



**Library Connect**  
Partnering with the Library Community

# Journal Publishing at Elsevier: Facilitating Communication, Creating Community

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What's journal publishing really about? Certainly it's about a process, a well-established formalized system for communicating research results. But it's not just about systems and technology. Most importantly, it's about people and relationships.

Journal publishing has stood the test of time since at least the mid-17th century when Denis de Sallo founded the *Journal des Sçavans* and Henry Oldenburg founded the journal *Philosophical Transactions*. What has made journal publishing truly valuable and enduring is human communication, the comments and ideas exchanged between authors, editors, reviewers and publishers.

Ultimately, journal publishing cannot be a purely mechanical exercise. To ensure research articles deliver high-quality information and serve as building blocks for intellectual advancement and scientific discovery, researchers must submit their work to trusted and reputable journals which bring together experts – editors, advisory boards and reviewers – to see and comment on the work. To ensure we collectively achieve excellence and advancement, authors, reviewers and editors must deliberate and communicate regarding submitted papers and so improve their final versions, and publishers must ensure that high-quality literature is published and preserved for the future.

As we publish journals, Elsevier provides the following valuable functions – unchanged since the days of Sallo and Oldenburg:

- Registration: Date-stamping the research of a particular author to establish precedence
- Peer review: Employing a wholly independent peer-review process
- Dissemination: Broadcasting authors' claims to peers and the media
- Archival record: Establishing a permanent record of authors' findings

While providing the four core services traditionally associated with scholarly publishing, Elsevier also offers value-adding services – especially relating to our electronic products. Today these services include helping define new disciplines and providing forums for their debate and discourse; establishing and actively managing editorial boards; and investing in new technologies and partnerships that make new and archived research more accessible to a broad range of users.

Whether we're discussing the core functions or the value-adding services of journal publishing, we can see that people and relationships are at the heart of the enterprise. Through dialog and collaboration, authors, editors and reviewers working with Elsevier help us ensure the integrity of content we publish, encourage and introduce innovation, and guard our collective intellectual heritage.

In this fast-changing world, no one can rest on what has been accomplished thus far. Elsevier will continue to listen, learn, test and adapt to meet the changing needs of our customers and the scholarly and scientific communities we serve.

If you're considering publishing with Elsevier, I hope this pamphlet provides useful information. If you're already among librarians, authors, reviewers and editors working with Elsevier, I thank you for your confidence in our company and invite your input on how we can serve you better.

My appreciation to all colleagues who've contributed to this pamphlet.

Kind regards,



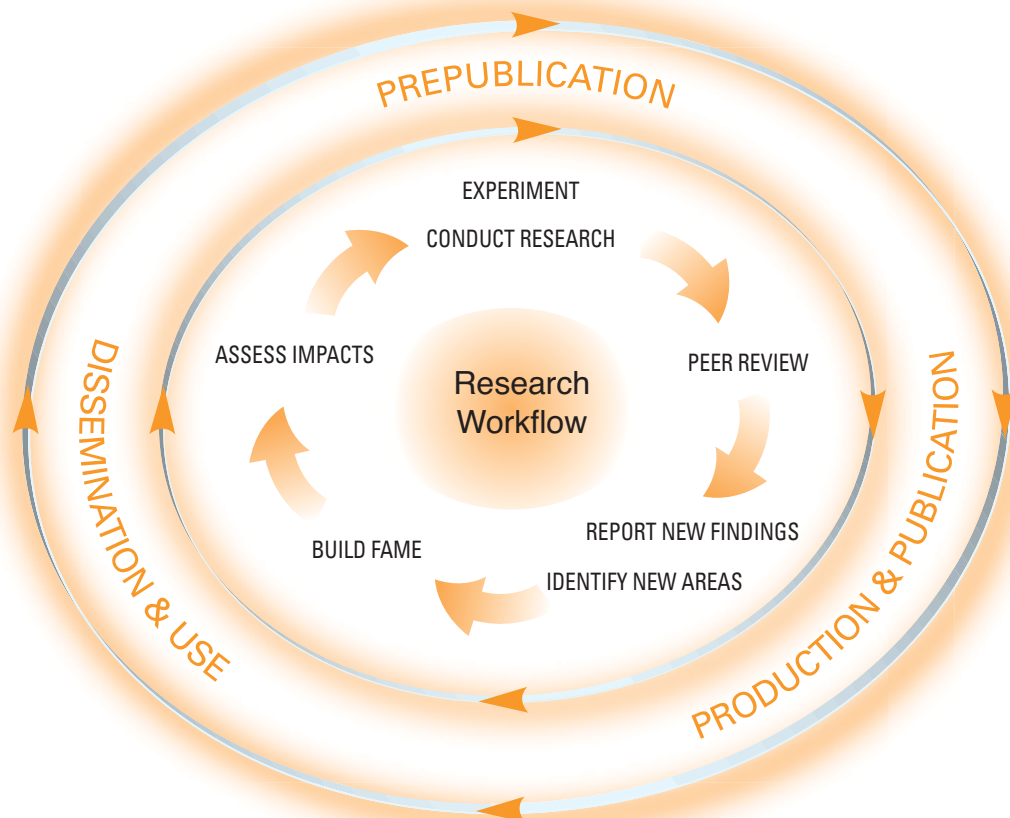
Mayur Amin, Senior Vice President, Global Academic & Customer Relations Department, Elsevier, Oxford, UK



Mayur Amin

**Mayur Amin**, who heads the Research & Academic Relations team within Elsevier's Global Academic & Customer Relations Department, has been involved in the scientific, technical and medical (STM) publishing industry for over 25 years. In that time he has been involved in managing publishing programs and has led new technology experiments. Over the past 15 years, Mayur has developed a research group dedicated, among other efforts, to identifying and understanding the needs and views of customers.

Journal publishing isn't linear, but rather a cycle facilitating communication, creating community and feeding continuous discovery and achievement.



## A Snapshot of the Journal Publishing Process

At Elsevier, the journal publishing process involves three phases:

- Prepublication
- Production and publication
- Dissemination and use

During all the phases, a commitment to enhancing and speeding the research workflow is evident. Journal authors, editors and reviewers working with Elsevier benefit from products and services that not only deliver value but are integrated into the evolving research workflow and publishing process.

Also notable is the role of technology innovation during all the phases. Like other major journal publishers over the past decade, Elsevier has invested heavily in technology while migrating from the print world to the digital world. And through participating in wide-ranging partnerships, Elsevier has been able to use technology innovations to benefit our customers as well as the scientific community as a whole. For more details on our technology innovations and partnerships, see pages 12–13. [LC](#)

## Preparation, Submission and Peer Review of Articles

Research itself comprises the starting point for production of scholarly articles. Once research and experiments have been performed and findings determined, researchers write formal articles to present the results of their investigation.

### Searching the Literature and Writing Papers

A key element of production of scholarly articles is searching the literature to identify important articles previously published on related topics. Searchable databases (e.g., Scopus) of journal articles that are abstracted and indexed to improve the specificity of results and provide abstracts of published articles to the researcher support this process. Fulltext databases (e.g., ScienceDirect) allow the researcher then to access the fulltext of specific articles.

Some literature searches find hundreds of articles that researchers need to consider while writing their papers. Extracting the bibliographic information to reference these articles would take large amounts of time. Functionality to export citations in user-definable formats including ASCII and RIS (for Reference Manager, ProCite and EndNote) assists in creating citations and bibliographies.

### Selecting and Submitting to Journals

Before or after writing their papers, authors select journals to submit their papers to. Once an author has selected a target journal, he or she needs to make sure the paper and any accompanying images, tables or other kinds of supplementary data are formatted properly. Authors need to check publishers' "guides for authors" for precise instructions on what to submit and how.

