

feature



“As soon as contemporary topics are addressed and innovative features are implemented within your website, it is already time to step back and objectively evaluate the newest developments.”

Kevan Meinershagen

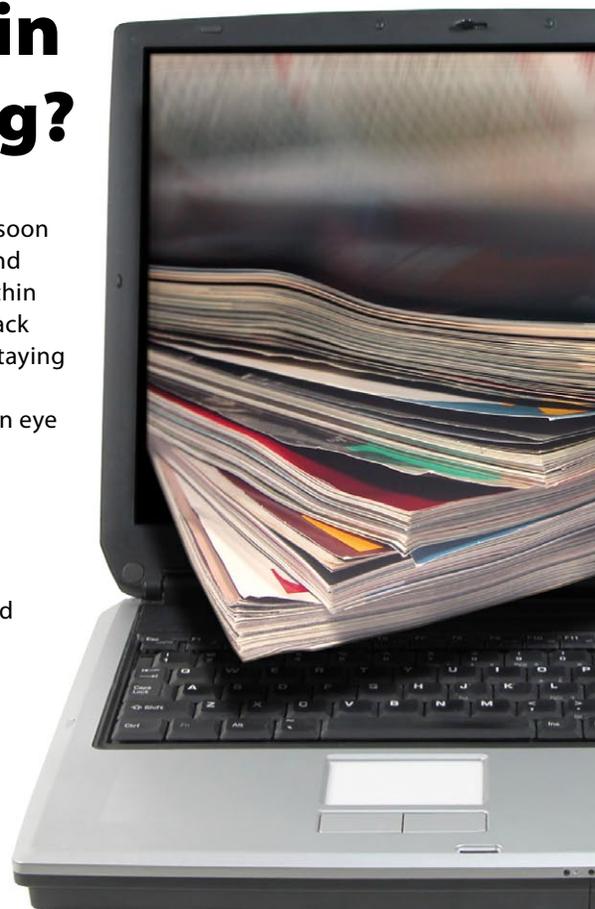
What's **NEW** in Online Publishing?

Online publishing continually evolves. As soon as contemporary topics are addressed and innovative features are implemented within your website, it is already time to step back and objectively evaluate the newest developments. Staying current on the latest and greatest trends can be time consuming, but there are several key trends to keep an eye on as your publication matures.

Trend #1: Google™ and the Death of the Homepage

This trend is best illustrated by one amazing piece of data collected this year: well over half of the combined incoming traffic to Allen Press sites in 2007 is coming from a search engine and going straight to content. With the rise of Google and Google Scholar as useful and accurate research tools, researchers are abandoning traditional methods of browsing to articles. Additional search engines such as Ask.com™, Microsoft Live™, and Yahoo® are close behind, with users looking for an approach to information gathering that is swift and simple.

Though this is good news in terms of discoverability, it is important to rethink the presentation of information on your site. With a large amount of traffic going directly to articles, it is a good idea to focus on page delivery. The goal is to provide concise, clear branding on every page—no matter what page a user finds, your branding should be clearly identified. Advertising on homepages alone may no longer reach the intended audience, so consider allotting ad space on an article level. Another consideration is alternate methods of communicating ideas normally



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The Midas Touch

FrontMatter

In front of publication issues that matter

FrontMatter is a quarterly newsletter devoted to issues that affect society and association publishers, with a particular focus on the use of technology.

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Partnering with organizations to promote their interests and to achieve their goals.

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from the editor

Anna Jester, Marketing

Help at Every Step

Streamlining everyday editorial office activities is the primary focus at the Allen Press Editorial Seminar held annually in Lawrence, KS. Familiarizing editorial office personnel with innovative solutions, updated procedures, and Allen Press staff is vital as production schedules become increasingly shorter. Peer networking also plays a key role when implementing change. Discussing with colleagues the strategies that failed, succeeded, or underwent periods of drastic overhaul gives front-line experience a voice.

Evaluating your online offerings is a continual process. Are you aware of new standards and are you meeting and

exceeding them? This issue's feature article discusses current trends in online publishing.

Microsoft Word is one of the most commonly used pieces of software in editorial offices today. A new version has been released, and many users may be contemplating whether they are ready to upgrade. Equally important is whether the people with whom you interact on a daily basis are ready to receive files created using the newest version.

Have you contemplated accelerating your publication schedule? New tools are readily available once your organization commits to shortening schedules. You

may also need to consider whether to shorten both your online and your print schedules.

