



2010 Report on Publishing Activities for *Weed Science, Weed Technology and Invasive Plant Science and Management*

As your publishing team, we are pleased to provide you with the following recap of our activities during the fourth year of cooperative publishing as well as an overview of some of our plans for 2010.

Karen Ridgway, Publisher
Daniela Bone, Publishing Coordinator

Recap of 2009

We are delighted that we were able to extend the publishing agreement through December 2013.

2009 has been a tough year for journals and publishing. Budgets have been cut or severely curtailed for libraries, government agencies, etc.

In addition to continuing to promote the journals to potential new subscribers, our 2010 marketing efforts will focus on keeping as many of our current subscribers as possible. We have also initiated a lapsed subscriber program in which we offer a discount to former institutional subscribers.

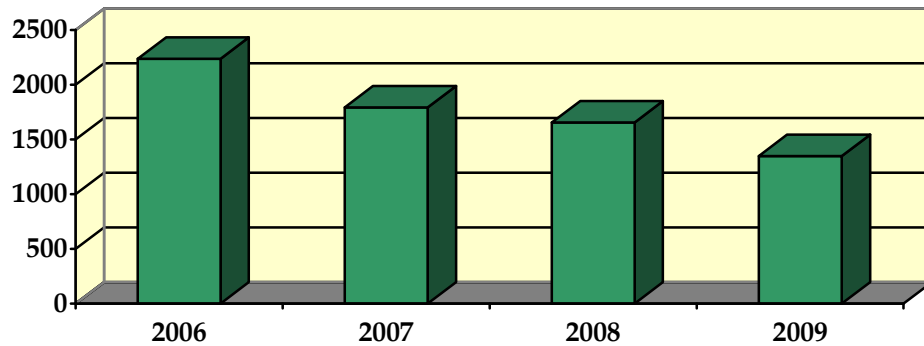
Weed Science and Weed Technology Financials

Weed Science and *Weed Technology* both performed financially as expected. The total number of subscribers decreased but subscription revenue increased for the journals.

Our 2010 subscription renewals are going well. Currently, 62% of the 2009 IPSM subscribers have renewed, as have ~48% of WT and ~40% of WS subscribers.

In 2009, we experienced a sizable decrease in author billing revenue. Over the past few years, the number of pages used has decreased. Also, the general economic situation impacted authors' ability to pay page charges.

Number of Pages Published in WS and WT

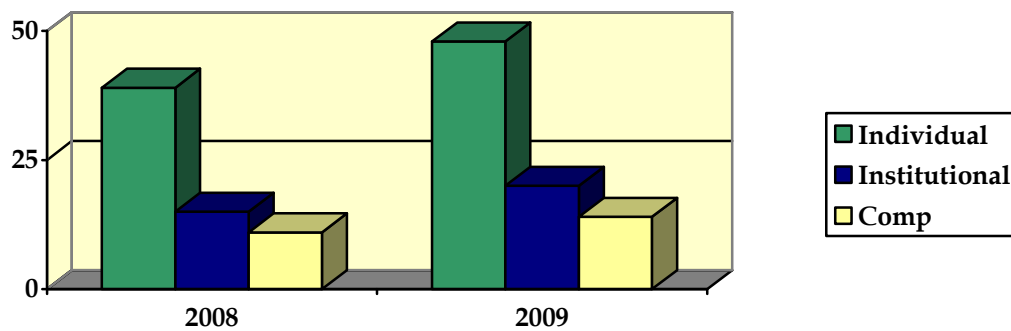


IPSM

In 2009, we had 82 non-member subscribers: 48 individual subscribers, 20 institutional subscribers and 14 complimentary subscriptions. This is a 26% increase over 2008.

The following graph shows subscription development for IPSM:

Subscriptions



The following table shows the actual number of institutional subscriptions compared to original projections in 2007:

Subscription Type	2008 Projection	2008 Actual	2009 Projection	2009 Actual
Online Only	5	4	6	2
N.A. Online & Print	10	9	10	16
ROW Online & Print	3	2	3	2

2009 Changes

For the first time, in 2009 we offered open access articles to authors for a fee. As you know, when an article is “open access” anyone with an internet connection can read and/or download the full text of the article. One author purchased open access for his article in *Weed Science* 57(5). This article tops the list of most frequently downloaded articles during the year. So far, in 2010 we have one open access article, scheduled to appear in the first issue of *Weed Science*.