Many publishers now use automated electronic systems facilitating submission of papers to journals. Since 2003, the Elsevier Editorial System has been facilitating article submission for a growing number of journals on ScienceDirect. Out of the over 2,000 journals published on ScienceDirect, close to 1,400 use EES. Authors wishing to be published in these journals can now submit their papers, along with supplementary data, to journal editorial offices and find guides for authors by clicking on "Submit your article" on the journals' pages on [www.elsevier.com](http://www.elsevier.com).

### Organization of Journal Editorial Offices

Once it's in the submission system, a paper next reaches a journal's editorial office. For many journals, Elsevier provides in-house editorial support with dedicated staff responsible for ongoing contact with journal editors-in-chief and all administrative coordination of the review process. Each journal also has the support of a publishing editor, who assists an editor-in-chief with managing her or his journal and confers with the journal's editorial board regarding publication strategy. The publishing editor also provides business support, often involving organizing payment (honoraria) for

## QUICK FACTS

### Elsevier Editorial System

- Provides:
  - Customized interface for each participating journal
  - Up-to-date information on article status for authors, editors and reviewers
  - Decreased transfer time between authors, editors, reviewers and production staff
  - Online administrative assistance for editors worldwide
  - Tutorials and access to helpdesks 24/7
- Rollout commenced in 2003.
- Close to 1,400 journals are already using the system.
- Across journals using EES since its launch, the time needed for reviewers to assess papers has been reduced significantly – in some cases by more than 50%.
- In cases where EES has been used for at least one year, the editorial process from submission to publication has been reduced by an average of nine weeks.

 online ELSEVIER EDITORIAL SYSTEM


the editor, arranging advertising and commercial supplements, and managing the size and expansion of the journal. The publishing editor arranges and supports editorial board meetings (often on an annual basis).

For other journals, Elsevier supports external editorial offices and sometimes covers operational costs including IT equipment, office rental and support staff salaries.

### Peer Review

After a paper has been submitted to a peer-reviewed journal, its editor selects reviewers to review the article. Elsevier facilitates this process through the Elsevier Editorial System. EES provides classification functionality, assisting editors to find appropriate reviewers already listed in the EES reviewer database, as well as Web-based reminder functionality, automatically notifying editors when actions are needed (e.g., when all reviewers' reports have been returned).

To further support editors and reviewers, Elsevier provides them with access to Scopus, which is available from within EES. Scopus, the world's largest abstract and citation database of peer-reviewed literature and high-quality Web sources, can assist in locating reviewers, checking citations in papers and assessing the quality of an author's work. As of September 2007, Elsevier is also providing editors and reviewers with fulltext access to ScienceDirect.

Once peer review has been completed, a paper is accepted or rejected, or sent back to the author for revision. In the majority of cases, authors are provided with comments and asked to revise their papers. Once an editor decides whether to accept or reject a paper, the decision is transmitted through the same system – EES. If accepted, the paper is then passed to Elsevier staff who start the formal process leading to the paper's production as a published article. 

"I just want to say that the Online Submission tool is an excellent system, and from the many positive comments we have received from authors and reviewers, it is by far superior to other systems being used."

— **Betty Schiefelbein**, Managing Editor,  
*Remote Sensing of Environment*



The Elsevier Editorial System interface takes users right into Scopus at [www.scopus.com](http://www.scopus.com)

By Ellen Raphael, Head of Programmes, Sense About Science, London, UK

“Magnetic bandages can help wounds heal faster.”

“Mobile phones can cut a man’s fertility by a third.”

These are among questionable science claims we encounter daily from newspapers, the Internet and radio and television programs. The immense volume of information available today brings an unprecedented potential for public confusion. With greater understanding of the peer-review process, which is rarely shared with the public, we can start to sift through massive amounts of material and begin to distinguish good science from flawed science and conjecture.

Scientists say that if they didn’t have peer review they would have to invent it. In fact, a scientist recently commented to me that peer review “is what makes science scientific.”

## The Scrutiny of Other Scientists

Knowing about peer review can help us determine which claims should be taken seriously and which to ignore. This may sound like a surprising claim but when a paper has been published in a peer-reviewed journal, we know the research has passed the scrutiny of other scientists and is considered valid, significant and original. Peer review is an important arbiter of scientific quality and a useful tool for everyone who has an interest in new medical and scientific advances.

Peer review is, however, only the first step in adding research to the scientific body of knowledge. Scientists are rightly cautious and never draw firm conclusions from just one paper or set of results. They consider the contribution in the context of other work and their own experience. It usually takes more than one research paper for results to be seen as good evidence.

This is in stark contrast to researchers who go directly to the media or the Internet with their “results.” Such researchers often argue their research is too important to the public to be delayed by peer review. The widespread use of the Internet and campaigning by special interest groups mean that bogus research claims, abandoned by those lucky enough to be well informed, live on in the minds of the public.


## Keeping Science Replicable and Reliable

If research has implications for public health, it is even more important that it be exposed to the scrutiny of other scientists before being made public. Not doing so can lead to great upset and confusion for vulnerable groups.

In 2005, when developing a short guide to peer review, I spoke to patient advocacy groups who were keen to find ways to minimize the effects of scare stories and quackery. On one occasion, a representative of the British Heart

Foundation commented, “Rarely a week passes without a ‘miracle heart drug’ or ‘heart scare’ headline appearing in the national media. This can sometimes offer false hope or be very frightening for vulnerable heart patients.” A similar frustration was voiced by others consulted, including teachers, doctors, nurses, civil servants and members of Parliament, who agreed that knowing about peer review was a good first step at fighting bad science.

This is not to say peer review is perfect. It isn’t. Like any large-scale system of judgment it can go wrong. Yet non-peer-reviewed but published research is far worse: Scientists can’t repeat it or use it. As a society we can’t base decisions on work that has a high chance of being flawed, sometimes in the most elementary ways of how it was conducted.

Scientists say that if they didn’t have peer review they would have to invent it. In fact, a scientist recently commented to me that peer review “is what makes science scientific.” Therefore, no matter how exciting or compelling new scientific or medical research is, we must always ask: Is it peer-reviewed? If not, why not? 

## Sense About Science



An independent charitable trust, Sense About Science promotes good science and evidence in public debates. Sense About Science works with scientists to:


- Respond to inaccuracies in public claims about science, medicine and technology
- Promote the benefits of scientific research to the public
- Brief nonspecialists on scientific developments and practices

Sense About Science is governed by a board of trustees and supported by an advisory council and some 2,500 scientists and other specialists, ranging from Nobel Laureates to postdoctoral fellows.

 [www.senseaboutscience.org](http://www.senseaboutscience.org)

## EXPLORE MORE

- “I Don’t Know What to Believe ...; Making Sense of Science Stories” (2005) by Ellen Raphael gives more details about how peer review works and how it can be a useful tool for judging new research claims. Available in print and online.

 [www.senseaboutscience.org](http://www.senseaboutscience.org)

- “Peer Review” (2006) by Peter HERNON gives details about the history of peer review and how the system works. This article appears in the Library Connect pamphlet, “How to Get Published in LIS Journals: A Practical Guide,” available in print and online.

 [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)



## Overview of Journal Production

Today, journal production at most major publishers is a complex and continuously evolving multistage process involving production of several versions of each journal article. To meet today's demands for increasing the speed of publication in print and online while ensuring the quality of content, journal production systems must ensure data integrity and accessibility in the face of technological advancement.

Just think what would have happened if production processes and systems had remained geared to platforms and data-delivery technology of only 10 years ago!

