



PUBLISHING SERVICES

2008 Allen Press Publishing Services Summary *Weed Technology (WT)*

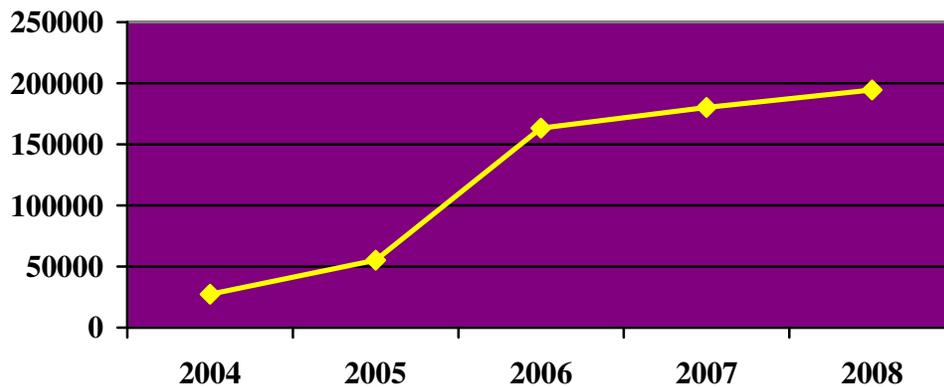
I am pleased to provide you with a review of our activities following our third year of cooperative publishing.

Karen Ridgway

Growth in Readership

One of our top objectives is to increase the readership in the journal. In 2008, we experienced an 8% increase in online usage.

Weed Technology
Online Usage 2004-2008



The Top Referring URL's for 2008:

<http://www.google.com>

<http://www.wssa.net/>

<http://scholar.google.com>

<http://www.acgpublishing.com>

<http://www.weblinkvalidator.com/>

<http://ejournals.ebsco.com>

The Top 10 Search Phrases for 2008:

avena fatua
cirsium arvense
hordeum vulgare
melilotus officinalis
sonchus arvensis
weed control
polygonum avicular
hordeum murinum
wild oat
seed bank

The Top 10 Search Words for 2008:

weed
herbicide
control
glyphosate
resistance
herbicides
wheat
seed
competition
corn

The Top Cited Articles During the Year:

- 14.4 Adjuvants – Terminology, Classification, and Chemistry
- 18.4 Star-of-Bethlehem (*Ornithogalum umbellatum*) Control with Postemergence Herbicides in Dormant Bermudagrass (*Cynodon dactylon*) Turf
- 21.3 Dallisgrass (*Paspalum dilatatum*) Control with Foramsulfuron in Bermudagrass Turf
- 20.1 Effect of Herbicides on Weed Control and Sugarbeet (*Beta vulgaris*) Yield and Quality
- 17.4 Effect of Postemergence Glyphosate Application Timing on Weed Control and Grain Yield in Glyphosate-Resistant Corn: Results of a 2-Yr Multistate Study

Page Budget

Following is a chart that shows the total page budget and number of pages used for *Weed Technology* since 2005.

	2009	2008	2007	2006	2005
Page budget	1220	1188	1156	1125	
Pages used		750	1114	1084	1080
Percent of page budget used		63%	96%	96%	
Total # of articles		126	185	153	158
Average # pages in each art.		6	6	7	7

Open Access

In 2009, we are proposing an Open Access model for all three WSSA journals which would give authors the option of purchasing Open Access for their articles. As you probably know, Open Access means that there are no restrictions and anyone can read the full text of the article without being a WSSA member or having access through a university library. If approved, we will provide the Editorial Board with the specifics of how this will work.

Content Distribution Initiatives

WT is currently abstracted or indexed in: Life Sciences Collection, Excerpta Medica, Derwent Drug File, Soybean Abstracts, Energy Information Abstracts, Environmental Abstracts, Biological Abstracts, Biological & Agricultural Index, Chemical Abstracts, Environmental Periodicals Bibliography, BioBusiness, Plant Growth Regular Abstracts, Maize Abstracts, Ornamental Horticulture, Scopus, Rice Abstracts, Crop Physiology Abstracts, Sorghum and Millets Abstracts, and Ecology Abstracts.

