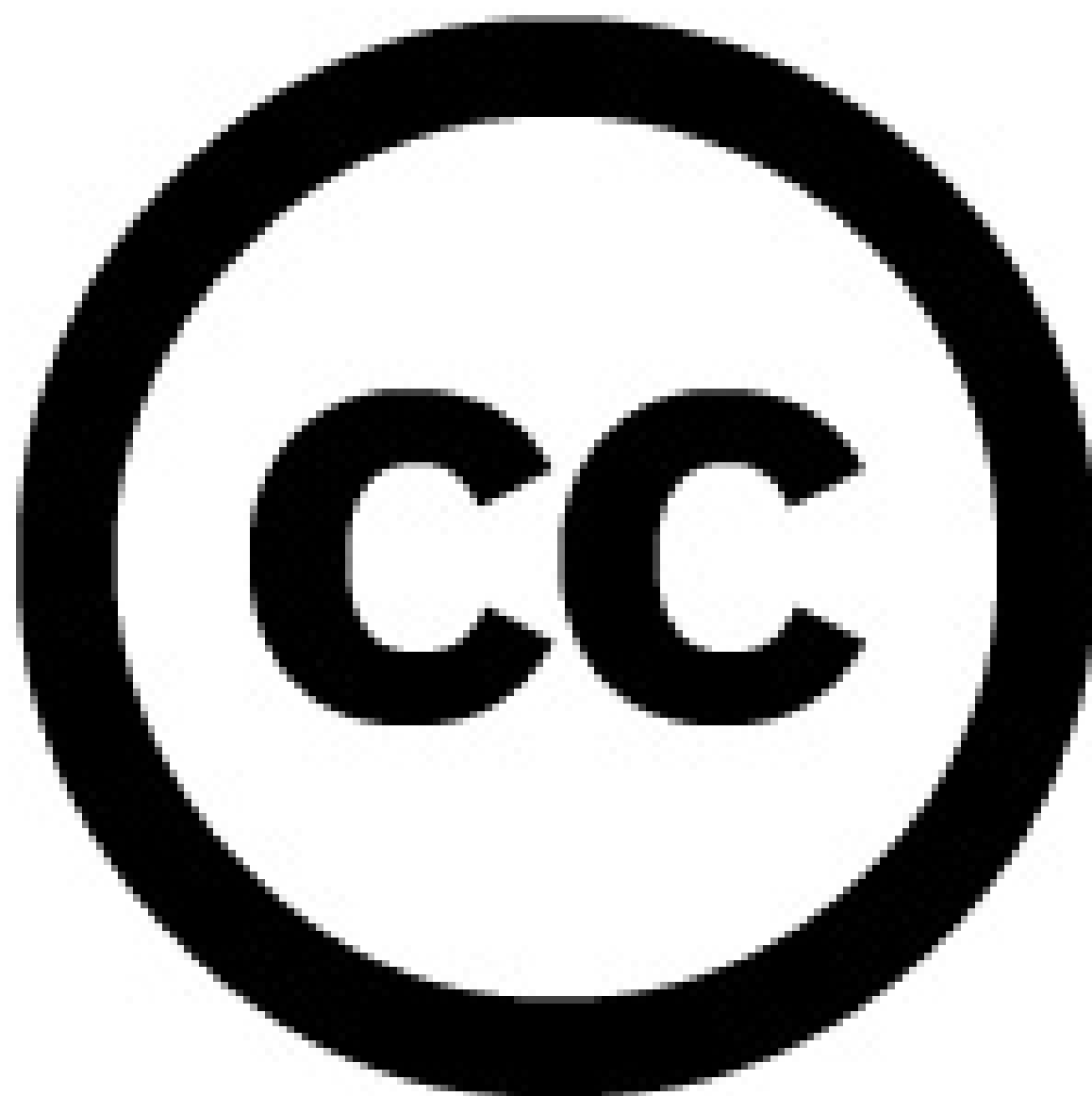
Enhanced Version of Record

Publication Lifecycle



LIBRE

GRATIS



Credits

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