### Online Articles Require Journal Platform

To house the fully searchable electronic versions of journal articles we publish, Elsevier has been building the online platform ScienceDirect since 1996. This platform provides search and browse capabilities and leads the user into the fulltext of journal articles in HTML or PDF, with references linked between articles and between publications.

ScienceDirect is compliant with the OpenURL protocol and works with link resolvers, such as SFX, so researchers can link to other resources they need directly from ScienceDirect, whether those resources are hosted within or outside a particular library. Also ScienceDirect supports federated searching tools, so results can be found and displayed in a single interface; this means that if a researcher using a library portal runs a search covering a number of resources, ScienceDirect journal articles can appear among results.

ScienceDirect's personalized searching and alerting features have been developed to help researchers and librarians be more efficient. Users can set up alerts to deliver updates when new articles are published that match the users' saved search queries or when specific articles are cited or if new volumes or issues of specific journals are published. Users can also set up alerts to receive news of the top 25 articles that have been downloaded in particular subject areas. Other alerting options include an RSS update about new, changed or discontinued journal titles on ScienceDirect.

ScienceDirect supports "single sign on" access management systems such as Athens in the United Kingdom and the emerging Shibboleth standard. These systems enable researchers to use the same login credentials to access multiple information resources.

As electronic access is of benefit to researchers, authors, editors, librarians and others using journals, Elsevier has developed electronic archives comprising fully digitized back issues of our journals on ScienceDirect.

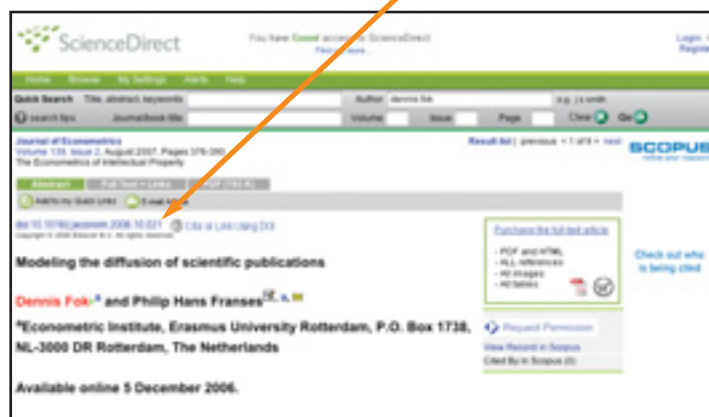
### DOIs Facilitate Online Publishing

The early availability of articles in journal platforms is often of prime importance to authors (particularly in health and life sciences), and Elsevier has responded to this need. Today, as soon as an article is accepted and deemed ready for publication by an editor, it can be made available on ScienceDirect, which means the text of the article has to be converted into an appropriate electronic format such as SGML, HTML or XML. Articles made available on ScienceDirect immediately after their acceptance gain visibility prior to going through the full production process.

But how can such an "accepted but not formatted" article be citable and linked into the literature? To respond to this question among others, publishers including Elsevier have collaborated to create the Digital Object Identifier system allowing identification of electronic articles. The DOI provides a unique identification code for each article published in electronic format, and even if an article changes format (e.g., as it moves from being an article in press to an article within a

journal issue on ScienceDirect), the DOI can identify the latest version and online location of the article. An organization called CrossRef, which Elsevier helped found, uses systems established by the International DOI Foundation and acts as a central repository for DOIs. Working with CrossRef, publishers use DOIs to link articles together, so a citation in one article can link through a central exchange to another article in a different publisher's journal. DOIs help provide users with seamless navigation through the literature and provide an enduring identification tool for online articles.

*The DOI appears in the upper left area on each article on ScienceDirect at [www.sciencedirect.com](http://www.sciencedirect.com)*



### Electronic Workflow Supports Production

After an article is accepted for publication, it enters Elsevier's electronic production system. As 265,000 STM articles are published on ScienceDirect each year, a large number of articles pass through Elsevier's production system at any given time. This means our warehousing and file-transfer capability must be able to handle a large number of files in various formats. On ScienceDirect, an increasing number of articles are now being published with elements not available in the print versions of the articles. Such elements include high-definition color figures (some three-dimensional), multimedia attachments (including animation, film and sound files) and additional data appendices. Our production system must be able to cope with these elements.

In 1999, Elsevier launched our Electronic Warehouse to store all content flowing through our production system. To manage the flow of articles through the production system, a tracking system has been developed that allows production staff to check the exact status of each article. An element of this tracking system has been made into an external manuscript tracking system, whereby an author or editor can ascertain where a particular article is in the overall production process.

But what does a manuscript have to go through to become a final published article and how is version control handled? Here we find it's necessary to gain a basic understanding of the stages of article production as it's handled at Elsevier today. [Lc](#)

## EXPLORE MORE

[www.elsevier.com/aboutus](http://www.elsevier.com/aboutus)

## What is typesetting?

**Then ...** picking up leaded type and dropping it into trays to go to a printing press. Capital letters came from the upper case and little letters from the lower case.

**Now ...** formatting text in the style of a particular journal, coding the text so it will appear in the correct format, and inserting linking within the article (e.g., between the table of contents and specific sections in the article) and inserting linking between the article and other publications online.

## 1 STAGE ONE: Receiving and Typesetting Articles

For many journals, a pre-typesetting copy editing review is performed immediately after an article is accepted for publication. This means the article is read word for word and corrected for grammar, consistency and subject-area terminology. All articles accepted for publication are checked for basic language and grammatical errors, and then are typeset and coded. Elsevier has found outsourcing this process to professional typesetting companies proves more cost effective and efficient. We have developed service-level agreements with suppliers to ensure that they meet each journal's requirements, and we have established a staff team to monitor the quality of work done by our suppliers.

## 2 STAGE TWO: Publishing Typeset Articles as Uncorrected Proofs and Then Correcting Them

Once a fully typeset and coded article is produced, it is sent back through the Electronic Warehouse to Elsevier. At this stage, the article can be published as an uncorrected proof on ScienceDirect. If the article is published as an uncorrected proof, our production tracking system ensures this early version is later replaced on ScienceDirect.

At this stage Elsevier sends electronic feeds of uncorrected articles to external companies such as PubMed that abstract and index our journals, ensuring articles are visible to the readership as soon as possible. To take this route we must convert our electronic formats to those of the abstracting and indexing companies; such conversion requires specialist staff to oversee the process and ensure that conversion is done effectively. Elsevier employs staff to liaise with these external companies.

At the same time that a fully typeset article goes back to the Electronic Warehouse, a copy of the article (known as a proof) is emailed or mailed to the author who can check for any errors. A member of Elsevier's staff may also proofread the manuscript at this time.

Additionally at this stage, Elsevier requests authors transfer copyright of their articles to Elsevier. Most major scholarly publishers regard maintenance of copyright as integral to their role, and Elsevier like other major publishers has a rights and permission department closely linked to our legal department. By maintaining departments for copyright and rights and permission, Elsevier can help ensure that authors' intellectual property rights are protected and that requests to utilize authors' work, including figures and tables, are dealt with professionally.

## 3 STAGE THREE: Publishing Final Articles Online

When returning a proof, an author can request electronic or hardcopy offprints of her or his article and Elsevier fulfills this request. Any corrections provided by an author or Elsevier staff are transmitted to the typesetter, who then corrects

the article and returns it to the warehouse. Once received, a corrected proof can replace any uncorrected proof on ScienceDirect and become an article in press.

The article is then allocated to an issue of a particular journal and paginated by the typesetter. At this point the final paginated version of the article is posted to ScienceDirect and a separate e-feed sends the article out to replace earlier versions within abstracting and indexing databases. The article may also be included as an abstract in other products (e.g., Engineering Village) produced by Elsevier, which further increases the article's visibility.

