



## **2010 Allen Press Publishing Services Summary** *Weed Technology (WT)*

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.

### **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.

### **Spanish Abstracts**

Beginning with issue 24(1), *Weed Technology* will be the first of the WSSA journals to feature Spanish abstracts in 2010. We hope that providing Spanish abstracts will increase journal usage and visibility in Latin American countries. We'll be monitoring website usage, institutional subscriptions and submissions from Spanish speaking countries to gauge our success.

### **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. In the online version, 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 and Spanish abstract.

### **Availability of Open Access**

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. As you probably know, when an author selects open access, the article is available to anyone who has internet access. There are no restrictions on who can read and cite the article. No WT authors purchased open access in 2009. However,

one *Weed Science* author opted for OA and his article was the most frequently accessed in 2009 for that journal.

### **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 journal and 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 cited articles for 2009. We also show the top cited articles from 2005-2009.

<b>Top Articles, Weed Technology, 2009</b>				
<b>Title</b>	<b>Author</b>	<b>Vol.</b>	<b>Issue</b>	<b>Hits</b>
Adjuvants Influenced Saflufenacil Efficacy on Fall-Emerging Weeds	Knezevic et al	23	3	464
Selective Nimblewill ( <i>Muhlenbergia Schreberi</i> ) Control in Cool-Season Turfgrass	Willis et al	21	4	462
Dose Responses of Five Broadleaf Weeds to Saflufenacil	Geier et al	23	2	448
Efficacy Comparison of Some New Natural-Product Herbicides for Weed Control at Two Growth Stages	Abouzienna et al	23	3	430
Herbicidal Effects of Vinegar and a Clove Oil Product on Redroot Pigweed ( <i>Amaranthus retroflexus</i> ) and Velvetleaf <i>Abutilon theophrasti</i> )	Evans et al	23	2	326

**Top Articles, Weed Technology, 5 Years Combined, 2005--2009**

<b>Title</b>	<b>Author</b>	<b>Vol.</b>	<b>Issue</b>	<b>Hits</b>
The Role of Alien and Native Weeds in the Deterioration of Archaeological Remains in Italy	Celesti-Grapow and Blasi	18	5	1111
Wild Parsnip ( <i>Pastinaca Sativa</i> ): A Troublesome Species of Increasing Concern	Averill and DiTommaso	21	1	869
Tree Growth, Fruit Size, and Yield Response of Mature Peach to Weed-Free Intervals	MacRae et al	21	1	586
Impact of Invasive Plants on the Structure and Composition of Natural Vegetation of Northwestern Indian Himalayas	Kohli et al	18	5	533
Review of Glyphosate and Als-inhibiting Herbicide Crop Resistance and Resistant Weed Management	Green	21	2	521
Star-of-Bethlehem ( <i>Ornithogalum umbellatum</i> ) Control with Postemergence Herbicides in Dormant Bermudagrass ( <i>Cynodon dactylon</i> ) Turf	Main et al	18	4	488
Assessing the Economic, Environmental, and Societal Losses from Invasive Plants on Rangeland and Wildlands	Duncan et al	18	5	484
Strategies to Convert Exotic Grass Pastures to Tall Grass Prairie Communities	Barnes	18	5	477
Adjuvants Influenced Saflufenacil Efficacy on Fall-Emerging Weeds	Knezevic et al	23	3	464
Selective Nimblewill ( <i>Muhlenbergia Schreberi</i> ) Control in Cool-Season Turfgrass	Willis et al	21	4	462

**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 Technology* since 2005.

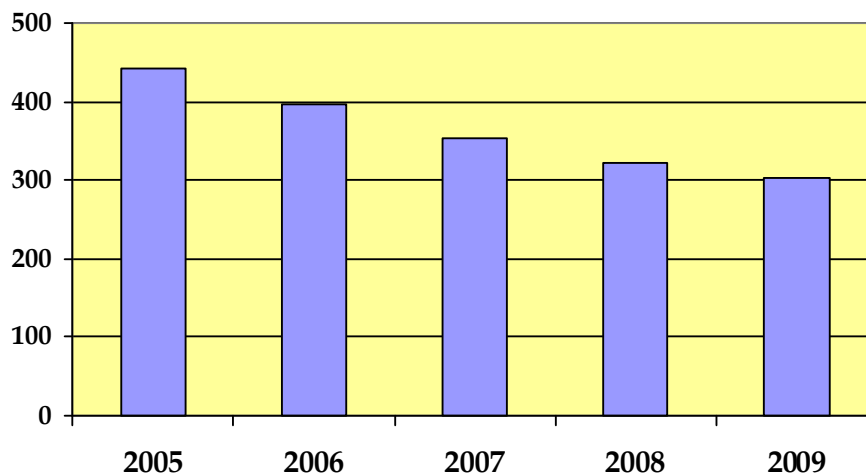
	2009	2008	2007	2006	2005
Page budget	1220	1188	1156	1125	
Pages used	636	750	1114	1084	1080
Percent of page budget used	52%	63%	96%	96%	
Total # of articles	103	126	185	153	158
Average # pages in each art.	6	6	6	7	7