These and other topics that were addressed at the 2007 Allen Press Editorial Seminar aimed to help editorial offices at every step in the process. In addition to excerpts found in this edition of *FrontMatter*, we have made copies of presentations available online at <http://edseminar.allenpress.com>.

We are always interested in hearing your feedback about the newsletter and any ideas you might have for future articles. Please e-mail comments, suggestions, or ideas to frontmatter@allenpress.com. ★

reserved for homepages. Things like society announcements, press releases, blogs, and information about featured articles can all be communicated via e-mail notifications and RSS (Really Simple Syndication) feeds.

Trend #2: Further Blurring the Line

As societies focus on adding services in order to bolster membership value, there is an increasing need to consolidate that functionality across multiple systems in hopes of presenting a comprehensive user experience. Several options are available to connect multiple society and publication websites.

One option involves merging multiple websites into a unified website. This method provides the most consistent user experience; unfortunately, the process of merging is time consuming and brings up the issues of access control and member identification. A second option is to use referring URLs. This is an established method that is relatively quick and straightforward to setup. It is, however, exceptionally click-flow dependent, which can be a major issue if users aren't clicking in the anticipated order. The third and most comprehensive option is federated authentication, also known as Single Sign On. Two options for federated authentication include OpenID and Shibboleth. OpenID is relatively easy to setup and provides user consistency; however, it only provides identification, not authorization. The other option, Shibboleth, is an industry-standard authorization protocol that provides both identification and authorization, but necessitates that both participating sites maintain a piece of the system. Setting up Shibboleth has been said to be just this side of rocket science, so be sure to add plenty of time to your schedule.

Trend #3: Users Are Important Too!

Web 2.0 is certainly a buzzword these days. What is Web 2.0 and what does it mean for your publication? One of the core ideas of Web 2.0 is that the user is not just a passive viewer, but a participant. There is still traditional data presentation, but layered on top is a "user space" that allows users to modify, organize, or "mashup" data as they see fit. Commonly used

examples are Google Maps mashups, CiteULike, blogging, RSS feeds, and Wikipedia.

Why might journals shy away from Web 2.0? The biggest reason is the removal of the authoritative voice from a publication. Websites like Wikipedia do not have a method for authenticating content and rely on the community to enforce data integrity. Another reason is article-versioning nightmares, mainly dealing with having multiple contributors modifying the content.

Although the point of Web 2.0 is to decentralize authority over data, scholarly publishing could borrow some of the ideas. User space stacked on top of traditional data presentation allows users to slice and dice content as they see fit, making a website more user friendly and functional, which in turn brings more users. The main focus when dealing with Web 2.0 ideas should be whether something is more than just a passing fad—can it provide viable user functionality?

There are several Web 2.0 ideas that work well with scholarly publishing. A virtual bookshelf allows users to select content on the website and organize it as they wish. It is useful for personal use, but could also be used in a university setting for class-specific course books. Saving searches provides users with a way to save criteria for a search to run again in the future. Over time, any new article hits will be identified and relayed to the user upon returning to the website. Another useful idea is to allow authors to post supplemental data to accompany their articles, including various types of multimedia files or data sets. RSS feeds allow many creative ways to organize data, and subscribers are notified as soon as the feed changes. Article commentary allows comments from readers on content, but generally requires a sign-off process before comments are released to the public.

Trend #4: Show the Libraries Some Love

Taking the idea of user functionality and expanding it to apply to a library or other institution is easier than you might imagine.

"The print version of an article is no longer the only meaningful version of a document."



“Traditional issues are becoming less important as a single entity as new online-only conventions emerge.”



Web-based IP access and usage-reporting administration are two possibilities. Another is allowing the library the ability to brand the look of the site for their users, providing a custom view to identify the library or institution. You could even provide a portal or homepage for libraries or allow them to suppress any unsubscribed content. However, suppression is a tricky subject, and you need to examine the consequences of a disjointed user experience in which content simply ceases to exist within certain buildings.

Trend #5: Decoupling From Printing Conventions

Although there is still inherent value in a printed copy, you should not be bound by printing conventions when considering your online content. The print version of an article is no longer the only meaningful version of a document; content is appearing online as soon as possible, regardless of print status. As such, the publication date is now often attached to the online version.

Content can now be sliced into virtual issues that may be preset by the publication or defined by the user.

