



## **2010 Allen Press Publishing Services Summary for *Weed Science (WS)***

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

Karen Ridgway, Publisher  
Daniela Bone, Publishing Coordinator

We continuously try to increase readership and visibility of the journals, along with increasing the number of citations and manuscript submissions.

### **Editor Visit**

In July 2009, Bill Vencill visited Allen Press so we could introduce him to the people who help guide the journal through the production process and show him the steps that go into preparing the journal for publication.

### **Manuscript Submission and Peer Review**

In 2009, we began the transition to a new peer review software called PeerTrack. While we have had some issues early on, most have been resolved. The author notification by decision type will be resolved in 2010 when the software is updated, which is expected to occur in May. We have an estimate for the cost of writing new code that will allow the editor and associate editors to list reviewers in order of preference, but this requires further discussion.

### **Change of Frequency / New Cover**

Beginning with issue 58:1, *Weed Science* will be published 4 times per year instead of 6 times. However, we will produce the same number of pages each year that were published in 6 issues. In addition, we redesigned the cover and now have a 4-color cover. The cover image will be different for each issue. A sample copy of the cover is attached.

### **WSSA Logo in Articles**

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. The online version of the article, 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 sample of how the first page looks with the logo.

### Availability of Open Access

As you know, authors may now opt to purchase unlimited online access for their articles. The fees are \$2,000 for members and \$2,500 for non-members. We had one open access article in 2009: "Evolution of Weediness and Invasiveness: Charting the Course for Weed Genomics" (Neal Stewart et al) in issue 57(5). The article was the most frequently accessed online and is at the top of the list of top 5 articles, garnering the most hits last year. So far, in 2010 we have one open access article that will appear in the first issue.

### Color Options

In addition to paying to have their figures printed in color, authors now have the option of having their figures produced in color online but printed in black/white.

We've attached a copy of the revised page charge form that shows the changes described above.

### New Silo Site Platform

In the near future, we will be transitioning the journal site to a new platform called Pinnacle. The 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 news, notes and announcements
- User friendly content management tools, such as
  - Downloading multiple citations
  - Saving favorite articles
  - Saved searches
  - Searching on related content

### Top Cited Articles

Following is a list of top 5 cited articles for 2009. We also show the top cited articles from 2005-2009.

Top 5 Articles, <i>Weed Science</i> , 2009					
Title	Author	Volume	Issue	Hits	Notes
Evolution of Weediness and Invasiveness: Charting the Course for Weed Genomics	Stewart et al	57	5	862	Open Access
Evolution of Glyphosate-Resistant Crop Technology	Green	57	1	265	Press Release
A Decade of Glyphosate-Resistant Lolium around the World: Mechanisms, Genes, Fitness, and Agronomic Management	Preston et al	57	4	263	Press Release
Role of Translocation as A Mechanism of Resistance to Glyphosate	Shaner	57	1	258	
Review: Physiological Approaches to the Improvement of Chemical Control of Japanese Knotweed ( <i>Fallopia japonica</i> )	Bashtanova et al	57	6	246	

**Top 10 Articles, *Weed Science*, 5 Years Combined, 2005--2009**

<b>Title</b>	<b>Author</b>	<b>Volume</b>	<b>Issue</b>	<b>Hits</b>	<b>Notes</b>
Iron antagonism of MSMA herbicide applied to bermudagrass: characterization of the Fe <sup>2+</sup> -MAA complexation reaction	Massey et al	54	1	1562	
Morphological traits and molecular markers for classification of <i>Echinochloa</i> species from Italian rice fields	Tabacchi et al	54	6	1178	
Reproduction of Dandelion ( <i>Taraxacum Officinale</i> ) in a Higher CO <sub>2</sub> Environment	McPeck and Wang	55	4	897	
Estimating hourly incoming solar radiation from limited meteorological data	Spokas and Forcella	54	1	877	
Evolution of Weediness and Invasiveness: Charting the Course for Weed Genomics	Stewart et al	57	5	862	OA
Influence of environmental factors on seed germination and seedling emergence of Oriental mustard ( <i>Sisymbrium orientale</i> )	Chauhan et al	54	6	787	
A History of Weed Control in the United States and Canada	Timmons	53	6	731	
Herbicide effects of essential oils	Tworokoski	50	4	671	
Phytotoxicity of clove oil and its primary constituent eugenol and the role of leaf epicuticular wax in the susceptibility to these essential oils	Bainard et al	54	5	569	
Effect of Adjuvants and Urea Ammonium Nitrate on Bispyribac Efficacy, Absorption, and Translocation in Barnyardgrass ( <i>Echinochloa crus-galli</i> ). I. Efficacy, Rainfastness, and Soil Moisture	Koger et al	55	5	531	

