

Schizophrenia International Research Society
Executive Board Meeting
Monday 22 April, 2013
5:45-6:45pm
Cordova 1

Agenda:

1. Secretary's Report:

- April 2012 Board Minutes for approval (Tab #1)
- Membership Update (Tab #2)
- Secretariat/Executive Office report

2. Treasurer's Report:

- SIRS Balance Sheet as of 3/31/2013 (Tab #3 and 4)
- SIRS Income Statement as of 3/31/2013 (Tab #3 and 4)
- SIRS Balance Sheet as of 3/31/2011 (Tab #5)
- SIRS Income Statement as of 3/31/2011 (Tab #5)
- SIRS 2013 Budget (Tabs #6 and 7)
- Fund Raising

3. Open Access Journal Report by C. Arango:

- Proposals and request for Board decisions on approval to have journal, which publisher, process to select Editor(s) and Editorial Board (Tabs #'s 8-13)

4. Meeting Reports:

- 2014 Biennial Conference- Program Chairs and Organizing Committee
 - Planned Science to Date- DRAFT (Tab #14)
 - Budget (Tab #15)
- 2016 SIRS Biennial Conference:
 - Venue (Tabs #16 and 17)

5. Regional Meetings:

- India Regional Meeting
- Other Regional Meetings:
 - Buenos Aires, other?

6. Committee Reports (Tab #18): If Chair is present, please give a summary of activity for your Committee

- Publication Committee (C Arango)
- Awards Committee (P. Harvey, J. Waddington)
- Education Committee (J. Kane)
- Ethics Committee (A. David)- Corporate Support Roles and Responsibilities Proposed (Tab #19)
- Finance Committee (T. Grace)

- History and Archives Committee (L. DeLisi)
- Meeting Affiliations Committee- ICOSR, World Congress of Asian Psychiatry/Bali, Schizophrenia Research Foundation, India- Icons Meeting, 12th Biennial Australasian Schizophrenia Conference (J. Addington, J. McGrath)
- Membership Committee (L. DeLisi)
- Program Committee (A. Abi-Dargham)

7. *Task Force Reports:*

- Social Media Task Force Proposed (Executive Office)

8. *New Business*

***Schizophrenia International Research Society
Executive Board Meeting
Friday, 13 April 2012
5:00 pm
Firenze Fiera, Room 9***

Participants:

Robin Murray – Presiding
Jean Addington
Celso Arango
Lynn DeLisi
Wolfgang Fleischhacker
Philip Harvey
René Kahn
John Kane
Jun Soo Kwon
Steve Marder
Patrick McGorry
Cyndi Shannon Weickert
Lyn Sholl, Parthenon Management Group
Sarah Timm, Parthenon Management Group
Ronnie Wilkins, Parthenon Management Group

Absent:

Geraldo Busatto
Mary Cannon
Anthony Grace
Shitij Kapur
John McGrath
Herbert Meltzer
Xin Yu
Alison Yung

Minutes:

1. ***Minutes from December's Board Meeting*** – C. S. Weickert requested specification that the SIRS Board Meeting was held during the ACNP meeting to the minutes. L. DeLisi recommended as an action item that ICOSR be approached soon to request a reduced registration fee for SIRS members.
2. ***Secretary's Report*** – Lynn DeLisi
 - Membership Updates are included in committee reports
 - SIRS PMG Contract Renewal – The existing contract expires June 30. PMG proposes the management fee and percentage of meeting profit remain the same for contract renewal. PMG staff left the meeting while

the Board discussed this item. The Board was pleased with the high quality of Parthenon's work and dedication and unanimously agreed to accept the contract extension.

3. ***Treasurer's Report*** – René Kahn

- The Society is financially stable and projections through the end of 2012 are positive.
- The Society may need to consider other revenue opportunities in the future, but currently membership dues and meeting revenue are adequate to sustain and grow the Society.
- Board members discussed other revenue opportunities and recognize that journal publications and regional meetings are additional sources of revenue for other organizations and should be considered in the future.

4. ***2012 Conference Updates***

- Overall attendance has increased slightly from the 2010 meeting. As of Friday, 13 April, there are 1590 registered for the conference. In 2010 there were approximately 1540 attendees. ***Note: Actual Conference registrants for 2012 was 1641 attendees from 53 countries.*
- The Board discussed abstract submissions and acceptance. One suggestion was that at the 2014 conference, oral sessions reviewing select poster presentations could be added to the conference schedule. There were some abstract submitters who were not accepted for symposia or oral presentation, and decided not to attend the conference because they were not giving an oral presentation. This will be discussed further by the officers and next Program Committee.
- The Board discussed the number of days of the SIRS conference and if it should be extended. However, the trend has been for some medical conferences to shorten their meetings. A firm decision was not reached.
- The Board discussed the last-minute addition of a DSM-V session during this year's conference. Recommendations for participants included Stephan Ruhrmann, Christophe Correll and Frauke Schulze-Leuter, S. Ruhrmann and F. Schulze-Luter would argue the "pro" side, Wolfgang Fleischhacker would argue the "con" side and Steve Marder will participate as the Discussant. Lynn DeLisi is Chair of the session and Eric Chen will act as Co-chair.
- Corporate Support –The Board reviewed the Supporting Corporate Member companies. Board members were asked to think of others who might be interested in the future. C. S. Weickert will look for contact information for the Foundation for Brain Mapping.

5. ***2014 Conference Update*** – Venice will not be an option for the SIRS Biennial Conference for the foreseeable future. The Board reviewed and discussed space options and cost to hold the 2014 meeting in Barcelona, Vienna, Monaco and Florence. The Board of Directors agreed to stay in Florence for the 2014 conference and consider Bologna or Florence for 2016. The Executive Office

will confirm the dates of the EPA Conference in Europe prior to confirming dates for the 2016 Biennial Conference.

6. ***Regional Meeting Update***

- China - – J. Kane and X. Yu will discuss a regional meeting in Beijing during the SIRS meeting this week. If the Society hosts a regional meeting in China in 2013, the target audience will be Chinese researchers so the meeting does not compete with the Asian Congress on Schizophrenia scheduled in February, 2013. The SIRS Regional Meeting should be scheduled after summer
- India – Dr. Thara invited organizers to participate in ICONS and discuss the possibility of jointly sponsoring a meeting in the future. The Board approved the expenditure of coach class tickets for Society officers invited to present at the ICONS meeting on behalf of SIRS.

7. ***Journal*** –The idea of developing a new open-access journal on schizophrenia was introduced. The Board discussed submission fees for authors and the opportunity to generate additional revenue for the Society. Submission fees to open-access journals vary, but an estimate would be \$1000 - \$3000 per submission. There was concern that authors would not be able to pay this amount. L. DeLisi mentioned that she knew some open access journals that did not require author payment and would find and hand this information over to the publications committee to investigate. The Society currently has journal contracts with Elsevier and Oxford through December 31, 2013. L. DeLisi acknowledged that she has a potential conflict of interest as the Co-Editor of *Schizophrenia Research* and will not be on the committee to review this opportunity. The Publications Committee will be charged with researching information about forming a new Society sponsored and owned electronic open access journal. The Board discussed whether the field can accommodate a third journal and agreed that the scope could be broadened and not focus solely on schizophrenia.

8. ***Committee Updates*** – The Board discussed each committee and the work previously assigned and accomplished.

- Education Committee – There is an opportunity for this committee to identify opportunities and offerings from the Society. The committee should be more involved in the scientific planning of regional meetings. The committee should also work with the Industry Task Force in the coming years to develop more educational offerings to members and those in the field, especially online education.
- Finance – The Board discussed allowing the Finance Committee to act as an Audit Committee that would meet with the auditors hired by the Society to ensure that finances are being handled appropriately.
- History and Archives Committee – This committee could be charged with interviewing members to learn of their experience in research and contributions to the field. Younger members of the Society could be

interviewed while early in their career and follow up interviews could be conducted to record progress in their careers.

- Membership Committee – The Board reviewed the membership numbers for 2012 and past years.

Membership History:

2008: 629 Members - 524 Full, 105 Student Memberships
2009: 475 Members - 440 Full, 35 Student Memberships
2010: 847 Members - 571 Full, 276 Student Memberships
2011: 523 Members - 452 Full, 71 Student Memberships
2012: 442 Members - 356 Full, 86 Student Memberships

The committee changed requirements for application in 2010, requiring applicants to include a letter of recommendation from an existing member. Membership in 2012 is approximately half of membership numbers in 2010. The Membership Committee will review process and make a recommendation to the board about this process.

9. ***Ethics Committee Code of Conduct Policy*** – The Board reviewed the policy put forth by the Ethics Committee and recommended that “Vertebrate animals” be removed from the policy. The policy was approved.
10. ***SIRS Policy Manual*** – The Board will review and make necessary suggestions to PMG. L. Sholl will send an email with the manual for review after the conference.
11. ***Next Board Meeting*** – The Board discussed a time and location for the next Board meeting, but did not decide if the next meeting should be during the ECNP or ACNP meeting. Email discussion will follow.

Membership Counts

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013 to</u> <u>date*</u>
Student Members	105	35	276	77	95	26
Full Members	524	440	571	450	420	308
Total Members	629	475	847	527	515	334

* The membership numbers at the end of March in 2011 were 49 student, 325 full for a total of 374.

* The membership numbers at the end of March in 2012 were 85 student, 342 full for a total of 427.

* We anticipate the numbers will increase when the 2014 Biennial Conference Registration opens.

**PRESIDENT**

John Kane, M.D.

PRESIDENT-ELECT

René S. Kahn, M.D., Ph.D.

PAST PRESIDENT

SIR Robin M. Murray, M.D.

SECRETARY

Lynn E. DeLisi, M.D.

TREASURER

Anthony A. Grace, Ph.D.

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Patrick McGorry, M.D., Ph.D.,
FRCP, FRANZCP
John McGrath, M.D., Ph.D.
Herbert Y. Meltzer, M.D.
Cynthia Shannon Weickert, Ph.D.
Xin Yu, M.D.
Alison Yung, M.D.

EXECUTIVE DIRECTOR

Ronnie Wilkins, Ed.D., CAE

To: Executive Committee

From: Ronnie Wilkins & Elizabeth Wasternack

CC: Sarah Timm

Date: 16 March, 2013

Re: Balance Sheet and Income Statement

Following are the Balance Sheet and Income Statement for the Society as of 31 March, 2013. Please note that these will differ from 2012 because this is a non-meeting year. You will also find the Balance Sheet and Income Statement for the end of March 2011 which is much more comparable to our current year.

Thank you,

Executive Office

info@schizophreniaresearchsociety.org
5034A Thoroughbred Lane
Brentwood, Tennessee 37027 USA
Tel: +1 615 324 2370
Fax: +1 615 523 1715
www.schizophreniaresearchsociety.org

Schizophrenia International Research Society, Inc.

Balance Sheet Prev Year Comparison

As of March 31, 2013

	Mar 31, 13	Mar 31, 12	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1-200 · Citibank	49,513.47	206,044.04	-156,530.57	-75.97%
Citibank Insured Money Market	183,894.38	183,455.41	438.97	0.24%
SunTrust Money Market	255,013.53	254,503.96	509.57	0.2%
Total Checking/Savings	488,421.38	644,003.41	-155,582.03	-24.16%
Other Current Assets				
Prepaid Expense - Congress	0.00	6,772.00	-6,772.00	-100.0%
Total Other Current Assets	0.00	6,772.00	-6,772.00	-100.0%
Total Current Assets	488,421.38	650,775.41	-162,354.03	-24.95%
TOTAL ASSETS	488,421.38	650,775.41	-162,354.03	-24.95%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
20000 · Accounts Payable	2,632.52	3,812.84	-1,180.32	-30.96%
Total Accounts Payable	2,632.52	3,812.84	-1,180.32	-30.96%
Other Current Liabilities				
2-300 · Deferred Revenue				
2-301 · Member Dues	34,766.25	44,113.75	-9,347.50	-21.19%
Total 2-300 · Deferred Revenue	34,766.25	44,113.75	-9,347.50	-21.19%
Total Other Current Liabilities	34,766.25	44,113.75	-9,347.50	-21.19%
Total Current Liabilities	37,398.77	47,926.59	-10,527.82	-21.97%
Total Liabilities	37,398.77	47,926.59	-10,527.82	-21.97%
Equity				
Opening Balance Equity	152,684.95	152,684.95	0.00	0.0%
Unrestricted Net Assets	213,420.02	226,047.52	-12,627.50	-5.59%
Retained Earnings	107,951.00	107,951.00	0.00	0.0%
Net Income	-23,033.36	116,165.35	-139,198.71	-119.83%
Total Equity	451,022.61	602,848.82	-151,826.21	-25.19%
TOTAL LIABILITIES & EQUITY	488,421.38	650,775.41	-162,354.03	-24.95%

Schizophrenia International Research Society, Inc.
Profit & Loss Prev Year Comparison
January through March 2013

	Jan - Mar 13	Jan - Mar 12	\$ Change	% Change
Ordinary Income/Expense				
Income				
4-100 · Dues				
4-101 · Member Dues	11,516.25	14,583.75	-3,067.50	-21.03%
Total 4-100 · Dues	11,516.25	14,583.75	-3,067.50	-21.03%
4-200 · Corporate Support	0.00	20,000.00	-20,000.00	-100.0%
Grant Income				
Travel Award Grants	0.00	30,000.00	-30,000.00	-100.0%
Educational Grants	0.00	94,000.00	-94,000.00	-100.0%
Total Grant Income	0.00	124,000.00	-124,000.00	-100.0%
Investment Income				
Interest Income	189.95	153.04	36.91	24.12%
Total Investment Income	189.95	153.04	36.91	24.12%
Memorial Donations	2.76	643.82	-641.06	-99.57%
Royalty Income	53.20	0.00	53.20	100.0%
Total Income	11,762.16	159,380.61	-147,618.45	-92.62%
Expense				
Meeting Expense				
Meeting-Website/Logo/Image	310.00	0.00	310.00	100.0%
Meeting-Travel				
Meeting-Lodging and Meals	265.18	0.00	265.18	100.0%
Meeting-Local Transportation	163.86	0.00	163.86	100.0%
Meeting-Airfare				
Meeting-Airfare-Speaker	570.96	0.00	570.96	100.0%
Total Meeting-Airfare	570.96	0.00	570.96	100.0%
Total Meeting-Travel	1,000.00	0.00	1,000.00	100.0%
Meeting-Printing	813.66	0.00	813.66	100.0%
Meeting-Shipping	49.84	0.00	49.84	100.0%
Meetings - Registration Fees	300.00	0.00	300.00	100.0%
Meetings - Food & Beverage	0.00	1,829.99	-1,829.99	-100.0%
Total Meeting Expense	2,473.50	1,829.99	643.51	35.17%
Bank Service Charges	121.50	201.88	-80.38	-39.82%
Computer and Internet Expenses				
Consulting	0.00	155.25	-155.25	-100.0%
Total Computer and Internet Expenses	0.00	155.25	-155.25	-100.0%
Credit Card Processing Fees	1,090.69	1,422.89	-332.20	-23.35%

Schizophrenia International Research Society, Inc.
Profit & Loss Prev Year Comparison
January through March 2013

	Jan - Mar 13	Jan - Mar 12	\$ Change	% Change
Insurance Expense				
Event Cancellation	0.00	4,375.35	-4,375.35	-100.0%
Total Insurance Expense	0.00	4,375.35	-4,375.35	-100.0%
License and Fees	151.94	117.79	34.15	28.99%
Management Fee	27,750.00	27,750.00	0.00	0.0%
Office Expenses				
Postage and Shipping				
Shipping Expenses	0.00	340.39	-340.39	-100.0%
Postage and Shipping - Other	42.82	0.00	42.82	100.0%
Total Postage and Shipping	42.82	340.39	-297.57	-87.42%
Printing	0.00	200.00	-200.00	-100.0%
Office Supplies	0.00	542.51	-542.51	-100.0%
Copying Expenses	15.48	0.00	15.48	100.0%
Total Office Expenses	58.30	1,082.90	-1,024.60	-94.62%
Telephone Expense				
Teleconference	1,013.99	365.31	648.68	177.57%
Total Telephone Expense	1,013.99	365.31	648.68	177.57%
Travel Expense				
Airfare				
Airfare-Staff	635.60	0.00	635.60	100.0%
Airfare - Other	1,500.00	4,413.90	-2,913.90	-66.02%
Total Airfare	2,135.60	4,413.90	-2,278.30	-51.62%
Local Transportation	0.00	0.00	0.00	0.0%
Lodging and Meals	0.00	1,500.00	-1,500.00	-100.0%
Total Travel Expense	2,135.60	5,913.90	-3,778.30	-63.89%
Total Expense	34,795.52	43,215.26	-8,419.74	-19.48%
Net Ordinary Income	-23,033.36	116,165.35	-139,198.71	-119.83%
Net Income	-23,033.36	116,165.35	-139,198.71	-119.83%

Schizophrenia International Research Society, Inc.

Balance Sheet

As of March 31, 2011
Mar 31, 11

ASSETS

Current Assets

Checking/Savings

1-200 - Citibank 14,742.04

Citibank Insured Money Market 138,169.25

SunTrust Money Market 253,003.03

Total Checking/Savings 405,914.32

Total Current Assets 405,914.32

TOTAL ASSETS 405,914.32

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 - Accounts Payable 2,656.17

Total Accounts Payable 2,656.17

Other Current Liabilities

2-300 - Deferred Revenue

2-301 - Member Dues 37,887.50

Total 2-300 - Deferred Revenue 37,887.50

Total Other Current Liabilities 37,887.50

Total Current Liabilities 40,543.67

Total Liabilities 40,543.67

Equity

Opening Balance Equity 152,684.95

Unrestricted Net Assets 128,602.12

Retained Earnings 107,951.00

Net Income -23,867.42

Total Equity 365,370.65

TOTAL LIABILITIES & EQUITY 405,914.32

Schizophrenia International Research Society, Inc.

Profit & Loss

January through March 2011
Jan - Mar 11

Ordinary Income/Expense

Income

Miscellaneous Income	272.81
4-100 - Dues	
4-101 - Member Dues	12,532.71
Total 4-100 - Dues	12,532.71

Investment Income

Interest Income	739.65
Total Investment Income	739.65

Total Income 13,545.17

Expense

Bank Service Charges	101.25
Computer and Internet Expenses	
Consulting	1,185.00
Programming	4,492.45
Total Computer and Internet Expenses	5,677.45

Credit Card Processing Fees 1,744.06

License and Fees 118.75

Management Fee 27,750.00

Office Expenses

Postage and Shipping

Shipping Expenses	173.55
Postage Expense	
Postage	253.66
Total Postage Expense	253.66

Total Postage and Shipping 427.21

Printing 1,040.00

Total Office Expenses 1,467.21

Telephone Expense

 Teleconference 426.86

Total Telephone Expense 426.86

Travel Expense

 Lodging and Meals 127.01

Total Travel Expense 127.01

Total Expense 37,412.59

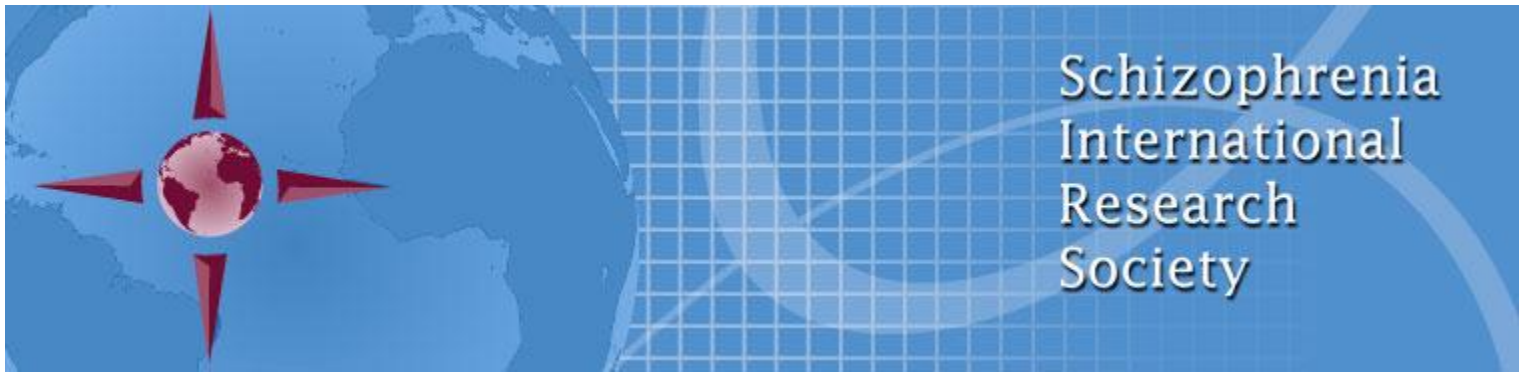
Schizophrenia International Research Society, Inc.

Profit & Loss

January through March 2011
~~Jan - Mar 11~~

Net Ordinary Income	<u>-23,867.42</u>
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Net Income	<u><u>-23,867.42</u></u>
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**PRESIDENT**

John Kane, M.D.

PRESIDENT-ELECT

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Alison Yung, M.D.

EXECUTIVE DIRECTOR

Ronnie Wilkins, Ed.D., CAE

To: Executive Committee

From: Ronnie Wilkins & Elizabeth Wasternack

CC: Sarah Timm

Date: 14 February, 2013

Re: Fiscal Year 2013 Proposed Budget

Following is the proposed budget for FY 2013. We have first presented the overall budget by functional classes, followed by a comparison of the proposed budget with projected year end numbers for this year and actual data from the past four years.

- If we do host a regional meeting it will most likely be a wash between expenses and revenues.
- If a regional meeting is decided upon, then we will revise the budget if necessary.

Please let me know what questions you may have. As always, I am more than happy to provide any additional information.

Thank you.

Executive Office

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5034A Thoroughbred Lane
Brentwood, Tennessee 37027 USA
Tel: +1 615 324 2370
Fax: +1 615 523 1715
www.schizophreniaresearchsociety.org

Schizophrenia International Research Society- Draft Budget 1/1/2013-31/12/2013

	Congress	G&A	Publications	Special Meetings	Total
Revenue					
Ordinary Income/Expense					
Income					
Total 4-100 · Dues		70000.00			70000.00
4-200 · Corporate Support		203800.00*			203800.00*
Total Investment Income		2300.00			2300.00
Total Royalty Income		1600.00			1600.00
Total Income	<u>0</u>	<u>277,700.00</u>	<u>0</u>	<u>0</u>	<u>277,700.00</u>
Expense					
Abstracts Online	10000.00				10000.00
Total Audio/Visual Expenses		1000.00			1000.00
Bank Service Charges		300.00			300.00
CME Credits					
Total Computer and Internet Expenses		2500.00			2500.00
Total Copying Expenses		50.00			50.00
Credit Card Processing Fees		4500.00			4500.00
Total Insurance Expense	5000.00	1500.00			6500
License and Fees		1300.00			1300.00
Management Fee		111000.00			111000.00
Meetings - Food & Beverage		1500.00			1500.00
Meetings- Registration Fee		300.00			300.00
Office Supplies		100.00			100.00
Postage		50.00			50.00
Printing	3000.00				3000.00
Total Professional Fees		7000.00			7000.00
Shipping Expenses		950.00			950.00
Total Subscriptions			31500.00		31500.00
Total Telephone Expense		1000.00			1000.00
Total Travel Expense	6000.00			13,500	19500.00
Total Expense	<u>24,000.00</u>	<u>13,3050.00</u>	<u>31,500.00</u>	<u>13,500.00</u>	<u>202,050.00</u>
Net Ordinary Income	<u>-24,000.00</u>	<u>144,650.00</u>	<u>-31,500.00</u>	<u>-5,500.00</u>	<u>75,650.00</u>
Net Income	<u>-24,000.00</u>	<u>144,650.00</u>	<u>-31,500.00</u>	<u>-5,500.00</u>	<u>75,650.00</u>

- Corporate Support is difficult to anticipate. This number is based off of 2012 numbers.

Budget Comparisons FY 2009-2013					
	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
	Actual	Actual	Actual	Actual	Budget
Income:					
Congress Income	0.00	643,556.66	0.00	739,858.87	0.00
Member Dues	57,740.00	107,718.00	69,707.71	70,450.00	70,000.00
Corporate Support	212,881.10	185,000.00	180,000.00	29,970.00	203,800.00
Grant Income	0.00	76,556.00	64,909.67	156,666.00	0
Regional Meeting Income	0.00	0.00	54,606.69	0.00	0.00
Investment Income	2,273.22	2,724.75	2,373.70	911.63	2,300.00
Memorial Donations	0.00	145.00	0.00	2,589.93	0.00
Royalty Income	7619.54	0	6,184.47	1,599.96	1,600.00
Total Income	280,513.86	1,015,700.41	377,782.24	1,002,046.39	277,700.00
Direct Expenses:					
Abstracts Online	0.00	13,828.00	1,000.00	16,368.00	10,000.00
Audio/Visual	0.00	81,725.00	13,811.07	68,320.00	1,000.00
Bank Service Charges	136.72	377.65	267.51	641.16	300.00
CME Credits	0.00	7,071.13	0.00	8,022.00	0.00
Computer and Internet	10,571.93	6,384.25	7,438.57	261.50	2,500.00
Copying	16.16	0.00	0.00	625.00	50.00
Credit Card Processing Fees	2,932.20	12,968.42	4,316.84	19,041.78	4,500.00
Honoraria	0.00	1,613.00	0.00	2,000.00	0.00
Insurance	9,569.24	5,019.00	1,726.00	5,530.35	6,500.00
License and Fees	1,762.77	514.40	1,337.92	876.45	1,300.00
Management Fee	96,000.00	106,000.00	111,000.00	111,000.00	111,000.00
Meetings - Decorations	0.00	258.00	533.02	0.00	0.00
Meetings - Food & Beverage	1,004.23	175,001.06	22,969.02	175,200.62	1,500.00
Meeting Management Fees	0.00	145,911.58	6,888.39	166,286.93	0.00
Meetings - Other	0.00	1,470.00	2,558.85	437.50	0.00
Meetings - Poster Sessions	0.00	13,994.00	0.00	11,200.00	0.00
Meetings - Registration Fees	200.00	0.00	500.00	0.00	300.00
Meetings - Room/Space Rental	0.00	152,492.00	16,841.03	153,585.00	0.00
Office Supplies	15.00	20,784.94	1,197.98	21,429.31	100.00
Plaques & Certificates	0.00	218.48	0.00	101.32	0.00
Postage	42.34	767.00	572.74	0.00	50.00
Printing	1,153.00	23,005.97	4,047.69	24,585.50	3,000.00
Professional Fees	19,479.62	6,044.49	6,500.00	1,750.00	7,000.00
Shipping	628.40	2,755.08	972.70	2,501.07	950.00
Subscriptions	33,005.00	41,320.00	32,320.00	52,276.00	31,500.00
Telephone	12.95	1,001.35	2,458.28	855.23	1,000.00
Travel	8017.37	166,540.42	41,079.23	171,779.17	19,500.00
Total Expenses	184,546.93	983,065.22	280,336.84	1,014,673.89	202,050.00
Net Ordinary Income	95,966.93	32,635.19	97,445.40	-12,627.50	75,650.00
Net Income	95,966.93	32,635.19	97,445.40	-12,627.50	75,650.00

AN OPEN ACCESS JOURNAL FOR THE
SCHIZOPHRENIA INTERNATIONAL RESEARCH SOCIETY

A PROPOSAL FROM



CONFIDENTIAL
Submitted
November 9, 2012

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Introduction

At BioMed Central we are excited about the opportunity to enter into a close partnership with the Schizophrenia International Research Society (SIRS) to develop and launch a new SIRS-owned open access journal. Among the major factors that make us confident that we can help turn the SIRS initiative into a successful journal launch are the rapid and worldwide growth of open access as a publishing model, BioMed Central's proven expertise and success as the world's largest publisher of open access journals, and the success and standing of the publisher-owned titles currently endorsed by SIRS as official publications.