### Subscription Statistics

As predicted, library subscriptions continue to decrease. *Weed Technology* subscriptions decreased only 5.6% this year, less than we expected considering the economy and its impact on university budgets. 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 total annual institutional subscriber statistics from 2005 to 2009:



In addition to our subscription marketing, we also look for appropriate aggregations that will enhance the distribution of *Weed Technology* 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 Technology's* numbers. The statistics for 2008 are the most recent that are available. The 2009 numbers will be released in June 2010.

#### 2008 JCR

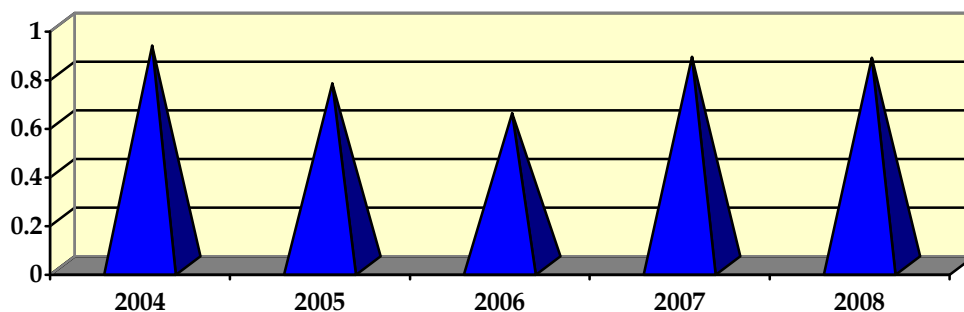
- Impact Factor: 0.854
- Immediacy Index: 0.153
- Total Cites: 2,476
- Number of Articles: 124
- Ranking
  - A. Agronomy
    - Impact Factor: 28/49
    - Immediacy Index: 34/49
  - B. Plant Sciences
    - Impact Factor: 93/153
    - Immediacy Index: 94/154

#### 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

As you can see, the impact factor is nearly the same as 2007, but the immediacy index and total number of citations have increased.

**Impact Factor**



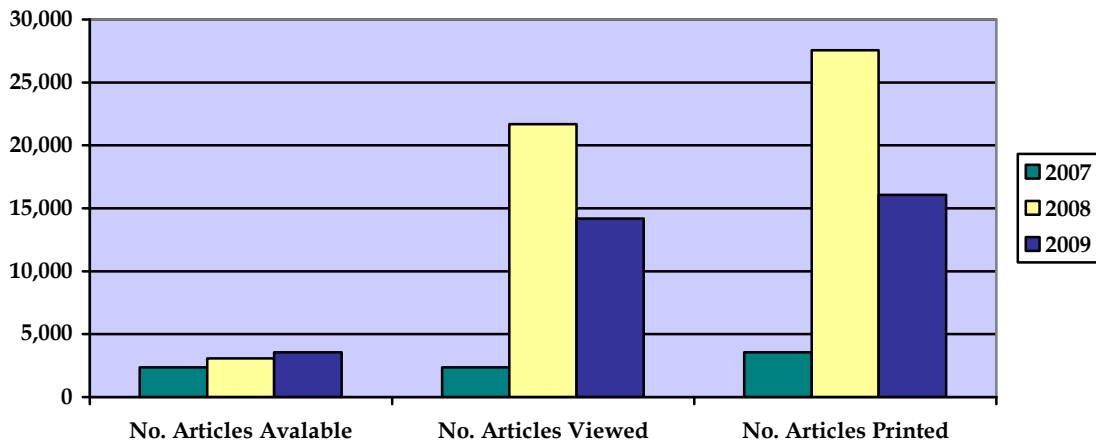
Following is a comparison of impact factors for *Weed Technology* and other related journals.