**The Top Referring URLs for 2009:**

- <http://www.google.com>
- <http://www.wssa.net/wssa/pubs/weedsci.htm>
- <http://www.wssa.net/wssa/pubs/weedtech.htm>
- <http://www.wssa.net/wssa/pubs/ipsm.htm>
- <http://wssa.net/wssa/pubs/weedsci.htm>
- <http://scholar.google.com>
- <http://www.wssa.net/>
- <http://www.weblinkvalidator.com/>
- [http://www.acgpublishing.com/dir\\_journals/weedtechnology2.asp](http://www.acgpublishing.com/dir_journals/weedtechnology2.asp)
- <http://wssa.net/wssa/pubs/weedtech.htm>
- <http://ejournals.ebsco.com/journal2.asp?journalid=115008>
- <http://www.wssc.org.cn/>

**The Top 10 Search Phrases for 2009:**

weedy rice  
 drift herbicide  
 herbicide resistance  
 biological control  
 weed science  
 red rice  
 herbicide injury measure  
 race formation  
 integrated weed management  
 safe sites

**The Top 10 Search Words for 2009:**

weed  
 herbicide  
 resistance  
 control  
 glyphosate  
 seed  
 rice  
 competition  
 weeds  
 corn

**Page Budget**

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

	2009	2008	2007	2006
Page budget	1,356	1,322	1,286	1,250
Pages used	712	904	678	1,152
Percent of page budget used	52%	68%	53%	92%
Total # of articles	92	130	99	154
Average # pages in each art.	8	7	7	8

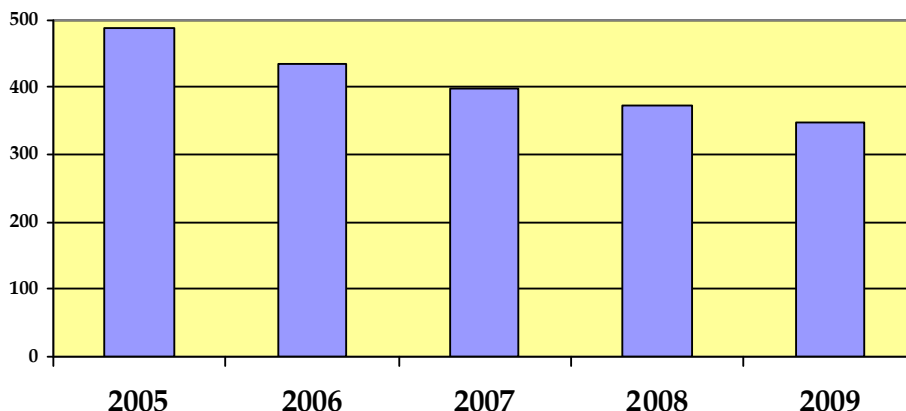
**Subscription Statistics**

As predicted, library subscriptions continue to decrease. Subscriptions decreased by ~7% in 2009. We expect this downward trend to accelerate for the next 1--2 years, after which we hope to see a recovery.

Most of our marketing will focus on keeping existing subscribers and re-signing lapsed libraries. Keep in mind that some of the "lapsed" subscribers actually continue to receive content from an online aggregation, such as BioOne.

The following chart illustrates the annual number of institutional subscribers from 2005 to 2009.

