

Report on e-publication of *Florida Entomologist*, 2000-2001

20 July 2001, T. J. Walker

User-friendly HTML investigated

As authorized by the Executive Committee, I worked with Jeff Johnson of Painter Printing to determine the feasibility of upgrading the HTML versions of *Florida Entomologist* articles to make them attractive alternatives to PDF files when viewed online. We concluded that his current software was not up to the task. I concluded that it was not in the best interests of FES to ask Jeff to update the software (at a cost of \$1000s) until it was clear what version of SGML or XML PubMed Central would require to post *Florida Entomologist* articles.

Library subscriptions decline

Making the *Florida Entomologist* freely accessible on the Internet was expected to cause a substantial drop in library subscriptions. Subscriptions have declined but more slowly than for the four principal journals of the Entomological Society of America, which are not freely accessible (Fig. 1). Thus IFWA seems unlikely to be the principal cause of the decline in library subscriptions to *Florida Entomologist*. Nonetheless, library subscriptions declined 10% in 2001, and revenues from them (in inflation adjusted dollars) are 11% lower than in 1994

FES revenues from library subscriptions were \$8,800 in 2000. For 2001, through June, they were \$7,900. Thus the decrease this year will be no more than \$900 (= \$925 when adjusted for inflation).

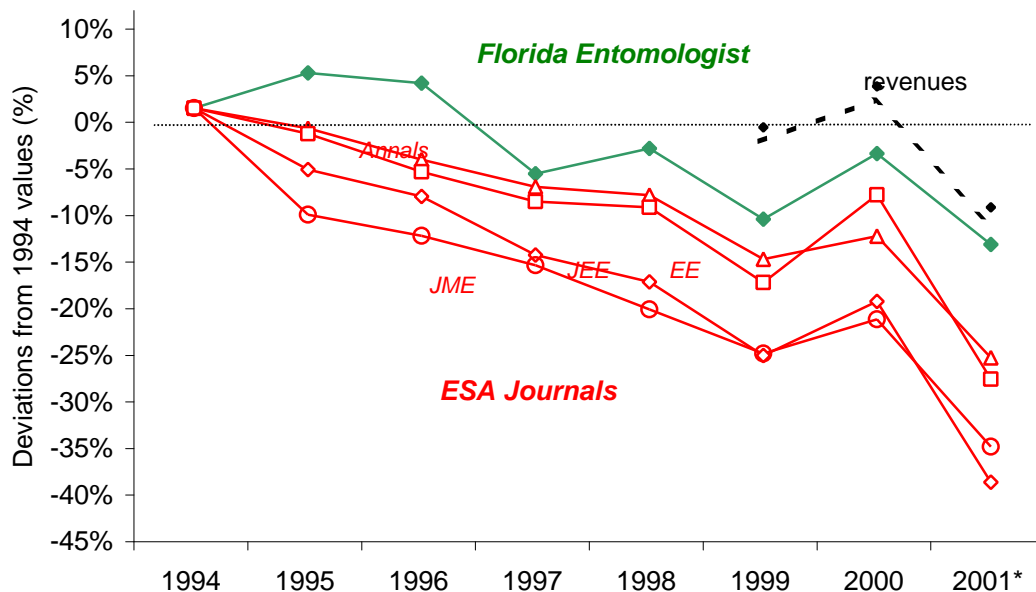


Fig. 1. Changes in numbers of institutional subscriptions to five entomological journals and changes in revenues from institutional subscriptions to *Florida Entomologist* (dashed line). Revenues were converted to *constant 1994 dollars* before plotting.

*Data for 2001 are based on subscriptions through June and may increase.

IFWA fee established

In December 2000, the Executive Committee, prompted by the Business Manager, decided it was time to devise a means to replace declining library revenues by charging for Immediate Free Web Access, a service that FES had provided free to all its authors since 1994.

The Executive Committee considered levying an IFWA fee only on those authors who chose to pay for it and to delay making the articles of other authors freely accessible for a year or more. [The Entomological Society of America has done this since January 2000.] However, the Committee decided that requiring all authors to pay the fee and receive the service was preferable. The fee was set at \$100 for articles and \$50 for scientific notes. It was imposed on authors in the March issue even though their articles had been accepted prior to the establishment of the fee.

Thus far, *Florida Entomologist* authors have not objected to the IFWA fees.

The March and June issues of the current volume of *Florida Entomologist* had a total of 40 articles and 16 scientific notes, thereby generating \$4800 in IFWA fees. If the September and December issues have as many articles and notes, IFWA fees for 2001 will total \$9600.

An IFWA surplus

Painter Printing currently charges \$3.15 per page to make the PDF and HTML files for the online version of *Florida Entomologist*. If the last two issues for 2001 have exactly as many pages as the first two, fees for producing the online version in 2001 will be \$2048 (650 pages x \$3.15).