BioMed Central has established itself as the leading open access publisher of journals affiliated with societies and governmental agencies, including titles such as [Veterinary Research](#) (Impact Factor of 4.06), the world's highest-ranked veterinary journal, [Journal of Cardiovascular Magnetic Resonance](#) (Impact Factor of 3.72), [Cell Communication and Signaling](#) (Impact Factor of 5.5), and [Molecular Neurodegeneration](#) (Impact Factor of 4.28).

We are very experienced with launching new open access journals for societies, and in the last year, we worked closely with the European Academy of Allergy and Clinical Immunology to launch a new open access journal to complement their two existing, highly successful, subscription journals. We are also working with the Society for the Immunotherapy of Cancer (SITC) to launch a new open access journal. SITC, like SIRS, had been endorsing an existing subscription journal before launching their own open access journal.

The increasing number of societies choosing to launch new open access journals or to convert their existing titles to open access reflects the increasing importance of the open access model in scholarly publishing. Within open access publishing as a whole, there was a [reported](#) 47% growth in open access articles published in 2011 compared to 2010 and 24% growth in the number of journals listed in the Directory of Open Access Journals.

The following section provides a brief overview of BioMed Central and its open access operations, before we explicitly address point-by-point the questions and requirements as laid out in the SIRS Request for Proposal.

About BioMed Central

BioMed Central was founded in 2000 with 60 journals, and since then has grown to become the publisher of a portfolio of over [240 scientific journals](#). We continue to be at the cutting edge of innovation in publishing, developing new technologies, enhancements to article functionality, and novel ways of communicating scientific and medical research. To date in 2012, we've added 26 journals to our list, representing a mix of journals with and without affiliations, as well as new titles and established subscription-based titles converting to open access. With this increase in journals, we have also had concomitant expansion of resources to accommodate this growth, and BioMed Central currently has more than 260 staff working in offices in London, New York, Tokyo, and Beijing.

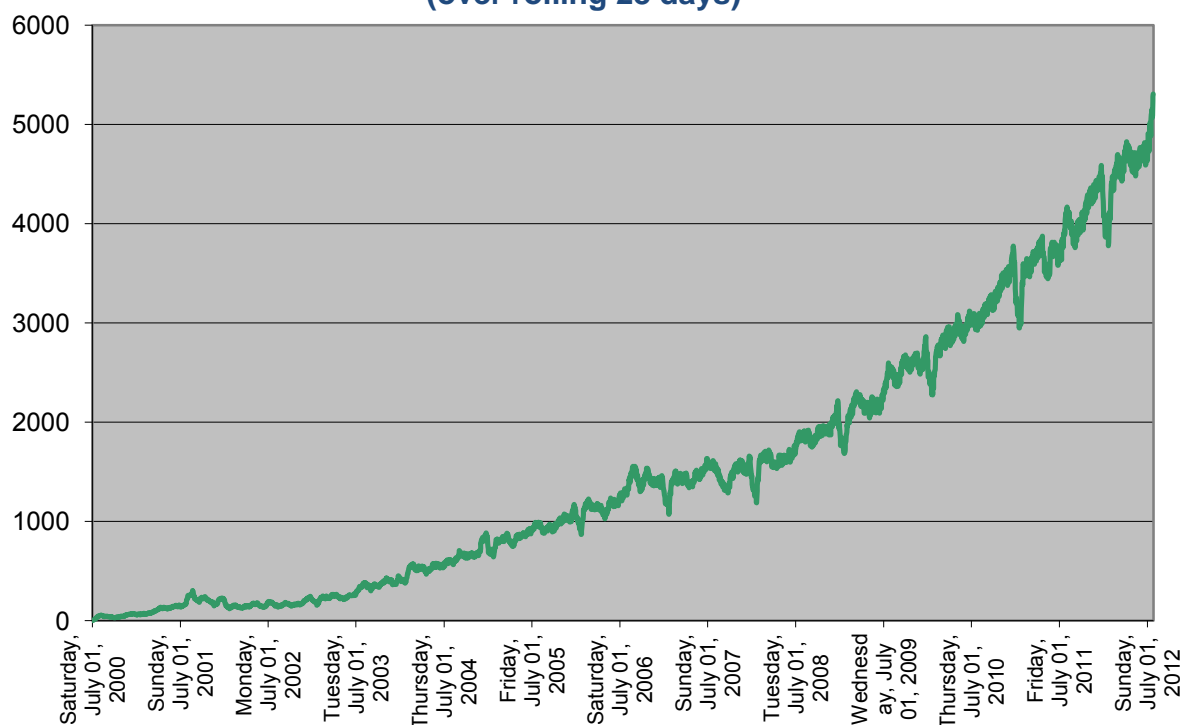
Important research funders worldwide, such as the National Institutes of Health (NIH) in the US and the Wellcome Trust in the United Kingdom, already mandate that all grantees submit final peer-reviewed manuscripts that arise from their funding to freely accessible digital archives such as PubMed Central. Publishing in BioMed Central's journals is an easy way for authors to comply with these mandates because all accepted research articles published by BioMed Central are automatically deposited in PubMed Central, as well as other [open access repositories](#) worldwide. Open access mandates, such as the NIH Public Access Policy or the equivalent policies by the European Research Council and the Research Councils UK, continue to drive the growth of both our journal portfolio and individual journals.

We publish a wide range of basic, clinical and translational journals committed to advancing research and debate across the whole of medicine. Our portfolio ranges from the broad-interest *BMC Medicine* (Impact Factor of 6.04), which publishes original research articles, commentaries, and reviews in all areas of medical science and clinical practice, through to more specialist journals such as *Critical Care* (Impact Factor of 4.61), *Journal of Translational Medicine* (Impact Factor of 3.47), *Breast Cancer Research* (Impact Factor of 5.25), and *Orphanet Journal of Rare Diseases* (Impact Factor of 5.07).

We believe we would be an excellent partner to SIRS to collaborate on establishing a new journal in the field of schizophrenia research and developing it into a leading title in the field.

The following graph, which plots the development of monthly submissions to BioMed Central's journals since the company's launch in 2000, shows the growth in the number of authors choosing to submit to the open access journals we publish. Across the portfolio, we currently receive more than 5000 articles per month, and the quality of our services and the changes in the publishing market mean that we can expect further significant growth rates in the future.

Monthly submissions to BioMed Central journals (over rolling 28 days)



Since October 2008, BioMed Central has been a wholly-owned subsidiary of Springer Science+Business Media. We operate as an independent business unit, serving as a center of excellence for Springer's open access activities and hosting the Springer open access platform, SpringerOpen. At the same time, we benefit from Springer's worldwide reach and market penetration, which has allowed us to considerably expand our presence across the globe, especially in North America, South America, and Southeast Asia. All articles published in BioMed Central journals are available on our website, which receives more than two million hits per month, and they are also available through SpringerLink, Springer's book and journal content platform, which includes 400 international library consortia encompassing more than 4,000 institutions, 16,000 libraries, and 13 million users. Articles published in BioMed Central journals are also available through many repositories ([see Appendix](#)), including most importantly PubMed Central.

Business Model

Our business model is based on an Article-Processing Charge (APC), levied at publication and generally paid out of grants and institutional budgets. Articles are published under the Creative Commons Attribution License, which means that they are freely available to everyone immediately and with no restriction regarding re-usability, subject only to the requirement of acknowledging/citing the original publication.

To remove the administrative and financial burden of paying an APC from the individual authors, BioMed Central has established institutional memberships to facilitate payment of APCs by institutions for their community, and applies discounts in recognition of their support. We are proud

to have the most successful Membership Program currently in existence, with an impressive global patronage: BioMed Central has more than [400 member institutions](#) worldwide that cover, either in part or in full, the charges related to publishing in our journals. A third of these members are based in the US, and other members are from other countries' important institutions such as the Chinese Academy of Science, the German Max Planck Society, and the UK National Health Service.

Point-by-point responses to the Request for Proposal

1. Strategic support to facilitate the launch of the new SIRS Journal

Comprehensive support from the leading open access publisher

BioMed Central has the experience, knowledge, skills, and systems necessary to provide excellent strategic as well as technical support for the launch of the new SIRS Journal, and to ensure that the journal realizes its potential in the shortest possible time.

To facilitate the launch and subsequent development of the new SIRS journal, we would assign a dedicated Journal Development Editor (JDE) who would be the primary point of contact for publishing issues for SIRS and the Editor. Each JDE at BioMed Central manages journals within a specific subject area—in this case psychiatry and neurology—offering SIRS a day-to-day contact who has specific knowledge of the field as well as experience launching and developing journals to provide excellent strategic support. In addition to the JDE assigned as the day-to-day contact on the SIRS journal, Todd Hummel, publisher of the clinical medicine list at BioMed Central, would always be available to offer advice on editorial matters, strategic planning, or any other issues around the new journal.

The role of the open access model in academic publishing

The last 15 years have seen huge changes in academic publishing. Switches to online delivery, and the introduction of open access publishing and repository archiving, have all led to rapid changes across the sector.

These changes have brought many benefits both to researchers and to the wider public. With online delivery, access to content is improving all the time, allowing researchers to find and read material anywhere, at any time, and on the device of their choosing. Open access allows researchers and members of the public the freedom to access content without subscription. Repository archiving also opens up the possibility of even greater free access to content, while online delivery itself offers researchers much greater flexibility for searching, manipulating, and storing both data and information. Meanwhile, our ability to more accurately measure both usage (as full text downloads) and activity across social media is revolutionizing how librarians approach not only their acquisitions

strategies, but also their budget allocations, and indeed their very function within the research process.

Open access to research has led to improved discoverability of content with more information available to more research groups. This can help improve the transfer of knowledge between research groups and make for more efficient implementation of findings from bench to bedside. Discoveries in basic neuroscience can be more rapidly found, interpreted, and approved for clinical application, improving patient care.

The screenshot shows the BMC Microbiology website interface. At the top, the BMC Microbiology logo is on the left, the Impact Factor 3.04 is in the center, and a search bar is on the right. Below the logo is a navigation menu with links: Home, Articles, Authors, Reviewers, About this journal, and My BMC Microbiology. The main content area features a research article titled "Lysis-deficient phages as novel therapeutic agents for controlling bacterial infection" by Vivek D Paul, Sudarson Sundarrajan, Sanjeev S Rajagopalan, Sukumar Hariharan, Nanjundappa Kempashanaiah, Sriram Padmanabhan, Bharathi Sriram*, and Janakiraman Ramachandran. The article is marked as "Highly accessed" and "Open Access". Below the title, the corresponding author's email is provided: bsriram@gangagen.com. The article's BMC Microbiology citation (2011, 11:195) and DOI (10.1186/1471-2180-11-195) are also shown. On the left, there are two circular icons: one for the Altmetric score (12) and another for the Faculty of 1000 evaluation. Below these, the "Accesses" section shows 151 accesses in the last 30 days, 3384 in the last 365 days, and 3384 all time. The "Cited by" section lists links to Google Scholar, ISI Web of Science, and PubMed Central. A red arrow points from the Altmetric score icon to a callout box on the right. The callout box, titled "Mentioned by", shows a large circular icon with the number 12 and a breakdown of mentions: 1 tweeters, 1 Highlights & reviews, and 1 science blogs. Below this, the "Readers on" section shows 8 Mendeley, 0 CiteULike, and 0 Connotea.

Research article Highly accessed Open Access

Lysis-deficient phages as novel therapeutic agents for controlling bacterial infection

Vivek D Paul, Sudarson Sundarrajan, Sanjeev S Rajagopalan, Sukumar Hariharan, Nanjundappa Kempashanaiah, Sriram Padmanabhan, Bharathi Sriram* and Janakiraman Ramachandran

* Corresponding author: Bharathi Sriram bsriram@gangagen.com

BMC Microbiology 2011, **11**:195 doi:10.1186/1471-2180-11-195

Altmetric score from Altmetric.com: 12

Evaluated on Faculty of 1000

Accesses

- Last 30 days: 151 accesses
- Last 365 days: 3384 accesses
- All time: 3384 accesses

Cited by

- Google Scholar:
- ISI Web of Science:
- PubMed Central:

Mentioned by

- 1 tweeters
- 1 Highlights & reviews
- 1 science blogs

Readers on

- 8 Mendeley
- 0 CiteULike
- 0 Connotea

With continually increasing numbers of open access articles and journals year on year, the continuing shift to open access publishing is clear. Researchers are starting to factor open access publishing costs into their funding proposals, more and more funders are supporting open access by mandating or encouraging deposition of work deriving from their grants in

freely accessible digital archives, and libraries are looking for ways to get more benefit from their spending.

Launch of the new SIRS Journal

We have developed a fully integrated platform specifically designed for the purpose of online open access publishing. The platform provides an end-to-end system from manuscript submission, to tools for handling peer review, through to production and the journal website. Our publishing platform provides flexibility with different options that SIRS and the Editor can select to allow customization to suit the requirements of the journal. Your JDE would consult with you on the setup for the journal, using our experience to provide advice and recommendations on the best options to fulfill the journal's aims. Once options have been agreed, we have the processes in place to allow us to quickly set up the website and manuscript handling system for the journal.

The JDE would work closely alongside SIRS and the Editor, providing support and advice to stimulate submissions from within the field and build a strong readership base for the new journal. The JDE will also coordinate efforts with BioMed Central's marketing team as they work with SIRS and the Editor to create a high-impact brand, ensuring our marketing for the journal is tailored to target the community it serves. The journal's marketing team would employ the full marketing mix to promote the launch of the SIRS Journal. Key aspects of marketing for the launch of the journal would include highly targeted email campaigns, exhibition at and exchanges with relevant scientific conferences, and the production of a range of promotional materials, including leaflets and posters, desktop wallpapers, and a range of options for online advertising, which would be displayed across our websites.

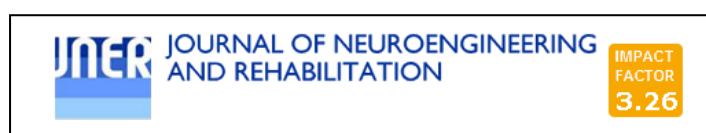
We would also seek to establish a process for promoting the new journal to the more than 500-strong SIRS membership base and are happy to discuss options with the SIRS to manage this process. Engaging SIRS members—and obtaining *their* support for *their* journal—will be key to the journal's success, and coordinating marketing and promotion activities between SIRS and BioMed Central will be one of the most important activities that will be undertaken for the new journal.

A successful record with new launches

We have an excellent success rate with new journal launches. All of our journals are included in PubMed Central and PubMed, with coverage of new journals starting a few months after launch.

We recognize the importance of getting a journal into the more selective abstracting and indexing services such as MEDLINE and Thomson Reuters (ISI) to attract top authors in the field. We work closely with these organizations to ensure that our journals are covered as soon as possible by their services. Currently 119 of our journals are indexed in MEDLINE, and Thomson Reuters (ISI) already indexes 129 of BioMed Central's journals, which is over half our portfolio – a strikingly successful track record, considering that many of our journals are only a few years old. As an example, [*Journal of Hematology & Oncology*](#) was launched in 2008 and was accepted for indexing in MEDLINE and Thomson Reuters in late 2009. The journal received its first impact factor of 1.360 in 2010, increasing to 3.99 in 2012.

Some further examples include the following titles:



Our existing psychiatry portfolio

BioMed Central publishes a wide range of basic, clinical, and translational journals focused on advancing research and debate across the whole of medicine. Although we have a strong presence within the area of psychiatry and related disciplines, it is important to note that we do not have a journal in our portfolio that would compete directly with the new SIRS journal. Our portfolio includes broad-scoped titles such as *Annals of General Psychiatry*, *BMC Psychiatry*, and *Biology of Mood and Anxiety Disorders*, as well as more specialist titles including *Molecular Autism*, *Alzheimer's Research & Therapy*, and *Child and Adolescent Psychiatry and Mental Health* as well as a strong neuroscience portfolio. In our experience, having a strong portfolio of related but noncompetitive journals within a specific subject area can help raise the presence of all journals, and we believe that our experience in the field of psychiatry publishing would be of tremendous benefit to the new SIRS Journal.

2. Financial information

In the open access publishing model, article processing charges (APCs) are the primary source of revenue. Our standard APC is set at a basic level, which allows us to operate as a technologically

leading publisher. We have a range of different financial options used by society journals in our portfolio. This includes the option of setting the APC above standard, with the additional APC charge each year being returned to the sponsoring society as revenue. This is the model we are suggesting for the SIRS Journal. As the journal develops, these revenues can increase, for example once the journal receives its first Impact Factor.

This additional APC arrangement is flexible and can be introduced and altered as required during the duration of a publishing agreement, in line with the society's requirements and the journal's development. For the *pro forma* below, we have based this on an addition of £100 (~\$161) added to the APC beginning in the third year of publication. To provide a member benefit for SIRS, we have also assumed that the surcharge would only be payable by non-members of the society. We would be happy to discuss the level of the surcharge in more detail with SIRS to ensure this provides the level of revenue required.

Revenue can also be generated through advertising and sponsorship arrangements, though as this comprises a very small percentage of journal revenues we have not included this in the financial *pro forma* below. However, if SIRS brings additional advertising specifically to the journal, e.g. from the society's existing commercial relationships, such advertising revenue would be split equally between SIRS and BioMed Central.

Financial model for the SIRS Journal

An overview of the financial model proposed for the SIRS Journal is provided below. Our proposal is based on a minimum 5-year publishing agreement between SIRS and BioMed Central.

BioMed Central's APC is charged for each article accepted for publication. The fee is agreed at the time of submission and becomes payable at the point of acceptance. BioMed Central's standard APC is £1400 in 2012, including Journal Editorial Office services, which provide administrative support for the peer review process and manuscript processing, and copyediting services.

We are proposing that SIRS cover the full (but discounted) APC for members publishing in the journal in the first year of the agreement and 50% of the discounted APC for members publishing in the journal in the second year of the agreement. Beginning in the third year of the agreement, SIRS would pay nothing toward the APC for members publishing in the journal, and an additional amount would be added to the APC for non-member authors, which would be returned as revenue to SIRS.

Financial *pro forma*

	Year 1	Year 2	Year 3	Year 4	Year 5
Projected number of articles published	24	36	48	60	70
Proposed Journal APC (£)	£1400	£1400	£1500	£1550	£1600
Amount of APC covered by SIRS on behalf of SIRS member authors (£)*	£1190	£595	£0	£0	£0

Additional APC amount paid by SIRS non-members (£)	£0	£0	£100	£150	£200
Number of articles from SIRS member authors	12	18	24	30	35
Number of articles from non-member authors	12	18	24	30	35
Total APC amount paid by SIRS (£)	£14,280	£10,710	£0	£0	£0
Editorial Honoraria to SIRS	£1250 (\$2000)	£1250 (\$2000)	£1250 (\$2000)	£1250 (\$2000)	£1250 (\$2000)
Additional APC revenue to SIRS from non-member authors	£0	£0	£2400 (\$3842)	£4500 (\$7203)	£7000 (\$11,205)
Total cost/revenue to SIRS in GBP (£)	£13,030	£9460	£3650	£5750	£8250
Total cost/revenue to SIRS in USD# (\$)	\$20,856	\$15,142	\$5842	\$9203	\$13,205

Please note:

- The proposed SIRS Journal APC includes our Journal Editorial Office and copyediting services.
- We have based the projections on an additional charge of £100 in the third year of publication, payable only by non-member authors, and increasing by £50 in years 4 and 5.
- *SIRS would receive a 15% discount on the APC amount after opening a pre-paid membership account with BioMed Central. The account is debited each time a SIRS member article is published, as shown above.
- #BioMed Central's APC is set in GBP so figures given in USD may vary depending on the exchange rate. The exchange rate used to calculate the USD amounts in the *pro forma* was 1 USD = 0.624765 GBP/1GBP = 1.60060 USD, as calculated on November 6, 2012, from <http://www.xe.com/ucc/>.

Editorial Stipend

BioMed Central pays an annual honorarium to journal Editors. Based on the assumption of the SIRS Journal publishing approximately 24 articles in its first year of publication, we would offer a starting honorarium of £1250 (approximately \$2000), which will be reviewed annually in line with the development of the journal.

Article-Processing Charges, discounts and waivers

The APC is charged for each article accepted for publication, except where waivers are granted or non-applicability of an APC has been agreed. The fee is requested at the time of acceptance and paid before publication. The APC is a flat fee, with no extra costs for additional files such as color images and short movies; in fact, the APC is comparable to the page and color fees charged by many journals.

Authors from institutions with a BioMed Central Membership will receive an automatic discount, or full coverage, depending on their institution's membership type.

Submissions from authors from developing countries

BioMed Central operates a waiver policy to ensure that APCs are not an obstacle for authors without sufficient funding. The charges are waived automatically for authors from the nearly 90 countries listed below with low per-capita income. Authors from other countries can request reductions and full waivers during the submission process, and decisions are made on a case-by-case basis, separate from and independent of the editorial process. BioMed Central absorbs the cost of such waivers.

Authors from the following countries, which were classified by the World Bank as low-income economies or lower-middle-income economies as of December 2011, and which have a 2010 gross domestic product of less than 200 billion US dollars (reference - World Bank 1st December 2011), receive an automatic APC waiver.

Afghanistan	Guyana	Rwanda
Albania	Haiti	Samoa
Armenia	Honduras	São Tomé and
Bangladesh	Iraq	Principe
Belize	Kenya	Senegal
Benin	Kiribati	Sierra Leone
Bhutan	Korea, Dem	Solomon
Bolivia	Rep.	Islands
Burkina Faso	Kosovo	Somalia
Burundi	Kyrgyz	South Sudan
Cambodia	Republic	Sri Lanka
Cameroon	Lao PDR	Sudan
Cape Verde	Lesotho	Swaziland
Central	Liberia	Syrian Arab
African	Madagascar	Republic
Republic	Malawi	Tajikistan
Chad	Mali	Tanzania
Comoros	Marshall	Timor-Leste
Congo, Dem.	Islands	Togo
Rep	Mauritania	Tonga
Congo, Rep.	Micronesia,	Uganda
Côte d'Ivoire	Fed. Sts.	Ukraine
Djibouti	Moldova	Uzbekistan
El Salvador	Mongolia	Vanuatu
Eritrea	Morocco	Vietnam
Ethiopia	Mozambique	West Bank
Fiji	Myanmar	and Gaza
Gambia	Nepal	Yemen, Rep.
Georgia	Nicaragua	Zambia
Ghana	Niger	Zimbabwe
Guatemala	Papua New	
Guinea	Guinea	
Guinea-Bissau	Paraguay	

3. Production values and support

A fast and quality production service

BioMed Central aims to ensure an excellent service to authors throughout the process, including during the production stages. We recognize the importance of rapid dissemination of research and aim to minimize the time a manuscript spends in production. Our journals are published on a continuous publication model, whereby a PDF of the author version of an article is published as soon as it is ready for publication and then replaced by the final version of formatted full text and PDF. Whilst this has the advantage of shortening the time to publication, we will also, starting in 2013, be offering journals the option to publish articles in final version only.

Articles accepted for publication are processed using an automated manuscript formatting and editing software, which has been configured to the specifications of the journal. The output of the software is then handled by a member of Production staff who will make any necessary amendments, or if required contact the author. From the author's perspective, this provides fast and efficient manuscript processing to ensure quick publication. After publication of the author version, articles will be copyedited using professional scientific copyeditors, and the edited text will be used in the final full-text and PDF versions of the article.

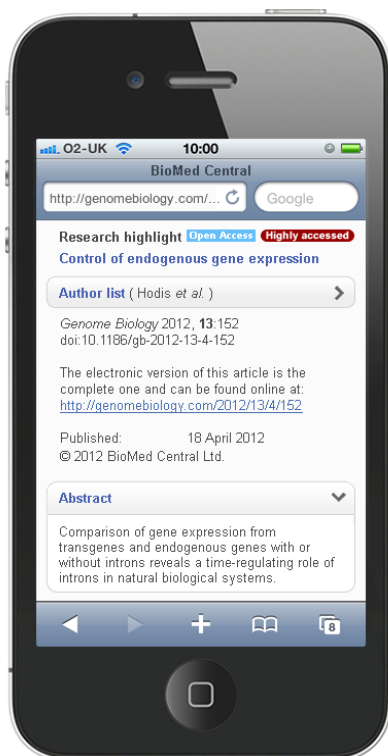
Our target time from editorial acceptance to publication of the author version is 10 working days, and we aim to publish the final version within 15 days after publication of the author version. The SIRS Journal will be assigned to a Production Editor who will oversee the production process for the journal, performing checks to ensure quality of our services, both in terms of process and communications with authors. We also survey authors about BioMed Central's services after publication, and we monitor scores from the surveys for production services.