**Total Institutional Subscriptions**



In addition to subscription marketing, we look for appropriate aggregations that will enhance the distribution of *Weed Science* to assure the continued and/or increased use of the content while offering additional online royalty revenue.

#### **Journal Citation Report® Statistics**

The Journal Citation Reports from Thomson-Reuters provide journal statistics, impact factors and rankings. The following is a summary of *Weed Science's* numbers. (The statistics for 2008 are the most recent that are available. The 2009 numbers will be released in June 2010.)

#### **2008 JCR**

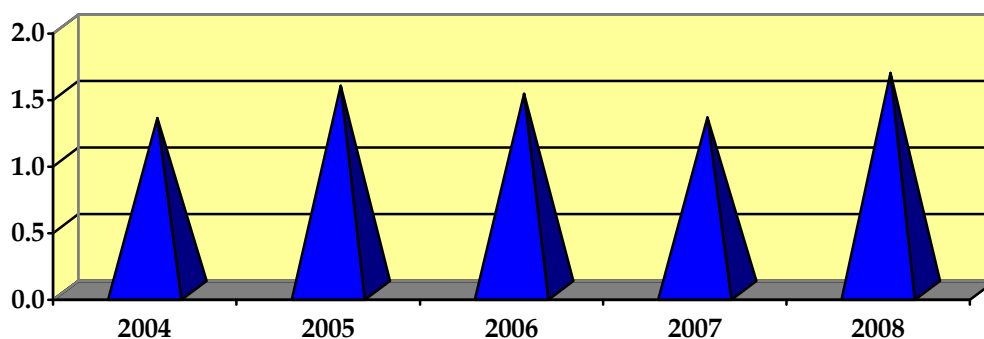
- Impact Factor: 1.631
- Immediacy Index: 0.288
- Total Cites: 3,968
- Number of Articles: 125
- Ranking
  - A. Agronomy
    - Impact Factor: 16/49
    - Immediacy Index: 16/49
  - B. Plant Sciences
    - Impact Factor: 55/153
    - Immediacy Index: 67/154

#### **2007 JCR**

- Impact Factor: 1.299
- Immediacy Index: 0.232
- Total Cites: 3,631
- Number of Articles: 99
- Ranking
  - A. Agronomy
    - Impact Factor: 15/49
    - Immediacy Index: 18/49
  - B. Plant Sciences
    - Impact Factor: 64/152
    - Immediacy Index: 67/147

As you can see, the impact factor shows a good increase, as well as an increase in the immediacy index and the total number of citations.

## Impact Factor



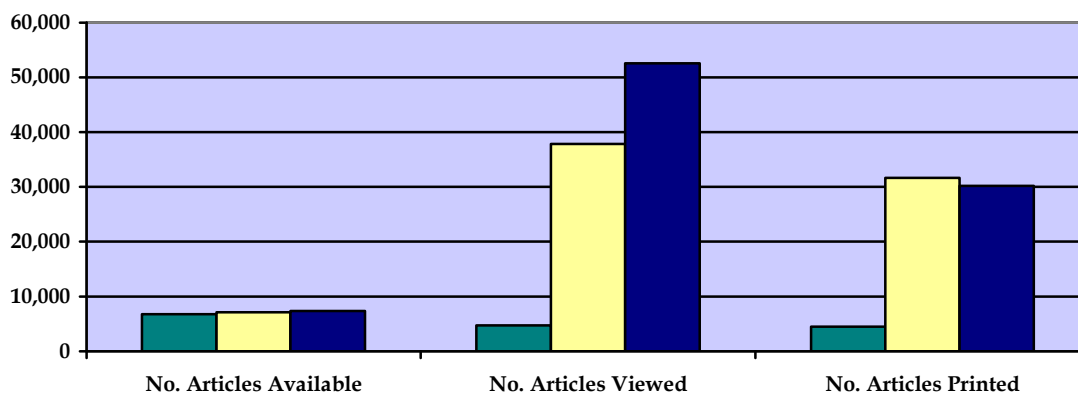
Following is a comparison of impact factor and immediacy index for *Weed Science* and other related journals.