As documented above, IFWA is expected to generate revenues of \$9,600 in 2001 and revenues from library subscriptions in 2001 will be no more than \$925 less than revenues from that source in 2000, when they were 2% higher than in 1994.

Thus in 2001, IFWA will bring in at least \$6000 more than required to pay all costs that can be attributed to it.¹ If the Executive Committee wishes to continue its policy of running the *Florida Entomologist* on a breakeven basis, it will need to reduce publication fees for 2002. Should that be done, I suggest reducing page charges rather than IFWA fees. IFWA fees are low relative to the value received (see Appendix 1), whereas *Florida Entomologist* page charges are higher than those of most journals.

¹ Membership revenues were studied, and IFWA was judged blameless for the possible decline for 2001 (see Appendix 2).

Appendix 1: IFWA costs little and delivers much

The price of 100 paper reprints of a 5-8 page article in *Florida Entomologist* is \$102; for 9-12 pages, it is \$140. IFWA for any length article costs only \$100 and provides these benefits:

- IFWA makes copies of the article (printed from the PDF files that are posted with the online *Florida Entomologist*) immediately available in any quantity to anyone on the Internet. No mailing is required and the supply is never exhausted.
- Authors do not need to store paper reprints because they can print as many copies as they wish whenever they need them.
- The PDF files can be sent as e-mail attachments to colleagues and to persons requesting reprints.
- The PDF files can be posted on the authors' home pages and linked to their online bibliographies.
- Every word and phrase in *Florida Entomologist* articles is indexed by Web search services such as *Google* and *Lycos*.
- The full text of *Florida Entomologist* articles will soon be hot-linked to their records in *Web of Science*, giving immediate, toll-free access to users of that popular index produced by Institute of Scientific Information.

Appendix 2. Membership trends

A potential cost of making all articles immediately accessible for free is a decline in Florida Entomological Society memberships and the revenues they generate. Fig. 2 shows what has happened since 1998, the earliest year that accurate counts of members are available. (In earlier years, payments of dues for previous or future years confused the counts.) The increase in revenues in 1999 was a result of a \$10 increase in dues for all categories of members.

Because ESA membership has declined at about the same rate as FES membership, IFWA should not be held responsible for the decline in FES membership. Furthermore, FES revenues for 2001 memberships are already higher than the total revenues for 1998 memberships.

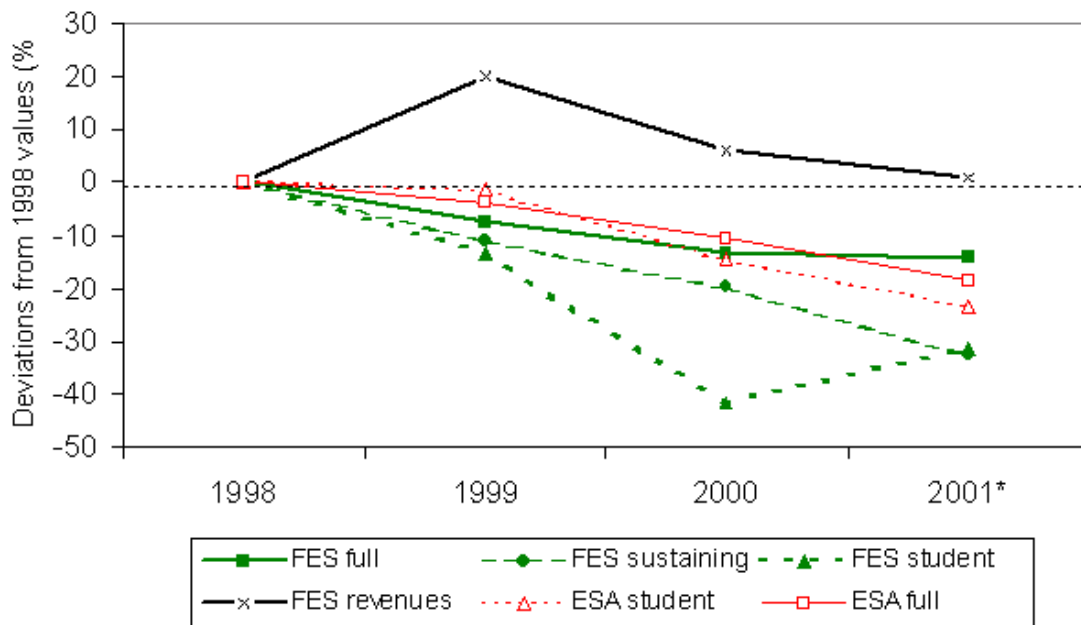


Fig. 2. Changes in numbers of members and in membership revenues since 1998 for FES and in numbers of members for ESA. . The ESA membership numbers exclude emeritus and youth categories. FES revenues were calculated in *constant 1998 dollars* and include all categories of memberships.

*Data for 2001 are for memberships through June and are likely to increase.