## 4 STAGE FOUR: Publishing Print Journals

To produce print journals, Elsevier staff manages the printing process which is outsourced to printing companies. Throughout the process, service-level agreements are implemented and suppliers' performance is monitored. Elsevier ensures that paper, purchased in many forms, complies with environmental legislation and that print production quality matches editors' and readers' expectations.

Publishing journals in print has to be monitored very closely to ensure that production times are kept to a minimum and physical quality is acceptable. This is even more important if findings being reported have a sensitive or competitive nature and require fast publication, or if special color images are included.

Once journal issues are printed, Elsevier organizes their distribution to subscribers. Here Elsevier takes delivery of the printed material, organizes warehousing facilities and maintains a system that can manage the distribution to thousands of addresses around the world. This involves printing labels, coding different types of subscriptions needing slightly different versions of journals (e.g., translations or regional versions) and arranging logistics with mail and courier companies. Finally, journal issues reach their destinations, which for many Elsevier subscriptions are libraries in academic institutions. **LC**

## EXPLORE MORE

*Want to learn more about Elsevier's support for authors?*

- **Resources for authors:**  
➔ [www.elsevier.com/authors/resourcecenter](http://www.elsevier.com/authors/resourcecenter)
- **Guide to publication:**  
➔ [www.elsevier.com/authors/howtosubmitpaper](http://www.elsevier.com/authors/howtosubmitpaper)
- **Language editing and quality:**  
➔ [www.elsevier.com/authors/languageediting](http://www.elsevier.com/authors/languageediting)



## Introduction to Publishing Models

This article offers a brief introduction to some highly visible publishing models. Certainly the traditional subscription-based model continues to be the main economic focus of the majority of STM journal publishers, but alternative models are emerging. Currently there is much discussion on the pros and cons of all models, and many publishers, including Elsevier, continue to listen to customers and experiment with different models.

### Traditional Subscription Model

The traditional publishing model has been in place for hundreds of years and continues to provide wide access to journals through various dissemination channels. The traditional model levies a charge, which was borne in the predigital world by readers or institutions paying subscription fees and which is now borne primarily by libraries providing access. As electronic journals have evolved, library consortia have emerged to negotiate license agreements for packages of content and thus provide wider access to journal content. Worldwide approximately 16 million researchers now have access to ScienceDirect through institutional licenses.

### Advertising Model

Besides relying on the traditional publishing model, high-circulation journals may sell advertising. Revenue often subsidizes publication costs and allows lower subscription rates for individuals. This model is often used in popular magazine publishing and is used for a small number of STM publications (e.g., *Cell*, *New Scientist*). With the advent of institutional electronic licensing, however, some publications have been forced to reevaluate relying on advertising; institutional subscriptions can reduce the number of individuals receiving a publication in print, which puts advertising revenue at risk.

### Pay-per-View Model

With articles in electronic format, publishers are experimenting with pay-per-view models. ScienceDirect guests – not licensed to access the platform or affiliated with any institution licensed to access the platform – may purchase individual articles via a secure e-commerce system.

### Author Pays

In recent years, other publishing models have been developed, for example, various “Author Pays” models. In these models, a charge is levied, generally at the author or a sponsoring institution such as a university, to cover the costs of publication. The published article is then made freely available by the publisher.

Through an option called “Sponsored Articles,” some Elsevier journals allow authors to pay a sponsorship fee to ensure that an article is made freely available via ScienceDirect. Journals in physics were the first to offer Sponsored Articles, and now journals across other fields such as life and health sciences offer this option. Sponsored Articles is offered to authors only after their articles have been accepted for publication. Information about Sponsored Articles is available on participating journals’ pages at [www.elsevier.com](http://www.elsevier.com).

### Society Publishing and Partnerships

The learned society plays a pivotal role within the journal system. Many scholarly societies have thousands of members and form networks of researchers around the world. Many operate successful publishing operations themselves and often utilize one or combinations of the models noted above. Societies are partially funded by membership fees or journal subscriptions paid by their members, but increasingly depend on institutional subscriptions. In mutually beneficial arrangements, some societies form partnerships with commercial publishers such as Elsevier to produce and disseminate journals on behalf of the societies.

Are you interested in society publishing at Elsevier?  
Find information and useful resources at [www.elsevier.com](http://www.elsevier.com)



The number of societies publishing with Elsevier continues to grow, and Elsevier provides special services for societies for whom we publish. These services include:

- Providing free setup, training and support for our customized online submission, peer-review and editorial system (EES)
- Providing a dedicated publishing contact, supported by a team of skilled professionals, to guarantee open and accessible communication between a society, a journal editor and Elsevier
- Providing global marketing efforts supported by market intelligence and analysis from research conducted by Elsevier’s Global Academic & Customer Relations Department
- Providing society members with seamless access to journal content as well as dedicated membership service support **LC**

## QUICK FACTS

### Elsevier Society Publishing

#### Number of society-owned/affiliated journals Elsevier publishes:

- More than 500

#### Disciplines covered by such journals:

- All subject areas covered by ScienceDirect: Physical Sciences and Engineering; Life Sciences; Health Sciences; Social Sciences and Humanities

#### Some of our largest society partners:

- American College of Cardiology
- American Society of Human Genetics
- American Urological Association
- Federation of European Biochemical Societies

#### Some of the 24 additional societies, associations and institutes publishing with Elsevier as of 2007:

- American Society of Hypertension
- Australian College of Critical Care Nursing
- Chinese Chemical Society
- European Federation of Organizations for Medical Physics
- Korea Water Resources Association
- Russian Academy of Sciences

➔ [www.elsevier.com/societies](http://www.elsevier.com/societies)

Publishing journals doesn't stop with delivery of the content. Postpublication services are vital for any journal publisher and its customers.

Elsevier has developed intricate fulfillment and distribution systems to track print orders and claims and to ensure correct access and entitlements are provided for ScienceDirect as well as our other electronic products. For print and electronic products, Elsevier customer service teams work around the clock to assist customers.

## The Role of Fulfillment and Customer Service

When journal print subscriptions are ordered, Elsevier's fulfillment department is involved. This department enters each order into the fulfillment system and then ensures that print publications are dispatched. Our fulfillment department handles other matters, too. For example, if an author has ordered offprints (during the proof stage of her or his manuscript), the department ensures these are sent. Also, if a print subscriber does not receive a journal issue for whatever reason, a claim is made to the fulfillment department which processes such claims.

For print journals, institutions use subscription agents to manage most of their orders. With electronic journals, however, institutions now license directly with large publishers such as Elsevier, securing rights for electronic use as well as assistance with entitlements, usage statistics and technical support. Customer service has evolved from agents forwarding print claims to real-time support, such as Live Chat, provided directly by Elsevier. Individuals can also purchase articles directly from Elsevier via our pay-per-view system which guarantees safe transactions.

Our customer service personnel handle a variety of matters. Most customer service questions relating to ScienceDirect involve the management of electronic holdings, meaning the titles of online journals or eBooks to which a customer is licensed. ScienceDirect title change information is provided in several ways:

- Each quarter, title change information is updated on ScienceDirect Info at <http://info.sciencedirect.com>.
- ScienceDirect customers may sign up to receive the ScienceDirect Title Alert delivering updates on new, transferred, discontinued or changed titles.
- ScienceDirect customers may sign up to receive a quarterly customized title change notification identifying title changes important to their institutions, providing information on journals involved and specifying implications of the changes for their institutions.

## Nurturing Long-Term Relationships

Truly valuing relationships with customers involves going the extra mile. Elsevier provides librarians and users with substantial customer care extending throughout the lifetime of each contract.