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		

### **JSTOR**

The legacy content of *Weed Science* has been available in JSTOR since 2007. *Weed Science* is included in the Biological Sciences collection in JSTOR.

### JSTOR Article Usage (Weeds and Weed Science combined)



### Most Frequently Viewed Articles in 2009 in JSTOR

Volume: Issue	Date	Article	No. of Times Viewed
43:3	Jul. 1995	"Plant Responses to Light: A Potential Tool for Weed Management," Jodie S. Holt. pp. 474-482	329
27:2	Mar. 1979	"Effect of Photosystem II Inhibitors on Thylakoid Membranes of Two Common Groundsel ( <i>Senecio vulgaris</i> ) Biotypes," S. R. Radosevich; K. E. Steinback; C. J. Arntzen. pp. 216-218	306
48:2	Mar. 2000	"Invasive Weeds in Rangelands: Species, Impacts, and Management," Joseph M. DiTomaso. p. 255-265	273
44:1	Jan. 1996	"The Evolution and Genetics of Herbicide Resistance in Weeds," Marie Jasieniuk; Anita L. Brule-Babel; Ian N. Morrison. pp. 176-193	209
48:1	Jan. 2000	"Interactions between Weeds, Arthropod Pests, and Their Natural Enemies in Managed Ecosystems," Robert F. Norris; Marcos Kogan. pp. 94-158	147

### Content Distribution Initiatives

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

*Weed Science* is currently abstracted or indexed online in:

AgBiotech News and Information, Agricola (Agricultural OnLine Access), Agricultural Engineering Abstracts, Agroforestry Abstracts (Online), BIOBASE, Biocontrol News and Information, Biological Abstracts, Biological & Agricultural Index, BIOSIS Previews, Botanical Pesticides Abstracts, C A B Abstracts, Chemical Abstracts, Crop Physiology Abstracts, Current Abstracts, Current Awareness in Biological Sciences, Current Contents, Derwent Biotechnology Abstracts, EBSCOhost (Environment Complete: TOC Premier), Entomology Abstracts, SCOPUS, Environment Index, Environmental Sciences and Pollution Management, Field Crop Abstracts, Forest Products Abstracts, Forestry Abstracts, Genetics

Abstracts, GEOBASE, GeoRef, Grasslands and Forage Abstracts, H.W. Wilson (Biological & Agricultural Index Plus, Biological & Agricultural Index Plus (Athens Authorization)), Horticultural Science Abstracts, I B Z - Internationale Bibliographie der Geistes- und Sozialwissenschaftlichen Zeitschriftenliteratur, Internationale Bibliographie der Rezensionen Geistes- und Sozialwissenschaftlicher Literatur, Irrigation and Drainage Abstracts, Leisure, Recreation and Tourism Abstracts, Leisure Tourism Database, Maize Abstracts Online, Microbiology Abstracts, Nematological Abstracts, Nucleic Acids Abstracts (Online), Nutrition Abstracts and Reviews, OCLC (Electronic Collections Online), Organic Research Database, Ornamental Horticulture, Pig News & Information, Plant Breeding Abstracts, Plant Genetic Resources Abstracts, Plant Growth Regulator Abstracts, Postharvest News and Information, Potato Abstracts, Poultry Abstracts, Review of Agricultural Entomology & Review of Medical and Veterinary Entomology, Review of Aromatic and Medicinal Plants, Review of Medical and Veterinary Mycology, Review of Plant Pathology, Rice Abstracts, Science Citation Index, Seed Abstracts, Soils and Fertilizers, Soybean Abstracts (Online), Speleological Abstracts, Sugar Industry Abstracts, SwetsWise All Titles, Veterinary Science Database, Virology and AIDS Abstracts, Vitis - Viticulture and Oenology Abstracts (Online), Water Resources Abstracts (Online, Bethesda), Weed Abstracts, Wheat, Barley and Triticale Abstracts, World Agricultural Economics and Rural Sociology Abstracts, Abstracts of Mycology, Index to Scientific Reviews, Personal Alert (E-mail)

## **2009 Marketing Activities**

### ***Press Releases***

We issued a press release for all issues of *Weed Science* during 2009. The following list shows the articles selected for the press releases and how many media contacts received the press release.