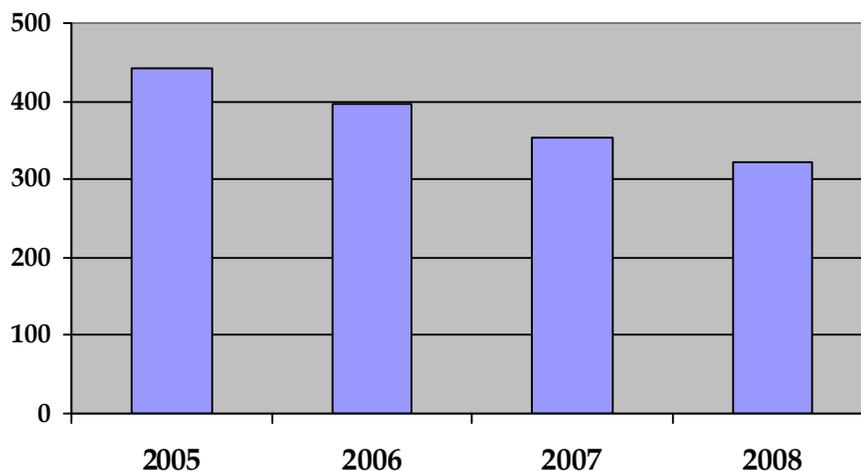
Full journal content is also included in BioOne and other online aggregations, which enhances worldwide online access and, in most cases, a use-based royalty.

List of Potential Reviewers

To help identify suitable future reviewers, Allen Press created a list of authors who had published articles in *WT* since 2000. The list contained the authors' names, titles of articles, volume and issue, the contact e-mail address, and keywords to enable a search for reviewers by specialty.

Subscription Statistics

The following chart illustrates the total annual non-member subscriber statistics from 2005 to 2008:



We have been anticipating that library subscriptions will decrease, based on the current economy and the availability of journals in aggregations such as BioOne. Many libraries are subscribing to collections of journals and not renewing their subscriptions to individual titles. We are constantly looking for appropriate aggregations that can include *Weed Technology* and the other WSSA journals to assure the continued and/or increased use of the content while offering offsetting royalty revenue. In addition, we have increased our activities to promote *Weed Technology* in Europe and other areas of the world.

Journal Citation Report® Statistics

The Journal Citation Reports from Thomson-Reuters provide journal statistics, impact factors and rankings. JCR calculates the statistics and rankings using data from the two most recent

years of a journal. The following is a summary of *Weed Technology's* numbers. The statistics for 2007 are the most recent that are available. The 2008 numbers will be released in June 2009.

2007 JCR

- Impact Factor: 0.858
- Immediacy Index: 0.038
- Total Cites: 2,352
- Number of Articles: 183
- Ranking
 - A. Agronomy
 - Impact Factor: 27/49
 - Immediacy Index: 43/49
 - B. Plant Sciences
 - Impact Factor: 94/152
 - Immediacy Index: 124/147