Also, in 2009, we implemented Peer Track, a new online manuscript submission and peer review software. While we experienced some difficulties early on, most have been resolved.

Early in 2009, we changed IPSM to an Early Copyedit workflow. The advantage of this process is that both the editor and authors can review the copyedited manuscript and make changes before typesetting, which streamlines the production process by reducing the number of revisions after typesetting and page composition. Since moving to this workflow, the average number of corrections per issue dropped from 267 in 2008 to 86 in 2009.

Top 10 Most Highly Cited Articles

Articles Most Frequently Accessed Online, 2009						
Journal	Title	Author	Vol.	Issue	No. Hits	
WS	Evolution of Weediness and Invasiveness: Charting the Course for Weed Genomics	Stewart et al	57	5	862	OA
IPSM	Ecological Genetics of Plant Invasion: What Do We Know?	Ward et al	1	1	631	
IPSM	Modeling Tamarisk (<i>Tamarix</i> spp.) Habitat and Climate Change Effects in the Northwestern United States	Kerns et al	2	3	575	
WT	Adjuvants Influenced Saflufenacil Efficacy on Fall-Emerging Weeds	Knezevic et al	23	3	464	
WT	Selective Nimblewill (<i>Muhlenbergia Schreberi</i>) Control in Cool-Season Turfgrass	Willis et al	21	4	462	
WT	Dose Responses of Five Broadleaf Weeds to Saflufenacil	Geier et al	23	2	448	
WT	Efficacy Comparison of Some New Natural-Product Herbicides for Weed Control at Two Growth Stages	Abouziena et al	23	3	430	
IPSM	Common Reed (<i>Phragmites Australis</i>) Response to Mowing and Herbicide Application	Derr	1	1	410	
IPSM	The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	Randall et al	1	1	348	
IPSM	Forest Roads Facilitate the Spread of Invasive Plants	Mortensen et al	2	3	342	Press Release

Articles Most Frequently Accessed Online over 5 Years, 2005-2009

Journal	Title	Author	Vol.	Issue	Hits	
IPSM	Ecological Genetics of Plant Invasion: What Do We Know?	Ward et al	1	1	2252	Press Release
IPSM	Common Reed (<i>Phragmites Australis</i>) Response to Mowing and Herbicide Application	Derr	1	1	1720	
IPSM	The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	Randall et al	1	1	1601	
WS	Iron antagonism of MSMA herbicide applied to bermudagrass: characterization of the Fe ²⁺ -MAA complexation reaction	Massey et al	54	1	1562	
WS	Morphological traits and molecular markers for classification of <i>Echinochloa</i> species from Italian rice fields	Tabacchi et al	54	6	1178	
WT	The Role of Alien and Native Weeds in the Deterioration of Archaeological Remains in Italy	Celesti-Grapow and Blasi	18	5	1111	
IPSM	Medusahead (<i>Taeniatherum Caput-medusae</i>) Outperforms Squirreltail (<i>Elymus Elymoides</i>) Through Interference and Growth Rate	Young and Mangold	1	1	1048	
WS	Reproduction of Dandelion (<i>Taraxacum Officinale</i>) in a Higher CO ₂ Environment	McPeck and Wang	55	4	897	
WS	Estimating hourly incoming solar radiation from limited meteorological data	Spokas and Forcella	54	1	877	
IPSM	Relationships Between Western Juniper (<i>Juniperus Occidentalis</i>) and Understory Vegetation	Coultrap et al	1	1	872	

Note: The entire first issue of IPSM was open access.

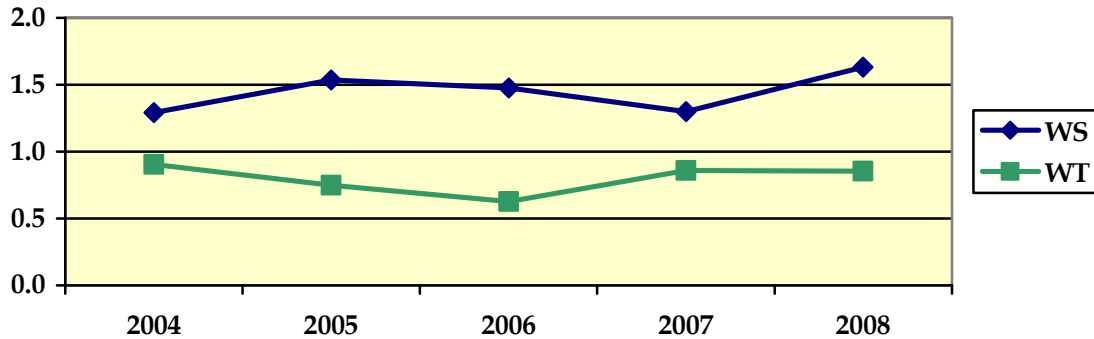
Impact Factors

Thomson Reuters has been receiving copies of IPSM for review. Soon after the annual meeting, we will formally apply for inclusion in the Web of Science, the first step toward getting an Impact Factor for this journal.

