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Off the Wall/ Advertising

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This was sent in by Rick Heldrich, a Chemistry Professor at the College of Charleston who regularly contributes information to *Against the Grain*. It raises some interesting questions about advertising in some of our scholarly publications and also about the growing significance of electronic information.

What's in the Ads? by Rick Heldrich (College of Charleston)

Ads in scientific publications are seen as a way to reduce the costs of publications. Some publications (e.g., *The Scientist*) make extensive use of ads interspersed with articles; others (e.g., *Science*, and American Chemical Society Journals) limit ads to the first few pages with the table of contents and on fly leaf pages. The incorporation of ads into scientific publications is no longer the controversial issue that was just a few years ago. Now the big controversy seems centered on electronic versus paper publications.

A nonscientific, cursory examination of the ads in 3 recent issues of scientific publications, *The Scientist*, v.6, #6, March 16, 1992; *Science*, v. 255, March 13, 1992; and *The Journal of Organic Chemistry*, v. 57, #5, February 28, 1992 (all of which arrived on this author's desk within 5 days of each other) offers some interesting insight. First, the unusual companion to the *JOC* issue was a chemical company, special edition, 30 page, full color, glossy ad brochure. Within this brochure were four technical articles, over ten ads for the chemical company, one ad for a symposium where the chemical company will make an award, one ad for a film co-produced by the chemical company, and one ad for a book sold through the chemical company. This special ad is not considered in the discussion of ads within the publications that follows.

The ad data for all the publications is shown in the accompanying table. Employment ads are not included except as noted. Several interesting observations can be made. First, it seems clear that the more general the scope of the publication, the greater the number of ads. This may reflect editorial policy but it seems, never the less, to be true. Thus, *The Scientist* and *Science*, have 25 and 33 ads respec-

tively, while *JOC* has only 11. However, if the chemical company brochure was included, *JOC*, would seem to have at least as many ads and ad space.

Secondly, in all publications, technical ads outnumbered all others and was near 50% of all ads placed. It should be noted that employment ads within the sections for employment ads at the ends of *Science* and *The Scientist* were not counted. If they had been counted, employment ads would have constituted, by far, the largest percentage of ads placed. Also, software ads were much more popular in general publications than in *JOC*.

Third, most of the ads for journals were for the parent publications. There was also a high incidence of same publisher's ads for other journals (e.g., of the 3 journal ads in *JOC*, all were ACS journals. *JOC* is also an ACS journal.) Two of the three journal ads in *Science* were for *Science*. One of two journal ads in *The Scientist* was for *The Scientist*.

Fourth, the percent of ads that incorporated electronic media was highest for the least technical publication, *The Scientist*, and lowest for the most technical, *JOC*.

Admittedly, these do not represent enough data points to draw any conclusions on the meaning, if any, of these observations. Still, the results are curious, even if anomalous. Of ads for the journals,

two out of eight included electronic media. This seems to represent a much higher percentage than the percentage of journals that are now available which actually embrace electronic media. Again however, there are not sufficient data to state whether or not publishers are more aggressive in pushing electronic media than printed media, although the suspicion is certainly raised.

All in all, ads are now a permanent part of our publication diet. If ads reflect the future, then the future of electronic media would still appear uncertain. The argument could be made (but it would need better documentation to be believed) that electronic media is more aggressively marketed. This might lead users to accept electronic media, by the pressure of advertising. Of course, users could reject electronic media despite aggressive marketing. Alternately, it may be that users also want (or will want) electronic media and that the marketing just reflects what is wanted. Based on another, small, informal (non scientific, meaningless but an interesting data point) polling of a few (10) users, it was found that two out of ten would prefer to see more electronic media in journals. This would indicate that publishers are not pushing electronic media on users; rather, they are giving users what they want.

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<i>Science</i>	Ads	# with electronic	% Ads component
Technical Ads	16	1	48
Journal Ads (1)	3	1	9
Book Ads	0	0	0
Retrieval Ads	2	2	6
Software Ads	4	4	12
Pub. Outreach Ads (2)	8	0	24
			(24% Electronic)
<i>The Scientist</i>	Ads	# with electronic	% Ads component
Technical Ads (3)	13	4	52
Journal Ads (4)	2	1	8
Book Ads	1	0	4
Retrieval Ads	1	1	4
Software Ads	6	6	24
Public Outreach Ads	2	0	8
			(48% electronic)
<i>Journal of Organic Chemistry</i>	Ads	# with electronic	% Ads component
Technical Ads	6	0	55
Journal Ads (5)	3	0	27
Book Ads	1	0	9
Retrieval Ads	1	0	9
Software Ads	0	0	0
Public Outreach Ads	0	0	0
			(0% electronic)

promotional efforts, and this is an area where we are working together. There is a sense that the old antagonisms between us are diminishing, and the realities of a new, more difficult business environment are encouraging publishers and booksellers to recognize the value that each brings to the marketing and distribution of books to libraries.

