



2008 Allen Press Publishing Services Summary for *Weed Science (WS)*

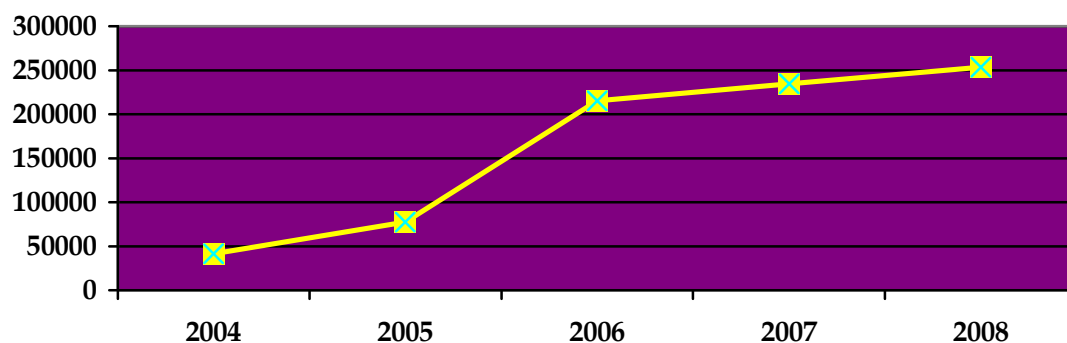
I am pleased to provide you with a report of our activities following our third year of cooperative publishing.

Karen Ridgway

Growth of Readership

One of our top objectives is to increase the readership and content distribution of the journal. In 2008, online usage increased approximately 8%.

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/journal2.asp?journalid=115008>

The Top 10 Search Phrases for 2008:

avena fatua
cirsium arvense
hordeum vulgar
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 Article Each Month:

January: Issue 54.6 Influence of environmental factors on seed germination and seedling emergence of Oriental mustard (*Sisymbrium orientale*)
February: 51.4 Pesticide metabolism in plants and microorganisms
March: 55.4 Reproduction of Dandelion (*Taraxacum Officinale*) in a Higher Co₂ Environment
April: 54.1 Emergence timing and control of dandelion (*Taraxacum officinale*) in spring wheat
May: 50.4 Herbicide effects of essential oils
June: 54.1 Iron antagonism of MSMA herbicide applied to bermudagrass: characterization of the Fe²⁺-MAA complexation reaction
July and August: 56.4 Amino Acid Substitutions in the Acetolactate Synthase Gene of Red Rice (*Oryza sativa*) Confer Resistance to Imazethapyr
September and October: 56.5 Importance of the P106S Target-Site Mutation in Conferring Resistance to Glyphosate in a Goosegrass (*Eleusine indica*) Population from the Philippines
November and December: 52.2 Temperature effects on germination of nine *Amaranthus* species

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	2005
Page budget	1,356	1,322	1,286	1,250	
Pages used		904	678	1,152	946
Percent of page budget used		68%	53%	92%	
Total # of articles		130	99	154	121
Average # pages in each art.		7	7	8	8

Editorial 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 Science* 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, we plan to make the same change in the other WSSA journals.

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 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.

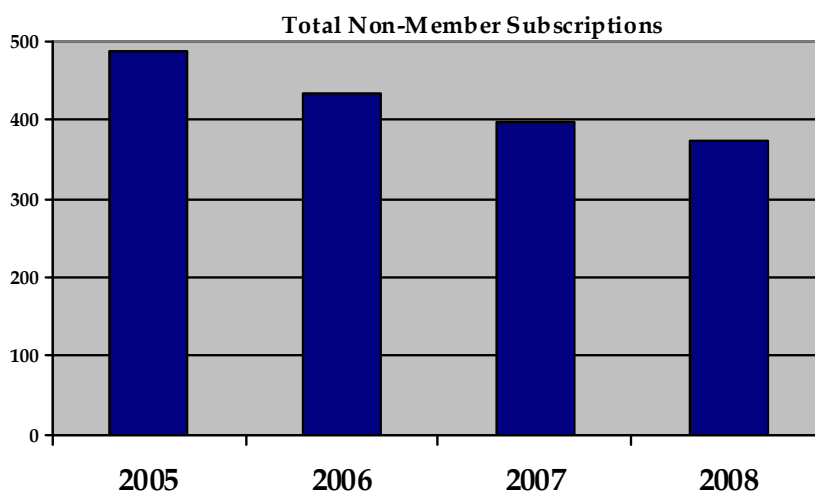
Content Distribution Initiatives

Weed Science is currently abstracted or indexed online 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.

