



**OPEN ACCESS...
BUT PROFESSIONALLY**

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Common Belief

Open access... and the journal will fly



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Reality

COMMON BELIEF

Open access... and the journal will fly

REALITY?

Open access will NOT replace hard work to edit, produce and market the journal



Reality

COMMON BELIEF

Open access... and the journal will fly



REALITY?

Open access will NOT guarantee success;
you will compete against other open access
and paid access journals



Common Belief

No cost for the reader, no cost for the publisher



Reality

COMMON BELIEF

No cost for the reader, no cost for the publisher



REALITY?

If you want to have a journal, be prepared to pay for it



Reality

COMMON BELIEF

No cost for the reader, no cost for the publisher

REALITY?

Editorial work costs, technology costs,
marketing costs



Common Belief

Open source technology is ideal
for open access content



Reality

COMMON BELIEF

Open source technology is ideal for open access content

REALITY?

Open source technology is more expensive and less reliable than commercial technology



Reality

COMMON BELIEF

Open source technology is ideal
for open access content



REALITY?

Nobody will take responsibility for open source technology when it fails; nobody will take responsibility for its development, administration, customers support costs and servers cost



Reality

COMMON BELIEF

Open source technology is ideal for open access content



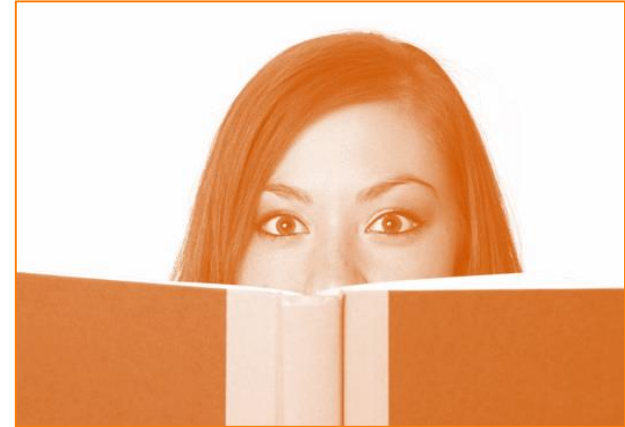
REALITY?

Licensing the world's leading technology solutions is much cheaper and more convenient than struggling with open source solutions



And... don't forget

READERS



They want much more than open access:

- Reliable access, no downtime, fast download
- Reference linking
- Your metadata in abstracting databases asap



And...

AUTHORS



They want much more than open access:

- Reliable online submission system
- Robust e-publishing technology for their content



And...

LIBRARIANS



They want much more than open access:

- Reliable host for endorsed OA publications
- IP authentication to collect usage statistics



My Point?

To build sustainable presence and successfully compete OA journals must use the same or similar solutions and services which are used by major international publishers and which are cheaper and more efficient than open source systems



Real-life Example

VERSITA OPEN (www.versitaopen.com)

- publishes over 200 society journals from about 20 countries
- does not impose any OA model on published journals
- offers journal production, marketing and distribution
- uses MetaPress, Editorial Manager, CrossRef and other world's leading technologies



Real-life Example

The screenshot shows the Versita Open website homepage. At the top left is the logo 'VERSITA OPEN' with a stylized bird icon above it. To the right is a navigation menu with links for 'Home', 'About us', 'Press', 'Career', 'News', and 'Contact'. Below the navigation are three main content areas: 're-search' with a dictionary-style definition, 'Subjects' with an image of hands holding papers, and 'Journals' with an image of a stack of books. On the right side, there is a search bar with a 'Search' button and a link to 'advanced search'. Below these are two columns of news and an 'About us' section. The 'News' section contains two articles from 2011. The 'About us' section describes Versita Open as a leading Open Access platform. At the bottom, there is a section for 'Versita Open journals' featuring a carousel of journal covers including 'ARHIV ARCHIVES', 'amcs', 'Advances in Medical Sciences', 'Acta Zoologica Lituanaica', and 'GEOLÓGICA CARPATICA'. A footer logo is visible in the bottom right corner.

VERSITA OPEN

Home About us Press Career News Contact

re-search¹ /rɪˈsɜːtʃ, [plural] 1 serious discover new facts research into student lab You

Subjects

Journals

Search [advanced search](#)

News

2011-02-28
Versita expands its presence in Central Europe. Two new European markets will be covered by Versita and Versita Open publishing services. Market Entry Events took place last week in Hungary and Bulgaria. [Read more...](#)

2011-01-17
Step forward in the digitalization of science in Poland
Polish Academy of Sciences will publish their journals with Versita. A leading scholar and research institution in Poland decided to expand availability of research by publishing electronically 21 of its journals in the Open Access model. [Read more...](#)

About us

Versita Open is one of the world's leading Open Access platforms, hosting full texts of nearly 200 scholarly journals that concurrently belong to many societies, universities and research institutes.

Journal owners enjoy first-class e-publishing technology, coverage by abstracting databases, PubMed, and Thomson Scientific, as well as content distribution to thousands of libraries worldwide. Librarians receive a large collection of open access journals and articles, available through a platform known to many librarians (MetaPress), and quick and competent librarian support. Potential authors do not have to pay article processing charges for most of the journals, while Versita offers free access to articles for everybody.

Besides the open access platform, Versita also publishes journals in a subscription based model. Please visit the other website www.versita.com.

Versita Open journals

ARHIV ARCHIVES 2

amcs applied mathematics and computer science

Advances in Medical Sciences

Acta Zoologica Lituanaica

GEOLÓGICA CARPATICA



Thank you

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