Products, policies, pricing:
How collaboration with libraries has shaped the evolution of ACS Publications 3Ps

Steve Hansen
Assistant Director, Americas Sales
ACS has been at the front edge of post-print pricing

“...more than a decade into electronic journal licensing, historic subscription expenditure remains by far the dominant model for determining library pricing.... In contrast to the four largest publishers, the American Chemical Society differ(s)... in their abandonment of historical pricing strategies....

<table>
<thead>
<tr>
<th>Publisher</th>
<th>% Licensed in 2012</th>
<th>% Licensed in 2006*</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Chemical Society</td>
<td>97%</td>
<td>N/A</td>
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<tr>
<td>Elsevier</td>
<td>92%</td>
<td>80%</td>
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<tr>
<td>Nature</td>
<td>86%</td>
<td>N/A</td>
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<tr>
<td>Sage</td>
<td>89%</td>
<td>N/A</td>
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<tr>
<td>Springer</td>
<td>95%</td>
<td>77%</td>
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<tr>
<td>Taylor &amp; Francis</td>
<td>57%</td>
<td>19%</td>
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<tr>
<td>Wiley</td>
<td>96%</td>
<td>81%</td>
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</table>

Fall 2012 saw public discussion of ACS Publications pricing, and a commitment from ACS for increased engagement.

2013 – ACS Librarian Summits

8-12 Librarians
3-4 Sr. ACS Pubs Managers
6+ hr open discussion Pricing, Managing Change, ACS Pubs “behind the scenes”
Summary of Summits – Pricing in the electronic age

• Wide variety of mission, viewpoints, judgments of value
• No consensus from attendees around pricing metrics, no clear best practices
• Confirmation of Observed Trends
  – Just in case to just in time
  – Evolving paradigms for acquisition
    • Subscription v. pay (or rent) as you go
    • Re-assessments of the “Big Deal”
    • Patron or demand driven acquisition over Selector
• Managing change is an on-going and increasing challenge
  – Desire for pricing transparency
  – Desire to negotiate unique deal
• Significant interest in ACS Pubs “behind the scenes”

Recommendations – increase choice & clarity, help to manage change
Results – Products: *Increase Choice*

- All Publications (All Web Editions)
  - Academic Core *plus*
    - New 2013 – 15 titles with additional tokens
    - Added Title Selection
  - Science Essentials
    - New Package – 5 titles
- Metered Access “wrapper” available with any package
## Tier Metrics:
- Carnegie Graduate Profile (or equivalent)
- 3-Year Average Full-Text Downloads (COUNTER)

## Managing Change:
- Additional sub-tier moderates tier-to-tier change
- Price changes held to single digits, based on status to Tier value

<table>
<thead>
<tr>
<th>Usage Profile: 3-year average</th>
<th>Low Usage</th>
<th>Low-Moderate Usage</th>
<th>High-Moderate Usage</th>
<th>High Usage</th>
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<tbody>
<tr>
<td>Community &amp; Junior Colleges</td>
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<tr>
<td>Primarily Undergraduate Universities</td>
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<tr>
<td>Graduate Universities (non-STEM) &amp; Special Focus Universities</td>
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<tr>
<td>Graduate Universities (Comprehensive or STEM-focused)</td>
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<tr>
<td>Graduate Universities (Comprehensive with Medical/Veterinary)</td>
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Results – Policies (and Practices)

• Expanded and on-going engagement
  – Academic Roundtable
  – Librarian Summits

• Evolving enterprise
  – Open Access
  – Metrics & Valuation
Questions?