Articles are automatically deposited in PubMed Central and indexed in PubMed within 48 hours of publication.

Maximizing article functionality

As an online publisher, we want to provide authors with maximum functionality within their articles.

Authors are not restricted with regard to article length or the number of additional files, and there are no additional charges for pages, color artwork, or any supplementary files that accompany articles. BioMed Central articles can accommodate extensive supplementary files, for example in the form of data, embedded movie files, or 3-D models. Complex additional files also can be arranged as mini-websites. Authors registering clinical trials in any one of the four largest, global trial registration databases will find seamless links between their trial record and study protocol published in a BioMed Central journal, and any subsequent article reporting the outcomes of the trial that includes the trial identifier in the abstract.



Articles are published in a range of formats to allow improved reader experience. We provide full-text (HTML) and PDF versions as standard, and have recently introduced the option for journals to also provide articles in ePub format for improved viewing on e-readers. Our investment in mobile technology also allows improved reading on portable devices, such as smartphones and tablets.

4. Excellence of the final online product

As an online publisher, BioMed Central has been investing heavily in the architecture and design of our website, to enhance the visual impact, flexibility, and usability of our individual journal websites. We offer a range of features for website customization, and the JDE assigned to the SIRS Journal would consult with you on which options to use for the journal, using our experience to provide advice and recommendations on the best options to fulfill the journal's goals. On the journal homepage, a mock-up of which we've pasted below, we're able to offer a wide range of

features and would initially recommend a panel highlighting the latest articles in topical areas and a panel highlighting SIRS, its aims and vision, as well as news and events, most especially around the Biennial Meeting. Highlighting society information on the journal website can encourage membership to the society by non-member readers and promote attendance at the Florence meeting to both members and non-members. We offer technology to create a SIRS Journal blog (written by either the Editor or an editorial appointee) with a feed of the latest posts featured on the journal homepage. We also provide support to successfully manage a Twitter account with a feed of the latest Tweets featured on the journal homepage. As part of our standard service, we provide a feature that highlights reader comments, whereby users can post by selecting the "Post a comment" feature on any article. In addition to users being able to post a comment at the article level, they are able to easily share the article using quick links to a range of popular services such as Twitter and Mendeley.

5. Schedule

Our journals are published on a continuous publication model whereby articles are published **with a full citation** as soon as they are ready for publication, avoiding unnecessary delays and ensuring rapid dissemination. Unlike traditional subscription journals, with BioMed Central there are no page budgets or limits to the number of articles published, avoiding unnecessary delays to publication. Our target time from editorial acceptance to publication of the author version is 10 working days, and we aim to publish the final version within 15 days after publication of the author version. The Editor may freely accept articles based on the content, quality, and interest criteria of the journal without concern for page budgets.

6. Robust manuscript submission/peer review system

BioMed Central's publishing platform

BioMed Central has developed a publishing platform specifically designed for the purpose of online open access publishing. This is part of our publishing service and provided at no extra cost to SIRS and the Editor. The platform provides flexibility with different options that SIRS and the Editor can select to allow customization to suit the requirements of the journal.

We are focused on giving an excellent experience to all users. As such, we continually assess our systems to identify potential improvements and ensure that they meet the changing needs of authors, Editors, and reviewers. For open access publishers, providing the highest level of service to authors and Editors is of paramount importance. Unlike in the subscription model, where librarians were the primary customer group, in the open access model, author and Editors are our most important customers, and we work very hard to provide tools that are innovative, efficient, user-friendly, and, perhaps most importantly, flexible.

A sophisticated manuscript submission/peer review system

We offer an excellent submission system, often described by authors as the easiest to use and most intuitive of any major publisher. All of our authors are encouraged to complete a survey following submission and after acceptance of their articles. These surveys show extremely high author satisfaction with our submission system rated as "very good" and "good" by more than 90 percent of authors.

"Your online submission process is the best I have used"

"The whole process of article submission is a pleasure. Why doesn't everyone else do it like you?"

"The submission process is excellent and better than any other journal I have submitted to"

"I had a very good experience with the submission process. Thank you for making so much effort in preparing such a wonderful website"

Our Editors' tools provide Editors with fast and reliable systems to manage all stages of the peer review process from submission to acceptance. The system provides comprehensive reports for tracking manuscripts through the process, full manuscript records, and integrated features such as a contact search, which Editors can use to help them identify suitable reviewers for a manuscript. Editors can be assigned different levels of access as required for their role.

We are currently working on a new generation of Editors' tools that will be rolled out over the coming months with increased functionality and an improved user experience. One feature to be rolled out in the very near future is the functionality for Editors to allow authors to easily transfer their manuscript to another journal, for example when it is out of scope. This helps to provide an improved author experience in cases where their manuscript would otherwise be simply rejected and would need to identify an alternative journal to submit to themselves.

Journal Editorial Office services

BioMed Central provides an optional Journal Editorial Office service to provide administrative support for the peer review process and manuscript processing.

The Journal Editorial Office team cover all administrative aspects of the peer review process and manuscript processing, including new submission manuscript checks, managing reviewers invitations and correspondence, along with correspondence with authors. The Editor would, of course, remain in charge of all content-related decisions, including assessing a manuscript's suitability for review, selecting referees and making decisions on acceptance/rejection. The Editor would have full access to our Editors' tools and would be able to check on the status of manuscripts and perform any actions using the tools should they choose to do so.

Journals currently using our Journal Editorial Office services have an average time to first decision of 39 days, less than our target of 6 weeks.

The costs for this service are included within the APC.

7. Developing and implementing a marketing plan

BioMed Central's experienced marketing department will work closely with editorial colleagues and relevant society leadership to gain a full understanding of the publishing goals of SIRS and the SIRS Journal, develop a set of unique selling points (USPs), and devise a comprehensive and cohesive marketing plan that supports the journal's strategic objectives. We will then utilize the full marketing mix and a variety of innovative channels to build a strong readership base, increase brand awareness and stimulate manuscript submissions to the journal.

Marketing campaigns would involve a combination of individual campaigns tailored to promote the journal's unique features, in addition to the journal being featured in broader subject-based campaigns aimed at increasing traffic to the website.

All marketing for the journal will highlight it as the *Official Publication of the Schizophrenia International Research Society*, and while we would certainly promote the journal to our own extensive lists as well as to externally sourced contacts, we would work very closely with SIRS to promote the new journal to the society's own membership base of more than 500 schizophrenia researchers with reciprocal linking to and from the journal and society websites, as these members will form the journal's core readership and author base.

Promotional and advocacy material

Upon design of the journal's logo, a tailored suite of marketing material will be produced for the SIRS Journal. This collection of material will include digital banner advertisements, buttons, postcards, leaflets, posters, and PowerPoint slides, all of which will be updated annually. We will use these materials to promote the journal at appropriate conferences and events that BioMed Central attends and through exchange agreements that we implement to raise awareness of the journal. All the materials will also be hosted online on the journal's advocacy page so they can be accessed by members of the Editorial Board, authors, society members, and other supporters of the journal to promote the SIRS Journal, for example, at institutions, on blogs, relevant websites, or at smaller meetings or talks that may be given.

Email campaigns

Email marketing forms one of the cornerstones of our activity at BioMed Central.

More than 400,000 of our registrants opt to receive BioMed Central's biweekly update newsletter. The newsletter includes industry and company news as well as the opportunity to include newsworthy articles and journal announcements.

Email campaigns for the SIRS Journal will be sent at least quarterly to previous and prospective authors from our vast owned lists, promoting the unique aspects of the journal and highlighting key articles and developments. Additional campaigns will be scheduled to externally sourced lists as is necessary to highlight relevant news and content from the journal.

We would also seek to establish a process for disseminating journal emails to the SIRS member list and are happy to discuss options with you to manage this process.

The results of our campaigns are often above industry average and achieve, on average, 30% open rates and 5.7% click-through rates. This indicates that recipients recognize the BioMed Central and journal brands and appreciate the quality content published, finding it of enough relevance to click-through to read more.

Individuals will also be able to sign up to receive regular Article Alert notifications from the SIRS Journal. Article Alert recipients can select when to receive these messages, whether immediately upon publication of an article, or every 7, 14, or 30 days.

If you wish, and are happy to provide permission, we are able to sign up all SIRS members to receive article alerts from the journal. This is not only a member benefit but also increases usage of the journal by linking directly to the articles.

Conferences and exhibitions

Scientific conferences offer a valuable opportunity to promote journals and BioMed Central exhibits at more than 35 international scientific conferences annually. These allow us to interact on an individual basis with researchers and to discuss relevant journal developments.

We also run an extensive range of conference exchange activities where, in exchange for their promotion on our website, we are provided with opportunities to promote our journals to attendees of relevant niche meetings. Exchange agreements might include delegate bag inserts, online banner advertising, use of email lists, and advertising in conference programs.

We have well-established relationships with the organizers of Gordon and Keystone meetings that allow us to promote our journals at their specific events throughout the year and work closely with Editors and editorial colleagues to identify further conferences that we can approach regarding exchange opportunities.

At the society's own biannual conference, we would strongly recommend that the journal receive significant promotion and prominence, to reinforce the journal's position as the society's official publication.

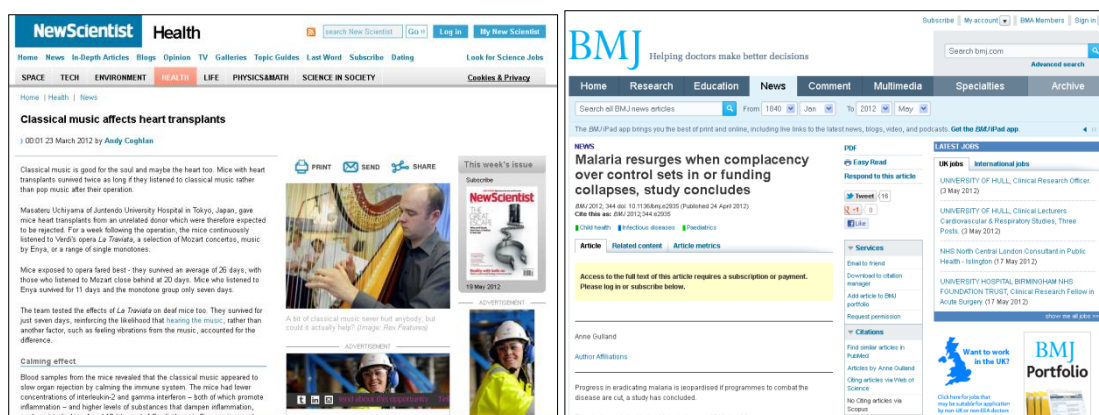
Website statistics

The BioMed Central website is visited more than 22 million times each year by more than 13 million unique visitors. In addition, an average of 10 million articles are downloaded from the BioMed Central site each month. Thirty percent of traffic to the website comes from the United States.

This high traffic will benefit the SIRS Journal as more people explore the site and discover the journal. The journal will also have its own dedicated site, with reciprocal links to the SIRS site, to attract its own unique visitors and promote specific journal news and articles.

Press releases

Our Public Relations team would seek to secure coverage of your newsworthy articles in the local, national and international press, both in print and online, as well as specialist scientific publications. Examples of press releases can be found within the [press center](#) on the BioMed Central website.



Indexing, hosting and preservation

All BioMed Central journals are indexed in PubMed. Research articles are automatically available on publication via the BioMed Central platform and on SpringerLink, as well as from PubMed Central and a large number of other open access repositories worldwide. This exposure ensures that articles published in the journal are accessible as widely as possible.

Social media

Social media is integrated into BioMed Central's marketing activities and the journal would receive further visibility through our presence on a number of social media channels including the [BioMed Central blog](#), our Facebook page and our Twitter account.

In order to foster relationships globally, BioMed Central has also partnered with [Anianet](#), a social network connecting Chinese scholars to their counterparts in America and Europe. This provides an opportunity for us to interact with Chinese researchers and highlight the journal in this rapidly growing market.

SIRS may even wish to consider setting up its own SIRS Journal Twitter account, or a SIRS Twitter account could be used to cover all of the society's journals, and we would work with you to develop and promote either of these options.

Library marketing

Although as an open access journal, authors can be considered the journal's key audience, we have developed strong relationships with the library community and work closely with library partners to ensure they index and promote our journals, as well as to support those institutions who take up BioMed Central Memberships. A dedicated portion of our marketing team at BioMed Central is focused purely on institutional and membership marketing and the SIRS Journal would benefit from inclusion in relevant campaigns to this audience.

In addition, BioMed Central exhibits at library shows worldwide throughout the year and our entire portfolio of journals is showcased at these events.

Appendix

List of important mirror sites and services through which open access to BioMed Central's journals is facilitated worldwide

PubMed - receive abstract/citation SGML files at initial and final publication for all BMC journals featured in the NLM.

PubMed Central - receive XML, PDF and dependent files for all NLM-featured journals.

PubMed Central Canada - contains complete content that is in PubMed Central.

UK PubMed Central - contains complete content that is in PubMed Central.

e-Depot (Koninklijke Bibliotheek - National library of the Netherlands) - receive XML, PDF and dependent files for open access articles.

SpringerLink - receive XML and PDF of all BioMed Central articles.

Springer Images/Author Mapper - receive XML and dependent files for all open access and non-open access articles.

CrossRef - receive metadata for all BioMed Central content.

Thomson Reuters (ISI) – receive final form XML and PDF files for all articles.

Scopus - in combination with the Elsevier/ELSAMS feed but delivering article SGML on initial publication.

Elsevier/ELSAMS - receive open access XML and PDF files for Scopus-covered BMC journals (the vast majority).

Quertle - receive XML files for all open access articles.

Scirus - receive XML files for all open access articles.

EPO (European Patent Office) - receive XML and PDF files for all open access articles.

OhioLINK – The Ohio Library and Information Network - receive XML and PDF files of all open access articles.

EBSCO - receive XML files for all open access articles and SGML files for non-open access articles in subscription sections.

SIMID (The Scientific Medical Information and Documentation Provider) - receive XML and PDF files for all articles.

CISTI (Canada Institute for STI) - receive SGML and PDF files for all open access non-supplement articles.

Proquest - receive SGML files for all open access non-supplement issues.

GALE - receive XML and PDF files for all open access articles.

WebCite/Webcitation - receive XML files for all data including supplements.

The British Library - receive final PDF and PubMed format metadata for all articles.

PubGet - receive XML only for all open access content.

OCLC - receive PubMed format metadata for all content.

Elsevier's proposal to the Schizophrenia International Research Society



For the publication of

Schizophrenia Reports

A new online “open access” journal in Schizophrenia



ELSEVIER

November 2012

© 2012 Elsevier. STATEMENT OF CONFIDENTIALITY

This proposal is submitted on a confidential basis. It is provided on the understanding that it is to be used by the Schizophrenia International Research Society (SIRS) solely for discussion with Elsevier as mutually satisfactory terms are pursued and that none of its contents may be divulged to other publishers or to any persons not directly involved in the evaluation of Elsevier as the publisher of its Journal by SIRS. Except for its obligation to maintain its confidentiality, this proposal is not intended to and shall not create any obligation of liability for SIRS or Elsevier. Upon reaching mutually acceptable terms, Elsevier will prepare a full written superseding agreement for review and approval by SIRS.

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Executive Summary

Elsevier is extremely pleased to submit the following proposal to the Schizophrenia International Research Society (SIRS) to establish a partnership for the publication of a new online open access journal in the field of schizophrenia – tentatively titled *Schizophrenia Reports*. Our proposal aims to demonstrate how we will work with SIRS to promote and extend the influence of the Journal, how the Journal will help support the mission of SIRS (especially its outreach to developing countries), and how the Journal will serve to increase the exchange of the latest advances in research and facilitate the application of these to clinical practice.

With Elsevier's extensive network of global resources and marketing capabilities, we are confident that our publishing solutions can help SIRS increase its reach in the field of schizophrenia worldwide. We will work in partnership with SIRS and the Journal editorial team to grow and position SIRS to a higher level of international visibility.

Our vision for the Journal's content is one that is similar to that of *Cell Reports*, an Elsevier publication that has proven to be a very successful open access model – short, concise research reports, clinical studies, and invited articles. An emphasis on clinical content in particular would also attract industry support (e.g., advertising and/or reprints). We would also use this new and innovative publication in schizophrenia to reach out to a new generation of psychiatrists to promote psychiatry and schizophrenia research as a field of growing importance and to increase the visibility of, and value of membership in, the Schizophrenia International Research Society.

Elsevier's publishing partnership with SIRS would accomplish these goals by: 1) using new and innovative online channels to provide a highly visible open access publication accessible to any interested user worldwide; 2) engaging authors from submission to publication to distribution and citation; 3) encouraging the best submissions to further improve the quality of published content; 4) providing discounted article fees for SIRS members as well as waiving fees for invited material and for material from developing countries; 5) providing publishing expertise and recommendations to the editorial team and to SIRS; and 6) further developing all potential revenue streams to maximize the financial return to SIRS.

We are uniquely positioned to ensure *Schizophrenia Reports* achieves its full editorial and commercial potential.

Highlights of our proposal for the period beginning in 2013 through 2018 include:

- SIRS to own the journal and the copyright for all journal content;
- Elsevier will work with SIRS to assemble an editorial team that can best oversee the publication, including creation of an "aims and scope" (SIRS, as owner of the journal, will have final approval);
- All costs of producing, marketing, and distributing the Journal to be assumed by Elsevier;
- All articles to be provided "open access" with an article processing fee (\$1,900) to be paid by authors or funding bodies. A 30% discount would be provided for SIRS members with all fees waived for authors from developing countries (as defined by the World Bank) and for invited articles.

- Managing Editor to be provided and supported by Elsevier;
- First articles to be published June-July 2013;
- Online availability via several channels, including *ScienceDirect* for academic, corporate, and government institutions and *HealthAdvance*, Elsevier's journal hosting platform that enables a customized Journal site to be accessed by members and individual users. Availability to mobile devices (smartphones and tablets such as the iPad) via the *ScienceDirect* and *HealthAdvance* apps;
- Free color illustrations;
- A royalty payment of 15% on the first \$100,000 of revenue, 20% on revenue between \$100,000 and \$250,000, and 30% on revenue above \$250,000 (excluding sales commissions). Total projected royalty payments to SIRS over the term of agreement are \$150,362.
- Editorial payments as follows:
 - \$5,000 (2013)
 - \$10,000 (2014)
 - \$10,300 (2015)
 - \$15,000 (2016)
 - \$15,450 (2017)
 - \$17,768 (2018)
 - Total of payments (2013-2018) is \$73,518.
- Online publication of the biannual SIRS meeting abstract supplement (up to 550 pages) at the discounted rate of \$10,000, which will not be increased through the term of agreement and would be waived should appropriate commercial sponsorship be obtained;
- Up to \$2,000 in funding for an annual editorial board breakfast to be held in conjunction with an annual meeting;
- Manuscript submission and peer-review via Elsevier's proprietary platform (currently EES). Elsevier to provide all training, hosting, and upgrades at no expense to SIRS.
- Customized bibliometric analyses and market research provided through Elsevier's Research and Academic Relations Department to help guide editorial direction and development;
- Aggressive media outreach, including creation and distribution of press releases;
- A comprehensive survey to be distributed to SIRS members to determine editorial composition following receipt of a fully executed agreement.

Additionally, Elsevier will:

- Work with SIRS to develop ancillary revenue streams and commercial support for the Journal through display and classified advertising, supplements (if approved by SIRS and the Journal Editor), translations, commercial reprints, and sponsorships;

- Host a full-day strategy session with editorial, production, sales, electronic, and publishing staff prior to start of contract term with regular meetings throughout the term;
- Provide customized citation analyses, market research and author/reviewer feedback data not available elsewhere, which can help shape the editorial vision of *Schizophrenia Reports* and support increased usage, citations and impact of content;
- Provide complimentary Editor access to *ScienceDirect* and *Scopus* as well as invitations to Elsevier's Editor Conferences;
- Provide full access to Elsevier's publishing ethics resources, including Committee on Publication Ethics membership and the *Publishing Ethics Resource Kit for Editors*.

The resources and services specific to *Schizophrenia Reports* are described herein. We hope these provide a basis for further discussion as to how Elsevier can partner with SIRS to ensure the future success and development of this innovative journal.

We would be proud to partner with SIRS and publish *Schizophrenia Reports* on your behalf. We welcome an opportunity to meet with you in person to discuss our proposals in detail and answer any additional questions you may have.

Thank you for the opportunity to present our ideas.

Introduction

Elsevier will work with SIRS to create an author pays "open access" model that would provide content to any interested user, anywhere in the world, free of charge. Additionally, the journal we present herein will be a very new and extremely impressive publication that would not directly compete with established titles in the field. It is Elsevier's belief that the author pays "open access" model represents to a great extent the future of scholarly publishing. To partner with SIRS at this time we believe will result in an impressive and extremely notable new entry into the field at just the right time. We are confident of impressive growth for many years ahead.

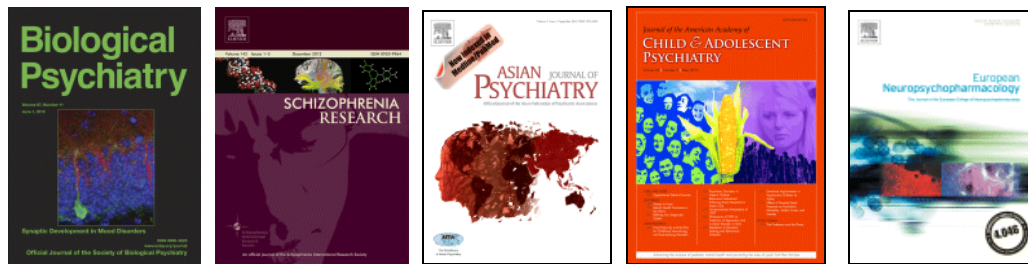
Elsevier: Market Leader in Psychiatry Publishing

As the leading journal publisher in the field of Psychiatry, with the market share of psychiatry journal titles, papers, and authors, Elsevier brings a wealth of experience in the field in addition to our proprietary list of journal subscribers, book buyers, and authors that we can target for *Schizophrenia Reports* promotional activities. For SIRS, this translates into subject-specific publishing expertise and enhanced visibility. *Schizophrenia Reports* will be featured at all key exhibits worldwide. The Journal and SIRS will also benefit from Elsevier's extensive experience and ability to market to truly targeted individuals and institutions within these markets to help drive usage and submissions.

Among the journals published by Elsevier in the field of psychiatry are:

*American Journal of Geriatric Psychiatry** (new for 2013)
Asian Journal of Psychiatry
*Biological Psychiatry**
Brain Stimulation
Child and Adolescent Psychiatric Clinics of North America
Comprehensive Psychiatry
*European Neuropsychopharmacology**
European Psychiatry
General Hospital Psychiatry
Journal of Affective Disorders
*Journal of the American Academy of Child & Adolescent Psychiatry**
Journal of Anxiety Disorders
Journal of Psychiatric Research
Journal of Psychosomatic Research
Psychiatric Clinics of North America
Psychiatry Research
Psychiatry Research: Neuroimaging
Psychoneuroendocrinology
*Psychosomatics**
Schizophrenia Research
Seminars in Clinical Neuropsychiatry
Year Book of Psychiatry and Applied Mental Health

*Society-owned titles.

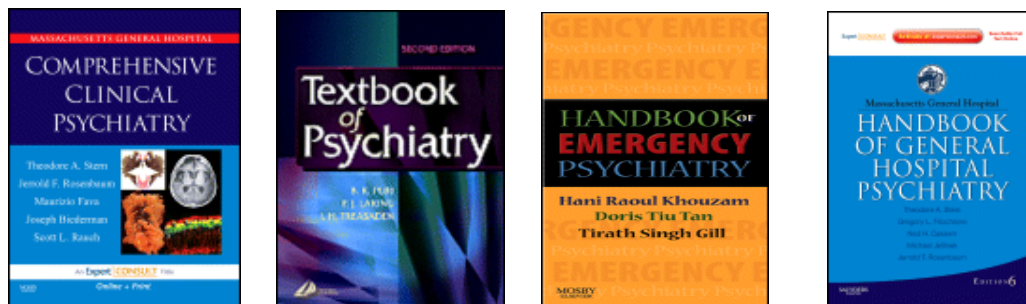


In related mental health fields, Elsevier's journal collection includes:

Addictive Behaviors
Aggression and Violent Behavior
Alcohol
Archives of Clinical Neuropsychology
Archives of Psychiatric Nursing
Biological Psychology
Drug and Alcohol Dependence
Evolution and Human Behavior
International Journal of Developmental Neuroscience
International Journal of Psychophysiology
Journal of Anxiety Disorders
Journal of Substance Abuse Treatment
The Arts in Psychotherapy

Elsevier is one of the leading book publishers in psychiatry. Key titles include:

- Child and Adolescent Psychopharmacology, *Kutcher*
- Clinical Neurology for Psychiatrists, 6th Edition, *Kaufman*
- Companion to Psychiatric Studies, 7th Edition, *Johnstone, Lawrie, Owens & Sharpe*
- Handbook of General Hospital Psychiatry, *Stern et al*
- Massachusetts General Hospital Comprehensive Clinical Psychiatry, *Stern et al.*
- Massachusetts General Hospital Handbook of General Hospital Psychiatry, *Stern et al.*
- Neuropsychiatry and Behavioural Neuropsychiatry Explained, *Mitchell*
- Psychiatric Clinical Skills, *Goldbloom*
- Psychiatric Drugs, *Lieberman & Tasman*
- Psychiatric Interviewing: The Art of Understanding, 2nd edition, *Shea*
- Psychiatry: Behavioral Science and Clinical Essentials, *Kay, Tasman & Lieberman*
- Psychiatry Text Preparation and Review Manual, *Spiegel & Kenny*
- Psychological Aspects of Chronic Disease, *Vitulano & Lewis*
- Psychological Basis of Psychiatry, *Thambirajah*
- Textbook of Psychiatry, 2nd Edition, *Puri, Laking & Treasaden*



These books receive great recognition and significant penetration in the marketplace. Cross-marketing opportunities will be pursued with these and other Elsevier publications. For example, as publisher of *Schizophrenia Research* (SCHRES) we would also work with all journal Editors and SIRS to implement collaborative efforts between these two journals, including a possible “transfer” of excellent but rejected articles from SCHRES to *Schizophrenia Reports*.