2006 JCR

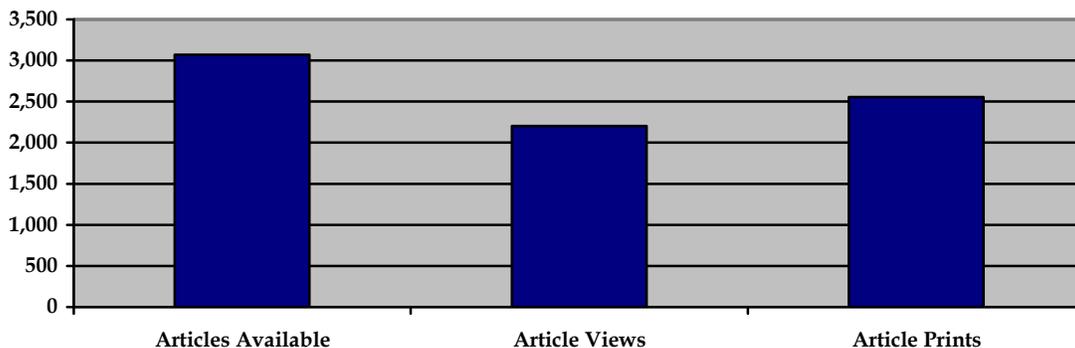
- Impact Factor: 0.626
- Immediacy Index: 0.052
- Total Cites: 2,136
- Number of Articles: 153
- Ranking
 - A. Agronomy
 - Impact Factor: 29/49
 - Immediacy Index: 34/46
 - B. Plant Sciences
 - Impact Factor: 100/146
 - Immediacy Index: 111/144

As you can see, the impact factor has increased as have the total number of cites and the total number of articles.

JSTOR

In October 2007, *Weed Technology* was added to the Biological Sciences and Botany & Plant Sciences categories in JSTOR. JSTOR is a not-for-profit organization with a dual mission to create and maintain an archive of important scholarly journals, and to provide access to these archives as widely as possible. JSTOR offers researchers the ability to retrieve high-resolution, scanned images of journal issues and pages as they were originally designed, printed, and illustrated. One advantage of inclusion in this database is the potential to increase author citations of *Weed Technology*. JSTOR makes the archives available to libraries via subscriptions. There are currently 198 Biological Sciences titles and 46 Botany & Plant Sciences titles in JSTOR.

2008 *Weed Technology* Article Usage in JSTOR



Most Frequently Viewed Articles in 2008 in JSTOR

Volume/Issue	Date	Article	No. of Times Viewed
15:4	Oct. 2001	"Understanding the Role of Allelopathy in Weed Interference and Declining Plant Diversity" Chester L. Foy; Inderjit. pp. 873-878	471
18: Invasive Weed Symposium	2004	"New Approaches for Early Detection and Rapid Response to Invasive Plants in the United States" Randy G. Westbrooks. pp. 1468-1471	316
10:2	Apr. 1996	"Weed Control for the Preservation of Biological Diversity" John M. Randall. pp. 370-383	313
14:1	Jan. 2000	"Kudzu [<i>Pueraria lobata</i> (Willd.) Ohwi]" Larry W. Mitich. pp. 231-235	248
10:2	Apr. 1996	"Achieving Conservation Biology Objectives with Fire in the Pacific Northwest" James K. Agee. pp. 417-421	221

Most Frequently Viewed Issues in 2008 in JSTOR

Volume/Issue	Date	No. of Times Viewed
18: Invasive Weed Symposium	2004	3,351
15:4	Oct. 2001	1,083
10:2	Apr. 1996	922
12:2	Apr. 1998	781
6:3	Jul. 1992	599

