

## Value and Pricing at AIP

Lori Carlin, Director, Fulfillment & Marketing Services



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As a prestigious learned society publisher, AIP has always provided the physics community with world-class content – published week in and week out in titles such as *Applied Physics Letters*, *Journal of Applied Physics*, and *The Journal of Chemical Physics*. Today AIP Journals continue to push the boundaries of science by publishing ground-breaking content in a broad range of physics disciplines. AIP

Journals are among the most highly cited in their fields. In the area of applied physics alone, which AIP dominates, AIP accounts for 28% of the published articles indexed by Thomson Reuters but 45% of the total citations!

This is one of the hallmarks of the AIP Journal brand – outstanding value for the money – and one we take great pride in. For many years, we have worked with the library community to maintain low prices and low annual price increases. As a result, AIP's price-to-content value is among the very best in STM publishing. At the same time, AIP journals continue to be increasingly popular with authors and readers worldwide as measured by the total number of articles submitted and published

each year, and the millions of article downloads we report yearly. In the last 10 years alone, AIP journal content has grown by more than 60%, led in no small part by our leading applied physics journal, *Applied Physics Letters*. The publication is the largest science journal in the world indexed by Thomson Reuters, producing 5,818 articles in 2007. By continuing to provide the very best publications to more and more of the world's top authors and readers, AIP Journals fulfill our mission as a not-for-profit society publisher – “to advance and diffuse” the science of physics “and its applications to human welfare.” It is this mission that drives all we strive for even in turbulent economic times.

Along with this growth, AIP has worked diligently to provide creative access solutions so that institutions of varying sizes and needs could find a model to meet their requirements. From discounted combination packages for research intensive customers to our newest “Spotlight” journals, which offer reduced pricing for access to sections of our most valuable journals, our goal has been to provide the greatest value, while encouraging greater dissemination of our content to all users.

This unique blend of outstanding value, competitive pricing, outstanding science and great web traffic makes AIP Journals what they are today.

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### WE'RE HAPPY TO PROVIDE OUR CONTINUED SUPPORT TO PAM

AIP is once again delighted to support activities of the PAM Division at the SLA Annual Conference. We hope to see you at some of the events we're sponsoring, which this year include the PAM Open House on Sunday, June 14 from 7:30 – 10:30 PM at the Grand Hyatt Washington and the PAM-Wide Roundtable on Monday, June 15 from 1:30 – 3:30 PM.

We will also be presenting at the PAM Vendor Update Session on Monday, June 15 from 7:00 – 9:00 AM, and the Physics Roundtable on Monday, June 15 from 9:30 – 11:00 AM.

Please be sure to stop by our booth, #712, to learn all about our new offerings, and take our brief survey on emerging technologies to enter your name in a drawing for a Kindle! We look forward to seeing you!

## AIP CONFERENCE PROCEEDINGS MOVE TO TIERED PRICING SCHEDULE

In an effort to make our AIP Conference Proceedings more affordable to a larger number of institutions, we will move to a tiered pricing schedule in 2010. According to the new pricing schedule, the rates that most institutions pay will actually decrease from the current subscription rate of \$5,400.

### 2010 Rates: AIP Conference Proceedings

TIER	PRICE
1	\$4,060
2	\$4,460
3	\$4,910
4	\$5,400
5	\$5,670
6	\$5,940

Your tier assignment for AIP Conference Proceedings will be the same as that assigned to you for your AIP journal subscriptions.

To arrange a free trial subscription to AIP Conference Proceedings, please contact Bruce Shriver at [bshriver@aip.org](mailto:bshriver@aip.org) or 516-576-2623.

## KEEPING CONTENT IN THE DARK SPOTLIGHTS OUR COMMITMENT TO ARCHIVING

### Participation in CLOCKSS Ensures Perpetual Access to AIP Content

The online versions of all AIP journals now reside in the dark archive, CLOCKSS (Controlled Lots of Copies Keep Stuff Safe), a joint venture by libraries and publishers committed to ensuring long-term access to scholarly publications in digital format. CLOCKSS is a secure, closed, multi-site archive that will make AIP content freely available in the event that we are no longer able to provide access ourselves.



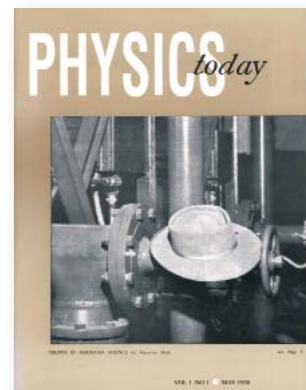
AIP has long been committed to digital archiving, formulating our first policy statement on the subject nearly 10 years ago. Now, when more than half of all our subscriptions are online only, we owe it to our customers to provide the best security possible for their electronic products. Our nearly three-year-old partnership with Portico, and now our participation in the CLOCKSS initiative, reinforces this commitment.