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
<b>Weed Technology</b>	<b>0.854</b>	<b>0.858</b>	<b>0.626</b>	<b>0.749</b>	<b>0.904</b>		<b>0.153</b>	<b>0.038</b>	<b>0.052</b>	<b>0.121</b>	<b>0.053</b>
Weed Biology and Management	0.690	0.382	n/a				0.025	0.059	n/a		

### JSTOR

In October 2007, all the content from Volumes 1 through 21 of *Weed Technology* was added to the Biological Sciences and Botany & Plant Sciences collections 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 Article Usage



### Most Frequently Viewed JSTOR Articles

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	582
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	482
12:2	Apr. 1998	"Impact, Biology, and Ecology of Saltcedar (Tamarix spp.) in the Southwestern United States." Joseph M. Di Tomaso. pp. 326-336	288
10:2	Apr. 1996	"Weed Control for the Preservation of Biological Diversity." John M. Randall. pp. 370-383	264
18: Invasive Weed Symposium	2004	"Biology of Pathways for Invasive Weeds." Charles T. Bryson; Richard Carter. pp. 1216-1220	244

#### **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.

WT is currently abstracted or indexed in:

AgBiotech News and Information, Agricola (Agricultural OnLine Access), Agricultural Engineering Abstracts, Agroforestry Abstracts (Online), Animal Breeding Abstracts, BIOBASE, Biocontrol News and Information, Biological Abstracts, BIOSIS Previews, Botanical Pesticides Abstracts, C A B Abstracts, Chemical Abstracts, Crop Physiology Abstracts, Current Abstracts, Current Awareness in Biological Sciences, Current Contents, Dairy Science Abstracts, Derwent Biotechnology Abstracts, EBSCOhost: Environment Complete, TOC Premier, Environment Index, SCOPUS, Environmental Sciences and Pollution Management, Field Crop Abstracts, Forest Products Abstracts, Forestry Abstracts, GEOBASE, GeoRef, Global Health, Grasslands and Forage Abstracts, Horticultural Science Abstracts, Irrigation and Drainage Abstracts, Leisure, Recreation and Tourism Abstracts, Leisure Tourism Database, Maize Abstracts Online, Nematological Abstracts, 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, 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, Rural Development Abstracts, Science Citation Index, Seed Abstracts, Soils and Fertilizers, Soybean Abstracts (Online), Speleological Abstracts, Sugar Industry Abstracts, SwetsWise All Titles, Veterinary Science Database, 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, and Abstracts of Mycology.

## 2009 Marketing Activities

### *Press Releases*

We issued one press release for each issue of *Weed Technology* in 2009. Following shows the articles highlighted in the press release and the number of media contacts that received the release.

Issue	Title	Media Contacts
23.1	U.S. Grower Views on Problematic Weeds and Changes in Weed Pressure in Glyphosate-Resistant Corn, Cotton, and Soybean Cropping Systems by Kruger et al	1,587
23.2	U.S. Farmer Awareness of Glyphosate-Resistant Weeds and Resistance Management Strategies by Johnson et al	1,259
23.3	Selecting for Weed Resistance: Herbicide Rotation and Mixture by Beckie and Reboud	1,517
23.4	Seeding Rate Effects on Weed Control and Yield for Organic Soybean ( <i>Glycine max</i> ) Production by Place et al	1,165

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

Outlet Name	News Headline	Circulation Audience
Southwest Farm Press	Grower survey confirms need for more innovative weed management systems	32,100
High Plains Journal	Grower survey confirms need for more innovative weed management systems	52,700
Missouri Ruralist	Grower Survey Confirms Need for Innovative Weed Control Systems	29,153
The Peanut Grower	Survey Confirms Need For Innovative Weed Management	15,063
Soybean South	Survey confirms need for innovative weed management	N/A
Farm and Dairy	Farmers can't ignore the threat of glyphosate-resistant weeds	35,000
The Corn & Soybean Digest	You Can't Afford to Ignore the Threat of Glyphosate Resistance	147,000
Plant Management Network International	Farmers Cannot Afford to Ignore the Threat of Glyphosate-Resistant Weeds	40
Canadian Cattleman	Tank-mix trumps rotation against resistant weeds	30,500
AgProfessional	Resisting Resistance: Mixtures or Rotations?	23,029
CropLife	Resistance Debate: Mixtures Or Rotations?	21,463



No-Till Farmer	Resisting Resistance May Be Better With Mixtures	7,000
Today's Farmer	Meeting the demand for organic grains: Planting more seeds means fewer weeds	17,000
BARN OnAir & OnLine (Brian Allmer Radio Network)	<u>Meeting the demand for organic grains: Planting more seeds means fewer weeds...</u>	N/A
Plant Management Network International	Meeting the Demand for Organic Grains: Planting More Seeds Means Fewer Weeds	40
AgWeb.com (powered by Farm Journal)	Planting More Seeds Means Fewer Weeds	1,730
The Oberlin News Tribune	Meeting the demand for organic grains: Planting more seeds means fewer weeds	10,850

### **Conference Marketing**

*Weed Technology* was represented at the following conferences in 2009. At the meetings, 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 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.

### **Lapsed Subscriber Campaign**

In October, we distributed an email to faculty at institutions who had not renewed their subscription to *Weed Technology*. 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 received	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 Technology* renewals to the email we sent out.