Subscription Statistics

The following chart illustrates the annual number of subscribers 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 Science* and the other WSSA journals to assure the continued and/or increased use of the content while offering royalty revenue. In addition, we have increased our activities to promote *Weed Science* 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. The following is a summary of *Weed Science*'s numbers. (The statistics for 2007 are the most recent that are available. The 2008 numbers will be released in June 2009.)

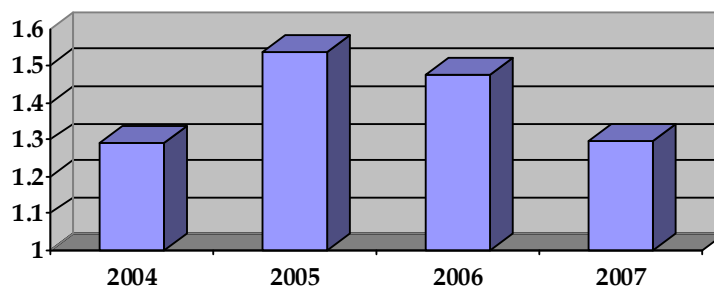
2007 JCR

- Impact Factor: 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

2006 JCR

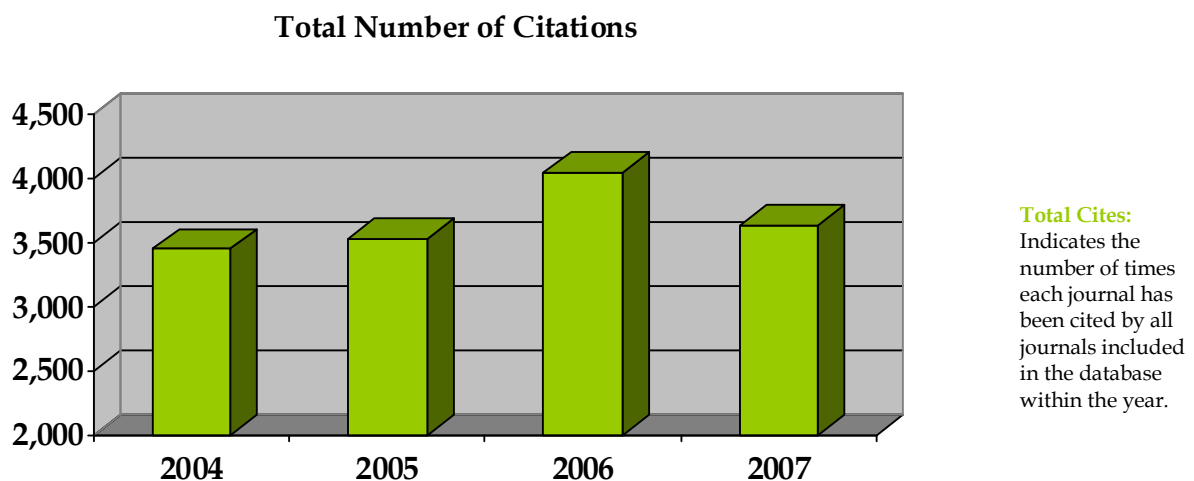
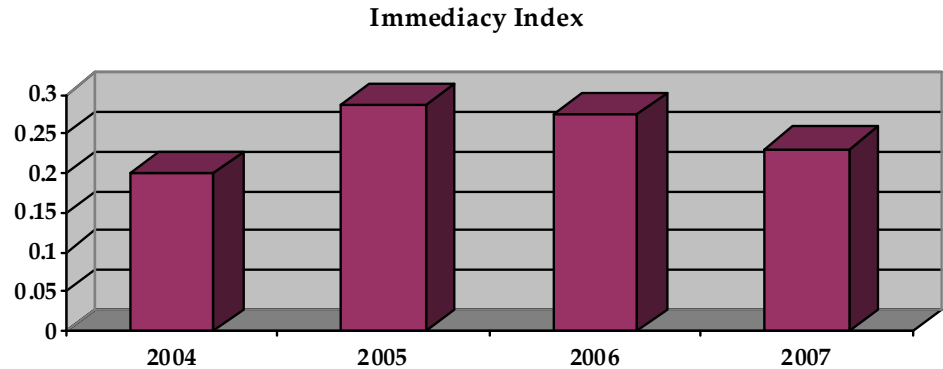
- Impact Factor: 1.476
- Immediacy Index: 0.275
- Total Cites: 4,044
- Number of Articles: 153
- Ranking
 - A. Agronomy
 - Impact Factor: 10/49
 - Immediacy Index: 8/46
 - B. Plant Sciences
 - Impact Factor: 50/146
 - Immediacy Index: 49/144

Impact Factor



Impact Factor: A measure of the frequency with which the "average article" in a journal has been cited in a particular year. It is calculated by dividing the number of current citations to articles published in the two previous years by the total number of articles published in the two previous years. It is a tool that is used to help evaluate a journal's relative importance.