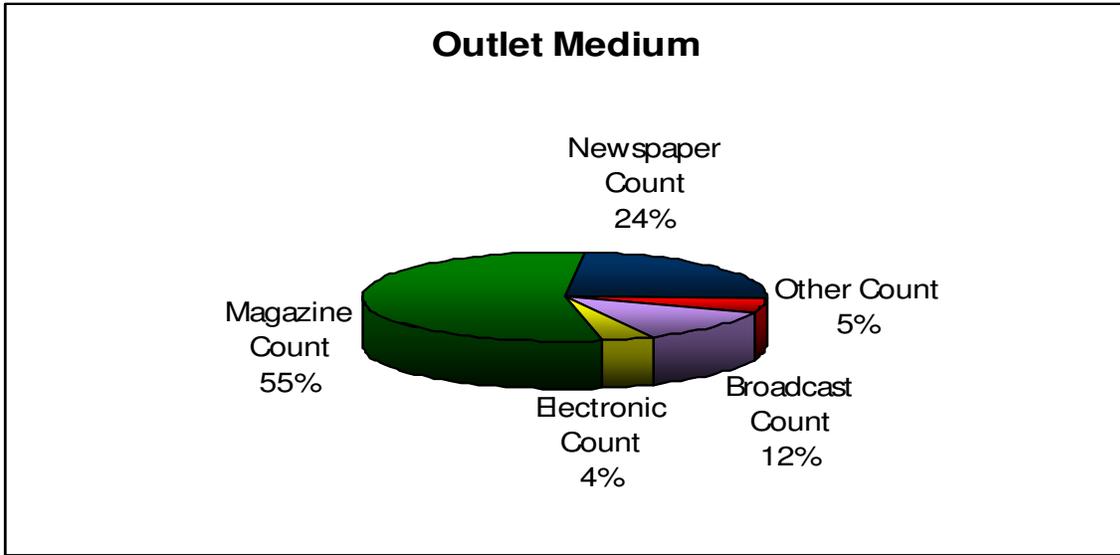
2008 Marketing Activities

Press Releases

We issued one press release per issue of *Weed Technology* in 2008. Each press release highlighted one article from the issue based on Neil's recommendation.

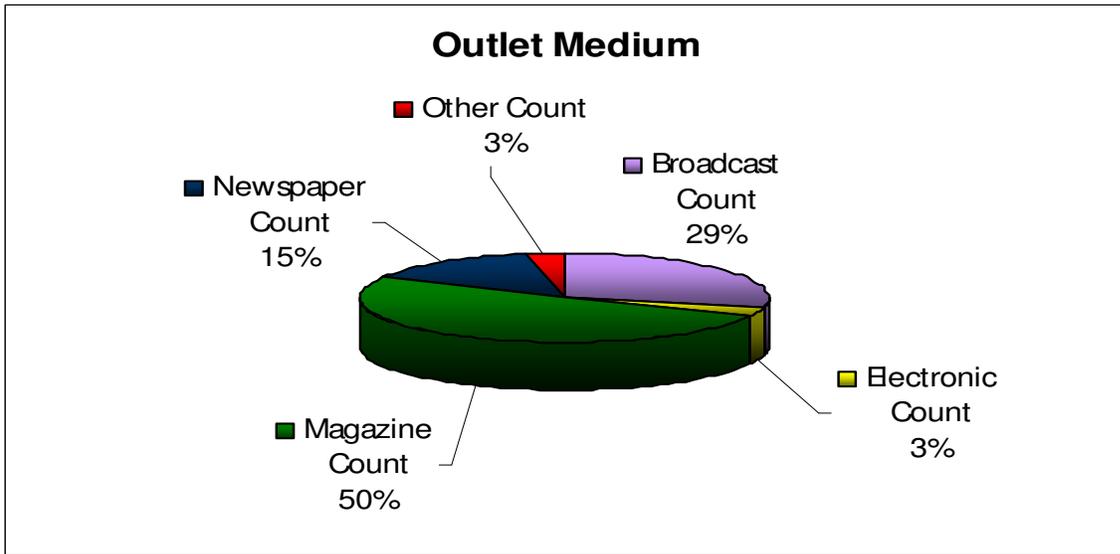
Volume 22, Issue 1:

The press release for issue 22.1 was sent to 1,568 media contacts and featured "Weed Suppression by Canola and Mustard Cultivars" by Hugh J. Beckie. Following is a breakdown of the media outlets.



