

2012 Marketing Plan

NEW -- Publications and C&EN Benefits

Background:

The Membership and Scientific Advancement (M&SA) and Publications Divisions have been collaborating on their mutual interests related to Member access to *WebEditions*, *eBooks* and *eArchives*. Membership Marketing has tested a \$25 discount to any ACS journal as a new member incentive to join ACS. The results of the testing showed interest in the international and student audiences. Current testing offers potential new members a \$25 discount on the journal of their choice if they join ACS. To date, the only products available for these offers have been individual journal subscriptions. Until now, the technology for Metered Access (MAP) to single article downloads was not in place for Members. The two divisions are now collaborating on an integration of the Literatum and NetFORUM platforms that will not only facilitate MAP, but also provide Members access to articles across a spectrum of ACS journals rather than limiting them to one discipline of chemistry per subscription.

At its meeting in Columbus, Ohio in August 2011, the Governing Board for Publishing approved the following new member benefits and products provided by the ACS Publications Division.

Products:

Universal Member Access – Paid Members will be offered access to 25 free articles and book chapters during their 12-month membership term beginning January 2012. The comparable *Articles on Demand* value at \$35 each is equal to \$875. *Universal Member Access* includes articles from 39*ACS *Web Editions*, *eBooks*, and *eArchives*.

Articles on Command Member Discount – Beyond the 25 articles available through *Universal Member Access*, additional articles will be available for purchase at a 66% discount compared to the non-Member price through *Articles on Command*. The Member discounted price will be \$12 for journal articles and \$5 for *C&EN Archives*.

Member E-Subscription – Paid Members who want to purchase *Web Editions* subscriptions will be able to do so at a uniform price of \$85* per journal up to a maximum of five per year. Archive access will be available for an additional \$85*. Access will be capped at 250 per journal subscription (exceptions are co-published journals for which existing terms apply).

Member E-Passport – Like the institutional *All Pubs Database* subscriptions, this will allow Paid Members complete access to all ACS journals*, *eBooks* and *eArchives* at two fixed price options: 250 articles for \$500; 500 articles for \$1,000. The number of articles above the set limits will be charged at the *Articles on Command* Member discounted price of \$12 per journal article and \$5 per *C&EN Archive* article.

ACS ID access and click-thru license terms will apply for each product. The license agreement will be presented upon access to the first article and the Member will be required to agree before continuing.

C&EN Mobile

As an unexpected add on, the Governing Board approved Member-only free access to the mobile format issues of *C&EN* beginning in January 2012. Newsstand pricing will be set at \$2.99 per issue. The app is free.

Launch:

The launch of these offers will be in September 2011 with the commencement of the 2012 membership renewal series and announcements by the Publications Division. Notice of *C&EN Mobile, Universal Member Access* and additional discounted journal access, available to paid members January 1, 2012, will be highlighted in the initial email and in the first effort cover letter from Madeleine Jacobs to all renewing members. The renewal brochure will also feature this as a new benefit and is enclosed in multiple renewal efforts. More than 300,000 renewal messages – combined email, direct mail, and telemarketing – are sent each year.

The offers will also be reflected in the online *Member Handbook*, Member Benefits web pages, and in our exhibit graphics and materials.

C&EN Mobile and the exclusive Member offer and pricing for ACS journals will also be featured in the 3.5 million invitations to join ACS sent annually via mail, email, telemarketing, social networks, and the web. Acquisition efforts include viral marketing among the student audience. Mini web sites will feature the availability of free mobile access to *C&EN* and individual Member subscription pricing attractive to student audiences.

* The *Journal of Chemical Education* and the *Journal of Natural Products* are co-published and will retain their contract pricing and access terms.