We hope this proposal provides a starting point for further discussion and provides some initial thoughts and suggestions as to how a publishing partnership between SIRS and Elsevier will allow the Journal to achieve its full editorial and commercial potential. We recognize that any new journal launch requires in-depth discussion on all points relating to format, content, sales and editorial development strategies, and we welcome the opportunity to extend our dialog.

Elsevier provides a full publishing service to the societies with whom we partner, including editorial management and support, production, distribution, marketing, electronic dissemination and development, as well as commercial sales. These services are all included as part of the terms outlined in this proposal.

Launching New Open Access Journals at Elsevier

Elsevier has worked with numerous medical societies across all specialties to launch new journals – subscription-based as well as those based on an author pays open access (OA) model. We would work with the SIRS and the Journal editorial team to create a specific timeline outlining the editorial, production, marketing, fulfillment and electronic benchmarks for the months prior to and following the Journal's launch.

Please see our proposed outline launch schedule included in this proposal, which assumes a June/July 2013 start date.

Articles published in our open access journals are freely available to anyone with an internet connection and are hosted on our *ScienceDirect* (for institutional users) and *HealthAdvance* (members and noninstitutional users) platforms. There are no subscription charges for these journals and all are clearly branded as “open access”.

To support the costs associated with publishing, an article processing fee applies. This fee covers costs that include managing the peer review process, supporting our publishing and hosting platforms, typesetting, marketing and other publishing costs. The fee is paid by the author (or their funding body or institution) after acceptance. The latest additions to our open access journal portfolio include:

Applied & Translational Genomics
Case Studies in Engineering Failure Analysis
Cancer Treatment Communications
Cell Reports
Epilepsy & Behavior: Case Reports
EuPA Open Proteomics
FEBS Open Bio
Gynecologic Oncology Case Reports
International Journal for Parasitology: Drugs and Drug resistance
International Journal for Parasitology: Parasites and Wildlife
International Journal of Infectious Diseases Case Reports
International Journal of Surgery Case Reports
Leukemia Research Reports
Materials Today
Medical Mycology Case Reports
Molecular Metabolism
Neuroimage: Clinical
Perspectives in Medicine
Perspectives in Science
Physics of the Dark Universe
Redox Biology
Respiratory Medicine Case Reports
Results in Immunology
Results in Pharma Sciences
Results in Physics
Translational Proteomics
Trials in Vaccinology
Water Resources and Industry

We are also actively engaged with a range of other Open Access initiatives (please refer to Appendix One for additional information).

Editorial Support

To ensure the success of *Schizophrenia Reports*, we would work closely with SIRS to help the Society choose an appropriate Editor and editorial team. All final decisions in this regard would belong to SIRS. Elsevier would be pleased to assist you with surveying the SIRS membership to determine its information requirements, such as most desired content, article types, and online habits (we have considerable experience in setting up online surveys for academic societies and would survey SIRS members to help determine editorial direction). We would also work closely with SIRS and the Editorial Team to create an Aims & Scope for the journal.

A central objective of this new launch is attracting appropriate papers for publication in the Journal and raising awareness of its business model. We will assist the editorial team by undertaking appropriate marketing campaigns aimed at soliciting manuscripts and utilizing our global market-leading position in psychiatry -- Elsevier has a >25% market share of all papers covered in Psychiatry -- to raise the profile of the Journal (and SIRS) worldwide. We will also work with the SIRS on communications to the SIRS membership to raise awareness of the new Journal and the member and developing world discounts on the author charges.

In addition, we would provide a comprehensive range of services to support the work of the Editor and editorial team. These are described in more detail below.

Content Analysis

Utilizing our Research and Academic Relations department, and working in collaboration with the *Schizophrenia Reports* editorial team, we will provide a range of customized services and resources to support acquisition of content for the Journal. Reports can be prepared on top-cited authors, topics/keywords and institutions in the field of schizophrenia, to support content commissioning strategies and to target groups of authors/institutions who could be invited to contribute reviews, or consider submission of original research articles to the Journal.

Access to ScienceDirect and Scopus

To help support editorial efforts, the Editor of *Schizophrenia Reports* will receive complimentary access to our online journals platform, *ScienceDirect* (including full-text access to all 2,500 journals and 11,000 books published by Elsevier) and to *Scopus*, the world's largest abstracting and citation database. Access to *ScienceDirect* and *Scopus* will allow the Editor to access a wealth of published content to support commissioning and reviewing efforts, and to monitor citation performance of *Schizophrenia Reports* and competing titles.

Elsevier Editor Conferences

The collective knowledge and experience of journal editors represent a critical resource. Editors' insights, expertise, and leadership are essential for refining and expanding the service we provide to societies, editors, authors, reviewers, and readers. Our expenses-paid Editors' Conferences provide a forum for Editors to meet their peers and Elsevier staff in a convivial atmosphere to discuss the issues and opportunities facing medical and scientific publishing today. Editors can hear first-hand from Elsevier senior management about the strategic direction of our journals program, and discuss and share experiences and best practice with other Editors from around the world.

Publication Ethics

We recognize that Editors frequently face questions and issues regarding publication ethics and best practice. To support Editors in these areas we have launched an Elsevier-wide Publishing Ethics Resource Kit (PERK), located at www.elsevier.com/publishingethicskit. PERK is a resource for the Editor of *Schizophrenia Reports* in addressing queries about issues such as plagiarism, authorship disputes, multiple submission and/or publication, and research misconduct.

Elsevier also has corporate membership for the Committee on Publication Ethics (COPE) and supports their guidelines. The Editor of *Schizophrenia Reports* will be able to use the resources that COPE provides for dealing with ethical issues in publishing. The Editor will also be entitled to attend COPE meetings and receive further advice on specific cases. Visit: www.publicationethics.org for further information.

Author/Editor/Reviewer Insights

Elsevier conducts a series of Author, Editor, and Reviewer Feedback Programs via online questionnaires sent to those with recent journal activity to monitor their levels of satisfaction with the service they received across a number of key areas. Implementation of these Feedback Programs for *Schizophrenia Reports* would be at the discretion of SIRS and the Editor.

Measures of Success

In terms of indicators of Journal success, we note in your RFP document that you specifically wish to promote "research and the dissemination of research in developing countries." In addition, the mission of SIRS includes:

- Exchange the latest advances in research and facilitate the application of these findings to clinical practice.
- Facilitate international communication and collaboration in research.
- Promote educational programs to effectively disseminate new research findings related to schizophrenia, both in the scientific community and the lay public.

- Encourage the publication of research.
- Increase the public understanding of the personal, familial, and societal impact of schizophrenia.
- Support increased research funding for schizophrenia research around the world.
- Promote the highest scientific and ethical standards in research and its application in clinical psychiatric practice.

We would use these mission objectives to benchmark the success of *Schizophrenia Reports*. Quantitative measures of success, related to the above objectives, would include factors such as:

- Number of submissions of all article types, particularly those from the developing world
- Number of accepted/published articles
- Online usage (number of full-text downloads)
- Citations of published articles
- Time to achieve MEDLINE indexing
- Time to secure Impact Factor coverage
- Financial performance, including revenues from author fees and commercial sales.

We understand that a significant concern when launching a new journal is acceptance for indexing by MEDLINE and by Thomson Reuters' *Citation Index Report* (ISI), which measures the Impact Factor and other bibliometric data.

Elsevier's Research and Academic Relations department would work closely with the Journal Editor and SIRS to prepare applications to these and other services. We are pleased to report that Elsevier's success rate in getting journals recognized by MEDLINE is significantly above the industry average. In 2010 Elsevier journals had a 28.3% acceptance rate (compared to 22.5% for all journals); for 2011 Elsevier has a 21.4% acceptance rate (compared to 17.3% for all journals).

Brain Stimulation is a good example of a relatively recent journal launched by Elsevier that was successfully included in abstracting and indexing services soon after launch. Following launch in 2008, the Journal was accepted by ISI in 2009 and by MEDLINE in 2010. *Brain Stimulation*'s impressive two-year Impact Factor history is shown in Figure 1 below.

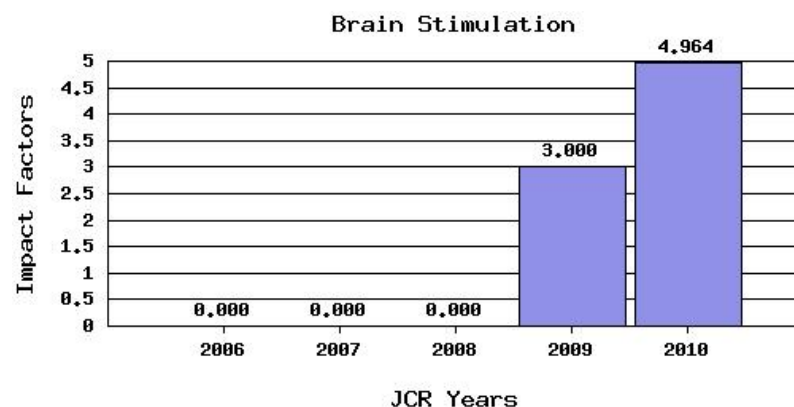


Figure 1: *Brain Stimulation* Impact Factor history (2009 - 2010)

At the appropriate time, we would be pleased to present a detailed strategy document on applying for acceptance in MEDLINE and ISI for *Schizophrenia Reports*.

Financials

Royalty

Our intention is to provide SIRS with a competitive and growing income from *Schizophrenia Reports* and we would be pleased to discuss either a royalty or profit share model to suit your individual needs. In this proposal we have put forward a stepped royalty calculated as follows:

- 15% royalty on income up to \$100,000;
- 20% royalty on income from \$100,000 to \$250,000;
- 30% royalty on income above \$250,000.

As outlined below, we project a cumulative royalty of \$150,362 over our proposed term of agreement with an additional \$73,518 paid towards an editorial stipend.

Income From Article Publishing Fees

- We have based our financial projections on a full-price author charge/article processing fee of \$1,900 per article. The discounted rate for SIRS members and residents will be \$1,330. In light of the SIRS goal to reach the developing world, residents of countries identified as the developing world (as defined by World Bank classification) would have article processing fees waived. Rates would be in effect for the term of our agreement
- We have assumed that the Journal would provide a significant number of member discounts to authors each year (approximately 50%).
- The following editorial page budgets have been projected for each year of our agreement:

2013	2014	2005	2016	2017	2018
101 pages	206 pages	339 pages	425 pages	529 pages	649 pages

- The following number of published articles have been projected for each year of our agreement:

2013	2014	2005	2016	2017	2018
25	52	84	106	131	164

All assumptions regarding numbers of papers published and article publishing charges are outlined in Appendix Two.

Projected Income, Royalty, and Editorial Payment

All figures USD	2013	2014	2015	2016	2017	2018
Income						
Author publishing charges	37,145	77,520	125,970	156,655	192,185	242,250
Reprints	2,500	4,000	5,000	5,500	6,000	7,000
Advertisements	1,000	2,000	2,500	4,000	4,500	5,000
Total Income	40,645	83,520	133,470	166,155	202,685	254,250
Royalty to SIRS	6,097	12,528	21,694	28,231	35,537	46,275
Editorial payment	5,000	10,000	10,300	15,000	15,450	17,768

Assumption of Risk

There is no financial risk to the SIRS associated with this proposal as Elsevier will make all of the necessary investments needed to launch and grow *Schizophrenia Reports* and will make all of the payments associated with the costs outlined in the projections above.

Online Availability

We propose hosting *Schizophrenia Reports* on two main online platforms: HealthAdvance will be the customized site for SIRS members and individuals and ScienceDirect for institutional researchers. Both sites are discussed in more detail below.

In addition, *Schizophrenia Reports* will also be available via mobile devices (smartphones and tablets, including the iPad) via Elsevier's *HealthAdvance* App for members and individual users and via the *ScienceDirect* App for institutional users.

Online Access for SIRS Members and Other Individuals: *HealthAdvance*

Elsevier will produce a state-of-the-art electronic forum for *Schizophrenia Reports* that would become the definitive, expanded, and multi-functional version of the Journal for the SIRS membership and other individual users. This customized online presence will reinforce the fact that access to *Schizophrenia Reports* is a SIRS member benefit and will drive traffic to and from the SIRS website. An example of a customized homepage on *HealthAdvance* is shown in Figure 2.

The *Schizophrenia Reports* site on *HealthAdvance* will garner significant traffic due to Elsevier's extensive focus on Search Engine Optimization (SEO) and online audience development. As a regular course of action when we begin to publish a journal, we start with a joint electronic strategy session to ensure that our partner's goals for the Journal site are clearly established; we then develop the website with those needs in mind.

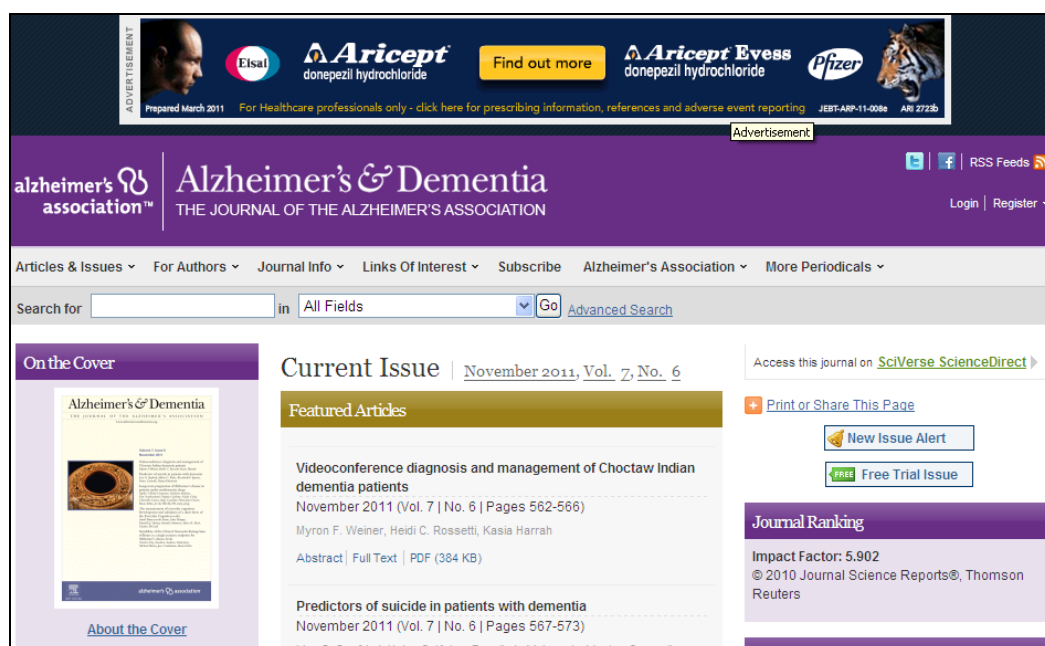


Figure 2: Example of a customized journal homepage on *HealthAdvance*

The functions of this customizable site (subject to further discussion and agreement with the SIRS and the Editors) include:

- SIRS branding – ability to incorporate SIRS banners and other material that will raise the profile of the Society and support meetings and membership campaigns.
- Multimedia – audio, including podcasts, streaming video and animation.
- Podcasts – see below.
- Blogs – see below.
- Video introductions – see below.
- Video library – separate interface for browsing and searching of videos.
- Editor's Choice collections – ability to manually select certain articles for inclusion in a special Editor's Choice section.
- Themed collections – customizing the site to provide articles in a particular theme.
- Polls – User survey/polling system for running simple polls.
- E-commerce – to allow general browsers to buy single articles or subscribe online.
- Advertising – banner advertising to increase non-subscription revenue.

Podcasts

We have considerable experience with podcasts across a range of specialties. Possibilities for *Schizophrenia Reports* podcasts include:

- *Schizophrenia Reports* abstracts read aloud
- Author interviews regarding published or planned papers in the Journal
- Author interviews regarding papers presented at SIRS meetings
- Author/Editor viewpoints on selected topics and/or *Schizophrenia Reports* articles.

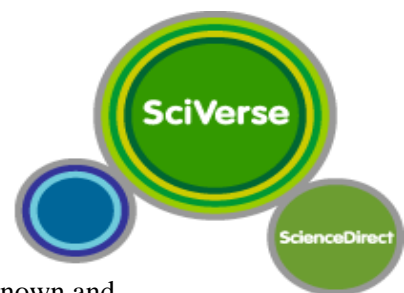
Blogs

We also have the ability to offer blogs and these are simple to set up if *Schizophrenia Reports* would be interested in utilizing this initiative as an opportunity for the Editor, or a designated Editorial Board member, to interact with the readers on a frequent basis. As an example, *The American Journal of Medicine* editorial team maintains a blog that includes editorials, commentaries, Letters to the Editor, and one featured “free” article per issue. To access the blog please refer to: <http://amjmed.blogspot.com/>.

Videos

We are able to set up videos where, for instance, content of particular interest to the Journal audience is introduced by an Editor. For an example, please refer to the *Sleep Medicine* journal site: <http://www.sleep-journal.com/content/view-for-free#video>.

Online Access for Institutions: SciVerse ScienceDirect



ScienceDirect is a market-leading online information service, which is known and trusted by the academic research community. As such, it will provide *Schizophrenia Reports* with unrivalled visibility, profile and market penetration worldwide. More than 11 million researchers currently access a critical mass of the world’s science, technology, and medicine journals on *ScienceDirect*, search the leading abstract and indexing databases (providing coverage of 65 million records), and link-out to articles from an array of publishers.

ScienceDirect facilitates research and drives journal exposure, usage, and (potentially) citations. *ScienceDirect* is one of the best-known platforms among librarians and has ranked number one in overall satisfaction in recent independently conducted surveys of librarians on electronic services.

ScienceDirect consistently ranks above its competitors in terms of usability (i.e. reliability, speed, ease of use, ease of browsing).

The overall usage on *ScienceDirect* (2002-2010), shown in Figure 3, demonstrates strong and sustained growth in recent years. This usage is distributed evenly through all of our global markets, demonstrating how *ScienceDirect* will provide *Schizophrenia Reports* with widespread international visibility and profile. We have extensive experience in adding new society journals to *ScienceDirect* and are confident that *Schizophrenia Reports* would immediately benefit from the international scale and market penetration of the platform.

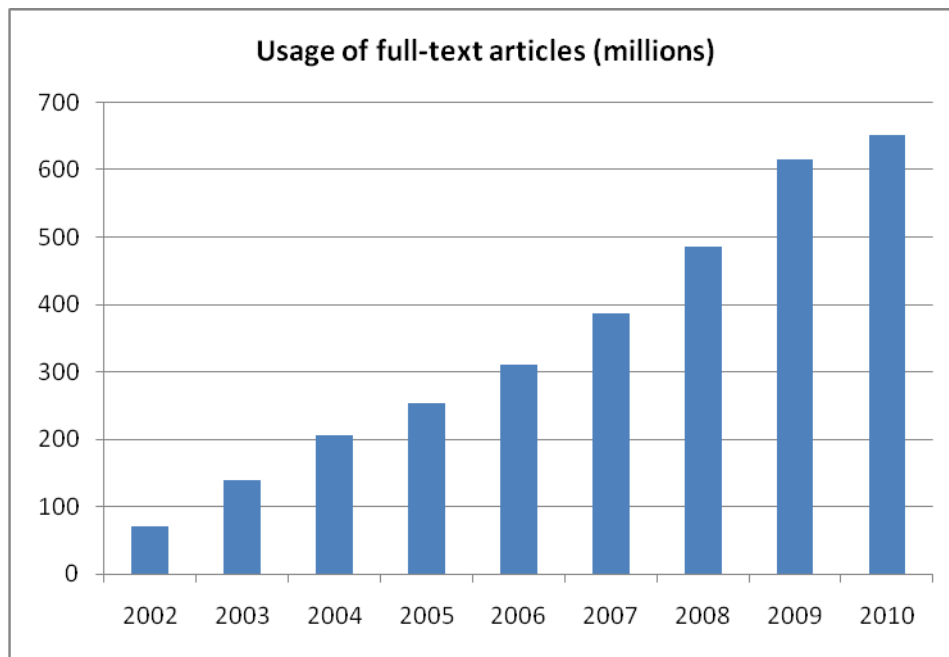


Figure 3: Global *ScienceDirect* usage

Key features

Schizophrenia Reports will have the following key features following publication on *ScienceDirect*:

- *ScienceDirect* can host all multimedia components including animations, audio and video files.
- A powerful full-text search facility is available across all journals with reference linking through the inter-publisher collaboration CrossRef, which links to articles from over 170 other publishers. There are also direct electronic links from references to the National Library of Medicine's PubMed and MEDLINE services.
- A range of alerting services, such as journal issue alerts, search alerts and citation alerts (this allows authors to track citations of their own work).

Reporting

Schizophrenia Reports on *HealthAdvance* will be tagged and tracked via the powerful NetInsight analytics tool, Unica, which enables the reporting of a wide range of state-of-the-art online usage statistics including referrers, entry and exit pages, length and frequency of visit, unique users, and access to and download of different types of content. *ScienceDirect* usage reports are available by article, issue and country. Usage reports will be generated monthly and distributed on a schedule as agreed with SIRS.

Online Commercial Sales

Advertising

Online advertising is a growing market and we have had significant success in driving revenue in this area, with a variety of companies transferring a proportion of their marketing spend online. We can offer advertisers the opportunity to reach this growing online audience through various methods, including banner advertising, sponsorship of audio content and podcasts, as well as advertising on journal electronic table of contents. A number of Elsevier-published society journals have significantly increased their advertising e-revenue, due to their highly sought after audiences and inventory, and we would expect *Schizophrenia Reports* and SIRS to benefit in a similar fashion. Sources of ad income for *Schizophrenia Reports* could include:

- Banner advertising on *Schizophrenia Reports*' new web pages.
- Email Table of Contents Alerts (E-TOCs) advertising income could be generated through placing a limited number of banners and text ads (2 or 3) on the E-TOCs sent out to readers and SIRS members.

Commercial Reprints

Although *Schizophrenia Reports* will be an online-only journal, it is still possible that industry clients will purchase hard copy commercial reprints, as well as commercial e-reprints. Elsevier has recently launched its first "Article in Motion", which is essentially an interactive and enhanced commercial e-reprint. This

innovative article format presents clinically relevant content in an integrated, linked navigation scheme, allowing readers to create a personalized path through the article's content.

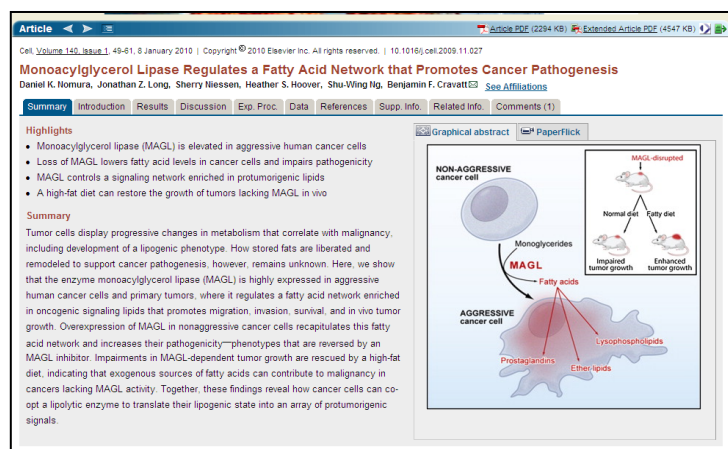


Figure 4: Sample "Article in Motion".

Webinars and MicroSites

Pharma, biotechnology firms, medical equipment and device companies, and commercial organizations are increasingly interested in exploring promotional opportunities online. Sponsored journal webinars or micro sites could be offered to these organizations.

Journal webinars would provide multimedia presentations/interactive supplements including video, audio, slides, biographies and an interactive ‘live’ session where questions can be posted to experts. Elsevier would use all of its marketing channels to promote the ‘live’ event and after the event the session would be archived so that people can still register and access the webinar. We would also be able to retain delegate information through customized registration fields.

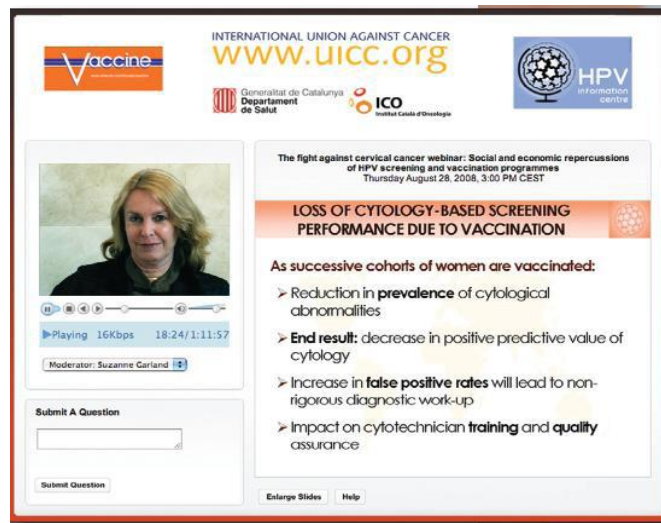


Figure 5: Example of a webinar held in conjunction with the Elsevier-published journal *Vaccine*.



Figure 6: Resource center for the *Journal of Shoulder and Elbow Surgery*.

Our commercial sales team would work with the relevant SIRS representatives and *Schizophrenia Reports* Editor to ensure that all commercial opportunities for the Journal are discussed and agreed in advance, and aligned with the SIRS’s policies and objectives.