A pool of articles can be subdivided in several different ways, including by keywords or topic, by authors, or by a previously existing rating scale. Publications may wish to provide access to a specific number of articles from the website for a set fee or a specifically themed group of articles for a predetermined fee. Traditional issues are becoming less important as a single entity as new online-only conventions emerge.

The decline of the importance of page numbers is an additional change from printing conventions. Page numbers are not necessary with an online Table of Contents; links take you directly to the articles. PDFs on the fly may make even article-level page numbers less meaningful in the future. “Print on demand” provides subscribers with an easy way to get a copy of the issue regardless of whether they subscribed to the publication during the original publication time

frame. Print on demand also allows users to print their virtual issues if they prefer.

Trend #6: Come and Get It!

Although Google may have served as a portal to the information, not everyone who reaches your website has a subscription and access to content. However, there are a variety of ways to grant access or attract users without subscriptions. One way to allow users to purchase content is through individual article purchase, or pay per view. This draws revenue from users who are not interested in a subscription, but want access to a specific article needed for their research. Article blocks follow the same principal, but are more of a mini-subscription, allowing the purchase of a set number of articles (to be redeemed later) in one transaction. You can even sell traditional subscriptions to preselected virtual issues. The idea here is that if you can organize it, you can sell it.

There are several good marketing methods for attracting traffic to your website and telling potential subscribers about content. Rolling open-access windows are especially useful; with this model, content is automatically reassigned as open access after a predetermined period of time. This is an excellent way to advertise your older articles and allow potential subscribers or contributors to see what you have to offer. Featured articles or sample issues can also provide a window for users to see examples of your content before they buy a subscription.

In addition, there are some methods of promoting your online content with a combination of online and offline materials. The best example of this is scratch-off coupons, which combine the best of both worlds. Some organizations give these at their annual meetings. They have marketing materials with a scratch-off code that can be redeemed online for a free article block, with a preset number of articles available for the user.

These trends build on previous ideas, and this is certainly not the most exhaustive list. There are plenty of other ideas and refinements to traditional publishing out there just waiting to be discovered and implemented. ★

Lexiconservation

The number of terms and acronyms in use as environmental issues are discussed on radio, television, online, in person, and in print is rapidly increasing. Here we list a few notable environmental definitions.

Biogas is the term for gas generated from the decomposition of waste in a landfill.

Biomass includes wood chips, bark, and materials other than fossil fuels that may be used to provide power.

Carbon Footprint is the term used to measure the impact of human activities on the environment in terms of the amount of greenhouse gas produced. A number of organizations have defined the term slightly differently. The definitions range from measuring all emissions from every activity a person or organization performs to measuring only those emissions created by fossil fuel combustion.

Green Power is a term used to describe electricity produced by renewable resources such as wind power, solar power, hydro, biogas, and biomass.

Green Tags, also known as Renewable Energy Certificates (RECs) or Tradable Renewable Certificates (TRCs), are the property rights to the environmental benefits from generating electricity using renewable energy sources. Green Tags can be bought or traded, and in some cases the purchase supports the development of renewable energy on our power grids, solar power systems for schools and public buildings, or wind power systems for farms, ranches, and communities. One Green Tag represents enough renewable energy to offset a typical home for a month with clean wind and solar power and is equal to:

- 1,000 kilowatt-hours of renewable energy onto North America's power grids
- 1,400 pounds of avoided air pollution (primarily measured as carbon dioxide)
- 1,500 miles of offsetting emissions from a standard car

Greenwashing is the flawed assignment of an environmentally beneficial claim or label to a person, group, or process in the hope of creating a positive, eco-friendly representation. It is often employed by people or groups in an effort to gain positive exposure, sometimes following public concern or outrage.

Mailing List Hygiene includes ensuring your mailing list is current and maintaining valid consumer contact information. Sending your publication or advertisements to consumers who do not want them or will not receive them due to incorrect address information wastes the money, materials, and energy used to create the mailing.

Pre-Consumer Waste is paper that has not been used by the final consumers. Examples include waste paper and trimmings generated at paper mills and unsold magazines and newspapers.

Post-Consumer Waste (PCW) identifies paper that was recovered subsequent to consumer usage and discard.

TCF is totally chlorine-free paper made from 100% virgin fiber that is unbleached or bleached with nonchlorine compound.

Tree Free indicates that alternative fibers were used in the manufacturing of paper. Tree-free fibers include kenaf, hemp, flax, and cotton and may be grown intentionally or recovered from crops.