## DISCOVER THE NEW PHYSICS TODAY ARCHIVE

### Now Your Institution Can Own All PT Content Back to Issue One

AIP now offers a one-time payment option for perpetual access to the *Physics Today* Digital Archive, which gives you access to the entire backfile of our flagship magazine, *Physics Today*, going back to the first issue in 1948. While regular subscriptions include a five-year backfile, the *Physics Today* Digital Archive gives you permanent access to all content older than five years.



Every year, the oldest year of the five-year backfile included with current-year subscriptions will roll into the digital archive. In 2010, for example, the archive will add all 2004 content. Those wishing to purchase the *Physics Today* Digital Archive can choose either long-term access via AIP's Scitation hosting platform, which allows users to link to a wide range of related content and valuable features, or a local-hosting option for their institution's own network.

For more information regarding the *Physics Today* Digital Archive contact Bruce Shriver at [bshriver@aip.org](mailto:bshriver@aip.org), or at 516-576-2623.

## AIP SIGNS ON TO THE TRANSFER CODE OF PRACTICE

### The Institute Endorses Guidelines for Moving Online Titles between Publishers

In recognition of the importance to the library community of the Transfer Code of Practice, AIP has endorsed the initiative, which establishes a consistent set of guidelines that help publishers ensure journal content remains easily accessible by librarians and readers when there is a transfer between parties. AIP is completely committed to providing our subscribers with seamless, uninterrupted access to our content, and we see the objectives of the Transfer initiative as completely consistent with our own.



We understand the concerns of our subscribers in this arena and we know that, especially in the present economic climate, when librarians need to make difficult acquisitions decisions, they're more likely to choose a publisher that addresses their concerns. We hope our participation in Transfer is a win/win situation – libraries benefitting from minimal disruption during a transfer and publishers enjoying reduced costs from having a standardized process in place.

## TAKE ADVANTAGE OF FREE TRIALS OF AIP JOURNALS

For more information, please contact Bruce Shriver at [bshriver@aip.org](mailto:bshriver@aip.org) or 516-576-2623.



Photo: Lisa Carlucci Thomas

Joe Murphy

## From the Stacks

Joe Murphy earned a MLISc degree from the University of Hawaii at Manoa in 2006. He is now Science Librarian, Coordinator of Instruction and Technology in Yale University's Science Libraries, where he created a ground breaking text-a-librarian program. He recently co-authored

a compelling paper outlining social networking competencies for librarians, and provides consulting for implementing innovative services. Also known as *libraryfuture* on Twitter, google Joe; you'll find him on nearly every social networking site out there. We contacted Joe to learn more about how he's using Web 2.0 technologies in his work, how he sees others using these technologies, and what he thinks the future has in store.

### Tell us about your "Txt a Science Librarian" program at Yale.

I blazed the trail with a text messaging (SMS) reference service at the Yale Science Libraries to provide answers on the go for our modern mobile patrons. We use an Apple iPhone to provide this service because it allows us to meet the mobility of our patrons and information, and is flexible enough to provide services in the mobile web.

### What are some other exciting projects that incorporate social media and Web 2.0 technologies?

Successful library 2.0 services are mobile, virtual, and social; exciting projects sit at the confluence of mobile devices, social networking, and information. We use our Twitter account (*yalescilib*) to assist in discovery, monitor patron concerns, engage in proactive customer service, make our expertise available, and to provide reference. Twitter is great for enhancing instruction: engaging students in class and beyond the lecture hall. Twitter is transforming how we engage in scholarly communication, so I teach about its roles and the skills needed by successful consumers and contributors.

### What are some of the neat things you see others, including researchers and students, doing with 2.0?

I appreciate responsive businesses using Twitter for customer service, which is something libraries can learn a lot from. I love mobile friendly OPACs and library web pages, applications for online social networks including Facebook and MySpace by libraries, ad-

vanced uses of Ning for education, and enhancing collections with multimedia. I am impressed by libraries teaching information skills for social networking sites and Web 2.0 tools. I am also excited about alternative and advanced methods of connecting users to electronic content, like Lisa Carlucci Thomas's investigation into accessibility of e-content through multiple eBook readers at the Yale Libraries.

### Developing the skills outlined in your Social Networking Literacy Competencies paper seems to require a huge investment of time and energy. How do you keep current on these new technologies?

The skills outlined in my paper, "Social Networking Literacy Competencies for Librarians," are a set of new core competencies for information providers. Institutions must devote time and energy to ensuring employees and new hires overcome the fear of new technologies and have these skills in order to be successful information providers.