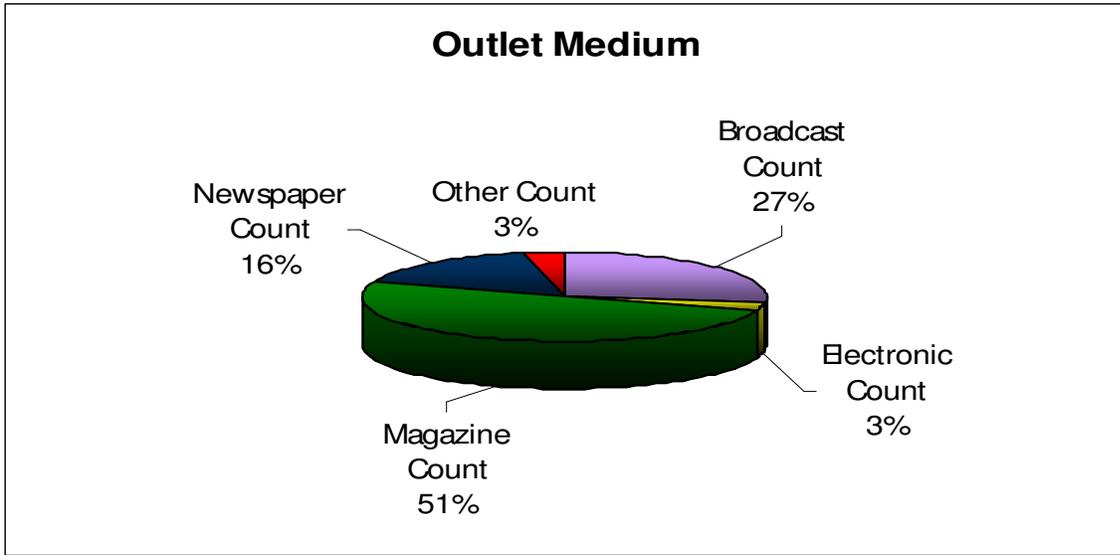
Volume 22, Issue 2

The press release for issue 22.2 was sent to 1,883 media contacts and four articles dealing with different factors that limit development of weed control products for specialty crops. Following is a breakdown of the media outlets.



Volume 22, Issue 3

The press release for issue 22.3 was sent to 1,444 media contacts and featured “Interaction of Glyphosate and Diquat in Ready-to-Use Weed Control Products” by Glen Wehtje, James E . Altland, and Charles H. Gilliam. Following is a breakdown of the media outlets.

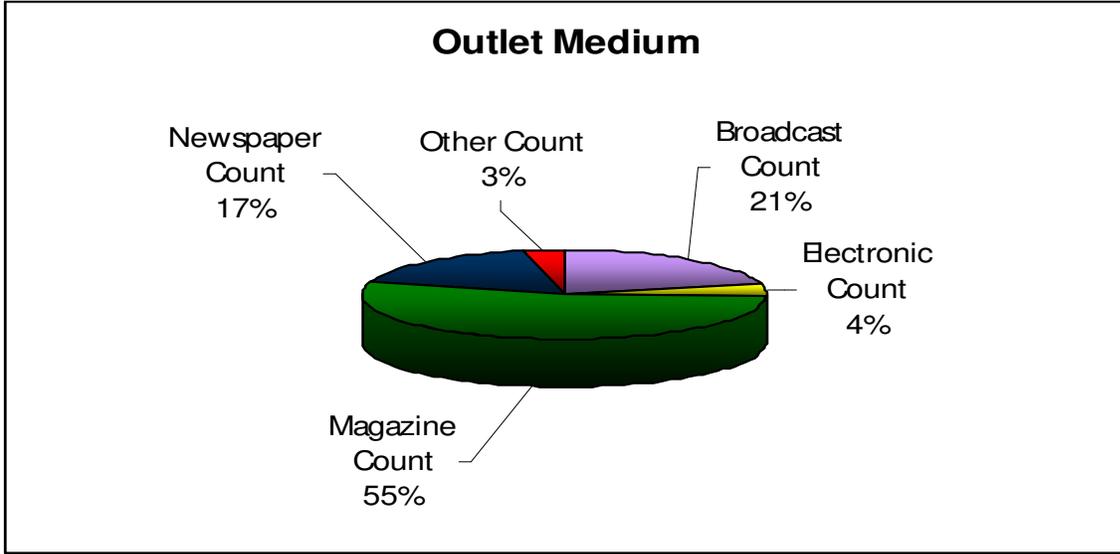


Allen Press also received and forwarded an interview request with the author about this article from KQLX-AM radio in Fargo, ND.