Volatile Organic Compounds (VOCs) are chemical compounds that readily evaporate at room temperature. VOCs are found in many household items such as varnishes and cleaning products. As a result, concentrations of many VOCs are consistently higher indoors than outdoors. The Clean Air Act of 1990 directed manufacturers to reduce their production of VOCs. Soy and vegetable inks are among a number of renewable resources printers can use in an effort to lower VOCs. ★



views and reviews

Adapted from the session "Managing Software Updates in the Editorial Office" at the 2007 Allen Press Editorial Seminar in Lawrence, KS, on October 4, 2007.

Microsoft Word 2007 is fundamentally different from earlier versions, not only in its organization, but also in its format. This difference extends all the way from the interface (how everything looks), to the organization of functions (how to get to the actions that you want to perform), to the file format itself (how the file looks to the computer).

Though the reorganization of the functionality commands is significant, a much more fundamental (and problematic) change is the new Word 2007 file format. Whereas previous versions used a binary code (i.e., a series of 1s and 0s), the new file format is based on XML, which is a text-based code. The file format has changed significantly enough, in fact, that Word 2007 files have a different extension: .docx or .docm, rather than simply .doc. Because of this new format, earlier versions of Word cannot open .docx files without a special add-on from Microsoft. This also means that many tools and conversions written for earlier versions of Word will no longer work with Word 2007's .docx file format. Workflows designed around the .doc file format have, as yet, been unable to incorporate the new .docx files. Fortunately, documents composed in Word 2007 can be "saved down" as .doc files (rather than .docx) and can be passed around among machines and edited as .doc files with no significant data loss.

The real difficulty in making the switch to Word 2007 for authors, editors, and printers is the math. The equation editor that comes with Word 2007 embeds equations as images, a format that is retained when the file is saved down as a .doc. This is a problem because images aren't editable. To be printed, equations either need to be processed as art or re-created in an editable format that can be rendered by typesetting software. If math is created in Word 2007 using MathType, it can be saved down to the .doc file format without losing the integrity of the MathType equations and can then be edited and processed in either file format without corrupting the math.

As an alternative to MathType, it is possible to create equations using an earlier version of Word's equation editor. As opposed to the latest iteration, earlier versions of the equation editor do not embed equations in the document as images. Tools already exist for working with equations created with these versions, so they will produce math equations that can be converted and used in a .doc-based workflow. The earlier version is accessible from the "Object" menu on the "Insert" ribbon in Word 2007. From here, it is possible to choose the appropriate equation editor.

Because of the changes to the file format and the equation editor, most STM publishers cannot work with .docx files. However, this does not mean that Word 2007 itself cannot be used as a document-editing program. If documents are created and saved in compatibility mode as .doc files and the math is created in MathType or an earlier version of Word's equation editor, these are functionally Word 2003 documents and will flow smoothly into typesetting. In effect, for the STM publishing industry, Word 2007 is currently an interface for earlier versions of Word. ★

—Eric Hutchinson, *File Preparation*, Allen Press

United Way



Allen Press, Inc., Wins the United Way Pacesetter Super Star Trophy Award

United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people's lives. Building on more than a century of service as the nation's preeminent community-based fundraiser, United Way engages the community to identify the underlying causes of the most significant local issues, develops strategies and pulls together financial and human resources to address them, and measures the results.

Allen Press, headquartered in Lawrence, KS, was pleased to participate in this year's Pacesetter drive as part of the 2007 United Way campaign. Pacesetter companies complete their United Way drive before the general campaign officially kicks off. The Pacesetter Superstar Trophy is given to the pacesetter in a given county that shows the biggest increase in gifts pledged in comparison to the previous year. The amount Allen Press raised was a 125.84% increase over last year's contribution, the largest increase by participating companies. ★



Curious about ways your organization can nourish green-minded printing and publishing initiatives? Information on Allen Press Environmental Sustainability seminars is coming soon!

The Midas Touch

Time and time again it happens: you get a fantastic, fresh marketing idea and try it out, but the response doesn't warrant trying it again, so you restart the process and look for more new ideas. Nothing ever works, and you feel like you are continually looking for fresh ideas. Following these two simple rules can help your organization stop this vicious cycle.