Besides account managers who handle sales-related matters, Elsevier's customer care includes technical support resources available online and by telephone, as well as a global team of account development managers. ADMs, based in Elsevier offices around the world, are available to work with librarians in person, by phone or online and advise on matters such as integrating products into online public access catalogs, product training and usage statistics.

During the early years of online journals, analyzing usage statistics posed a problem as publishers utilized differing metrics. To rectify the situation, publishers and librarians joined forces, and, in 2002, COUNTER (Counting Online Usage of NeTworked Electronic Resources) was launched to establish standards to define and standardize usage statistics and reporting. Elsevier has participated in COUNTER since its launch and continues to extend types of ScienceDirect and Scopus usage reports that are COUNTER-compliant.

Elsevier provides an online Admin Tool, allowing librarians to manage their ScienceDirect and Scopus accounts and access their ScienceDirect and Scopus usage statistics. ScienceDirect and Scopus administrators can access the Admin Tool at <https://admintool.elsevier.com>.

Elsevier publishers and journal managers support long-term relationships with editors and editorial boards of our journals. Elsevier hosts editorial board meetings and provides key metrics and analysis of journal submissions, rejection rates, quality, usage, author feedback and overall contributions to specific fields.

In recent years, libraries and publishers have gone through an enormous transition. Libraries' needs have changed, and publishers have changed to meet these needs. To make sure we stay abreast of customers' changing needs and our performance in meeting these needs, Elsevier implements a customer feedback program measuring how satisfied customers are with our services. In fact, Elsevier systemically measures how well we perform as compared to how well similar publishers perform when providing services to specific groups of customers.

Customers we survey when collecting feedback on our performance include:

- Authors publishing in journals
- Editors producing journals
- Librarians licensing/ordering journals
- Reviewers reviewing journal articles

Our feedback program facilitates responses to serious issues customers may have. As part of this program, Elsevier's Author Feedback Program helps inform all parts of our company regarding how we may serve our authors better and encourage the highest-quality submissions.

Elsevier sees postpublication care as one of our main services to the community and employs many people who focus on this important function. We are committed to developing superior customer service and listening to all feedback we receive from our customers. LC

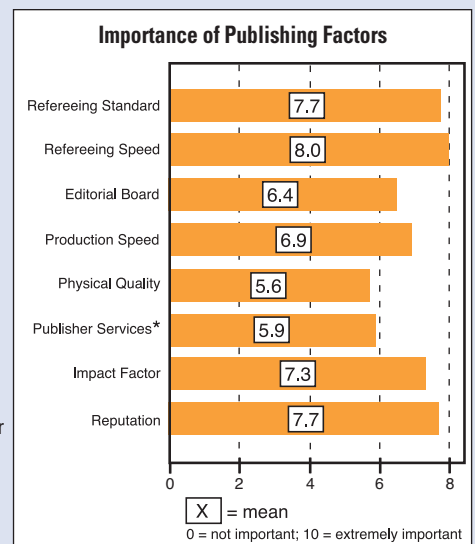
## Author Feedback Program Benefits Customers

Since 1999, Elsevier has run the Author Feedback Program, continuously surveying authors of around 1,100 journals. Surveying close to 225,000 authors per year results in an average response rate of 35% (direct mail's usual rate is 5%). Authors who have submitted papers to Elsevier journals rate the importance of factors considered when submitting manuscripts

to publishers. The graph shows results of the latest report, covering July 2006 to June 2007.

Via the Author Feedback Program, Elsevier stays focused on authors' needs, motivations and priorities.

\* Publisher Services include author and editor support prior, during and following publication.



## Dissemination Through Information Philanthropy

### *How you can support information philanthropy*

- Help promote use of resources listed here
- Encourage colleagues from developing nations to sign up for programs listed here
- Point colleagues from developing nations to websites listed here
- Point colleagues to the list of eligible nations at [www.who.int/hinari/eligibility/en](http://www.who.int/hinari/eligibility/en)

Elsevier seeks to ensure that nations with the least resources have adequate opportunity to build research capabilities, contribute to global scholarly knowledge and use science to solve problems. As part of our commitment to information philanthropy, we participate in partnerships making access to electronic journals free or virtually free for many thousands of researchers worldwide. "Virtually free" refers to the very small access fee charged to institutions receiving journal access through a few such partnerships.

Our partnerships to benefit underresourced researchers and librarians worldwide include the United Nations-sponsored HINARI, OARE and AGORA programs, efforts we've supported since their launch. Recently, we underscored our commitment to these programs by opening to all three the same extensive list of journals on ScienceDirect. Additionally, we support other philanthropic endeavors including the Abdus Salam International Centre for Theoretical Physics and Book Aid International and Sabre Foundation. The Abdus Salam International Centre for Theoretical Physics is expressly organized to expand dissemination of electronic scholarly journals. Below are details on our participation in these endeavors.

Further, through The Elsevier Foundation, founded in 2002, we offer diverse types of support to organizations including libraries worldwide.

➔ [www.elsevier.com/philanthropy](http://www.elsevier.com/philanthropy)

### HINARI

Through the Health InterNetwork Access to Research Initiative, public institutions in developing nations receive free online access to major journals in the biomedical and related social science fields. Among founding publishers involved since HINARI's 2003 launch, Elsevier provides over 1,200 journal titles to HINARI and is its largest contributor of content. In 2006, over 1.5 million HINARI-affiliated downloads were made from Elsevier journals. This activity represented 30% of the 5 million downloads made throughout the entire HINARI collection.

➔ [www.who.int/hinari](http://www.who.int/hinari)

### Abdus Salam International Centre for Theoretical Physics

Through the ICTP's pioneering e-Journals Delivery Service, scientists in developing countries receive free access to Elsevier journals in physics, mathematics and computer science.

➔ [www.ejds.org](http://www.ejds.org)



### Book Aid International and Sabre Foundation

Through partnerships with Book Aid International and the Sabre Foundation, Elsevier sponsors library growth in developing countries by donating surplus stock of print publications and supporting additional donation programs.

➔ [www.bookaid.org](http://www.bookaid.org)



### OARE

Through Online Access to Research in the Environment, a new global partnership was launched in October 2006. Managed by the United Nations Environment Programme and Yale University in conjunction with the International Association of Scientific, Technical and Medical Publishers, this partnership involves 35 leading science and technology publishers and 100 of the world's most prestigious scientific societies, associations and foundations. Through OARE, 1,000 public and nonprofit environmental institutions in more than 100 of the least-developed nations receive access to over 1,000 peer-reviewed environmental science journals.

➔ [www.oaresciences.org](http://www.oaresciences.org)

### AGORA

Through Access to Global Online Research in Agriculture, researchers, policy makers, educators, technical workers and extension specialists receive access to high-quality information in agriculture and related fields. Inspired by HINARI's success, the UN's Food and Agriculture Organization worked with publishers and established AGORA in 2004. Elsevier is among AGORA's founding publishers and provides beneficiary institutes with access to the same extensive list of online journals as provided to institutes benefiting from HINARI and OARE. In the past two years, these users have logged 10,000 fulltext downloads per month on ScienceDirect.

➔ [www.aginternetwork.org](http://www.aginternetwork.org)

### THE ELSEVIER FOUNDATION

Making grants and contributions throughout the world, The Elsevier Foundation is funded by Elsevier and reflects the company's culturally diverse, global organization. In 2007, the foundation launched two new programs: the Innovative Libraries in Developing Countries Program to provide grants to improve the capacity of developing world libraries through training, infrastructure, technology, digitization and preservation of STM information, and also the New Scholars Program to encourage the participation of women in academic science and technology. The foundation's other granting programs include the Innovative Library Access Program.