Eastern Europe is beginning to emerge as a growing market for American books. Publishers are opening editorial and sales offices, especially in relatively stable countries like Hungary and Poland. Inflation is hurting this investment; there is certainly no gold rush mentality. But there are a variety of joint ventures beginning, where primarily British and German publishers are forging relationships with distributors and small presses in these countries. Our company is also finding opportunities to supply American books to these new private companies as the old state book distributors, like Kultura in Hungary and Sklandnleska Knidja in Poland collapse or settle into a slow decline.

The Eastern Europeans are optimistic, despite their serious economic problems. They are making the transition from the old bureaucracy to a new, capitalistic mentality with apparent ease. For instance, one evening Barry dined with the president of the Hungarian Publishers and Booksellers Association, the owner of a new Hungarian art book distribution house, the new Eastern Europe sales representative of Random House, and the owner of a new Polish library distributor. All of these people, friends for many years, used to be in the old state run publishing houses or book distribution companies. Now each of them expressed a new sense of freedom about their lives and work, and, without meaning to sound ethnocentric, an attitude toward the future that can only be described as American.

Librarians would find a few days at the Frankfurt Book Fair a real adventure. They would find, as we did, that interacting with publishers and book people from many countries adds to our knowledge of the book business and broadens us professionally. ☞

Acquiring Minds

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and the values which form the backbone of the copyright laws?

At ALA I talked about the specifics of the case to a small number of people who are involved with selection in this subject. They all felt that librarians should know about what happened and that they collectively should demand that the publisher replace their copies of the original book with the new edition.

Do librarians have a right to know that they have in their collections [is] a plagiarized work? If so, how are they to be informed? What further action should then be taken by librarians?

As a footnote, let me mention that I am acquainted with the other author only through telephone conversations which occurred during the composition of his book; we have never met face to face. What an interesting encounter that would be now. It's a small world — it's bound to happen some day. I wonder whose heart and stomach will go plunging into the gut on that occasion. . . ☞

Group Therapy

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paperback version is never published or published by a press other than the one which issued the cloth version? Further, should an on-hand cloth edition be returned when librarians learn that there is a paperback available or "announced"? Will the marketplace accept a different discount schedule on paperbacks as has traditionally been the practice?

The bottom line — at least to this librarian/bookseller — is service, service to my customers and to the librarians. In general, I recommend buying the first available issue — usually cloth — of a title when it is central to the library's collection and using subsequent paperback editions for added copies and to expand peripheral areas where cloth editions would be outside the budget. Real costs are related, not only to the item purchased, but also to the expenses incurred in making the purchase. Searching for a less-expensive edition and controlling its acquisitions may, in fact, be "more expensive" than buying a title just once in its life cycle. A successful product (read service for this discussion), begins with a good purchase. ☞

Off the Wall

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(1) **Online Journal of Current Clinical Trials**; *Science* (insert card); *Science* reprints. (2) Includes employment ads in a special section on *Women in Science*. (3) Includes ads in section called *Technical Marketplace*. (4) *Journal of Biological Chemistry* on CD; *The Scientist*. (5) *Chemtech*; *Journal of Agriculture and Food Chemistry*; *J. Chemical and Engineering Data*. ☞

Look At Issues

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Service Charges and Buying Direct. We are seeing a trend of many publishers to try to entice libraries to buy direct. This enticement is coming through deeper discounts to libraries that purchase direct and, in many cases, telemarketing directly to librarians. At the same time, publishers have reduced discounts to some of our service providers like subscription agents. Most of us agree that we need a central source to process our orders rather than working through a myriad of publishers at different times of the year. But, will we be forced to "put our money where our mouth is"? That is, will we have to pay service charges or increased service charges in order to garner this service? As monies dry up all around, unfortunately this seems more and more likely.

Have a good Thanksgiving and vacation season. Things always seem better after a vacation. And Happy New Year! ☞