For 2008 (the most recent year that data are available), Weed Tech has an impact factor of 0.854, virtually the same as 2007. However, WT's immediacy index increased to 0.153 from 0.038. The immediacy index reflects the number of times an article is cited during the year they are published. The total number of times the journal articles were cited in 2009 increased by 5.8% over 2008.

WS's impact factor was 1.631, a nice increase compared to 2007's 1.299. The immediacy index rose to 0.288 from 0.232 in 2007. The total number of citations increased by 9.3%.

WS and WT Impact Factor

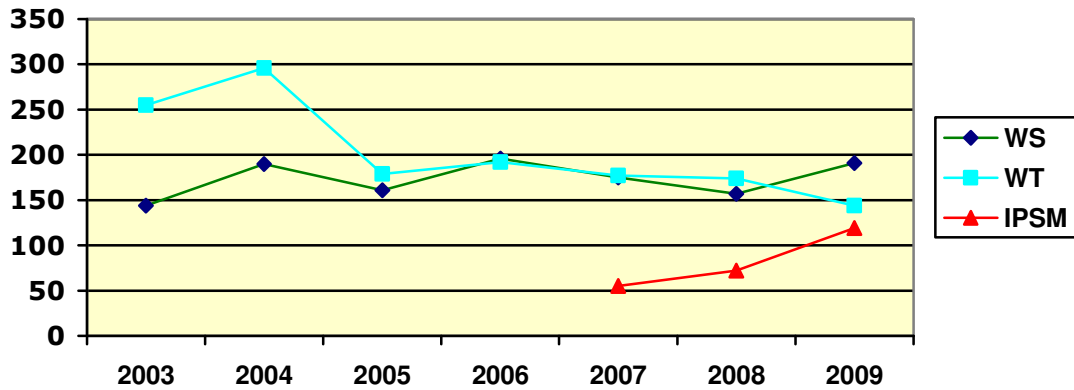


Following is a comparison of impact factors and immediacy index for *Weed Tech* and *Weed Science* with other journals with similar subject matter:

Journal	IMPACT FACTOR						IMMEDIACY INDEX				
	2008	2007	2006	2005	2004		2008	2007	2006	2005	2004
Pest Management Science	2.040	1.867	1.428	1.175	1.184		0.530	0.278	0.019	0.342	0.215
Field Crops Research	2.032	1.664	1.634	1.241	1.243		0.517	0.414	0.359	0.475	0.282
Plant and Soil	1.998	1.821	1.495	1.703	1.542		0.408	0.215	0.192	0.229	0.121
Restoration Ecology	1.892	1.928	1.612	1.380	1.177		0.571	0.854	0.286	0.145	0.094
Plant Pathology	1.820	2.012	2.198	1.718	1.467		0.570	0.290	0.375	0.210	0.296
Weed Research	1.793	1.352	1.705	1.670	1.265		0.444	0.155	0.264	0.077	0.151
Plant Ecology	1.730	1.239	1.383	1.011	1.275		0.212	0.362	0.091	0.089	0.100
Weed Science	1.631	1.299	1.476	1.536	1.292		0.288	0.232	0.275	0.287	0.201
Crop Science	1.325	1.151	1.153	0.925	0.958		0.272	0.280	0.193	0.201	0.265
Crop Protection	1.201	1.129	1.199	1.054	0.087		0.237	0.153	0.015	0.190	0.139
Rangeland Ecology & Management	1.107	0.930	0.652	n/a	n/a		0.179	0.209	0.122	n/a	n/a
Weed Technology	0.854	0.858	0.626	0.749	0.904		0.153	0.038	0.052	0.121	0.053
Weed Biology and Management	0.690	0.382	n/a				0.025	0.059	n/a		

Manuscript Submissions

We continue to monitor the manuscript submissions for all 3 WSSA journals to determine if *IPSM* is having a negative impact on the submissions of *Weed Science* and *Weed Technology*. The following numbers show the manuscript submissions during the past few years.