A microsite (resource center) would have the following features:

- Journal/Society branded
- Accessed directly from link(s) or blurb(s) from the homepage and/or through placement of banners on applicable journals.
- Videos, i.e., author interviews, responses to FAQs, key-opinion-leader or roundtable discussions, webcast with a recorded meeting (live or pre-recorded)
- Audience feedback surveys
- Downloadable items, e.g., transcript of videos, slides, patient education information, how to materials, etc.

Social Media

We have found that the use of social media can extend a journal's brand, drive traffic to the journal site, reach new users, and generate user dialog. *The Lancet*, published by Elsevier, has been successful in reaching new audiences and increasing readership with its Facebook page. Its Twitter page has been named one of Time Magazine's 140 Best Twitter Feeds, the only medical journal listed, and one of the most influential Health and Science feeds.

We would be pleased to work with the *Schizophrenia Reports* Editors and SIRS to develop a social media strategy; this could involve soliciting member feedback via appropriate online surveys, which we can set-up and administer on your behalf, to determine the types of social media SIRS members currently use.

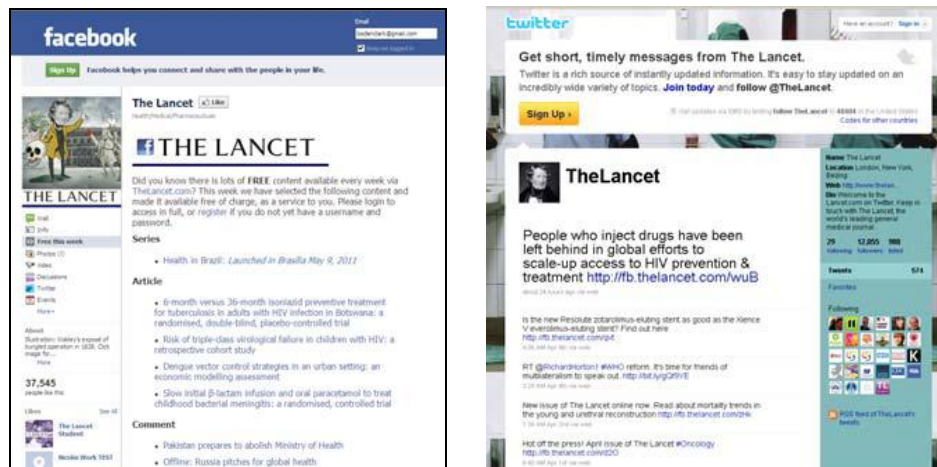


Figure 7: *The Lancet* Facebook and Twitter pages.

Mobile Applications

Schizophrenia Reports would be available via smartphone and tablets (e.g., iPad) through Elsevier's *HealthAdvance* and *ScienceDirect* apps. These apps allow users to:

- Access a mobile version of the website, including the ability to email PDFs to your inbox.
- Scan the headlines of new issues, read the abstracts, or as necessary login to access selected full-text articles directly from the device.
- Set journals such as *Schizophrenia Reports* as a preferred journal
- Access specified journal-branded table of content and abstracts
- Share articles and other personalization options



Additional functionality includes e-commerce capabilities, usage reporting, and advertising. In addition, our dedicated branded journal websites have been reviewed for compatibility with the major mobile browsers (for those with legacy phone technology or who have not yet downloaded the App) and have been optimized for view via tablet devices such as the iPad. An iPad version of the dedicated journal app was launched in 2012.

Marketing

Elsevier's marketing department will work closely with the SIRS and the Editor of the Journal to review the long-term growth opportunities for *Schizophrenia Reports* and its strategic goals. This holistic approach means that our marketing plans will ensure that the Journal is positioned correctly in the market, and individual campaigns are geared towards achieving the Journal objectives. We will use a variety of both traditional and innovative methods to increase awareness of *Schizophrenia Reports* in both North America and, in particular, in the wider global arena. These marketing methods include conference displays, e-promotions, e- and print catalogs, traditional printed publicity, and advertising and cooperative membership promotions.

As the #1 journal publisher in the field of psychiatry, Elsevier attends more meetings worldwide and has access to more authors and reviewers in the field than does any other publisher. We would target our marketing efforts specifically to those in the field that would be most appropriate for a journal such as *Schizophrenia Reports*. Our tailored marketing plans will also take into account the marketing objectives of SIRS and, where possible, we would be pleased to work with you to meet these, utilizing our global marketing presence, resources and expertise. This could, for instance, include promotion of SIRS through our extensive array of related publications. All promotions would be conducted to complement the market presence of *Schizophrenia Reports*.

From our initial analysis, the marketing objectives for *Schizophrenia Reports* would include:

- Create awareness of this new Open Access journal and its business model to SIRS members and the broader global community.
- Drive loyalty to *Schizophrenia Reports* from within the SIRS membership base.
- Encourage submissions to *Schizophrenia Reports* from the author community.
- Drive online readership of journal content through the *ScienceDirect* and *HealthAdvance* platforms.

A draft marketing plan for the Journal is outlined in Appendix Three, which highlights the key market segments and how we would achieve the strategic marketing objectives.

Production

Schizophrenia Reports would use the same manuscript submission system as our leading psychiatry titles (EES). Titles currently using the EES platform include *Schizophrenia Research* and *Biological Psychiatry*.

Production Management

A dedicated Journal Production Manager will coordinate and oversee the Journal production process and will be the sole contact and point of call for the Editor, editorial office and authors on all production matters relating to *Schizophrenia Reports*. The Journal Production Manager will report directly to a Journal Supervisor, and both of these individuals will have access to and communicate directly with the Publisher assigned to *Schizophrenia Reports*.

Copyediting

The Elsevier Journal Production Manager is responsible for evaluating copyediting quality, assessing workflow, and assisting with the development and updating of a Journal style guide. We have assumed the highest level of copyediting and proofreading in our financial projections, but would welcome the opportunity to speak further with you about your specific requirements. The Journal Production Manager will work with Journal editorial staff to implement *Schizophrenia Reports* style guide and to ensure guidelines evolve with the field. The style guide will be adhered to by the dedicated copyeditors assigned to the Journal. We have a professional staff of US-based freelance copyeditors from which to choose, and would propose reviewing their credentials with the *Schizophrenia Reports* editorial leadership team.

Production Times

We recommend that *Schizophrenia Reports* publish fully corrected articles online as and when they are ready (they will be fully citable via the paper's Digital Object Identifier number). Online issues could then be published on a monthly basis, with articles transferring from an 'Articles in Press' area of the Journal website to a paginated issue of the Journal.

The production times for *Schizophrenia Reports* papers, from acceptance to online publication, will be defined by strict agreements with our typesetting suppliers. New initiatives such as e-proofs (allowing on-screen annotation) and e-offprints have helped to reduce production times even further. Subject to prompt return of proofs from authors, *Schizophrenia Reports* articles will generally be typeset and published online and fully citable within about 4 weeks of acceptance.

To further enhance publication speed, we are able to offer *Schizophrenia Reports* the option of adopting author manuscript publication. An unedited author manuscript could be posted online in as few as five days after acceptance. The author manuscript appears as a PDF file, consisting of the author's accepted manuscript to which a cover sheet branded with the Journal's cover is added. At this point the paper is

given a digital object identifier (DOI) and is therefore fully citable. The covering sheet also carries a disclaimer noting that this is an unedited manuscript which has not yet been copyedited, typeset or proofread.

Author Support

Elsevier has a dedicated Journal Author Home Page, which provides authors with resources that support publication of their articles. Services include:

- Personalized tracking services for authors with the ability to set up e-alerts for every major step in the handling of their article.
- An author support department that would handle *Schizophrenia Reports* author queries (by phone 24/5 or by email 24/7) in an efficient manner.
- A dedicated website (www.elsevier.com/authors) providing authors with helpful information, services, and tools about article submission, support, production, and distribution. Plus information pertaining to issues such as funding body agreements, and author rights.

Branding

As the publishing partner for SIRS it will be crucial for Elsevier to reinforce the brand of the Society and the Journal and how they are positioned in relation to the *Schizophrenia Reports*.

Within the Journal (subject to agreement with SIRS), the Society logo could be positioned on each article header along with the Journal logo or cover image. This branding would apply to articles rendered in either HTML or PDF format.

A customizable area on *ScienceDirect* would enable SIRS to place its logo, and up to three non-date sensitive links, on relevant pages. These links can be used to link researchers to the relevant Society websites or pages, e.g., linking to SIRS membership information. Utilizing this service would allow SIRS to reach a wider audience through *ScienceDirect* as well as help to emphasize the link between the value of the content and SIRS membership.

The Journal's *HealthAdvance* site would offer numerous opportunities for customized SIRS branding and we would work closely with SIRS to ensure the Journal website complies with Society branding.

Schizophrenia Reports will have its own website with a dedicated URL that can be customized by color, font, graphics, Journal cover shots, and images to meet SIRS brand guidelines. The Journal website will include a link to the SIRS website and can highlight Society activities and meetings. In addition, SIRS is invited to provide banners that promote its annual conference and other initiatives for use when a paid banner is not displayed.

In building on the quality and credibility of the Journal and Society brands, all marketing communication would reflect a unified brand positioning for *Schizophrenia Reports*. In consultation with SIRS, a style guide can be produced to ensure consistency across all channels.

Indexing and Abstracting

Elsevier's dedicated MEDLINE liaison within our Research & Academic Relations group acts as a single point of contact between Elsevier and the National Library of Medicine (NLM). This person would provide support in preparing the application, submitting it to the NLM, and scheduling the NLM's review. We also recommend that the application is accompanied by up to three letters of recommendation from key opinion leaders in the field.

Please note that a new online-only journal cannot be submitted for MEDLINE indexing until a minimum of 20 articles have been published and 6 months have elapsed from the date of the first article being published.

Reporting to SIRS

We envision regular face-to-face meetings during the term of any contract and as frequently as required during the launch period to ensure the Journal's success. These meetings will, of course, also be supplemented by ongoing direct communication between the Editorial and SIRS leadership and appropriate contacts at Elsevier. A high level of accountability and transparency will be provided through our reporting and we will present comprehensive reports on the progress and financial status of *Schizophrenia Reports* that include:

- A full account of Journal income (from author charges and all commercial sales revenues) and monies due to SIRS
- Assessment of market conditions and analysis of market trends.
- Detailed online usage reports, including most frequently accessed articles and geographical breakdown of usage.
- Citation analyses.
- Marketing and promotional activities and results.
- Production status overview.
- Author and reviewer feedback reports (if applicable).

We will also provide SIRS with quarterly updates on key statistics and financials as well as ad hoc reports as required.

For a summary example of one of our reports (in pictorial format) please see Appendix Four.

Termination

Our standard terms regarding termination are outlined below; we would be pleased to discuss any issue further with you. Elsevier also endorses the Publisher's TRANSFER Code of Practice version 2.0 (<http://www.uksg.org/transfer/papers>), which provides a framework for transferring journals from one publisher to another.

Elsevier would host the working archives and SIRS would retain ownership of copyright of the Journal content during the term of the contract with the SIRS. Following termination or expiration, we would supply electronic files of *Schizophrenia Reports* content in our then-currently-available format to SIRS or to a successor publisher (as advised by SIRS). Following termination or expiration, Elsevier could either remove the archive altogether from *ScienceDirect* (should SIRS wish Elsevier do to this, and providing that SIRS can ensure that the perpetual access to the content would be provided via an alternative platform) or alternatively Elsevier can continue to host the archive of the issues of the Journal that it published during the contract term via a non-exclusive licence. If there were any costs incurred in the process of transferring this data Elsevier would invoice SIRS for this at cost price. Elsevier would remain the owner of all software, electronic data files, search engines, and any other assets used in the online submission system, preparation, and delivery of the Journal. Elsevier would deliver to the Society all available files, correspondence, and unpublished editorial material that may be in existence upon termination. Elsevier's data associated with usage and users via *ScienceDirect* and *HealthAdvance* would continue to be owned by Elsevier and would not transfer to the new publisher.

Launch Schedule

	Q1 [2013]	Q2 [2013]	Q3 [2013]	Q4 [2013]
Journal management and development				
Planning meetings				
Contract finalized and agreed				
Finalize author fees				
Editorial office				
Confirm submission system and admin support arrangements				
Confirm author payment support arrangements				
Production				
Agree copyediting requirements and Journal design and layout				
Agree 2013 schedules				
Confirm typesetter				
First issue / articles				
Copy received for June-July launch				
Approve final proofs and online publication of 'Articles in Press' as/when available				
First issue compiled and ready for launch				
Online				
HealthAdvance and ScienceDirect pages live				
Marketing				
Planning meetings				
Copy approved				
Initial mailings (inc. call for papers and SIRS member communications)				
Press release announcing journal launch				
Commercial sales				
Planning meetings, agree sales strategies and ensure alignment with SIRS policies				
Make initial approaches to industry				

Concluding Remarks

Elsevier is very enthusiastic about the possibility of partnering with the SIRS to launch *Schizophrenia Reports* as an author-pays open access publication. We hope that this outline proposal has provided an initial overview of how our expertise and capabilities can support SIRS with the launch of this exciting new Journal, and that it provides a useful starting point for further discussion.

Should SIRS require any additional information or clarification on any of the points discussed in this proposal, please contact:

Josh Spieler
Publishing Director
Elsevier
360 Park Avenue South
New York, NY 10010
T: 212-633-3879
F: 212-633-3913
j.spieler@elsevier.com

Thank you for the opportunity to present this proposal.

Appendix One.

Open Access Publishing

Society-owned journals are a crucial part of our journals publishing business. It is critical, therefore, that our strategic plans for this business are closely aligned with the specific aims of the individual societies with whom we publish. In addition to the strategic development discussions for individual journals, we engage in ongoing development plans regarding access and archive models. Some recent examples of our track record of testing and learning in this regard are outlined below.

- **Embargo periods:** we currently publish a number of journals which allow free access to content after a set embargo period (including *Journal of the American College of Cardiology*, *Annals of Thoracic Surgery*, and *Cell*).
- **Manuscript posting:** we allow authors to voluntarily post their manuscripts to institutional repositories or to their personal websites at any time. Since 2004, approximately 5% of authors have chosen to post their manuscripts.
- **Sponsored articles:** Over 500 Elsevier journals offer authors the option to pay a \$3,000 contribution fee to sponsor unlimited online access at publication to their respective articles via ScienceDirect.
- We have a number of agreements with funding bodies, and research institutions. For example:
 - **NIH:** Elsevier deposits 100% of NIH-authored manuscripts to PubMed Central for public availability 12 months after final publication. As a result, while Elsevier publishes only 25% of NIH articles, we account for 38% of manuscripts posted to PubMed Central.
 - **Howard Hughes Medical Institute (HHMI)** has a direct sponsorship agreement with Elsevier in which we deposit 100% of HHMI-authored manuscripts to PubMed Central for public availability 6 months after publication.
 - **Wellcome Trust** has an agreement with Elsevier in which Wellcome Trust-funded authors can pay a \$3,000 contribution fee to sponsor unlimited access to their articles on ScienceDirect. Elsevier also deposits a copy of the sponsored document to PubMed Central. Wellcome Trust's overall compliance rate is 43%. We are working directly with Wellcome Trust to help increase this level of participation by their authors.
 - **PEER project** – Elsevier is a formal partner of the European Commission's PEER Project, a collaborative multi-stakeholder experiment to test the impact of manuscript posting across subject areas.

Elsevier has also initiated a number of **Public Access** initiatives to provide access to members of the public. For example:

- Our ScienceDirect walk-in policy enables any member of the public, who is entitled to use a subscribing library's services, to access that library's ScienceDirect articles on-site.
- Research4 Life provides free and low cost access to over 100 countries for Health, Agricultural and Environmental sciences journals.
- patientINFORM Elsevier is one of the leaders of a consortium of technical publishers, called *patientINFORM*, working with a group of patient advocacy groups to make medical information more widely available to the public (www.patientinform.com). *patientINFORM* makes original text, along with interpretative text supplied by experts, available to patients as a public service. Initial subject areas include cardiology, oncology, and diabetes.
- Patient Research Program In October 2006, Elsevier launched a pilot program that supports patients and their family members looking for medical information by providing access to individual full-text journal articles from selected Elsevier publications. The articles are delivered via e-mail for a minimal handling fee (under \$5). The pilot has helped the individual journals assess the level of demand for medical information from the public and provides a public service to those in medical need. The journals testing this approach were selected because they feature content that is relevant to common medical conditions that tend to be researched by patients. The majority of referrals to articles are from Google (52 percent) and PubMed (20 percent).

Appendix Two.

Assumptions Regarding Numbers of Papers Published and Article Publishing Charges

Discount rates provided for authors in developing countries (as defined by World Bank).

	2013								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total article processing income
Research reports	15	15	8	1,900	14,250	8	1,330	9,975	24,225
Clinical studies	8	8	4	1,900	7,600	4	1,330	5,320	12,920
Invited + dev world	2	0	0	0	0	0	0	0	0
	25				\$21,850			\$15,295	\$37,145

	2014								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total
Research reports	30	30	15	1,900	28,500	15	1,330	19,950	48,450
Clinical studies	18	18	9	1,900	17,100	9	1,330	11,970	29,070
Invited + dev world	4	0	0	0	0	0	0	0	0
	52				\$45,600			\$31,920	\$77,520

	2015								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total
Research reports	51	51	26	1,900	48,450	26	1,330	33,915	82,365
Clinical studies	27	27	14	1,900	25,650	14	1,330	17,955	43,605
Invited + dev world	6	0	0	0	0	0	0	0	0
	84				\$74,100			\$51,870	\$125,970

	2016								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total
Research reports	62	62	31	1,900	58,900	31	1,330	41,230	100,130
Clinical studies	35	35	18	1,900	33,250	18	1,330	23,275	56,525
Invited + dev world	9	0	0	0	0	0	0	0	0
	106				\$92,150			\$64,505	\$156,655

	2017								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total
Research reports	77	77	39	1,900	73,150	39	1,330	51,205	124,355
Clinical studies	42	42	21	1,900	39,900	21	1,330	27,930	67,830
Invited + dev world	12	0	0	0	0	0	0	0	0
	131				\$113,050			\$79,135	\$192,185

	2018								
	Total No of papers	Total no of papers with article fees	No paying full rate	Full article charge \$	Revenue \$	No paying discount rate	Discount article charge \$	Revenue \$	Total
Research reports	93	93	47	1,900	88,350	47	1,330	61,845	150,195
Clinical studies	57	57	29	1,900	54,150	29	1,330	37,905	92,055
Invited + dev world	14	0	0	0	0	0	0	0	0
	164				\$142,500			\$99,750	\$242,250

Appendix Three.

Outline Marketing Plan for SIRS

A number of the activities highlighted below could be undertaken for more than one of the customer segments and may be rolled out over several years in line with editorial strategy. All would reinforce the goals and mission of SIRS.

CUSTOMER SEGMENT

SIRS MEMBERS

KEY OBJECTIVE

Aid increased loyalty to the Society and establish strong relations between SIRS members and the Journal

MEASURING SUCCESS

1. Enhanced recognition of SIRS being a “member” journal
2. Increased use of SIRS content by members online
3. Increase in quality submissions from members

EMAIL MARKETING

Working with SIRS, e-mail campaigns to encourage submissions and online usage by members would be conducted. All messaging would ensure they know how and where to find content and encourage members to sign up to the regular journal e-table-of-contents so they know when their next article is available.

E-campaigns would focus on highlighting the Journal as 'their' publication and on its value to Society membership.

If agreed, marketing collateral can be provided directly to SIRS to allow inclusion in their broader messaging. For example, e-table-of-contents, Top 25 alerts, and generic promotional text.

WEBSITE MARKETING

Marketing would ensure that Journal information is up-to-date on the SIRS website and ensure that dynamic linking is in place to maximise traffic.

A step-by-step promotion would be provided for inclusion on the SIRS website announcing the Journal to members and informing them how they can access their online Journal content.

CUSTOMER SEGMENT

AUTHORS

KEY OBJECTIVE

Build the number of submissions and attract international authors.

MEASURING SUCCESS

1. Year-on-year increase in high-quality submissions, particularly from identified geographical regions and particular sub-specialty areas deemed to be of particular interest.
2. Consistent high scores on our customer insight program, the Author Feedback Program.

EMAIL MARKETING

A global campaign would be conducted announcing the launch of *Schizophrenia Reports* to Elsevier's significant internal customer database. This would include registrants of *ScienceDirect* contents, citations and topics alerting services, and book buyers, as appropriate. Also, external lists to authors from competitor titles would be contacted to profile the Journal.

A quarterly loyalty campaign would be dispatched to authors of the Top 25 most downloaded *Schizophrenia Reports* papers from *ScienceDirect*, thanking them for their contribution and highlighting their papers' success in the wider community.

In building awareness and author loyalty, the Journal will be included in Elsevier's CiteAlert, an initiative that notifies authors when their articles are cited on *ScienceDirect*. Authors receive an e-mail notification soon after the citing article is published, offering them insight into how their research has influenced the work of other researchers.

WEBSITE MARKETING

The online submission function would feature on all customer facing web pages. Clear author guidelines would be featured on the Journal website.

Marketing would liaise with SIRS to support any Journal marketing they may wish to conduct through their website.

PRINTED END USER MATERIAL

We would produce materials necessary (e.g. business cards, postcards) to support editorial board members at meetings where there may be the opportunity to encourage authors to submit

We would suggest identifying key contacts in relevant fields and sending them a copy of the Journal and a personal letter from the Editor. The key here is a personal approach to quality contacts.

CUSTOMER SEGMENT

INSTITUTIONS

KEY OBJECTIVE

Increase the global readership of Journal content in large and small institutions and leverage the market leading position of *ScienceDirect*.

MEASURING SUCCESS

1. Expansion into new markets
2. High usage of content on ScienceDirect platform

EMAIL MARKETING

To maximize usage and readership of *Schizophrenia Reports* on ScienceDirect, we have dynamic marketing systems and resources to drive authors and readers to the Journal's contents.

- **Search alerts** notify users by email when new documents matching their search criteria become available online.
- **Topic alerts** (predefined searches on a specific topic) notify users by email when new documents on a particular topic are available.
- **Top 25 "Hottest" Articles** feature enables users to sign up to receive the most frequently accessed articles per quarter automatically for the Journal. This allows users to see what their peers are reading in the Journal and make sure that they have not missed out on an article of interest. This is promoted from the Journal homepage and included on leaflets and email promotions.
- **Searchbox widget** promotional email is deployed throughout the year

Contributions relating to the Journal would be included in Elsevier's *ScienceConnect* and *LibraryConnect* e- newsletters.

An announcement would be posted on the ScienceDirect.com homepage and an information page would be created on the platform for librarians and end-users to find more details about the Journal and its Unique Selling Proposition.

PRINTED END-USER MATERIAL

Elsevier offers an extensive list of book and journal products that allow global promotional opportunities for *Schizophrenia Reports*. We will monitor our upcoming book lists to identify opportunities for in-book ads and inclusion in cluster marketing activities. In addition, print and online ads will be placed in the following list of related journals (pending necessary approvals):

American Journal of Geriatric Psychiatry
Asian Journal of Psychiatry
Biological Psychiatry
Brain Stimulation
Child and Adolescent Psychiatric Clinics of North America
Comprehensive Psychiatry
European Neuropsychopharmacology
European Psychiatry
General Hospital Psychiatry
Journal of Affective Disorders
Journal of the American Academy of Child & Adolescent Psychiatry
Journal of Anxiety Disorders
Journal of Psychiatric Research
Journal of Psychosomatic Research
Lancet Neurology
Psychiatric Clinics of North America
Psychiatry Research
Psychiatry Research: Neuroimaging
Psychoneuroendocrinology
Schizophrenia Research

CONFERENCES

Schizophrenia Reports will be promoted at a number of key exhibits worldwide. At relevant meetings where no Elsevier presence is planned we will investigate alternative ways of promotion (for example, display through third parties such as local booksellers who will also display journal product, unmanned display/literature tables, material in delegate packs, post-conference direct mail campaigns, etc.). Some examples of meetings relevant for promotion are listed below.

U.S. Meetings

Academy of Psychosomatic Medicine
American Academy of Child & Adolescent Psychiatry
American Association for Geriatric Psychiatry
American Psychiatric Association
American Psychopathological Association
Advances in Psychiatry
Annual Mental Health Conference
Institute of Psychiatry Services
Society of Biological Psychiatry
Society of Psychiatric Psychotherapy and Neurology
U.S. Psychiatric Congress

International Meetings

Association of European Psychiatrists
Royal Australian and N. Zealand College of Psychiatrists Congress
ICOSR
Royal Australasian College of Physicians
Schizophrenia International Research Society
World Congress of Asian Psychiatry
World Federation of Societies of Biological Psychiatry
World Psychiatric Association

Appendix Four.

