

Publications Report to IEEE AESS Board of Governors Meeting

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VP Publications Overview
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Overview

- Magazine Transition
 - New vendor
 - Bidding process
- Other Issues
 - Open Access (OA)
 - Archived hard copies
 - CD distribution
 - Co-distribution with I&M Magazine

Present Vendors

	Vendor	\$ Per Year	\$ Per Issue	\$ Per Page
Web Hosting	PCS (EJournal Press)	7500	625	12
Composition	Prototype	150000	12500	240
Manufacture	Victor Graphics	109000	9083	174
Mailing	APC & CAC-DMS	155000	12917	248
Total		421500	35125	675

- 12 issues, 52 pages per issue
- Exclusive of administrative costs: approximately \$50000

Proposed Vendors (from April)

	Vendor	\$ Per Year	\$ Per Issue	\$ Per Page
Web Hosting	PCS (EJournal Press)	7500	625	12
Copy Editing	Allen Press	30000	2500	52
Composition	Allen Press	42000	3500	73
Manufacture	Allen Press	48000	4000	83
Mailing	Allen Press	155000	12917	248
Total		282500	23542	490

- Approximate figures based
- November preliminary quote
- Awaiting response to RFQ
- 12 issues, 48 pages per issue
- 5300 copies
- Mailing assumed same cost, but perhaps lower because lighter

Advantages of new vendor

- Nicer “look and feel”
 - better typesetting, more appropriate paper
 - cover art will reflect material inside
 - color
- Equations (not too many!) supported
- Single-vendor point of contact
- Better robustness (large vendor)
- Cheaper
- Same vendor as Transactions
 - good experience
 - common point of contact (Rita Janssen)
- Continuity
 - author interface
 - administrative editor

Developments

- AESS Pubs administrative staff put together a good statement of work and had a bid from Allen Press
 - This was submitted to IEEE in March.
 - IEEE must approve all contracts.
 - Actually the quote was approximately \$300k, about 20-25% less than our current figures.
 - Tutorials (one per year) now included.
- The IEEE response was that since the quote exceeds \$250k, IEEE rules insist that we get three quotes.
 - The bids were received and decided on in June 2012.

Bids

- 1st: Allen Press - We have been working with them on Transactions and they have a good knowledge of what are plans are (benefit of being in discussions with them for a while). They were best at addressing the SOW in their approach.
- 2nd: IEEE Publications - Even with a non-existent proposal (other than cost), they are a known commodity. We could work with them, but it would take a lot of extra attention, because we don't think they have the same drive as Allen Press to acquire and maintain our business.
- 3rd: Sheridan Group - Unknown, they do not do near the business with IEEE journals and magazines as Allen Press or IEEE Pubs. Did not adequately address the SOW, missing somewhat on the Managing Editing function. Nothing special to make them any more competitive.

Accepted Proposal (Allen Press)

	Vendor	\$ Per Year	\$ Per Issue	\$ Per Page
Web Hosting	PCS (EJournal Press)	7500	625	12
Copy Editing	Allen Press	30180	2515	52
Composition	Allen Press	23472	1956	73
Manufacture	Allen Press	29832	2486	83
Mailing	Allen Press	155000	12917	248
Total		253484	20499	427

- Mailing assumed same cost
- Present vendors “bottom line”:
 - \$421500, \$35125, \$675
- April “bottom line”
 - \$282500, \$23542, \$490

Issue: Open Access

- Ongoing topic (telecon Friday at 9AM EDT).
- Developed “hybrid model” a year ago
 - All IEEE journals offered OA at \$3000 per paper.
 - No takers.
- Now three kinds:
 - OA journals
 - New hybrid model (but \$1750 per article)
 - Megajournal
- We need to modify author web experience
 - Decide at time of submission whether OA or classical
 - One way decision at time of acceptance
 - Date: November 2012 (!)
- Asked us to reserve page in Transactions and Magazine for announcement.
- My take is that IEEE will go OA
- I don't understand the revenue stream
 - What about the legacy content?

Other Issues

- Dave Dobson is retiring
 - Will be feted in January.
- Publication of CD Transactions issues
 - Former “print” customers.
 - One CD each for 2011-2012, quarterly after that.
 - \$750 per issue, IEEE is doing it for us.
- Magazine inventory
 - Back issues: 6,795 copies of Systems Mag (see backup)
 - Deliver to students/student chapters?
 - Who covers mailing/delivery cost?
- Special Section on Compressive Sensing for Radar in the Transactions
 - First special section for the Transactions since PKW involved
- We co-distribute I&M Magazine once per year
 - Should we ask them to co-distribute one of ours now?

Current Hard Copy Inventory

SYSTEMS MAGAZINES

May-09	24-5	49
June-09	24-6	192
March-10	25-3	360
April-10	25-4	314
May-10	25-5	270
June-10	25-6	929
August-10	25-8	163
October-10	25-10	153
December-10	25-12	1072
January-11	26-1	570
March-11	26-3	834
April-11	26-4	132
July-11	26-7	40
October-11	26-10	0
December-11	26-12	568
January-12	27-1	403
February-12	27-2	746
March-12		

TRANSACTIONS - paper copies

January-09	45-01	0
April-09	45-02	0
July-09	45-03	0
January-10	46-01	0
April-10	46-02	0
July-10	46-03	0

TUTORIALS

Number I	Jan 04	19-01	740
Number II	Aug 05	20-8	2688
Number III	June 06	21-6	1790
Number IV	September 07	22-9	2598
Number V	July 10	25-7	0
Number V part 2	July 10	25-7	507

SPECIAL SECTIONS OF SYSTEMS

Space Education	July 06	21-7	232
Radar pt 1&2	Aug 06	21-8	816
NASA	Oct 08	23-10	1609
Junior Engineering	2010		1342

OTHER ITEMS

Promotional flyer	2008	packs of 50	47 pks
Conference brochures	2012		3344