➔ [www.elsevierfoundation.org](http://www.elsevierfoundation.org)

## EXPLORE MORE

*Looking for a speaker on information philanthropy?*

Visit the Elsevier Experts page!

➔ [www.elsevier.com/experts](http://www.elsevier.com/experts)

As research moves toward an all-electronic future, there is concern that publishers will only keep electronic publications accessible so long as there is a market for them. What happens if a publisher gets taken over? Or worse, goes out of business altogether? How do you guarantee that an electronic archive will still be accessible in 100 years?

Elsevier, as the world's largest scientific, technical and medical publisher, takes its duties of guardianship over the scholarly record extremely seriously. Our journals record "the minutes of science," and as the keeper of those minutes we recognize our responsibility to our authors, editors and the broader community to assure access. Our policies regarding archiving and the historic record of the transactions of scholarship demonstrate our commitment to this responsibility.

### Archiving Policy

Regarding archiving, Elsevier's policy is that we will maintain a permanent digital archive of journals we own and offer on ScienceDirect; we will migrate the archive as technology used for storage or access changes; and we will maintain the archive at one or more independent, librarian-approved depositories.

Regarding long-term preservation, Elsevier's policy is to support it via the following four types of archives.

#### 1 Internal Archive

The internal archive is our Electronic Warehouse. This is our archive and publishing database, distinct from the ScienceDirect database housed at LexisNexis. Elsevier is committed to maintaining this internal archive, including continued investment in the systems and infrastructure to ensure data integrity and security and prevent obsolescence.

#### 2 De Facto Archives

Through our ScienceDirect OnSite (SDOS) customers worldwide, about a dozen of whom are licensed to all or nearly all of the journals published on ScienceDirect, we have in place de facto archives. These customers have made no archival commitment with Elsevier but have local files of journals published on ScienceDirect. Most of these customers have indicated their intention to preserve these files in perpetuity.

#### 3 National Archives

Across the globe, national libraries, libraries of last resort, libraries of large academic or government institutions and other libraries may function as archives for their countries. Elsevier is committed to working with these institutions as SDOS customers, tailoring each involved ScienceDirect license to reflect specific archiving uses.

#### 4 Official Archives

Most importantly, Elsevier has established official archives with independent third parties. This approach entails contractual relationships to preserve Elsevier's digital journals in perpetuity and make them available internationally at such time as we (or a successor) no longer do so.

### Official Archives

In 2002, we announced the first official Elsevier archive: the Koninklijke Bibliotheek, which is the National Library of the Netherlands and an outstanding leader in digital preservation activities. Funded by the Dutch Ministry of Education, the KB is committed to serving as an archive for the worldwide scholarly community and considers this to be part of its mission. Through our agreement,

Our journals record "the minutes of science," and as the keeper of those minutes we recognize our responsibility to our authors, editors and the broader community to assure access.

the KB receives all of Elsevier's electronic publication files, including backfiles as available. Though available for onsite use at the KB, the archive is principally dedicated to preserving content.

In late 2005, Elsevier signed a second official archiving agreement, this time with the US-based nonprofit organization Portico. This group has made the same commitment to Elsevier as has the KB regarding permanent storage and maintenance of our files. Initially funded by The Andrew W. Mellon Foundation, Ithaka, JSTOR and the Library of Congress, Portico now receives additional support from publishers and libraries.

### Participation in Archiving Alternatives

Elsevier has also been part of the pilot phase of the CLOCKSS project. CLOCKSS is based on LOCKSS (Lots of Copies Keep Stuff Safe) technology, a library-based distributed archiving system. CLOCKSS, announced in 2006, is the "large dark archive" version of LOCKSS, and is in beta with about ten publishers and seven libraries (including OCLC). Access would be possible only if it were determined that a publisher had gone out of business or otherwise abandoned titles or access had not been available for six months and there were no indication when it would be online again.

The official archives at the KB and, if we proceed, with CLOCKSS would be available only if Elsevier were not able to provide online access to journals we publish. Elsevier does offer libraries the option to use Portico as a source for continued access upon cessation of subscribing to ScienceDirect. This "posttermination" access is also available directly from Elsevier via local tape loads or continued online access to subscribed years.

Elsevier fully appreciates the need to provide assurance to the scholarly community and to subscribing libraries that electronic content of journals and books we publish will be available forever. We welcome all suggestions on how to improve this process. [LC](#)

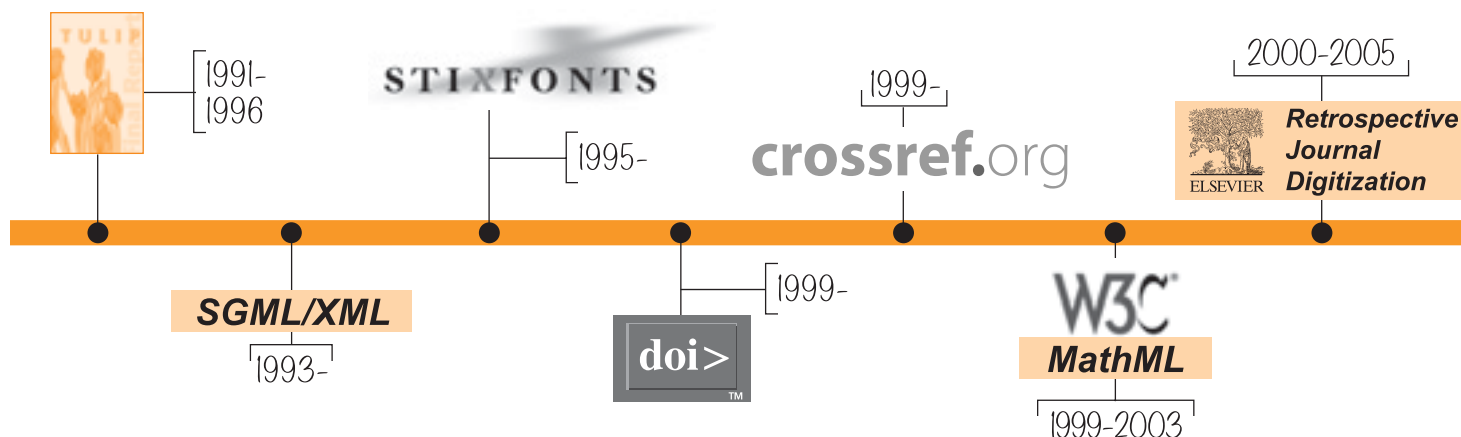
## EXPLORE MORE

- Elsevier Policies [➔ www.elsevier.com/librarians/policies](http://www.elsevier.com/librarians/policies)
- Koninklijke Bibliotheek [➔ www.kb.nl/index-en.html](http://www.kb.nl/index-en.html)
- Portico [➔ www.portico.org](http://www.portico.org)