Sample Summary Report

Journal X (ISSN: XXXX-XXXX; Jnl. No. XXXXX)

Base data

Publisher	
Journal Manager	Susan Power
Marketing	Jorinde Dirkmaat
Advertising	Martin Sibson
Supplements	Ulrike Wiechern
Reprints	Greg Davies
Editor in chief	L.E. DeLisi
Society	
Owner	Elsevier
FVI	98/1
LVI	106/3
No issues	27
No pages	3341
Print run	460
Typesetter	SPI Technologies Inc.
Printer	Krips BV
Despatch from	Krips BV

Publication progress

Annual page budget	3341
Actual pages publ.	3280
YTD page budget	3192
Annual issue budget	27
Actual issues publ.	27
YTD issue budget	26
Av. issue size (% of RF)	98.95%
No. unassigned articles	83
No. unassigned pages	516

Editorial progress

EES data	2005	2006	2007	2008
Submitted	318	840	832	757
Accepted	46	346	393	332
Rejected	81	413	411	430
Rejection rate	64%	54%	51%	56%

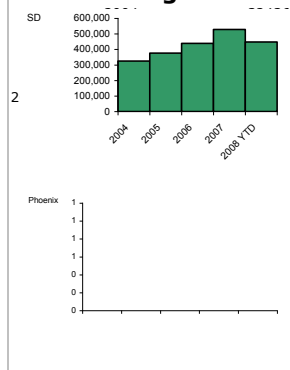
Papers submitted

Most accepted	Largest increase	Largest decrease
United States 170	United Kingdom +8	Germany -8
United Kingdom 30	India +3	France -8
Canada 24	United States +2	Switzerland -7

Speed

Year	Ed. Time	Production time	Publication time			
		Art. on line	Iss. on line	Iss print	Iss. on line	Iss print
2004	23.8	10.1	36.3	40.5	60.2	66.3
2005	15.2	6.9	33.5	28	48.8	43.1
2006	15.9	7.3	15.5	18.8	31.5	34.2
2007	18.6	6.6	13	15.9	31.7	34.6
2008	18.7	7	16.6	18.8	35.3	37.3

On-line usage



Journal progress

Year	Cites	Impact f.
2004	5839	3.889
2005	7284	4.231
2006	8197	4.264
2007	9573	4.24

ref standard (3)

refereeing speed (1)

editorboard (6)

production speed (5)

physical quality (8)

publ services (7)

Impact Factor (2)

reputation (4)

Subscriptions

	2005	2006	2007	2008
Inst. print	103	92	80	67
Inst. e-only	85	73	56	46
Personal	340	943	373	148
Student	274	279	644	301
Other				

Asia

Austr/NwZInd

Europe

US/Can/Mex

ROW

Finance

	October, 2008	December, 2007	October, 2007	Var
Subscription				
Commercial				
Electronic				
Other				
Total				
Production				
Postage				
Royalty				
Editorial				
Other				
Total				
Profit				

A Publishing Proposal for
An Online-only, Open Access
Schizophrenia Publication –
Presented to
Schizophrenia International
Research Society
by
Nature Publishing Group

November 26, 2012

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1 EXECUTIVE SUMMARY

Nature Publishing Group (NPG) is pleased to have the opportunity to submit to the Schizophrenia International Research Society (SIRS) our initial expression of interest for the launch of a new publication in the area of schizophrenia. Entrusting NPG with the launch and publication of this unique resource means that SIRS will have at its disposal a team of professional, experienced, dedicated publishing staff; publishing services tailored to meet the needs of SIRS and the editorial team; unparalleled visibility and usage of journal content via nature.com; and steady growth in submissions, readership, and financial return to the Society.

Furthermore, through our website nature.com, our high-impact publications, and our established press office, we have the broadest reach of any scientific publisher into the practicing, research, and lay communities. We will create an integrated and customized publishing program and will do so via our expertise in all aspects of editorial processes, web publishing (from website design to editorial development and marketing), and innovative commercial sales strategies.

This document presents our vision for a publishing partnership based on NPG's core strengths, tailored to what we understand are the needs of SIRS.

1.1 The SIRS-NPG Partnership

NPG has an unparalleled track record for launching and re-launching journals, from the Nature-branded research and clinical titles to partner-owned publications such as the start-ups *The ISME Journal* and *Mucosal Immunology* and the more-established *Kidney International* and *The American Journal of Gastroenterology*. In 2012, NPG launched IBMS BoneKEy, a new type of product, conceived and implemented by in partnership with the International Bone & Mineral Society (IBMS) and designed to provide the scientific and medical communities in that specialty with a trusted source of information.

Working with SIRS, NPG will build and strengthen the profile and brand of the SIRS publication in key markets through a combination of editorial development and strategic marketing. We envision a high-quality peer-reviewed publication with the potential to build a strong impact and solid readership, and develop a robust financial return. As described in this document, the keys to success of this publication depend on the following.

- **Publishing Management.** NPG's commitment involves strong, direct relationships between publishing and editorial staff. We provide strategic advice and support for content development and author services. We are proactive and goal-oriented in our sales and marketing initiatives and engage our partners in the goal-setting process. Website development is continual, and we have the flexibility and in-house resources to provide custom design, programming, and online editing services. We provide standard midyear and annual publishing reports so that our partners are full aware of the progress of their journals. With a high staff-to-journal ratio, we also have the capability to provide *ad hoc* analyses and to perform specific projects throughout the year. We recognize the unique strengths and requirements of each product and are dedicated to ensuring that each reaches the fullest potential.
- **Editorial Development.** NPG will work with SIRS and the editorial team to develop a publishing plan that will help attract the highest quality content and maximize readability and accessibility of the content, so that the journal develops a strong brand and profile. Services we provide editors include

advice on best practices in peer review, detailed citation analysis, review of competing titles, and support for commissioning secondary material. NPG will aim to assist the journal in establishing a high Impact Factor and journal ranking, while ensuring its relevance and appeal to the thousands of scientists and healthcare professionals – including SIRS members – who will rely on it every day.

- **Open Access.** Per the Request for Proposal, the Society's publication will be fully open access (OA), requiring that authors (funders) pay an article processing charge (APC) for the publication of their articles. This will be the primary source of revenue for the journal as it builds a profile and begins to attract more diverse revenues. To attract new authors, it is best to obtain sponsorship for APCs through commercial partners or SIRS.
- **Production.** We will use a combination of in-house staff (production editors, copyediting coordinators, and design and layout specialists) and high-quality external vendors to ensure the quality and efficiency of the production of the journal. NPG has rigorous quality checks in place to ensure that standards are met according to our partners' specifications.
- **Web Presence.** Our in-house team of publishers, web developers, designers, and web production staff have designed NPG's web platform, nature.com, to serve the needs of each journal's specific readership, while maximizing traffic and engaging users across the portfolio. NPG is currently developing a new platform for our OA titles. The SIRS publication, with a planned launch in 2014, would benefit from all the functional capabilities that this platform will offer.
- **Finances.** Our proposed business model is described in Section 5 (Business Management) and an illustration of the financial arrangement can be found in **Appendix C**.

2 WHAT MAKES NPG DIFFERENT?

For NPG, the quality of our content is paramount. NPG aims to be the premier publisher – not the largest – with a constant and firm focus on the quality of content and its dissemination. We have taken a considered approach to growth, are committed to working with high-impact products in key markets, and work in close collaboration with publishing partners who share our vision of quality and service.

Since the launch of *Nature* in 1869, the company has remained close to the scientific and clinical communities served by its journals. We pride ourselves on how we have responded to the needs of these communities, and in doing so, have become the market leader with an established reputation for innovation in areas such as scientific databases, audio/video, and collaborative web-based environments. We are focused on providing not only access to content, but also services, information, analysis, and tools that meet the needs of our growing list of constituents. NPG has developed the highest standards in Scientific, Technical, and Medical (STM) publishing through investment in high-quality editorial and production processes and related web activities, close cooperation with authors, readers, subscribers, and partner organizations, and the provision of additional services such as news, authoritative appraisal of research and research communities, jobs, and career services. These initiatives are the key to successfully meeting the increasing needs of the clinical and research communities, both academic and commercial.

Values	Objectives	NPG's success measures
Focus on quality over quantity	<ul style="list-style-type: none"> To be the premier scientific and academic publisher in the world, with a consistent and firm focus on acquiring high-quality content and maximizing access and readership amongst relevant audiences To take a considered approach to growth, with a commitment to high-impact products in key markets, and to collaborate with publishing partners with a shared vision 	<ul style="list-style-type: none"> 18 (53%) of the Nature-branded journals lead their Impact Factor categories and 13 (25%) of NPG's Academic Journals rank in the top ten of their respective categories High staff to journal ratio (average 7 titles per Publishing Manager) <i>Nature</i> recognized as the most influential journal of the last 100 years and named the "Journal of the Century" by the BioMedical & Life Sciences Division of the Special Libraries Association (2009)
Innovation	<ul style="list-style-type: none"> To lead the way in developing tools and services to better serve our customers and communities To support creative editorial, design, production, web development, and marketing services by providing an innovative company culture To establish a reputation for collaborative web-based environments that extends scientific discourse and broadens the reach of the information that we publish 	<ul style="list-style-type: none"> Nature Education named one of 10 companies to watch in Outsell's "Education and training: 2011 market forecast and trends report" 2011 National Magazine Awards honored <i>Scientific American</i> for General Excellence for superior execution of editorial objectives, innovative editorial techniques, journalistic enterprise, and imaginative design NPG named in Outsell's 2009 and 2010 reports titled "30 to watch: A list of innovative companies the information industry should look to"

Values	Objectives	NPG's success measures
		<ul style="list-style-type: none"> Awarded a 2009 Outstanding Achievement Award in Education from the Interactive Media Awards for Scitable, NPG's collaborative educational website
Collaboration	<ul style="list-style-type: none"> For all our customers to perceive the co-operation with NPG as positive and constructive To be an important and relevant member of the global community of science To focus on high levels of communication and tailored plans, ensuring that each product develops to its own individual strengths 	<ul style="list-style-type: none"> Nature Partners' programs, including AGORA, HINARI, INASP, and OARE, enhance access to scholarly literature Nature Awards reward scientists with an annual mentorship award Nature Conferences foster and facilitate communication and collaboration between scientists Strategic Development Days recognize the unique requirements of all our titles
Proven ability to generate impact and relevancy	<ul style="list-style-type: none"> To ensure that content from our titles makes global headlines and achieves timely and broad dissemination to the scientific and medical communities 	<ul style="list-style-type: none"> Dedicated corporate press relations team Specialized content press relations team
Valuing our people	<ul style="list-style-type: none"> For our employees to consider NPG a stimulating and challenging workplace where they are considered talents, not just resources 	<ul style="list-style-type: none"> An openly stated corporate social responsibility Over 200 in-house PhDs Low staff turnover

2.1 A Partner for SIRS

Our commitment to our partners involves strong, direct relationships among all publishing, editorial, and client staff involved in the journals we publish. We can provide strategic advice and support for content development and author services, as desired, and are flexible in adapting policies and systems to meet the needs of scientists and funding agencies. We are proactive and targeted in our sales and marketing initiatives, engage our partners in the goal-setting process, and provide standard publishing reports to document progress. We have the flexibility and resources to provide design, programming, and online editing services, and with a high staff-to-journal ratio, we also have the capacity to provide *ad hoc* analyses and to perform specific projects throughout the year. To ensure that a journal reaches its fullest potential, individual journal development plans that recognize each product's unique strengths and requirements are created annually.

NPG will publish the SIRS journal within its Academic Journals division. This division houses 67 publications from North America, Europe, and the Asia-Pacific region, 43 of which are published on behalf of partner organizations (**Appendix A**); of these, 5 are new to NPG in 2012. With a focus on understanding the specific needs of society publishing, this division consists of a core team of editorial, production, marketing, and commercial sales staff who work in close collaboration to create a tailored publishing strategy for each title.

2.2 NPG & the Scholarly Community

Content on nature.com is highly visible, offering an excellent service to our authors and the partners for whom we publish. NPG's aim is to remain at the forefront of practical and innovative techniques to enhance communication and understanding of science, regardless of changes taking place in the market. Although there is no doubt that the publication of peer-reviewed articles continues to be a key facet of scientific communication, the way we publish is changing.

2.2.1 Copyright and Author Self-archiving

The demand for free access to the output of publicly funded research has burgeoned. The National Institutes of Health (NIH) policy statement requesting that authors of NIH-funded work deposit the final accepted version of their articles in PubMed Central, and similar policies issued by the Wellcome Trust and Research Council UK (RCUK) in the United Kingdom, have had a significant impact on the community.

NPG instituted a self-archiving policy in January 2005 that supports author compliance with these initiatives while maintaining the primacy of the published version as the version of record. Our license to publish form allows authors to deposit the final accepted version of their papers (after peer review, before copyediting or typesetting) in PubMed Central or an equivalent database 6 months after publication. Authors are also free to post the final accepted version on their own websites. We also support free access to archive content for a number of the journals that we publish, and in 2009, we began providing free access to the archives of all of the Academic Journals that we own, 4 years after publication. For some NPG partners, free access to the archive is available 1 year after print publication.

It is NPG's belief that, by offering choice to authors, we make the OA proposition more attractive, especially to those authors who are concerned about derivatives and/or commercial reuse of their articles. Therefore, for OA journals, content is published either under a [Creative Commons Attribution-Noncommercial-Share Alike 3.0 Unported License](#) or a [Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 Unported License](#), at the choice of the authors. As of 2012, a majority of NPG-owned titles, as well as some partner titles, will also introduce a third option, the [Creative Commons Attribution 3.0 Unported License](#), which allows for articles to be distributed and amended, including for commercial purposes.

2.2.2 Online-only Publications

NPG launched its first online-only journal in partnership with the European Molecular Biology Organization (EMBO) in 2005. *Molecular Systems Biology* (MSB) was the first NPG publication to operate according to an OA business model completely funded by APCs, which allowed us to test the model to determine whether it was viable in conjunction with our usual standards of high quality and timeliness. Seven years after its introduction, MSB has an Impact Factor of 8.626 and ranks 24th of 290 journals in ISI's Biochemistry and Molecular Biology category.

Launched in April 2010, *Nature Communications* is the first Nature-branded online-only journal with an



OA option. Originally expected to publish a minimum of 20 papers a month, from its launch through October 2012, *Nature Communications* published an average of 37 papers per month, exceeding NPG's expectations. This title is hybrid – supported by both APCs and subscriptions – and was expected to publish 80% of its papers under the subscription model. However, to date, approximately 42% of papers are published OA. The journal received its first Impact Factor in 2012 for 2011: At 7.396, it is ranked 4th of 56 titles in ISI's Multidisciplinary Sciences category.

Also in 2010, NPG launched the first of series of “spin off” publications. These titles are online-only, OA publications that contain papers in a subspecialty area that are rejected from the primary title. Under the original model, the articles require no additional review, therefore providing an appealing option for authors who are interested in publishing in a journal that is related to an established society and a high-quality journal and fast turnaround to online publication. Although originally intended for papers rejected by the parent titles, demand to publish in several of these titles was so high that the publications have been opened to direct submissions as well. **Table 1** lists the titles currently published with this model.

Table 1. Spin off titles

Primary title	Spinoff title	Owner	Launch
<i>American Journal of Gastroenterology</i>	<i>Clinical & Translational Gastroenterology</i>	American College of Gastroenterology	2012
<i>Cell Death & Differentiation</i>	<i>Cell Death & Disease</i>	Congregazione Figli della Immacolata Concezione	2012
<i>Clinical Pharmacology & Therapeutics</i>	<i>CPT: Pharmacometrics & Systems Pharmacology</i>	American Society of Clinical Pharmacology & Therapeutics	2012
<i>International Journal of Obesity</i>	<i>Nutrition & Diabetes</i>	NPG	2011
<i>Leukemia</i>	<i>Blood Cancer Journal</i>	NPG	2011
<i>Molecular Psychiatry</i>	<i>Translational Psychiatry</i>	NPG	2011
<i>Molecular Therapy</i>	<i>Molecular Therapy – Nucleic Acids</i>	American Society of Gene & Cell Therapy	2012
<i>Oncogene</i>	<i>Oncogenesis</i>	NPG	2012

Of the above titles, *Cell Death & Disease* received its first Impact Factor in 2012 for 2011: 5.333. *Blood Cancer Journal* and *Translational Psychiatry* are expected to receive their first Impact Factors in 2013 (for 2012).

Launches in collaboration with the International Society of Nephrology and American Society for Gene & Cell Therapy are planned for 2013.

Finally, in June 2011, NPG launched *Scientific Reports*, a fully online, OA publication. Fully supported by APCs and based on the PLoS business model, this is a primary research publication across all areas of science, publishing technically sound original research papers spanning the sciences. Through October 2012, 776 submissions have been published – an average of almost 50 papers per month.

2.3 Future Strategies

Although there is no doubt that the publication of peer-reviewed articles continues to be a key facet of scientific communication, the way we publish content and the way it is accessed is changing. Technology has allowed for fast and inexpensive distribution to scientists and healthcare professionals all over the world. Authors, governments, and funding agencies are demanding new routes to reach as wide a spectrum of readers as possible.

Investment in the long-term future is crucial to address the frequently changing and volatile environment that scientific publishing is presently facing. Building a solid financial foundation that allows investment in different business models, innovation in new technologies, and understanding what scientists want is of greater importance than ever before. Tomorrow's research will be different – and better – than today's, and to meet this challenge, NPG must provide the best platform, services, and tools to facilitate the change. Digital First and Digital Science are just two examples of how NPG is investing in the future.

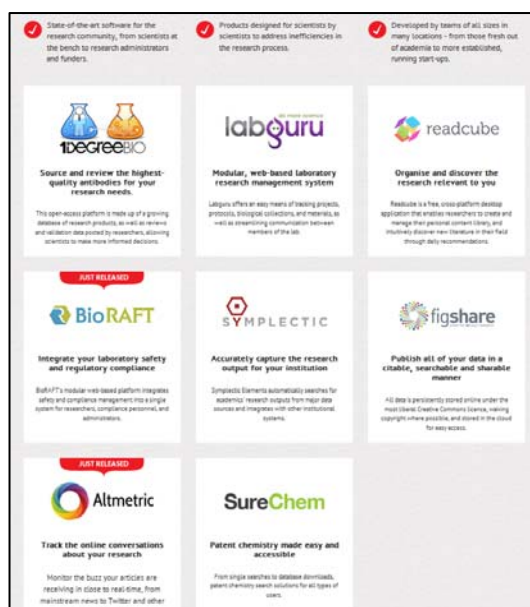
Digital First is a company-wide project being developed to address the need for an enterprise-wide content management solution and process framework across NPG. The main benefits will include:

- Reducing inefficiencies associated with content structure transformation
- Pooling content into central repositories to facilitate efficient assembly for different formats and delivery channels
- Standardizing the structure of content to facilitate chunking, repurposing, and discoverability
- Providing NPG with a technology platform on which the business can build future growth initiatives

In real terms, this means that editorial and production staff will be able to push content live as soon as it is ready; quickly and easily set-up new products (such as OA journals) and enrich content; find, retrieve, and run content-related reports; link rights information directly to every piece of content; harmonize workflows and processes so that the same content type is treated in the same way no matter where in the world it is created; and create PDFs automatically, thus removing the need for external typesetters.

Additionally, NPG's sister company Digital Science has been set-up to work with entrepreneurs to develop software and tools to increase the efficiency of scientific research. Digital Science and NPG are currently in discussions regarding deployment of Digital Science's suite of products to NPG journals. Partnerships with Digital Science could potentially include Figshare, Readcube, Altmetric, and SureChem.

As a publishing company at the forefront of the industry, we know that our business and the products we publish depend on continual development and change in order to survive and excel. In an uncertain market for scientific and medical journals, with changing models and pressures on many fronts, the financial future for many scientific and medical organizations may be uncertain. Through NPG's development of new revenue streams for our partner and



proprietary publications, NPG is well positioned to work with SIRS on the development of its new publication.

3 DEVELOPMENT OF A SIRS PUBLICATION

Per SIRS' Request for Proposal, NPG proposes launching an online-only, OA journal providing coverage of the field of schizophrenia. Revenues would be generated mainly through APCs paid by the author or funder. Access to articles would be free to everyone. Although an aims and scope has not yet been developed, NPG would work with the Society as described below to ensure a timely and relevant publication.

3.1 Success Factors

Critical to the success of a new SIRS publication are building a registrant base, resources, and a solid editorial strategy. To build a registrant base, NPG will start from within, looking at our electronic content alert registrants for journals such as *Neuropsychopharmacology*, *Molecular Psychiatry*, and *Nature Neuroscience*, which have a combined number of registrants topping 235,000 individuals. In addition to SIRS membership, these NPG registrants would be contacted regarding the new site through early marketing efforts.

NPG has had great success in growing journal registrants, as evidenced by *The ISME Journal* and *Mucosal Immunology*. Both of these titles were start-up journals and NPG has published both since 2007 and 2008, respectively. *The ISME Journal*, published on behalf of the International Society for Microbial Ecology, currently has over 21,000 content alert registrants, and *Mucosal Immunology*, published on behalf of the Society for Mucosal Immunology, has nearly 18,000 – as both were start-ups, both started with no registrants.

Key to developing a new journal is the team, both within NPG and the Society. Joining the NPG team described in Section 4.1 would be relevant Society stakeholders as well as an editorial group chosen by the Society. These teams must be chosen very carefully to ensure success.

Finally, NPG will develop a comprehensive editorial and business strategy in consultation with SIRS to ensure that the SIRS publication reaches the widest possible audience and revenues are both maximized and diversified. To develop such a strategy, NPG will work with SIRS to evaluate the Society's and community's requirements, to review the current state of the publishing industry in the field, and to gauge the commercial marketplace. NPG can look internally to determine how we can leverage our existing readership in related subject areas and publications to attract submissions, readers, and registrants, grow visibility, and build SIRS' position in the marketplace. Carefully researched and analyzed by NPG, the results will have an impact on our ability to determine objectives moving forward.

3.2 Developing a Start-up Publication with SIRS

To successfully compete in the current journal market, the SIRS publication must build an impactful profile, offer authors and readers fast access to content and services through intuitive web sites, and adopt production workflows and tools that provide efficiency and maintain quality. The journal must also return increasing revenue to the Society, which must maintain firm control over its brand and representation in the market.

NPG will work with SIRS and its appointed editorial team to develop content and editorial decisions, including determining the aims and scope of the new title. NPG staff would provide support in terms of content, citation, and usage reports and analysis, as well as advice based on experience with other products. This will allow the editorial team to target specific authors or content or be more selective with what is accepted. We will also recommend exploring options for including varying article types,

including commentaries, editorials, research highlights, reviews, and original research articles, to ensure the journal is appealing to a broad audience and offers unique features that will differentiate the SIRS publication from the competitors as it builds a brand and profile in the publishing marketplace.

To draw in authors and attract high-quality submissions, NPG recommends prioritizing the following upon launch of the journal and, when appropriate, promoting these items as author benefits:

- **Efficient and timely peer review process:** The new SIRS publication should provide a fast turnaround to editor assignment, first decision, and final decision, as well as thorough reviews and an attentive editorial office.
- **Competitive time from acceptance to final online publication:** NPG will publish the journal in accordance with a 5-week schedule from receipt at NPG to online publication of the final article (fully edited and proofed, in full text HTML and PDF formats).
- **Advanced online readability:** Presentation and enhancement of editorial content online is an important feature. NPG's new online developments such as "see-also linking," the ability to download references to a user's citation-manager program, article commenting, top ten downloaded papers, linking to related NPG content, and RSS feeds supplying information about content and news would give the journal a competitive advantage in this area.
- **Increased visibility for authors:** Through marketing campaigns, content alerts, press releases, and exposure through cross-linking and search on nature.com, NPG will maximize the number of downloads, giving authors wide readership of their articles.
- **Enhanced editorial features:** NPG's experience with the Nature-branded titles indicates that readers need a clear delineation of the various types of content that are available and that they respond well to different types, lengths, and levels of content. Specifically, we recommend reader and SIRS member surveys to determine the types of content most useful and appealing to members and readers before outlining content types. The editorial team may want to consider value-added content in the Journal, including elements such as Society news briefs, journal highlights, commentaries, opinions, debates, and case reports.

Establishing Impact Factor

Impact Factor is a key determining metric in deciding where an author publishes, so it is critical that a new journal takes all necessary steps to get an Impact Factor as soon as possible after publication begins. NPG will submit the necessary applications to all key abstracting and indexing services, including PubMed, PubMedCentral, and ISI. We have had great success in having our journals accepted in these services within a year after publication.

3.2.1 Content Development

The key to building a strong journal lies in its ability to attract submissions. NPG's vision for developing content in the journal is four-fold:

1. Work with the editorial team to target high-quality original research submissions
2. Acquire sponsorship to fund APCs until first Impact Factor; thereafter, APCs to be paid by authors (funders)

3. Acquire and publish high-quality Phase II and III clinical trials
4. Acquire and publish high-quality review articles

3.2.1.1 Targeting high-quality original research submissions

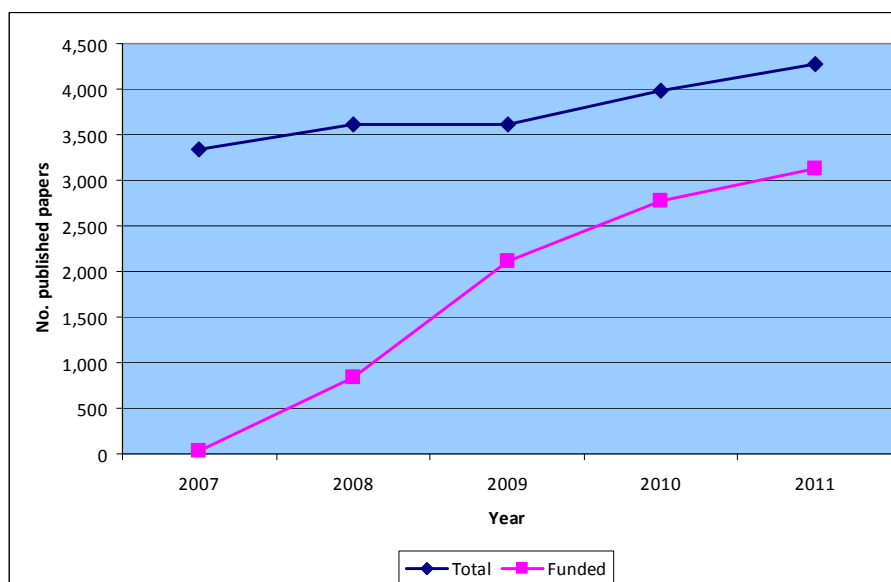
NPG has experience in mining PubMed and ISI's Web of Knowledge to identify researchers who have published most frequently in highly cited journals. These authors can then be actively targeted through combined editorial and marketing efforts to submit their best work to the new SIRS publication and/or to write material for the journal.

In conjunction with analyzing authors, NPG would develop with SIRS specific topics to maintain current members' interests as well as to attract new authors and readers. This may be a combination of serving members' needs and developing strategies to increase alert registrants through publication of content specific to these different audiences.