The *WT* article “Weed Resistance Monitoring in the Canadian Prairies” (Beckie et al.) was requested for use in developing an agricultural news story in *The Western Producer*. The *Producer* is Canada's largest agricultural publication, serving more than 60,000 paid subscription readers each week with a newspaper and several specialty agricultural supplements (www.producer.com).

Volume 22, Issue 4:

The press release for issue 22.4 was sent to 1,568 media contacts. The featured article was “Comparison of Threshold Strategies in Tomatoes and Soybean” by Carlos D. Mayen, Kevin D. Gibson, and Stephen C. Weller. Following is a breakdown of the media outlets.



Conference Marketing

Weed Technology was represented at the following conferences in 2008:

Conference	Date	City, State	Number of Attendees
2008 Joint Meeting of the International Grassland Congress and the International Rangeland Congress	June 29- July 5	Hohhut, China (materials sent, no representative)	Over 3,500
Ecological Society of America	Aug. 5-10	Milwaukee, WI	Over 3,300
Geological Society of America	Oct. 5-9	Houston, TX	Over 9,500
Charleston Conference	Nov. 5-8	Charleston, SC	1,200

Weed Technology was advertised in Allen Press's Buyer's Guide. The Buyer's Guide provides current pricing information on the journals to more than 10,000 librarians, consortia, and subscription agents in both print and online.

In 2008, Allen Press implemented a strategic approach to maximize the marketing efforts of all the publications represented by Publishing Services. We plan to continue this initiative in 2009. Some of the activities include:

Multiple-Journal and Free-Trial Offer

We sent a direct-mail piece that offered a discount to librarians for purchasing several journals from the Allen Press collection, as well as offering a 90-day free-trial offer to the online version of the journal. The postcard was mailed to librarians and department heads of institutions. This postcard was created specifically to build subscriptions on the institutional level.

Multiple-Journal and Free-Trial Offer Follow-up Email

This email was a follow up to the direct-mail piece mentioned above and also focused on the volume discounts available. It included a reminder to take advantage of the opportunity for free access to the journals' websites for a three-month period.

Renewal Reminder

In addition to regular renewal efforts, Allen Press is sending a standard-size postcard to institutions with expiring subscriptions as a reminder to renew for 2009.

2009 Marketing Plan

Allen Press will promote *Weed Technology* and the other WSSA journals at several meetings and conferences throughout 2009. Some suitable meetings/conferences are:

- National Invasive Weeds Awareness Week,
- Western Society of Weed Science
- National CWMA Conference
- International Weed Science Society
- Aquatic Plant Management Society
- Ecological Society of America
- Natural Areas Conference

Beginning in late March or early April, we will initiate a lapsed subscriber campaign, whereby we will contact all institutions that subscribed in 2007 and 2008 but have not renewed their subscription.

We will continue our cooperative marketing efforts, offering discounts to libraries that purchase more than one of Allen Press's titles.

We will also continue to distribute Library Recommendation Forms, asking university faculty to request that their institutional libraries order subscriptions to *Weed Technology*.

We have begun several initiatives to increase the online availability of the content as well as increase the number of international subscribers.

Possible Future Journal Changes

The editors and the Allen Press team are reviewing the possibility of increasing font size in abstracts, figure captions and table captions in *Weed Technology* articles.

We are also considering including Spanish abstracts. If approved, *Weed Science* will be the first of the WSSA journals to incorporate this change in 2010. We hope that providing Spanish abstracts will increase journal usage in Latin American countries. If we are successful with *Weed Science*, we plan to make the same change in both *Weed Technology* and *IPSM*.