### How do you see these new technologies fitting into the evolution of libraries?

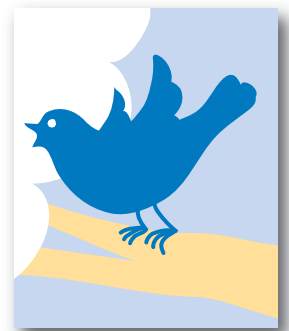
The mobile phone is the work station of the near future, with mobile apps as service platforms and Twitter for internal communication. Mobile applications are the new major platform for eBooks, while other significant platforms deliver content by SMS and Twitter. I envision a robust library presence within Facebook, and more vendors offering Facebook applications directing patrons to full-text resources. Our challenge is to develop new business models and plans for authenticating access. SMS is a natural extension of all information services. Discoverability in OPACs and databases can be enhanced with searching, managing, and sharing results via SMS. The physical library, like the print book, still plays a role. Libraries can become friendlier to mobile devices by adding cell phone reception enhancers and revising "no cell phone" policies to reflect the importance of cell phones in information usage. Planning programs with sustainable service models can be tricky. It requires new skills for librarians who will have to evaluate proprietary tools such as iPhone and Facebook applications just as we now evaluate books and databases. They will have to learn how to archive and collect Twitter posts in institutional repositories, and measure the importance of contributions, as 'Retweets' (sharing posts on Twitter) may partially replace citation counts. Vigilant and flexible libraries and publishers that strategically engage emerging technologies without compromising our traditional strengths will continue to thrive.

## TRAVERSING THE TWITERSPHERE

AIP continues to reach out to scientists, students and librarians through new channels. One of our latest avenues is the micro-blogging site Twitter.

We started "tweeting" from @AIP\_Publishing in April on a wide range of topics, including AIP journal and conference proceedings content, science news briefs, science policy bulletins, AIP member society announcements, resources for

students seeking careers in physics, job positions, educational resources, and more. We hope to continue to build our Twitter community and to engage scientists, librarians, educators, students, journalists and science writers, drawing their attention to AIP's valuable content and promoting the vast resources AIP offers to the scientific community. Follow us on Twitter, @AIP\_Publishing.



# Value and Pricing at AIP

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## Pricing 2010

AIP fully appreciates the additional strain placed on library budgets in the current economy. Society publishers are weathering the economic storm as well, continuing to publish the very best content and serve the community, while being sensitive to the needs of the library market. Although our pricing for 2010 reflects a 3% average price increase, it is coupled with a continued commitment to superior quality, and even some favorable price adjustments and additions of free content.

AIP's policies as a not-for-profit organization inform our approach to scholarly publishing. Some of the cornerstones of this approach include:

- ▶ Tiered prices to keep content affordable to institutions of every size.
- ▶ Discounted combination packages, with or without print, with customizations available.
- ▶ Significantly reduced prices (50% off our lowest tier price) for additional print copies.
- ▶ Free access to our newest journals, *Biomicrofluidics* and *Journal of Renewable and Sustainable Energy* (JRSE) – free to read and free to publish throughout 2010. And *APL: Organic Electronics and Photonics* will also be free in 2010.
- ▶ A choice of formats, including online-only subscriptions at a discount and backfile options for each AIP title
- ▶ Customized site licensing arrangements, with no one required to take all of our content in a Big Deal-type offer; librarians pick and choose the titles they want.

- ▶ Open Access publishing options, which let authors publish free on the Web; and AIP subscription price increases are reduced in proportion to the OA fees paid by authors.
- ▶ Use of Web 2.0 tools, providing authors and readers with options to personalize, comment, tag, bookmark, email and otherwise “interact.”
- ▶ Free access in the developing world through partnerships with organizations such as INASP.
- ▶ Participation in library archiving initiatives, such as Portico and CLOCKSS.
- ▶ Endorsement of the Transfer Code of Practice.

Even with our minimal price increases, AIP journals still represent an outstanding value for the money spent. That's the bottom line for 2009 subscriptions and it remains true for 2010. In every measure of price-per-page or price-per-article, AIP resoundingly out-performs the commercial competition and stands favorably with other not-for-profit physics publishers. With the “Big Deal” controlling more and more of library budgets, leaving smaller, high quality, independent/society publishers vulnerable to budget cuts, we encourage you to calculate your own metrics and see the value of our content for yourselves.

If you have any questions about AIP Journals, or about the value of AIP publications overall, please drop me a line at [lscarlin@aip.org](mailto:lscarlin@aip.org). We value your feedback and suggestions.

## SEE US AT THESE UPCOMING EVENTS

CONFERENCE	LOCATION	DATES
International Congress on Mathematical Physics	Prague, Czech Republic	Aug 3-8
ACS Fall Meeting	Washington, DC	Aug 16-20
Frankfurt Book Fair	Frankfurt, Germany	Oct 14-18
Charleston Conference	Charleston, SC	Nov 4-7
AVS International Symposium	San Jose, CA	Nov 8-13
MRS Fall Meeting	Boston, MA	Nov 30-Dec 4
Online Information 2009	London, UK	Dec 1-3
AGU Fall Meeting	San Francisco, CA	Dec 14-18

## PROMOTE YOUR COLLECTION

Raise the visibility of your collection with these handsome 22" x 28" free posters promoting AIP journals. Currently, we offer posters for *Chaos*, *The Journal of Chemical Physics*, *Journal of Mathematical Physics*, and our newest journal, the *Journal of Renewable and Sustainable Energy*. To order your posters contact Bruce Shriver at [bshriver@aip.org](mailto:bshriver@aip.org) or 516-576-2623.