Immediacy Index: A measure of how quickly the “average article” in a journal is cited. The immediacy index will tell how often articles published in a journal are cited within the same year.



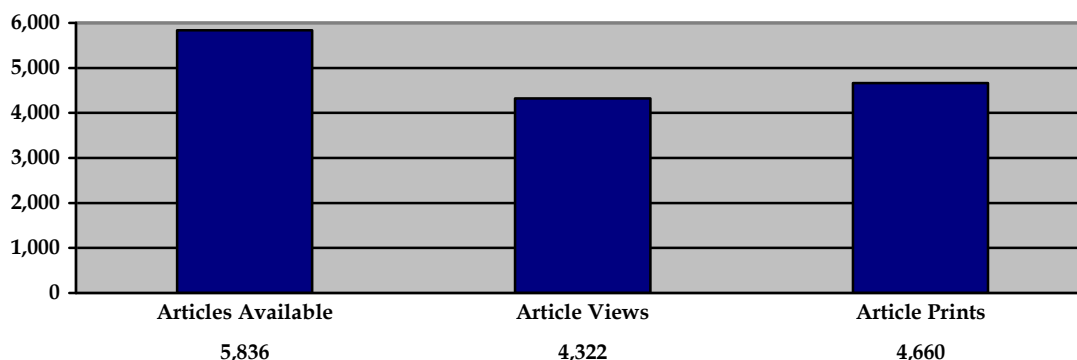
It is up to the editor and editorial board to make sure authors are using strong key words. We are trying to help by monitoring competing journals and will develop a list of “hot button” words that are being used as key words in other publication.

Many of our promotional activities in 2009 will be centered around increasing the number of citations and other measures which will increase the journal’s JCR statistics and impact factor.

JSTOR

The legacy content of *Weed Science* is available in JSTOR since 2007. All WSSA members have access to the JSTOR archive of *Weeds*, *Weed Science* and *Weed Technology*. *Weed Science* is included in the Biological Sciences and Botany & Plant Sciences categories in JSTOR.

Weed Science Article Usage in 2008 in JSTOR



Most Frequently Viewed Articles in 2008 in JSTOR

Volume/ Issue	Date	Article	No. of Times Viewed
43:3	Jul. 1995	"Plant Responses to Light: A Potential Tool for Weed Management", by Jodie S. Holt. pp. 474-482	316
46:6	Nov. 1998	"Weed Ecology and Ethics", Steven Radosevich. pp. 642-646	217
31:3	May 1983	"Plant Growth Response to Several Allelopathic Chemicals", Nancy L. Shettel; Nelson E. Balke. pp. 293-298	210
48:1	Jan. 2000	"Interactions between Weeds, Arthropod Pests, and Their Natural Enemies in Managed Ecosystems", Robert F. Norris; Marcos Kogan. pp. 94-158	186
46:6	Nov. 1998	"Ethics in Weed Science", Robert L. Zimdahl. pp. 636-639	184

2008 Marketing Activities

Press Releases

We issued a press release for most issues of *Weed Science* during 2008. The following list shows the articles selected for the press releases and how many media contacts received the press release.

Volume 56, Issue 2

Suppression of Powell Amaranth (*Amaranthus powellii*), Shepherd's-Purse (*Capsella bursa-pastoris*), and Corn Chamomile (*Anthemis arvensis*) by Buckwheat Residues: Role of Nitrogen and Fungal Pathogens by Virender Kumar et al. The press release was sent to 2,125 media contacts.

Volume 56, Issue 3

Genetic Variation in Invasive Populations of Yellow Toadflax (*Linaria vulgaris*) in the Western United States by Sarah M. Wood, et al. The press release was sent to 994 media contacts.

Volume 56, Issue 4

Ozone Enhances Adaptive Benefit of Glyphosate Resistance in Horseweed by D. A. Grantz, A. Shrestha, and H-B. Vu. The press release was sent to 994 media contacts.

Volume 56, Issue 5

Chemical and Physical Defense of Weed Seeds in Relation to Soil Seedbank Persistence by Adam S. Davis, et al. The press release was sent to 1,459 media contacts.

Volume 56, Issue 6

Acetolactate Synthase Target-Site Mutations and Single Nucleotide Polymorphism Genotyping in ALS-Resistant Kochia (*Kochia scoparia*) by Suzanne I. Warwick, et al. The press release was sent to 1,488 media contacts.

Conference Marketing

Weed Science 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 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.

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 Science* 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 Science*.

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