## Appendix I: Technology Innovation

Technology	What is it?	What role has Elsevier played?	When?
<b>TULIP</b>	Seminal early 1990s cooperative research project in conjunction with nine universities to test systems for networked delivery and use of journals on the user's desktop <a href="http://www.elsevier.com/locate/tulip">www.elsevier.com/locate/tulip</a>	<ul style="list-style-type: none"> <li>The first publisher to make local library hosting of journal content possible with ScienceServer software and ScienceDirect OnSite deliveries.</li> </ul>	1991 – 1996
<b>SGML / XML</b>	Standard Generalized Markup Language and eXtensible Markup Language – standards for adding syntactical and semantic markup to text	<ul style="list-style-type: none"> <li>An early adopter of SGML, and among the first publishers to commit to a workflow completely based on SGML.</li> <li>The first to develop a comprehensive DTD (Document Type Definition) for scientific journal articles which was published to the world, allowing anyone to use it, modify it and distribute modified versions. Many scientific publishers have since reused or modified our DTD.</li> </ul>	1993 –
<b>STIX</b>	Scientific and Technical Information eXchange project to develop a free set of fonts for scientific and technical publishing <a href="http://www.stixfonts.org">www.stixfonts.org</a>	<ul style="list-style-type: none"> <li>Among the initiators of the STIX initiative.</li> <li>Based our input on the Elsevier Science grid of scientific and linguistic characters and on extensive analysis of usage of such symbols in our publications.</li> </ul>	1995 –
<b>Digital Object Identifier (DOI)</b>	System for identifying content objects in the digital environment <a href="http://www.doi.org">www.doi.org</a>	<ul style="list-style-type: none"> <li>A leader in article identification and cross-referencing.</li> <li>Instrumental in gathering support for both DOI and CrossRef.</li> </ul>	1999 –
<b>CrossRef</b>	A cross-publisher citation linking system based on DOIs <a href="http://www.crossref.org">www.crossref.org</a>	<ul style="list-style-type: none"> <li>Founding member of CrossRef and among the first publishers to get CrossRef citation linking operational in our online products.</li> </ul>	
<b>MathML</b>	A specification for describing mathematics as a basis for machine-to-machine communication <a href="http://www.w3.org/Math">www.w3.org/Math</a>	<ul style="list-style-type: none"> <li>Early contributor to development of the MathML standard.</li> <li>Early large-scale adopter of this standard.</li> </ul>	1999 – 2003
<b>Retrospective Journal Digitization</b>	Elsevier's "backfiles" project to digitize all journal content back to volume 1, issue 1	<ul style="list-style-type: none"> <li>First commercial scientific publisher to do this.</li> <li>Pushed the boundaries for large-scale digitization projects.</li> <li>Set a trend that many publishers now emulate.</li> </ul>	2000 – 2005

Technology	What is it?
<b>OpenURL</b>	A syntax to create Web-transportable packages of metadata or identifiers about an information object <a href="http://www.niso.org/standards/standard_detail.cfm?std_id=783">www.niso.org/standards/standard_detail.cfm?std_id=783</a>
<b>Shibboleth</b>	Standards-based, open source software providing federated access control to online services across or within organizational boundaries <a href="http://shibboleth.internet2.edu/">http://shibboleth.internet2.edu/</a>
<b>ISSN</b>	International Standard Serial Number <a href="http://www.issn.org">www.issn.org</a>
<b>MedBiquitous</b>	Organization creating a technology blueprint for professional health care education based on XML and Web services standards <a href="http://www.medbiq.org">www.medbiq.org</a>
<b>TEK</b>	Time Equals Knowledge, an MIT project to build a low-bandwidth search engine for use in developing countries <a href="http://tek.sourceforge.net/">http://tek.sourceforge.net/</a>
<b>XQuery</b>	A standard XML-based query language <a href="http://www.w3.org/TR/xquery/">www.w3.org/TR/xquery/</a>




What role has Elsevier played?	When?
<ul style="list-style-type: none"> <li>Contributed to OpenURL via the membership of Elsevier's Advanced Technology Group in the NISO OpenURL committee.</li> </ul>	2001 – 2004
<ul style="list-style-type: none"> <li>An early adopter of Shibboleth within the STM publisher community.</li> <li>The first vendor to support the US-based InCommon Shibboleth federation in production.</li> <li>Contributed to community discussions on best practice for multifederation user interface design.</li> </ul>	2002 –
<ul style="list-style-type: none"> <li>Contributing to the effort to revise the ISSN standard.</li> </ul>	2004 –
<ul style="list-style-type: none"> <li>Participated in defining standards.</li> <li>Developed XML Schema Guidelines and other artifacts for this organization.</li> <li>Represented by Darin McBeath, an XML architect with Elsevier's Advanced Technology Group, on the MedBiquitous Technical Steering Committee.</li> </ul>	2002 – 2006
<ul style="list-style-type: none"> <li>Collaborating to make Scirus available via TEK technology.</li> <li>This collaborative project is called "Search Scirus with TEK."</li> </ul>	2005 –
<ul style="list-style-type: none"> <li>Participated in development of W3C XQuery.</li> <li>Developed XQuery Style Conventions for the XQuery community.</li> <li>Initiated and continue to lead the open source xqDoc project (www.xqdoc.org).</li> </ul>	2005 –

Any guide to journal publishing must provide orientation to recent key developments in technology innovation, for they have revolutionized the publishing of scholarly articles and journals.

Through our leadership and participation in technology innovations, Elsevier has played a significant role in the advent and continuing development of online publishing. On a more micro level, technology innovation has been at the core of our enterprise as we've developed best-in-class electronic resources – helping make life easier and more productive for librarians, researchers and practitioners worldwide.

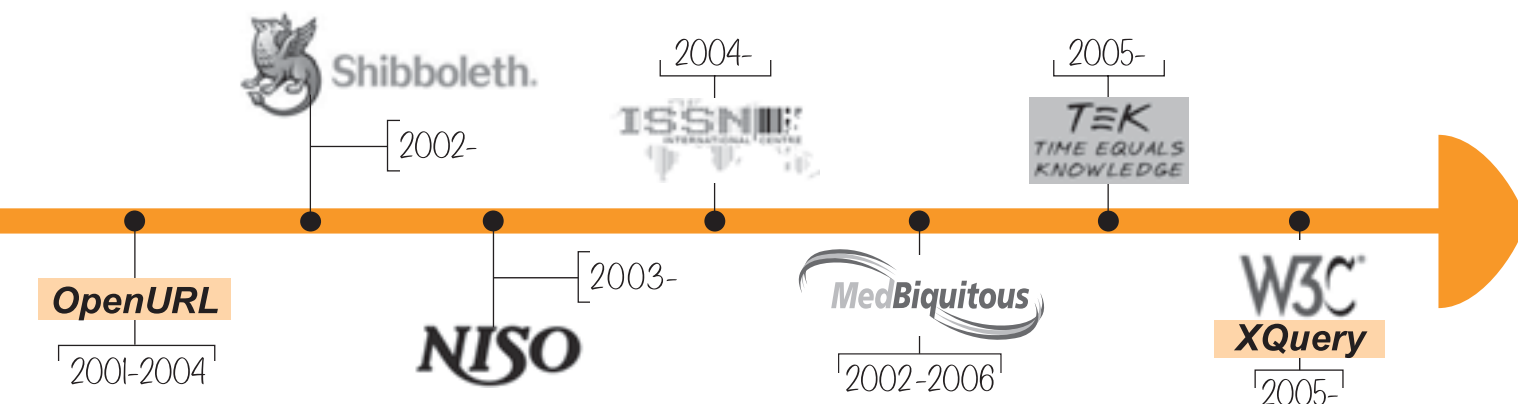
The continuum that is technology innovation and our involvement in it have driven our ability to publish online journals and books on ScienceDirect, and to create other online products including EMBASE.com, Engineering Village and MD Consult. Further, the experience we gained as innovators and early adopters has enabled us to develop Scopus and within it functionality not available anywhere else, i.e., the Citation Tool and Author Identifier.

As Elsevier looks to the future, we offer gratitude to the many organizations partnering with us to achieve technology innovations. Working alongside an impressive array of partners, we look forward to helping achieve even greater innovations facilitating research across the globe. 

[Editor's note: This table and timeline were first published the *Library Connect Newsletter*, 4(4), October 2006.]

"I have been very pleased with the services of Elsevier. The attention to detail and customer responsiveness are just two of the many reasons I am happy to be associated with Elsevier. Others are technological support and innovativeness with the initiation of the Web-based service, EES, and dependability of product output. Personal service from warm, friendly production managers and publishers is big plus."