Issue	Title	Media Contacts
57.1	Evolution of Glyphosate-Resistant Crop Technology by Green	1,982
57.2	Response of 98140 Corn with <i>gat4621</i> and <i>hra</i> Transgenes to Glyphosate and ALS-Inhibiting Herbicides by Green et al	1,760
57.3	Fire Alters Emergence of Invasive Plant Species from Soil Surface-Deposited Seeds by Vermeire and Rinella	1,637
57.4	A Decade of Glyphosate-Resistant <i>Lolium</i> around the World: Mechanisms, Genes, Fitness, and Agronomic Management by Preston et al	1,638
57.5	Effects of Initial Seed-Bank Density on Weed Seedling Emergence during the Transition to an Organic Feed-Grain Crop Rotation by Smith et al	1,518
57.6	Sampling Weedy and Invasive Plant Populations for Genetic Diversity Analysis by Ward and Jasienuik	1,409



The following are examples of sites that posted a *Weed Science* release, provided a link to the original release or created a news story based on the press release.

Outlet Name	News Headline	Circulation Audience
Corn and Soy Bean Digest	New Generation of Glyphosate Resistance Traits Improves Weed Management	147,000
High Plains Journal	New generation of glyphosate resistance traits improves weed management	52,700
Plant Management Network PMN	New Generation of Glyphosate Resistance Traits Improves Weed Management	N/A
Minnesota Farm Guide	New generation of glyphosate resistance traits improves weed management	26,194
Seed Quest	New generation of glyphosate resistance traits improves weed management	50,000
BARN OnAir & OnLine (Brian Allmer Radio Network)	New corn hybrid gives growers more options for weed control	N/A
Plant Management Network PMN	New Corn Hybrid Gives Growers More Options for Weed Control	40
Midsouth Farmer	New Corn Hybrid Gives Weed Control Options	N/A
High Plains Journal	Fire plays a crucial role in the management of invasive plants	52,700
Plant Management Network PMN	Fire Plays a Crucial Role in The Management of Invasive Plants	40
Norfolk Daily News	Prescribed burns crucial in invasive species management	16,492
BARN OnAir & OnLine (Brian Allmer Radio Network)	*WEED SCIENCE* Is management of glyphosate-resistant ...	N/A
Southwest Farm Press	Is management of glyphosate-resistant ryegrass a possibility?	32,100
Plant Management Network PMN	Weed Management Strategies May Ease Transition to Organic Farming	40
BARN OnAir & OnLine (Brian Allmer Radio Network)	Sampling design can determine the value of plant genetic diversity studies...	N/A

### *Conference Marketing*

*Weed Science* was represented at the following conferences in 2009. At the conferences, we displayed copies of the journal and handed out membership/subscription brochures.

Conference	Date	City, State	Number of Attendees
Kansas Library Association and Mountain Plains Association	April 1-3	Wichita, KS	1,000
Association College and Research Libraries	March 12-15	Seattle, WA	3,000
Special Libraries Association	June 14-17	Washington, DC	4,000
Ecological Society of America	August 2-7	Albuquerque, NM	3,500

*Weed Science* 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.

### *Lapsed Subscriber Campaign*

In October, we distributed an email to faculty at institutions who had not renewed their subscription. The email can be viewed at:

<https://app.e2ma.net/app/view:CampaignPublic/id:25123.2517276545/rid:f0c73d841265cb612eea5fa1f2e088a1>

This email was sent to 117 faculty members at 40 different institutions, encouraging 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 four of the *Weed Science* renewals to the email we sent out.

### *Renewal Letter*

We sent a letter to all current *Weed Science* subscribers explaining that the journal would now be published four times a year but is maintaining the same number of pages that appeared in 6 issues. The letter also included a special offer for those institutions that opted to renew before Dec. 31, 2009.