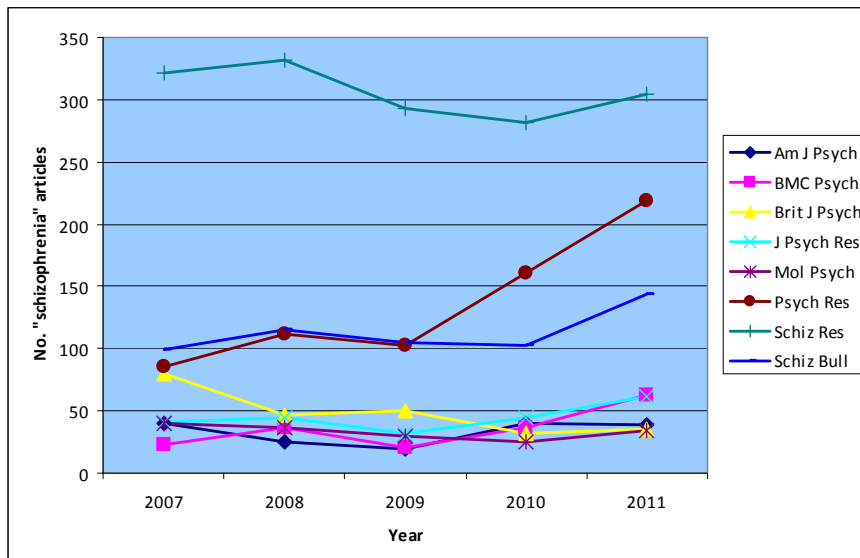
3.2.1.2 Open access

As we build a quality asset for SIRS, we recommend that the APCs in the first three years be funded by both SIRS and by educational grants from outside sponsors. Industry sponsors that currently support SIRS include Lilly, Janssen, Otsuka, Pfizer, Hoffman-La Roche, Lundbeck, AstraZeneca, and Sunovion. In the fourth year – the year after the journal receives its first Impact Factor – authors would pay the APCs, generally through grant funding. This business model is based on the recently launched eLife journal, which is being supported by the Howard Hughes Medical Institute, Wellcome Trust, and the Max Planck Society. For an initial period, to help establish the journal, no fees will be charged to authors whose papers are accepted for eLife. In time, however, authors will be charged an APC to cover the costs of publication. See <http://www.hhmi.org/news/elife20111107.html> for more details.

From an analysis of the volume of papers indexed by ISI, the output of papers in schizophrenia has increased 28% in the past 5 years (2007-2011; see below). During this period, 45% of papers were funded, although it is difficult to determine how many of these papers were OA. The top 10 funders were a mix of government, industry, and private funders and included the NIH, Pfizer, NARSAD, Bristol Myers Squibb, Eli Lilly, Astra Zeneca, the Stanley Medical Research Institute, the Wellcome Trust, GlaxoSmithKline, and the National Natural Science Foundation of China.



Twenty percent of papers in the area of schizophrenia are published in the top journals that would potentially compete with a new SIRS publication. Some of these titles have shown an upswing in the number of schizophrenia papers published in the past 5 years. These include the *American Journal of Psychiatry* (AJP), *BMC Psychiatry*, *British Journal of Psychiatry* (BJP), *Journal of Psychiatric Research* (JPR), *Molecular Psychiatry* (MP), *Psychiatry Research* (PR), *Schizophrenia Research* (SR), and *Schizophrenia Bulletin* (SB).



Of these potentially competitive titles, only one is fully OA: *BMC Psychiatry*. *AJP* and *JPR* have no OA option while the other titles are hybrid, offering authors the choice to make their papers open. According to the Directory of Open Access Journals, there are 65 psychiatry open access publications, but only one specific to schizophrenia. BioMedCentral, one of the largest open access publishers, published 63 schizophrenia articles in 2011, a growth rate of 174% over 2007.

3.2.1.3 Developing an active strategy to acquire clinical trials

There are numerous advantages to soliciting clinical trials for potential publication, one example being the higher-than-average usage of these papers compared with original contributions. Although many of the large Phase II and III trials are typically published in publications such as the *New England Journal of Medicine* and *Journal of the American Medical Association* (JAMA), there are many articles that will not be accepted for publication, providing a SIRS publication with an opportunity to publish these trials. In addition, an active strategy to acquire clinical trials fuels commercial reprints revenue, which can aid in the financial health of the website.

A key objective for lead investigators, sponsoring pharmaceutical companies, and/or publication planners within medical communications agencies is to publish their data as quickly as possible in an environment with the greatest usage/reach. Since content would be available online only, this would create the ability for NPG and SIRS to be more flexible in developing fast-track services for publication of these trials. In addition to rapid publication times, NPG can work with the sponsoring pharmaceutical companies to develop strategies to expand the reach of the published research through use of the Nature Press Office, which builds awareness among the more general public; article-based marketing through targeted banner ads on other NPG related sites and the site itself; and podcasts or videos of, for example, an interview with the lead investigator of a trial.

While NIH funding has remained consistent from 2010 to 2012, there are a growing number of clinical trials being funded by industry. With 36 drugs currently in development, schizophrenia is second only to depression in the number of medicines being tested for mental illness. In the US, there are currently

over 250 open clinical trials for drugs in development to treat schizophrenia; over 125 trials are being conducted in Europe. NPG would work with the editorial team and Society to discuss and develop key parameters to identify those trials best suited for the SIRS publication. By using clinicaltrials.gov, we can make the mining process as effective as possible by, for example, setting filters to pull trials with a certain number of patients or target lead investigators who are known to the editorial team. NPG would then create marketing promotions documenting why an article should be submitted to SIRS' journal rather than other schizophrenia publications. Of course, no promises are made to the lead investigator or sponsoring company that the article will be published. The trial will go through the same stringent peer review process as other articles.

3.2.1.4 Review articles

Through NPG's experience in publishing the highly successful Nature Reviews series of journals, we are well positioned to support the editorial team in developing a strategy to increase the visibility of review articles. We can offer advice on identifying suitable topics for commissioning and on targeting the leading authors in the field, providing the editorial team with the proper tools to attract the best quality review articles in a timely fashion. As these are commissioned articles, no page charges would be levied against these authors, and NPG would work with SIRS to determine a suitable number of papers.

3.2.2 Reaching the Schizophrenia Community

Facebook, LinkedIn, Twitter, YouTube, RSS feeds, and blogs are all important components of reaching the schizophrenia community. NPG recommends that launch discussions include a thorough investigation of which of the social media outlets would be most relevant and useful for the SIRS journal. A review of potential competing titles shows that, although all of the competing titles noted above have RSS feeds, only two – *AJP* and *BMC Psych* – offer social media designed to enhance communication within the community: *AJP* has a Facebook page and *BMC Psych* has a Twitter feed. However, neither of these is journal specific and are managed either by a society (*AJP*) or publisher (*BMC Psych*).



A well-used resource that currently exists for the community is the Schizophrenia Resource Forum (SRF), which is funded by the Brain & Behavior Research Foundation. A partnership between SIRS and the Forum would be an excellent opportunity to increase the visibility – and potential authorship – of a new publication through inclusion in the Forum's section SRF Papers or sponsorships of virtual conferences or interviews. Several of the sections on SRF are outdated; there may be an opportunity for SIRS to partner with the SRF to take the lead in populating these sections, which would represent an ideal opportunity for the editorial team.

4 SERVICES TO SIRS

Throughout all phases of its development, SIRS will be supported by NPG's stellar production, marketing, and sales services. New content will be submitted to eJP, our recommended peer review system, and then transferred seamlessly to our production systems to be published on nature.com. Content will be sent via electronic alerts to all registered users to ensure that the literature is distributed to an extensive audience.

Publication on nature.com ensures that the SIRS publication will be published and developed on a dynamic web environment that is owned and maintained by NPG and therefore provides a secure network for connectivity and collaboration with both current registrants as well as potential registrants. The journal will see consistent increases in traffic, registrants, and usage that our other partners have enjoyed. In addition, the site will have its own strategic marketing plan, which will be created in consultation with SIRS to attract the widest and most appropriate communities and to build the site's registrant base.

4.1 The NPG Team

Managing the publishing process will be a core team of editorial, marketing, article and web production, and commercial sales staff who work in close collaboration to create a tailored publishing strategy for the Journal. The **Publisher** takes overall responsibility for North America Academic Journals portfolio and works with the **Publishing Manager** and the Society to ensure that publishing plans are agreed, detailed, and carried out. For a NPG publishing team organizational chart, please see **Appendix B**.

4.1.1 The Publishing Team

The **Publishing Manager** will work closely with the editorial team to help them develop and maintain the editorial plan and to provide information about competitors, citation analysis, and commercial opportunities. The Publishing Manager supervises all internal relationships and is the project leader on all operations including article and web production, marketing, commercial sales, and customer service. The Publishing Manager will also follow developments within the discipline and assist in identifying emerging trends and noteworthy topics for publication. In collaboration with the commercial account manager, the Publishing Manager can also work with the editorial team to explore new publishing opportunities for the journal, including supplements, thematic sections, and industry-sponsored web-only collections. The Publishing Manager provides publisher reports and quarterly financial reports, keeping the editorial team and SIRS up to date with the journal's progress and performance, as well as NPG activities and developments within the scientific publishing community.

The Publishing Manager has the support of a **Publishing Assistant**, who works with the editorial team, NPG's press office, and the news@nature.com team to ensure that "hot" articles get first-rate coverage in the press. In consultation with the editorial team, the Publishing Assistant will be responsible for selecting articles that will be highlighted on the web site, in NPG's subject areas, and in the Research Highlights feature on the nature.com homepage.

The in-house **Journal Manuscript Coordinator** works with the editorial office, authors, and reviewers to manage all aspects of the peer review process and monitor copy flow. In addition, the Journal Manuscript Coordinator ensures that final accepted manuscripts are complete (e.g., all figures present in the correct file formats, copyright forms signed) before being sent to production.

4.1.2 The Production Team

NPG will appoint a dedicated and experienced **Production Editor** who will be responsible for managing the article production. The Production Editor is the key point of contact for the journal editorial office and for all suppliers, ensuring that every manuscript receives prompt handling and oversees the quality of the production processes. The Production Editor will also liaise with authors about queries on proofs or artwork and ensure that authors have been given the opportunity to order offprints. The **Production Assistant** is responsible for logging all manuscript transactions in our production tracking database and ensuring that each article is produced on schedule.

The production team will work with the editorial office to maintain a style guide. This will provide a typesetting and copyediting template for article types, headers, and figure reproduction, in addition to the standardization of abbreviations, tables, and references.

An experienced member of staff will handle web production and will be responsible for ensuring the timely online publication. The **Web Production Editor** checks content for completeness and correct display, liaising with the Production Editor on content queries. The Web Production Editor creates links to selected new content on the journal homepage and creates and dispatches monthly contents alerts, including managing marketing or advertising inserts.

The web production process handles content cross-linking, such as citation and author linking, indexing on external databases including PubMed and CrossRef, and methods of access to content such as RSS (“really simple syndication”) feeds.

Web Production Editors use NPG’s own tools for web content generation and web production management. They base content generation on the XML standard and content display on the XHTML standard.

The Web Production Editor is responsible for journal site maintenance, including text updates. The Publishing Manager and Publishing Assistant liaise with the Web Production Editor on *ad hoc* changes, such as posting society announcements on the homepage. The Web Production Editor is the first point of contact for the online journal and coordinates activity with the web design and web development teams.

4.1.3 The Commercial Sales Team

NPG takes an aggressive approach to acquiring commercial sales for relevant titles, using both in-house sales teams and external agencies, where appropriate. The commercial sales team handles selling advertising, supplements, sponsored subscriptions, and reprints. SIRS will have two **Advertising Sales Executives**, one in the US and one in Europe, to ensure the maximum global reach for advertising opportunities. The commercial sales team will also include a **Reprint Sales Executive** and **Sponsorship Sales Executive**, responsible for commercial reprint sales and supplement sales, respectively. The commercial sales team will collaborate with the Publishing Manager, the editorial team, and SIRS to generate leads for projects such as supplements, or to propose potential advertising opportunities.

In addition to this, NPG has a team of staff from **fulfillment, customer service**, and our **author and reviewer services department** that will work closely with the publishing team, as appropriate, to ensure the journal's publication is successful and the partnership agreements between NPG and SIRS are met.

4.1.4 The Marketing Team

The role of the **Marketing Manager** is to promote the journal and its content to grow visibility in the market. Additionally, the Marketing Manager also understands the overall goals of the journal and ensures that promotional activities support the editorial goals of attracting high-quality content, developing a loyal readership base, increasing online usage, and maximizing commercial sales efforts.

4.2 Peer Review

It is imperative that a robust manuscript submission/peer review system is built to aid in author submissions and the peer review process. NPG has a great deal of in-house expertise in all aspects of peer review because we coordinate it ourselves for the Nature-branded titles (for which peer review administration is managed in house) and work with various external editorial offices and systems for many of our partner societies. We have broad knowledge of the process, the issues surrounding it, and the resources required to manage it. We know firsthand that high-quality, efficient peer review is a key factor in publishing the best papers, and we provide advice on best practices in peer review to external editors, as desired.

Aside from being NPG's preferred system, eJP is also the system for *JAMA*, *Proceedings of the National Academy of Sciences*, and the American Association for Cancer Research's journals. Implementation would take 4 to 6 months, including on-site or remote training, as appropriate, with the NPG Publishing Manager and an in-house manuscript tracking system staff member.

Advantages of the eJP System

- In-house project team, support, and developers. This means that when any problems or queries are raised by authors, reviewers, or the editorial team, we have a dedicated manuscript tracking system (MTS) helpdesk to deal with them. All calls and e-mails are monitored so that we can take note of any wider development issues title by title.
- Manuscript Deposition Service. NPG encourages authors to self-archive the accepted version of their papers on any repository of their choice, but authors of original research are also given, at the point of acceptance on the eJP system, the chance to opt-in to having their accepted version deposited into PubMed Central or UK PubMed Central.
- Peer review workflow. The entire peer review process is incorporated within eJP so there is no need to manage anything outside of the system.
- Single sign-on database. Also called SPD, this functionality allows authors to have one account for multiple eJP accounts; for example, authors who submit to the SIRS publication, *Neuropsychopharmacology*, *Nature Neuroscience*, and *Molecular Psychiatry* can have one account where they can access their submissions for all four journals.
- Automated manuscript transfer from similar journals. This allows authors to transition rejected papers from similar journals, such as *Nature Neuroscience*, directly to the SIRS publication.
- Seamless integration with CrossCheck. The editorial office can verify authenticity of data directly from the manuscript submission system during the peer-review workflow if plagiarism is suspected. CrossCheck results will be incorporated with the manuscript in the submission system.

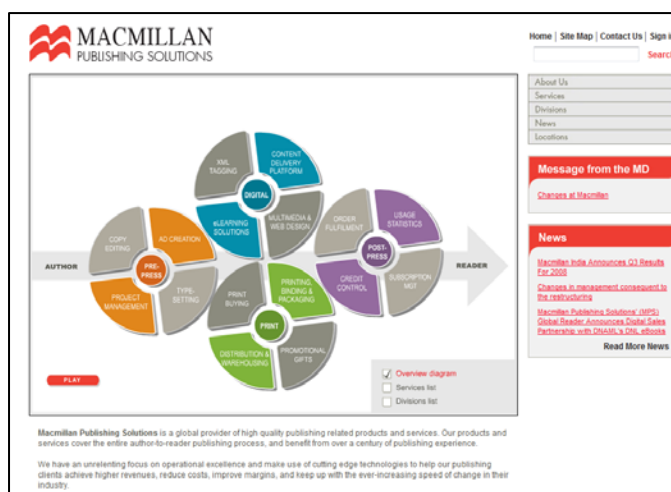
eJP is committed to ensuring a competitive system that offers authors and editorial offices top-end functionality. The NPG team is currently developing several new features, including:

- Author access to data about their articles, including production status, article downloads, and article citations.
- Integration with nature.com, allowing authors direct access to content on the *Nature* platform through their eJP login.
- Expanded deposition service in which NPG will notify funders (e.g., NIH) immediately following the manuscript deposition on behalf of authors. This new service will also deposit accepted articles to their respective institutional repositories.
- NPG e-commerce website for author related charges, such as OA, page, and color charges, which can be linked to from eJP.
- E-workflows that will eliminate the need for manual forms, such as the current model that requires manual transfer of License to Publish forms. The new workflow will allow forms to be automated in eJP with electronic signatures.

We would be happy to answer any questions related to eJP and set up a trial session so that the editorial team can view and test the system.

4.3 Production

NPG's production systems are among the most sophisticated in the publishing industry. In recent years, we have taken advantage of technological advances and invested in developing systems that support a digital workflow from submitted manuscript to online publication and print issue (which will not apply for the SIRS publication). We maintain a rigorous schedule and deliver high-quality, cost-effective typesetting, all supported by production staff who work with editorial offices, authors, and readers to optimize quality, delivery time, and service.



The in-house Journal Manuscript Coordinator will be responsible for all aspects of the peer review process and for ensuring that final accepted manuscripts are complete, at which point they are forwarded to production. The NPG production editor is then responsible for transmitting the manuscripts to the NPG supplier for copyediting, typesetting, and sending proofs to authors. If author-supplied artwork does not meet file format standards for production, it will be flagged up early in the process and guidelines provided to authors for replacement files. If certain manuscripts require language editing in addition to standard copyediting for journal style and format, the editorial office will notify the production editor at the manuscript transmittal stage; NPG can also refer authors to language-editing services for additional help, if needed.

NPG directly manages copyediting and proofreading, working with offshore vendors such as Macmillan Publishing Solutions and Newgen Publishing and Data Services (both based primarily in India) as well as US-based in-house and freelance copyeditors and proofreaders.

Editing and copyediting are done in Word. Page and table layout is composed in InDesign. Figures are submitted electronically. Our offshore typesetter can follow guidelines supplied by us to re-draw or colorize graphics, if required, at a reasonable additional cost. Authors can have their artwork relabeled

and redrawn if necessary. The graphics team will evaluate author supplied artwork upon receipt and work with authors on revisions if their figures do not meet minimum requirements for publication standards.

The success of NPG's electronic proofing process has eliminated the need for hardcopy proofs and has expedited the production process, which is ideal for an online-only, OA title. Copyedited manuscript files will undergo preparation for electronic output and coding in XML in compliance with the NPG document type definition (DTD), and the production editor checks all material via a preview site for accuracy. Authors receive an e-mail with the URL directing them to the electronic proofing site, where they can download their proofs. An author's failure to access his or her proof within 48 hours generates an automatic e-mail reminder. After a set period, if an author has still not downloaded his or her proof, the production editor receives notification and contacts the author directly. If the author continues to delay in returning the proofs, the Journal's managing editor receives notification that there may be a delay in the publication of the paper in question.

Our production staff will notify the editorial team if an author indicates substantive changes to proofs that could potentially alter the meaning or authorship of an article. The editor must approve any adjustments to the scientific content of a paper.

Maintaining Quality

Production quality is of paramount importance for all NPG-published products – both our own and our partners'. To ensure our high criteria is met, the following standards apply across NPG production.

- The production editor works with authors throughout the copyediting, art editing, typesetting, and proofing process. In order to ensure quality service, NPG production editors each support only two or three journals.
- The Managing Copyeditor monitors quality and adherence to style standards. NPG instructs our typesetters to pay particular attention to the accuracy of references and they use an automated tool to validate the accuracy of references against PubMed.
- NPG undertakes a continuous assessment of all our external suppliers, and senior members of the NPG production team make regular site visits to both our typesetters and printers. It is essential that our suppliers maintain standards of quality and reliability while providing the latest technical innovations and advancements.

The typesetter will send full-text XML to the web production coordinator for conversion to HTML. At this stage, reference links for Medline, Thomson Reuters, and CrossRef are generated. After the HTML files have been loaded to a pre-release site, the production editor checks all materials and our in-house web production staff make any necessary amendments before the article is approved to go live. Header and abstract information is transmitted to PubMed and to third-party suppliers and the web production editor generates and dispatches the electronic table of contents alerts.

The entire workflow described above is facilitated by OPUS, NPG's production management system. OPUS tracks all manuscripts from acceptance to publication and enables the rapid publication of manuscripts. The system is monitored constantly so that the flow of papers may be optimized to produce timely issues and minimize the delay between receipt of a manuscript and publication.

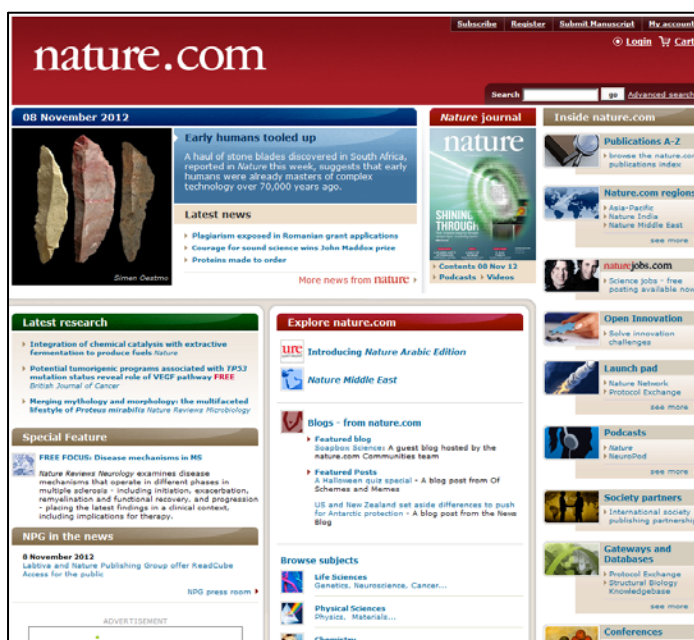
NPG has an excellent track record for on time publication. We have effective systems in place to monitor and maintain the highest quality at all stages of the production process, from receipt of manuscripts,

through copy-editing, processing of artwork, provision of author proofs, implementation of corrections, to the final online article.

4.4 nature.com

NPG's online platform nature.com is the most visible online content platform to the global community of scientists and clinicians, profiling the work and achievements of our authors and partners and providing a secure network for connectivity and collaboration. NPG's innovative online functionalities are designed to reach the widest possible audience.

The success of NPG's web strategy is clear from the remarkably high traffic on nature.com (**Table 2**). Usage of the NPG sites, registrations for electronic alert services, and the conversion to electronic subscriptions show how successful we are in exploiting all the opportunities of electronic publishing:



- Titles recently moved from other hosts to nature.com are showing dramatic increases in traffic.
- Several of our leading titles have electronic alert registrations up to 10 times the number of subscribers, indicating that our early alerts to forthcoming content is a valuable service and an effective way to increase the visibility for a journal's content.
- Since the introduction of site licenses in 2001, we have placed NPG content on more than 8 million desktops worldwide.
- We are the first STM publisher to implement Web 2.0 features for scientists with the development of Nature Network; see <http://network.nature.com>.

Table 2. nature.com key figures

	2012 YTD Average
Visits	14.0 million
Page views	42.2 million
Visitors	8.4 million
Searches	1.2 million
Emailing list subscriptions	6.7 million

4.4.1 The SIRS Publication on nature.com

A strong online presence is essential not only to deliver SIRS' content, but also to:

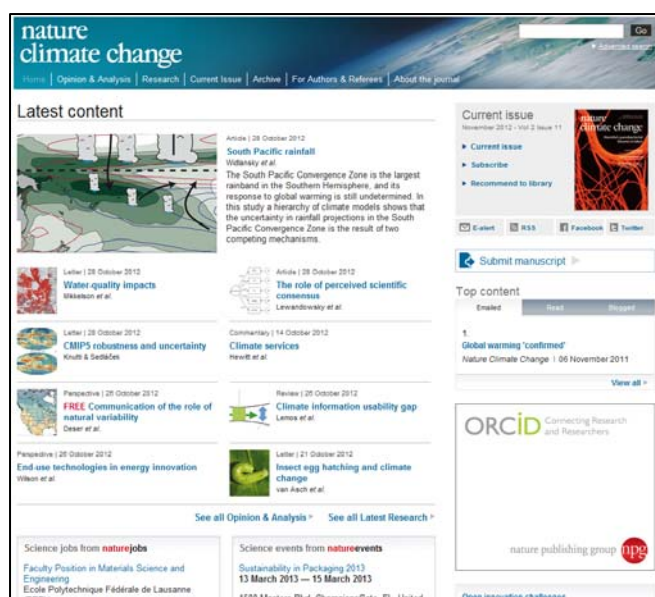
- Create awareness and visibility of both the Society and its content
- Provide the latest services to authors, editors, readers, and other customers
- Promote the website and its content to researchers and authors

- Generate revenue through sponsorship and advertising opportunities

We would be able to provide metadata on the journal's content with links back to the nature.com homepage, as it is here that readers will be able to link and search for content, view related titles, and download free material and resources.

4.4.1.1 Design and branding

Our designs are not only visually appealing but also optimized for ease of navigation, faster downloading of pages, fewer pop-up windows, and compliance with World Wide Web Consortium (W3C) standards of accessibility for users who are disabled. In consultation with SIRS, we will create a modern look for their journal on the web.



NPG recommends using many of the templated features of *Nature Climate Change* for the SIRS publication, which will incorporate SIRS branding and feature direct links to other related NPG publications and resources. In addition, we will have a dedicated area of the homepage that is easily updated and can be used by SIRS for news or key announcements. All partner-branded materials are approved by our partners and the same will be true for SIRS. If the Society would like to discuss further branding opportunities on the website, we are happy to do so. The Nature brand is also a powerful tool, and there are possibilities to develop synergies alongside the Nature brand.

4.4.1.2 Functionality

Each product on nature.com enjoys key nature.com functionalities such as registering for electronic alerts and RSS feeds, purchase of permissions and reprints, and online bookmarking facilities, all standard features of our platform. Standard practices for online content publication, delivery, and promotion include:

- Content in HTML format
- Selected content highlighted on the SIRS journal homepage
- Selected content highlighted regularly on relevant subject pages
- Selected content highlighted occasionally in the research highlights section of nature.com homepage
- Articles included in special online web focuses with related content from other NPG titles
- Press releases coordinated with the NPG Press Service
- RSS feeds available for advance online publication, for use in personal RSS readers, or to syndicate to other websites

A key advantage of hosting the SIRS publication on nature.com is the access readers have to content from related NPG products (and vice versa). This proximity is exploited not only in searches, but also

through NPG's semantic matching "see also" linking technology, which allows articles from related journals to be presented to readers – providing readers with a richer environment and bringing other NPG users to the SIRS journal's content. The journal will be searchable by date and by subject for ease of accessibility, and through nature.com, it will continually expand the number of linking features, both to other articles and to databases. These include:

- Linking to Medline/PubMed, CrossRef, and others as appropriate to provide readers with easy browsing
- Links for all readers to free NPG content, including news@nature.com, Naturejobs, Natureconferences, selected articles, and web focuses

NPG recently debuted our Article Improvement Project (AIP), a new format for our HTML articles designed to promote readership by enhancing the user experience. Currently being rolled out across all NPG publications, AIP aims to improve the readability of our articles and provide better online research tools for readers and authors, which will ultimately increase the visibility and dissemination across our content. With a projected launch date of 2014, the SIRS publication would launch on the AIP template.