The New Golden Rules

No magic bullets Fresh ideas are always a good idea; that isn't the problem. The problem lies in not maximizing your approach. Many organizations are constantly searching for a magic bullet—something that will give them immediate results and help them turn the proverbial corner. Marketing just doesn't work that way. There are no magic bullets. It takes time, effort, and exposure.

Follow-up is key Because it takes an average of seven "touches" before someone will give you a look, the question that naturally arises is, "Is it the *idea* that doesn't work?" Or is there a possibility that you aren't capitalizing on your marketing campaign in the first place? It's a common misconception that just sending out a direct-mail piece or an e-mail will bring in new people. Many organizations don't

take the time to follow up on the pieces they send out, let alone track the actual numbers to know exactly what is working and what isn't.

A Tiered Strategy

You must get your name and information in front of people as much as possible and still remain cost effective. A simple solution is to create tiered strategies in which you market to clients in multiple ways within one campaign. This keeps



you in front of prospective clients. For example, start with an e-mail invitation for a free online trial of your journal and build off of that. Once the client takes advantage of the offer, find multiple ways to maintain contact all the way through the free-trial process.

A very effective but seldom-employed method is to pick up the phone and call them. *Pick up the phone and call*

them. This is an excellent opportunity for you to add the personal touch to your campaign. While your competition is waiting patiently by the computer for responses, you can be talking one-on-one with the potential subscriber. Simply make the call to the librarian and ask if there are any questions. It's the little things such as this that can make the biggest difference in seeing your subscriptions rise.

After you have made some sort of personal contact with the librarian, follow up with different marketing efforts until the free trial is about to expire. Remind them of your conversation and the journal's subject matter. Send an e-mail that includes a link to your website so they can purchase a subscription online. Finally, send an invoice with a chance to purchase a subscription via direct mail if they have not already done so online.

This is just one simple example of how to use these rules to build a campaign around one idea and maximize the prospect's contact with your organization or journal. Remember, more exposure leads to better returns. Though this seems simple, it's usually the simplest ideas that get great results. ★

>> product spotlight



Allen·
veriFig™

Allen veriFig™

Allen Press recently released Allen veriFig, a web-based application that allows editors and authors to streamline the process of ensuring art files and figures are correctly formatted and prepared. This valuable preflight tool is complimentary for Allen Press clients and aims to save you time and energy, in addition to avoiding costly alteration charges. Authors or editors can upload multiple files online and receive an e-mail providing details about resolution, fonts, security, and color mode. If a file is unacceptable, Allen veriFig provides a list of errors and a reference link to the Digital Art Specifications guide. Contact your account representative directly for additional information. ★



ADDRESS SERVICE REQUESTED



Duncan Eshelman, Project Manager, Allen Press

-Getting -the +Most OR +Relevant +Information -out -of -Your +Search

To borrow a phrase from Douglas Adams's *The Hitchhiker's Guide to the Galaxy*, the Internet is "big. Really big. You just won't believe how vastly, hugely, mind-bogglingly big it is." Despite the many tools and services that can be used to manage the massive flow of information coming at us via the Web, one can inevitably expect to find oneself staring at a little box sharing space on a Web page with the words "Search" and "Results 1 - 10 of about **1,280,000,000**."

Getting what you want out of the Internet can be a formidable challenge. So what can be done to improve this situation? The most immediate answer is to include Boolean operators in your query. Less than 5% of all Internet queries make use of Boolean operators (Spink et al. 2001), but all major search engines support their use.

What is a Boolean operator? Simply stated, a Boolean operator is a logical constant that represents a syntactic operation on a sentence, or in this case, a query. Commonly supported Boolean operators are +, -, and, or, and quotation marks (" "). Correct use of these logical operators will increase the number of relevant returns to your query and, perhaps more importantly, help you screen out inappropriate or irrelevant results.

What these operators individually mean is not necessarily self-evident. The "+" operator before a word or phrase instructs a search engine to always include that word or phrase in its results. The "-" operator instructs a search engine to always exclude that word or phrase. Placing quotation marks around a phrase instructs the search engine to return only results that exactly match that phrase. If words or phrases are linked by the *and* operator, the search engine returns only those results with both of the words or phrases, whereas the *or* operator returns results with any of the words or phrases.

In most search engines, these logical operators should appear immediately before a search term. As with most things in life, it is necessary to read the instructions attached to a particular search engine, as correct usage of these operators may vary between search engines. By correctly using these logical operators, you can dramatically improve the quality of your search results. ★