As you can see, submissions for WT have been trending downward. We issued a call for papers in 2009 to encourage new submissions. Our 2010 marketing includes plans to try to increase submissions for all the journals.

2009 Marketing Activities

Press Releases: During 2009, we issued press releases for all issues of the 3 journals. The results of our efforts are spelled out in the individual journal publishing reports.

Conference Promotions: Allen Press represented WSSA journals at a variety of conferences throughout 2009 as part of our efforts to increase visibility and subscriptions.

Subscriber Campaigns: We promoted the journals with various campaigns to encourage new subscribers as well as contacting lapsed subscribers. Following are some highlights of our campaigns.

Lapsed Subscriber Campaign: In October, we distributed an email to 117 faculty at 40 different institutions that had not renewed their subscriptions. The email encouraged the faculty to ask their librarian to renew the journal subscription.

Results:

Total emails sent	117	
Total successfully delivered	108	92.3%
Total bounces	9	7.7%
People who opened it	24	22.2%
People who clicked the link	3	12.5%
People who opted out	1	0.9%

We can directly attribute 9 renewals to this campaign.

New Subscriber Campaign: In late November, we mailed copies of IPSM to 1,000 faculty members at 384 institutions that had programs in plant science or a related field. Each copy was accompanied by a letter that explained the benefits of the journal and offered a 30-day free trial. Printed on the reverse side of the letter was a library recommendation form that included institutional pricing.

In mid-December, we sent a follow-up email to 738 faculty members.

Results

Total sample copies sent	1000	
Total emails sent	738	
Total emails delivered	731	99.05%
Total bounces	7	.95%
People who opened it	141	19.29%
People who clicked links	5	.68%
People who opted out	1	.14%

We are monitoring the results to see how many institutional subscriptions we gain from this effort.

New for 2010

Starting in 2010, the WSSA logo will appear on the first page of each article in the WSSA journals. In the print version, the logo will be in black. Online, the logo will be green. Since online searches usually lead to the first page of an article, we wanted to make sure the society and journal are clearly identified. Attached is a copy showing this change.

The first issue of *Weed Science*, 58(1) has just been published with the new 4-color cover design. We've contacted all our current subscribers to notify them of this change and informed them that WS is now published 4 times per year. Even though there are fewer issues, the journal will contain the same amount of content that appeared in the journal when it was issued 6 times per year. Thus far in 2010, we have received 134 renewals for *Weed Science* which compares favorably to the 54 renewals we had received during the same time period in 2009.

The first 2010 issue of *Weed Technology* will include a Spanish abstract in addition to the English abstract. We hope that providing Spanish abstracts will increase journal usage and visibility in Latin American countries. We'll be monitoring website usage, international subscriptions and manuscript submissions from Spanish speaking countries to gauge the impact.

New Silo Site Platform: During 2010, we will be transitioning the journal site to a new platform called Pinnacle. The site will look basically the same as the existing journal site, but this new robust, user-friendly platform will have several enhanced features such as

- Search engine optimization
- Enhanced TOC and RSS feeds
- Dynamic citation link resolution
- Forward linking
- COUNTER compliant usage reports
- Widgets where we can post society/journal news, notes and announcements
- User friendly content management tools, such as
 - Downloading multiple citations
 - Saving favorite articles
 - Saved searches
 - Searching on related content

After this meeting, we'll be contacting Jim Anderson and the editors of the journals to schedule a webinar that will show the features and appearance of the journal site as it will appear on the new platform.

2010 Marketing Plan

In 2010, we plan to use variations of the marketing campaigns used in 2009. In addition to issuing calls for papers, we will focus much of our subscription marketing on keeping the existing subscribers. In March, most of our renewals will have come in and we will actively contact lapsed subscribers.

We have added new marketing collateral such as pens, posters, etc. that will be used as giveaways at meetings and conferences.

To help position ourselves for quick action when the economy recovers and libraries once again have funds available, we are developing plans to keep the journal names visible to collection specialists in university and corporate libraries as well as faculty members who may be able to influence buying decisions.

We will continue to promote WSSA journals at meetings and conferences throughout the year.

Content Distribution Initiatives

We are always looking for opportunities to expand the distribution of the journal content, particularly if we can receive royalty income in return. Most of our efforts in the area of content distribution have been concentrated on *Invasive Plant Science and Management* and getting it accepted by recognized index/abstract databases, based on the indexing currently being done for *Weed Science*, *Weed Technology* and competing journals.