

# "A Society Publisher's Limited Foray into Open Access"

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# Entomological Society of America

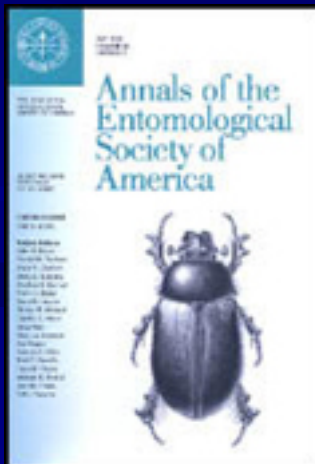
- Serves the professional and scientific needs of entomologists and people in related disciplines
- Founded in 1889
- Approximately 5,700 members affiliated with educational institutions, health agencies, private industry, and government
- Publishes 4 primary research journals



# ESA Journals

- *Annals of the ESA*
- *Environmental Entomology*
- *Journal of Economic Entomology*
- *Journal of Medical Entomology*

All journals online starting with 1999 volumes  
(in HTML and PDF)



# ESA Open Access Policy

## Self-Archiving

- Authors may post electronic reprints of their own journal articles after an embargo period of two years has passed from the date of publication. Also, authors must include on the electronic reprint the following statement:

This article is the copyright property of the Entomological Society of America and may not be used for any commercial or other private purpose without specific written permission of the Entomological Society of America.

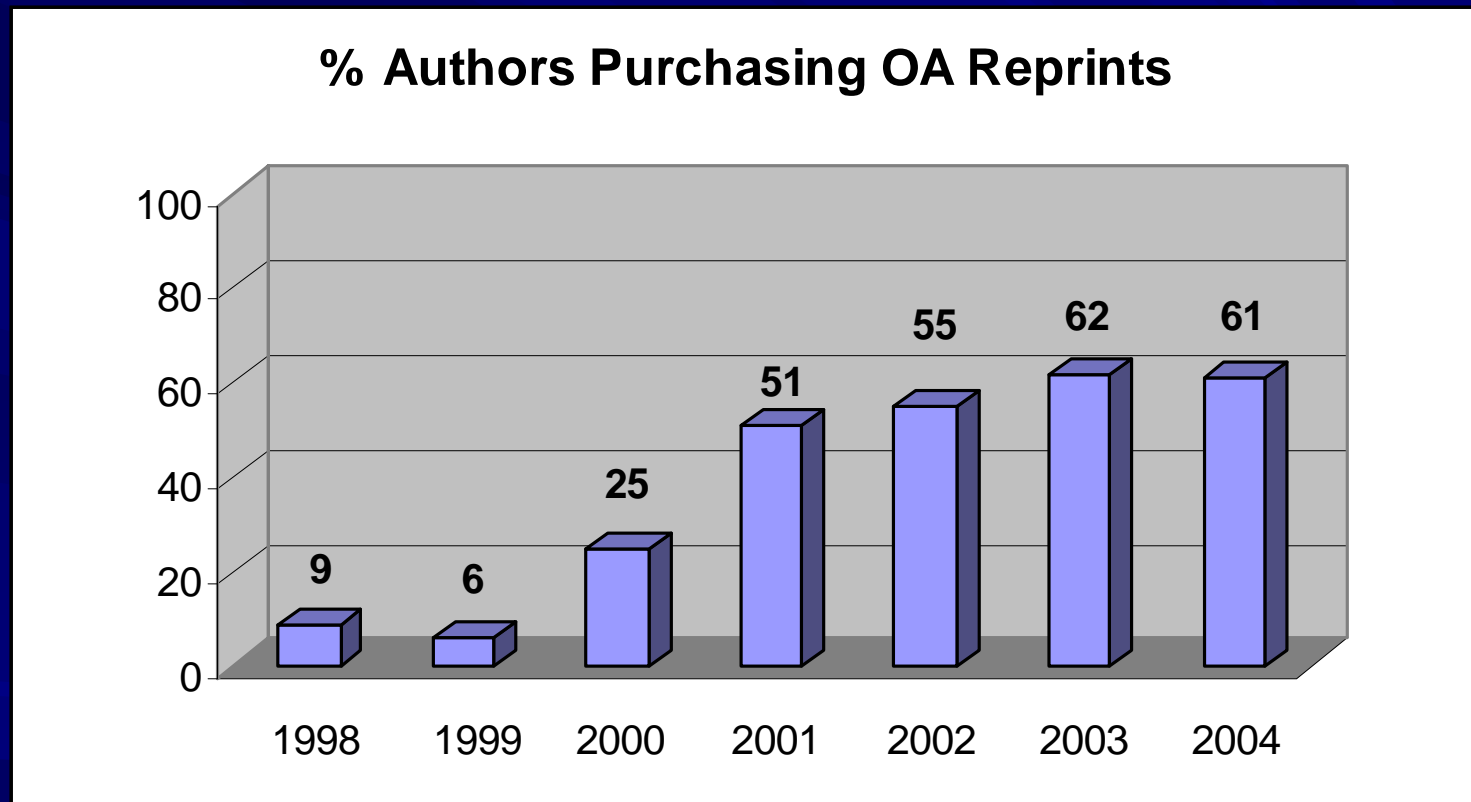
## Open Access Reprint

- PDF of article that is freely accessible from the ESA online journal website that is hosted by Ingenta. Link is on the article's Abstract page and is highlighted as [FREE PDF](#)

# Open Access Reprint

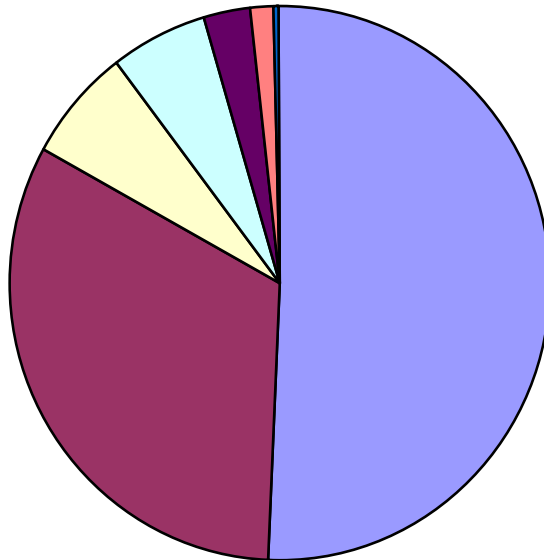
- Reprint service began in 1998
- Open Access (OA) Reprint initially posted on ESA's own website in 1998
- Beginning in 1999, when journals became available online, link to each OA Reprint was posted with its respective article
- OA Reprints were priced at 75% of price for 100 printed reprints, based on the number of pages (in 4's)
- Only about 10% of authors purchased OA Reprints during the first 2 years

# Percentage of authors purchasing Open Access Reprints – all journals



# Percentage of Income from Open Access Reprints – 2004

## Journal Income-2004



- Subscriptions-50%
- Page Charges-33%
- Reprints-Open Access-7%
- Reprints-Print-6%
- Postage-3%
- Back Issues-1%
- Royalties-<1%

# Results

- After a slow start, service has been highly used by authors
- Approximately 16% of authors purchase both OA and printed reprints
- ESA “profit” margin is greater on OA Reprints than printed reprints
- Perceived as a reasonable and economical way to support open access



# The Future

- ESA considering allowing two-year old journal articles to become open access
- If yes, may increase the prices for Open Access Reprints to offset any loss of income from back issue sales
- ESA will continue to publish journals in both print and online formats
- Will continue to sell journals by subscriptions
- NIH open access recommendations are not yet an issue for ESA