— Jan Odom-Forren, Co-editor,  
*Journal of PeriAnesthesia Nursing*



## Appendix II: STM Journal Types

An understanding of the various forms of journal literature and parameters within which each operates can help while evaluating the role a journal plays in scholarly communication. This summary identifies types of scientific, technical and medical journals and provides basic information on their content and reach.

Science may be exact, but journal publishing is subject to many variables. Therefore, while the information provided here indicates general characteristics of journals in each category, specific journals may vary from guidelines given.

### Academic Research Journal

- Serves as a main vehicle for dissemination of primary research information.
- Involves rigorous reviewing.
- Rarely features advertising.
- Features articles ranging from 10–12 pages.
- Usually appears in print within 4–12 months after acceptance of articles but can take longer in some fields.
- May appear online within days or several weeks.
- Usually reaches upward of 300 print subscribers worldwide but rarely more than 1,500.

**Elsevier examples:**  
*Tetrahedron*  
*Social Science & Medicine*

### Professional Journal

- Provides primary or tertiary (review) information, often including practical “how to” articles.
- Features articles which whether solicited or unsolicited are reviewed, often with heavy editing.
- Features substantial advertising to help maintain low subscription price or subsidize production costs.
- Features articles ranging from 1–10 pages.
- Usually appears in print within 4–8 months.
- May appear online within 1–2 weeks.
- May appear online only.
- May reach from around 10,000 print subscribers to more than 100,000.

**Elsevier examples:**  
*Materials Today*  
*World Pumps*

### Academic Research Journal (Society-owned or -affiliated)

- Serves as a main vehicle for dissemination of primary research information.
- Involves rigorous reviewing.
- May feature considerable advertising.
- Features articles ranging from 10–12 pages.
- Usually appears in print within 4–12 months but can take longer in some fields.
- May appear online within days or several weeks.
- May appear online only.
- May reach only a few hundred print subscribers but usually reaches several thousand to tens of thousands, as society members normally receive subscriptions as part of their memberships.

**Elsevier examples:**  
*European Journal of Cancer*  
*Acta Materialia*

### Review Journal (Possibly society-owned)

- Analyzes and distills current trends or presents reference material and comprises submitted or invited articles.
- May involve peer review varying according to whether articles are submitted or solicited.
- Seldom features advertising.
- Features articles ranging from short pieces to very long (50+ page) detailed reviews with significant reference lists of 20 to several hundred references.
- Usually appears in print within 4–12 months.
- May appear online within days to several weeks.
- May appear online only.
- May reach from several hundred print subscribers to more than 1,000.

**Elsevier examples:**  
*Progress in Polymer Science*  
*Brain Research Reviews*

### Letters Journal (Possibly society-owned)

- Facilitates rapid dissemination of interim work which may lead to full-length research papers.
- Provides excellent vehicle for reporting negative yet significant results.
- Involves peer review ensuring validity of information while supporting the rapid publication process.
- Seldom features advertising.
- Features relatively short articles, ranging from 4–8 pages.
- Appears in print normally within 6–16 weeks.
- Appears online within days to 1–2 weeks.
- May appear online only.
- May reach upward of 400 print subscribers and can occasionally reach several thousand.

**Elsevier examples:**  
*Tetrahedron Letters*  
*Neuroscience Letters*



### Transactions and Proceedings

- Usually provides a record of papers presented or to be presented at conferences and comprises solicited and unsolicited papers.
- Involves assessment of papers to ensure relevance to the conference topic and a satisfactory level of scientific quality.
- May involve reviewing, depending on the publisher or society.
- Seldom features advertising.
- Features articles, representing abstracts or fulltext papers, ranging from half a page to 4 pages.
- Appears in print within 3–6 months.
- Often appears online within 3–6 months.
- May reach from several hundred to tens of thousands of print subscribers depending on the size of the organization represented.

**Elsevier examples:**  
*Proceedings of the Combustion Institute*  
*Transplantation Proceedings*

### Newsletter

- Presents high-impact, need-to-know and timely information.
- Involves limited peer review which often comprises extensive editing.
- Seldom features advertising.
- May feature brief news articles.
- Appears in print and online on timely basis: in print within about 2 months, and online within several days.
- May reach only a few hundred print subscribers, but often reaches several thousand.

**Elsevier examples:**  
*Clinical Microbiology Newsletter*  
*The Latest Word: The Bimonthly Newsletter for Medical Transcriptionists*

### Abstract Journal

- Delivers secondary information in the form of bibliographic citations of current literature, usually focusing on a particular field.
- Does not involve peer review.
- Involves screening articles for relevancy and some editing of abstracts and assignment of controlled vocabulary (indexing terms).
- Seldom features advertising.
- Features entries ranging from a few lines to half a page.
- Usually now appears online only.
- Usually now involves an update around 6–8 weeks after publication of primary literature.

**Elsevier examples:**  
*Geomechanics Abstracts*  
*Dental Abstracts*  
*Ecological Abstracts*

### Magazine

- Usually presents popular science in a journalistic manner and is broad-ranging rather than focused on particular fields.
- Includes news sections, interviews and opinion pieces from researchers.
- Does not involve peer review, but often involves journalists who are trained scientists.
- Often features advertising, which may be wide-ranging and not science-focused.
- Features articles that may comprise several pages in full color with glossy photographs.
- May involve an online counterpart with summarized articles and consumer services such as job databases.
- Usually is published weekly and involves very fast turnaround times.
- May reach an extremely high number of print subscribers, in excess of 250,000.

**Elsevier example:**  
*New Scientist*

### Hybrid Journal

- Usually is a major journal, representing a particular area of science and featuring a magazine look and feel.
- Features news sections and correspondence from readers.
- Usually involves rigorous peer review and high rejection rates, publishing only top papers.
- Often involves advertising which may be quite costly.
- Features articles going up to several pages and possibly appearing in full color.
- May involve an online portal with reader forums and opinion sections.
- Usually appears in print within 4–6 months.
- May appear online within days or several weeks.
- Usually reaches in excess of 5,000 print subscribers.

**Elsevier example:**  
*The Lancet*



## Recommended Resources

- Council of Science Editors. (2006). *CSE's white paper on promoting integrity in scientific journal publications*. Reston, VA: Author.  
[www.councilscienceeditors.org/editorial\\_policies/white\\_paper.cfm](http://www.councilscienceeditors.org/editorial_policies/white_paper.cfm)
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DOI: 10.1016/j.joi.2007.04.001  
[www.sciencedirect.com/science/journal/17511577](http://www.sciencedirect.com/science/journal/17511577)
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DOI: 10.1038/439252b  
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[www.elsevier.com/framework\\_editors/pdfs/Editorsguide.pdf](http://www.elsevier.com/framework_editors/pdfs/Editorsguide.pdf)
- Marshall, G., & Brennan, P. (in press). From MSc dissertations to quantitative research papers in leading journals: A practical guide. *Radiography*.  
DOI: 10.1016/j.radi.2006.11.002  
[www.sciencedirect.com/science/journal/10788174](http://www.sciencedirect.com/science/journal/10788174)
- STM, AAP PSP, & ALPSP. (2007). *Author and publisher rights for academic use: An appropriate balance, May 2007*. (A position paper of the International Association of Scientific, Technical and Medical Publishers, the Association of American Publishers Professional and Scholarly Publishing Division, and the Association of Learned and Professional Society Publishers.) Oxford: International Association of Scientific, Technical and Medical Publishers.  
[www.stm-assoc.org](http://www.stm-assoc.org)

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— Russ Rhinehart, Editor-in-Chief, *ISA Transactions*

[www.elsevier.com](http://www.elsevier.com)



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