Additional technologies and value-added features available or being developed alongside the AIP template are detailed below in **Table 3**. Most features will roll out within the next 12 to 24 months. Because it will be on this template from launch, several of these features will be available to the SIRS journal; which features would best suit the journal would be discussed with the Society and editorial team in advance of launch.

Table 3. nature.com development plans

Development	Description
Article commenting	Re-launch of a tool that allows readers and users of journal content to comment directly on a given journal article, offering a forum for debate that allows readers to post comments, moderated by the Editorial team, and stimulate discussion in the context of the published article.
Subject ontology	Aim is to have one consistent schema of subject keywords with a wide application throughout NPG, spanning all journals and for as many purposes and online applications as possible. Subject terms will be taken from the a-z NPG Ontology and transmitted to web production for use in producing a controlled vocabulary for search functionality.
WebCMS	Content management software package to allow editors and publishers to directly publish to the web on their homepages.
Search	An enhanced nature.com search function utilizing Mark Logic server

Development	Description
	applications allowing users to more effectively search articles from all journals on nature.com.
Nature on mobile	Complete mobile-optimized versions of <i>Nature</i> , <i>Nature Climate Change</i> , <i>Nature Communications</i> , and <i>Scientific Reports</i> websites, designed for use in web browsers on “small screen” devices like smartphones and tablets. Nature research journals introduced mobile-optimized pages for all articles and news content. Site license access, COUNTER compliant usage statistics, and personal subscriptions are supported.

4.4.1.3 Web 2.0 Technology

NPG is considered the market leader in providing innovative and fresh Web 2.0 technology and we are continually experimenting with new software and collaborations in order to further improve the way in which content of our journals and websites are presented and accessed so as to take advantage of all the dynamic advantages of being online. We have adapted the creative thinking and innovation that we use for our owned products to develop and grow our partners' Journals and websites, both editorially and commercially.



In 2012, NPG launched a limited beta version of my.nature.com (<http://my.nature.com/>), a personalized and customizable homepage for scientists, which will allow them to assemble content from NPG publications and other web sources. As soon as a user has logged in (with normal nature.com account details), s/he is able to view content relevant to his or her area of interest, such as Research Articles in Neuroscience, Latest News in Genetics, and so forth. Via a collection of widgets, users can personalize their view of nature.com and the wider scientific publishing landscape. Wider roll-out is scheduled to begin in 2013.

Some of the Web 2.0 related technologies we have deployed to our proprietary and society owned products are listed below in **Table 4**, and as we develop the SIRS journal, we can deploy these features to the site as desired by the community.

Table 4. nature.com web 2.0 related technologies

Feature	Description
Blogs (http://blogs.nature.com and http://www.scilog.com)	Blogs created by NPG include The Sceptical Chymist, a blog for Nature Chemistry; Spoonful of Medicine, a broad look at medical research news; and Action Potential, a blog for the neuroscience community. SciLogs, a partnership between NPG and Spektrum, is a “daily storyline of science,” housing a number of science blogs created by a variety of individuals, both scientists and science fanatics.
Connotea (http://www.connotea.org)	A free online reference management system for researchers, clinicians, and scientists.
Gateways and Databases (http://www.nature.com/databases/index.html)	A variety of portals built around our content. Examples include Bioentrepreneur, <i>Nature Biotechnology's</i> portal dedicated to scientists interested in commercializing their research; Protocol Exchange, an interactive resource where researchers can share their experimental know-how to help accelerate scientific discovery; and Antibodypedia, an open-access resource containing publicly available antibodies, citations, and validation data where researchers can share their experimental results to identify effective reagents.
Nature Networks (http://network.nature.com)	Networking and discussions for the scientific and medical communities that cover a range of forums, from specific articles to geographic locations
Podcasts (http://www.nature.com/podcast/index.html)	First broadcast in 2005, the Nature podcast was the first of many series of regular podcasts revolving around NPG publications. Included in this group are podcasts done in partnership with some of the societies we work with: clinpharmpod, produced in concert with the American Society for Clinical Pharmacology and Therapeutics; <i>Kidney International</i> podcast, done in association with the International Society of Nephrology; and Mol-T-Pod, produced in partnership with the American Society of Gene & Cell Therapy.
Scitable (http://www.nature.com/scitable)	A free online science library and personal learning tool, consisting of content from NPG and its partner publishers, focusing on genetics, the study of evolution, variation, and the rich complexity of

Feature	Description
	living organisms.

4.5 Commercial Sales

Generating commercial sales for a new publication – especially an online-only, OA journal – is a difficult task, and although we do not envision large commercial potential for the SIRS journal, NPG does offer a diverse range of opportunities for commercial growth of the journal. Working together in a partnership with SIRS and the editorial team, we will look to maximize any and all opportunities for business development through commercial sales.

4.5.1 Online Advertising

Online advertising is the fastest-growing medium for product promotion and the biotech industry has been an early adopter. We demonstrate results to our clients with detailed reporting through our online advertising management system DoubleClick.

The SIRS journal would offer advertisers twice the space as our standard journal websites, up to approximately 36 prominent positions, depending on the final layout of the site. NPG is also an early adopter to Nielsen's online tracking service NetRatings, a service that measures our journals' performance against that of our competitors. By subscribing to this service, advertisers recognize that NPG understands their needs and is committed to providing useful metrics to justify their investment. We would include the SIRS publication in NetRatings if SIRS so wishes, to track the site's usage against other product offerings in related subject areas.

4.5.2 Classified Advertising

NPG's Naturejobs team is dedicated to print and online classified advertising sales. With an expert sales team that excels at up-selling a client's investment to maximize their advertisement's exposure and reach, we would recommend that SIRS adopt Naturejobs to power their classified offerings. This central resource brings together recruiters and jobseekers from around the world. Currently on the cusp of a rebounding global economy, we expect to see classified advertising increase over the next several years.

4.5.3 Sponsorship Opportunities

The screenshot shows the Molecular Therapy journal website. The main header includes the journal title and navigation links like ASGCT, Subscribe, Register, Submit manuscript, and My account. A search bar is present. The left sidebar contains links for Journal home, Advance online publication, About ADP, Current issue, Archive, Web focus, and Press releases. The main content area features a 'Web Focus' section titled 'Genomic engineering and reprogramming for cell therapy'. It includes a list of articles from 2011 and 2010, such as 'Nature Reviews Endocrinology' and 'Nature Reviews Molecular Cell Biology'. A large image of a cell is shown. The right sidebar contains 'Journal services' like Sign up for alerts, Recommend to your library, Web feed, and Top ten, as well as 'naturejobs' and 'Postdoctoral Research Officer' listings. The footer includes 'Mol Tpod' logo and 'Eye' logo.

While banner advertising is still the most prominent use of digital promotion, advertisers are seeking more interactive options that provide direct contact with their users. To this end, and as the SIRS journal develops, we can offer sponsored table of contents alerts and podcasts as ways for clients to reach their desired digital audience.

Web focuses are online content collections of articles from across the NPG portfolio that focus on a single topic. Hosted on the journal's website,

web focuses would include content from other titles, including the Nature-branded journals. Web focuses are an excellent way to integrate the high-quality content that NPG publishes while driving the readership to the content online, hence increasing web traffic.

In addition, peer-reviewed, sponsored supplements are an excellent source of revenue for some of NPG's current titles. Our sales team works closely with pharmaceutical companies, medical communications agencies, and universities, from the concept stage through to publication in order to ensure satisfactory return on our clients' investment.

4.5.3.1 Reprints

Current market reports show that pharmaceutical companies have begun to change the way that they market to medical professionals. Their large sales forces have already begun being replaced by a smaller number of individuals who have more comprehensive medical and scientific training. This trend is likely to have an adverse effect on the number of individual reprints purchased for a given article but is not likely to affect the type of article that is being purchased. NPG has a proven track record of successful commercial reprint sales and maintains strong relationships both with the largest third-party reprint aggregators (Compas, Reprints Desk, Infotrieve, etc.) and directly with industry contacts.

4.5.3.2 Translations and other rights sales

NPG has an established communications division in Asia (MMC Asia) that specializes in the creation of local language editions of some of our key titles into Japanese, Chinese, Korean, and English editions in India. The translated editions, also known as digests, are an excellent way to reach a much broader readership internationally. Digests provide content in their native language.

The translated editions are viewed as a snapshot of the original publication, and they highlight papers that are most relevant to the country they are representing. In short, these projects are a great way to arouse readers' interest in seeking out the complete, original journal, as opposed to avoiding it because of the language barrier.



4.6 Marketing

We envision a strategy for SIRS that revolves around attracting authors and increasing usage. Marketing plans will be discussed and agreed to regularly with representatives of SIRS. A new plan will be developed each year to meet the goals and objectives of the journal.

For NPG, marketing is a global activity. Sales and marketing plans are developed to meet the needs of a journal across its entire worldwide market, implemented by marketing staff based in our principal offices in the UK, USA, and Japan. NPG's global reach to more than 2 million researchers every year, the high quality and readership of NPG titles, strong online presence allowing extensive electronic

marketing, and broad knowledge of biomedical, scientific, and clinical medicine markets are a few of the benefits that we offer to SIRS.

A formal marketing plan would be drafted once the aims and scope is in place. For the purposes of this document, we can share some broad concepts regarding how NPG markets our new titles. These concepts would be tweaked and made more specific based on the aims and scope.

4.6.1 Objectives

The promotional objectives we have identified for a general schizophrenia-related title include:

- Building brand awareness within the larger psychiatry, neuroscience, and psychology communities, as well as individuals in the clinical community who are involved with treating patients or researching schizophrenia
- Using the strengths and reputation of NPG to develop the reputation for quality in the SIRS publication
- Promoting functionality and content of the journal on nature.com
- Developing active media coverage via print/e-mail press releases and the Nature Press Site

4.6.2 Activities

The mix of marketing activities will be developed to best fit different targeted groups. For example, messages can differ for individuals (e.g., authors, readers, members, or commercial companies), for different geographical regions (e.g., US, Europe, Asia-Pacific), for language groupings, or by the type of relationship the individual has with the journal (e.g., a past or potential author). Regular marketing activities would include:

- Communicating services to authors to encourage submissions and to educate authors about, for example, submission of articles and the peer review process
- Surveying existing authors and readers to assess and improve customer service and to solicit feedback, which improves long-term loyalty
- Encouraging potential readers to visit the journal's website to generate traffic, usage, and citations
- Providing information and statistics on the site's performance, including web traffic and revenue generation, to the Society and editorial team for use in short- and long-term planning
- Building the electronic table of contents alerts registrant base by promoting the journal as the *first* stop to keep readers up to date with the rapidly expanding literature

4.6.3 Tools

Marketing for all NPG journals employs a wide range of different marketing tools and techniques as shown in **Table 5**.

Table 5. Marketing tools and techniques

Marketing Tools	
Direct mail promotions	<ul style="list-style-type: none"> • Printed mailing pieces typically aimed at readership uptake, increasing awareness to the website and the content that it offers. • Copy is prepared in consultation with editorial team and mailing lists are selected with the input, if required, of the editor and editorial board • All mailing lists are compiled from NPG's own large list of contacts and prospects, and also by renting lists from ISI and conference organizers as well

Marketing Tools	
	as through agreements with relevant societies.
Advertising	<ul style="list-style-type: none"> • Print advertising is placed in relevant issues of appropriate NPG titles. • Banner advertising is placed on related NPG journal sites on the NPG website home pages, and on websites for related societies, conferences, courses, etc.
Convention attendance	<ul style="list-style-type: none"> • At major meetings, NPG takes a booth and NPG personnel attend. NPG would work with SIRS to determine which conferences are priorities to promote the journal. • For smaller regional meetings, attendance or display facilities can be organized through one of our regional offices.
Exploitation of NPG's international network	<ul style="list-style-type: none"> • Marketing managers in the UK and USA and in our offices in India, Australia, and Japan draw actively on their regional expertise and knowledge to help plan and implement marketing strategies.
Market research	<ul style="list-style-type: none"> • NPG carries out market research for all of its titles using questionnaires, telephone surveys, direct interaction at conventions, and focus groups with members, authors, and readers.
Online marketing	<ul style="list-style-type: none"> • Using the internet as a marketing tool is a very cost effective way of raising a website's visibility and delivering marketing messages. • E-mail messages are an effective way of regularly contacting existing and potential authors.
Journal homepage	<ul style="list-style-type: none"> • Carry marketing messages and invite customers to respond to surveys via the website.

Promotional activities will aim to build and enhance the journal's brand awareness within the marketplace and increase its visibility to members, authors, and readers. The marketing strategy supports our endeavor to offer authors the best publishing service and highest visibility for their articles, as well as offering readers and members ease-to-access scientific knowledge and value.

4.7 Reporting & Communication

NPG will provide SIRS and the editorial team with several regular reports throughout each year of our partnership.

4.7.1 Midyear and Annual Publisher Reports

To track the performance of the journal, NPG would provide regular reports that provide a snapshot of all website activities – including submission and acceptance rates, times to online publication, website key performance indicators (such as top downloaded articles, page views, and e-alert registrants), and commercial sales and marketing reports. Results throughout the year would culminate in one annual report.

4.7.2 Ad hoc Reports

NPG can also produce timely *ad hoc* reports based on any of the key activities at various times of the year. We can provide rejected article reports and analyses to further investigate the final destination for rejected manuscripts. These reports are useful in establishing editorial strategy. NPG also has experience with mining PubMed and ISI's Web of Knowledge to identify researchers who have published most frequently in highly-cited journals. We can provide these types of data and reports to the editorial team and Society on a frequency agreed among all parties so that these authors can be actively targeted through combined editorial and marketing efforts to submit their best work to the journal.

4.7.3 Financial Reports

NPG will provide SIRS with quarterly and annual financial statements, ensuring that the financial health of the website and the Society is managed in accordance with the agreed budget. We will also provide an annual budget and a reforecast for the Society.

4.7.4 Communication

SIRS, the editorial team, and NPG share the same goal: effective and responsive communications to ensure continual and successful development of the website. NPG will develop a communication plan for the journal and the editorial team that is mutually agreed in order to set priorities, develop necessary action plans, and allow flexibility as the market and priorities of the Society change.

With many of our titles, we have instituted weekly production calls to ensure that content publishes in a timely manner. Similarly, we hold standing biweekly editorial calls; these editorial calls are opportunities not only to assess day-to-day processes but also to discuss publishing issues and concerns and business and broader/long-term matters that ultimately affect the SIRS publication every day. In effect, the biweekly discussions fine-tune procedures so that website development is ongoing and not stagnant. These refinements would then be implemented and documented in regular reports.

Furthermore, to demonstrate NPG's commitment to providing the highest level of service to SIRS, we would recommend instituting quarterly calls between NPG's management team, the editorial team, and key representatives from Society staff and leadership.

5 BUSINESS MANAGEMENT

NPG proposes that we collect and manage all revenues for the SIRS journal, are responsible for all costs, provide the staff to manage the journal within NPG, and select and manage all external suppliers for a five-year initial contract term (2014–2018). SIRS would be responsible for support of APCs during the contract term.

An illustration of the financials based on the business model described below appears in **Appendix C**.

5.1 Revenues

The journal's revenues will come mainly from APCs. Based on uptake of similar open access titles, the number of papers is budgeted to grow from 55 papers in 2014 to 260 papers by 2018. We would require support – either by SIRS or industry – at the level indicated below.

	2014	2015	2016	2017	2018	CUMM
SIRS FUNDED PAPERS	50	80	120	140	160	550
SIRS Guaranteed APCs	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	
<i>Subtotal revenues</i>	<i>\$75,000</i>	<i>\$120,000</i>	<i>\$180,000</i>	<i>\$140,000</i>	<i>\$160,000</i>	<i>\$675,000</i>
Non-SIRS papers	5	20	50	75	100	250
Non-SIRS APCs	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
<i>Subtotal revenues</i>	<i>\$12,500</i>	<i>\$50,000</i>	<i>\$125,000</i>	<i>\$187,500</i>	<i>\$250,000</i>	<i>\$625,000</i>
TOTAL PAPERS	55	100	170	215	260	800
TOTAL REVENUES	\$87,500	\$170,000	\$305,000	\$327,500	\$410,000	\$1,300,000

The NPG commercial sales team would be responsible for reprint sales, which we see as minimal during the start-up years.

5.2 Costs

NPG would bear all costs for start-up and development of the SIRS journals, starting in 2013. These costs include eJP set-up and configuration, architecture, web design, front-end and application development, web production, and staff overheads.

Production costs include copyediting, typesetting, and online page costs (XML conversion and image processing) and are based on existing procedures and suppliers.

Commercial sales costs are based on manufacturing costs that correspond to sales projections, and commissions are based on use of our in-house sales staff.

We will supply SIRS with US\$10,000 in 2014 for editorial honoraria for the editor appointed by SIRS, increasing 3% year-on-year.

The promotion budget covers direct costs and in-house resources for the development of marketing plans, creation of marketing material, and execution of promotional activities.

Overhead costs correspond to anticipated requirements for NPG publishing staff assigned to work on the SIRS publication.

5.3 Financial Return to SIRS

NPG proposes a royalty arrangement whereby the Society receives 20% of revenues less sponsored APCs. The forecast of total royalty payments to SIRS for the contract period would be US\$126,000. Royalty payments will be made by March following the end of the calendar year. Please see **Table 6** for a financial summary.

Table 6. Summary of NPG's proposed financial illustration

	2014	2015	2016	2017	2018	Total
Editorial payments	10,000	10,300	10,609	10,927	11,255	53,091
Projected royalty	2,700	10,200	25,200	37,700	50,200	126,000
TOTAL TO SIRS	12,700	20,500	35,809	48,627	61,455	179,091

5.4 Budgets, Accounting, & Reporting

The publishing agreement would grant SIRS the right to query the accounts presented and to inspect the records held by NPG pertaining to their journal. We will provide quarterly financial updates as well as full publishing reports biannually. Detailed budgets will be prepared and agreed annually after discussions about pagination, pricing, and any website development initiatives that would affect finances.

6 CONCLUSION

We are very pleased to have been given the opportunity to consider this alliance with the Schizophrenia International Research Society. We hope that this document has provided a useful introduction to our strengths and our vision for the partnership with SIRS. We understand that this potential arrangement would require careful planning and many details would need to be decided, and we are open to discussions if the terms presented in this proposal do not meet your expectations. With a firm focus on quality, consultative and tailored services, and proactive exploitation of new opportunities, we are confident that NPG can provide the Society with a publishing partnership that will ensure a solid launch and strong future for their publication.

Thank you very much for extending the opportunity for us to submit this document. Please feel free to contact me with any questions. We look forward to future discussions.

Sincerely,

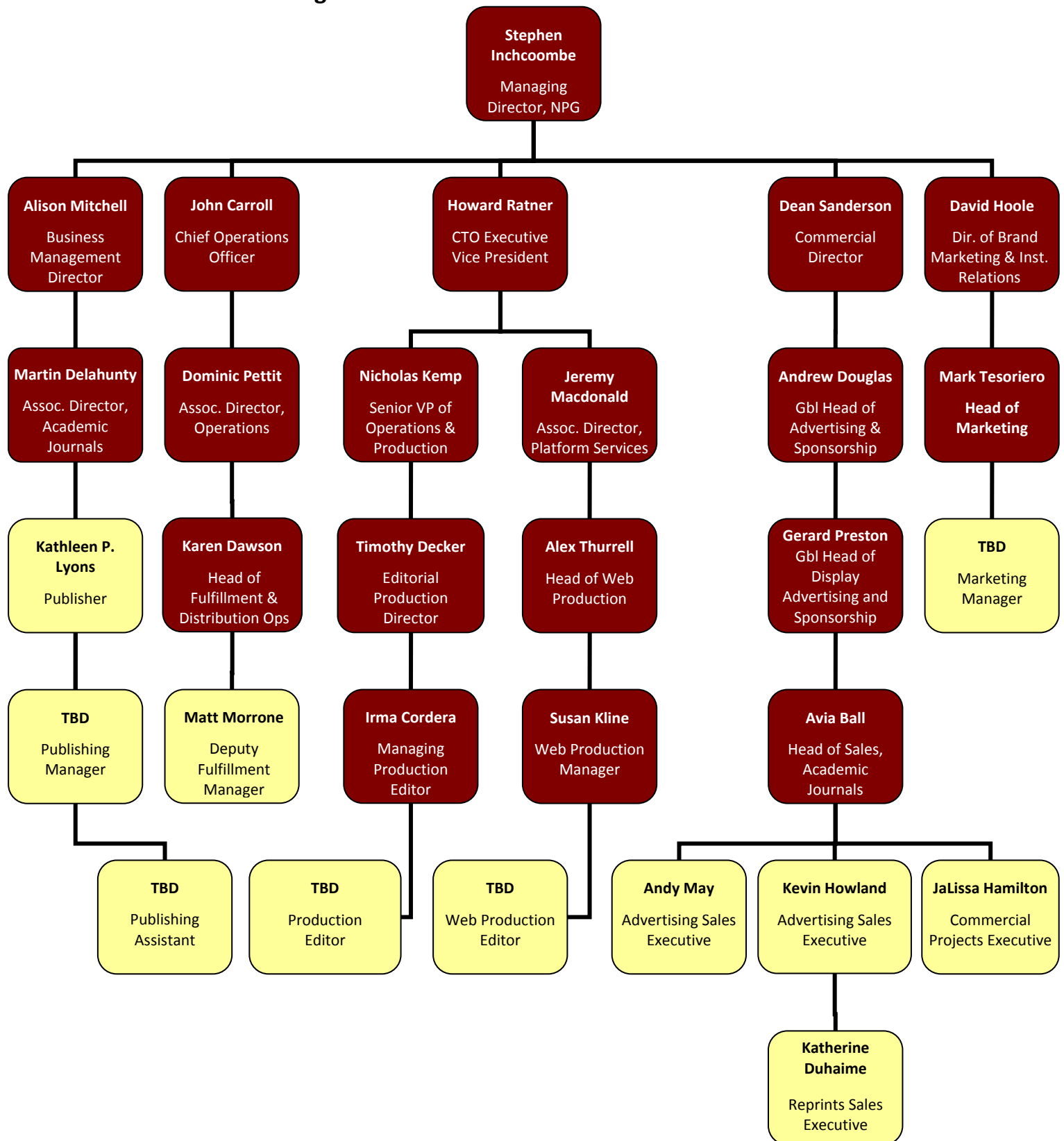
Kathleen P. Lyons
Publisher, Academic Journals

APPENDIX A. NPG Partner Publications

Partner	Journal	Since
American College of Gastroenterology	<i>The American Journal of Gastroenterology</i> <i>Clinical & Translational Gastroenterology</i>	2009
American College of Medical Genetics	<i>Genetics in Medicine</i>	2012
American College of Neuropsychopharmacology	<i>Neuropsychopharmacology</i>	2003
American Journal of Hypertension, Ltd	<i>American Journal of Hypertension</i>	2008
American Society of Clinical Pharmacology & Therapeutics	<i>Clinical Pharmacology & Therapeutics</i> <i>CPT: Pharmacometrics & Systems Pharmacology</i>	2007
American Society of Gene & Cell Therapy	<i>Molecular Therapy</i> <i>Molecular Therapy – Nucleic Acids</i>	2007 2012
British Dental Association	<i>British Dental Journal</i> <i>BDA News</i> <i>Evidence-based Dentistry</i> <i>Launchpad</i>	2004
Cancer Research UK	<i>British Journal of Cancer</i>	2002
Chinese Society of Immunology / University of Science & Technology of China	<i>Cellular & Molecular Immunology</i>	2010
Congregazione Figli della Immacolata Concezione	<i>Cell Death & Differentiation</i> <i>Cell Death & Disease</i>	1997 2010
European Molecular Biology Organization	<i>EMBO Reports</i> <i>The EMBO Journal</i> <i>Molecular Systems Biology</i>	2002 2003 2005
European Society for Human Genetics	<i>European Journal of Human Genetics</i>	1998
International Bone & Mineral Society	<i>BoneKEy</i>	2012
International Society for Cerebral Blood Flow and Metabolism	<i>Journal of Cerebral Blood Flow and Metabolism</i>	2005
International Society for Microbial Ecology	<i>The ISME Journal</i>	2007
International Society of Nephrology	<i>Kidney International</i>	2006
International Pediatric Research Foundation	<i>Pediatric Research</i>	2012
International Spinal Cord Society	<i>Spinal Cord</i>	1991
Japan Antibiotics Research Association	<i>The Antibiotics Journal</i>	2009
Japan Society of Human Genetics	<i>Journal of Human Genetics</i>	2009
Japanese Society of Hypertension	<i>Hypertension Research</i>	2009
Royal College of Ophthalmologists	<i>Eye</i>	2002
Society for Investigative Dermatology	<i>Journal of Investigative Dermatology</i>	2006
Shanghai Institutes for Biological Sciences	<i>Cell Research</i>	2008
Shanghai Jiao Tong University and Shanghai Institute of Materia Medica	<i>Acta Pharmacologica Sinica</i> <i>Asian Journal of Andrology</i>	2009
Society of Polymer Science	<i>Polymer Journal</i>	2009
The Genetics Society	<i>Heredity</i>	2002
The Obesity Society	<i>Obesity</i>	2008
The Society for Mucosal Immunology	<i>Mucosal Immunology</i>	2007

Partner	Journal	Since
Tokyo Institute of Technology	<i>Light: Science & Applications</i>	2012
United States and Canadian Academy of Pathology	<i>Laboratory Investigation</i> <i>Modern Pathology</i>	2004
West China School of Stomatology	<i>International Journal of Oral Science</i>	2012

APPENDIX B. NPG Organizational Chart

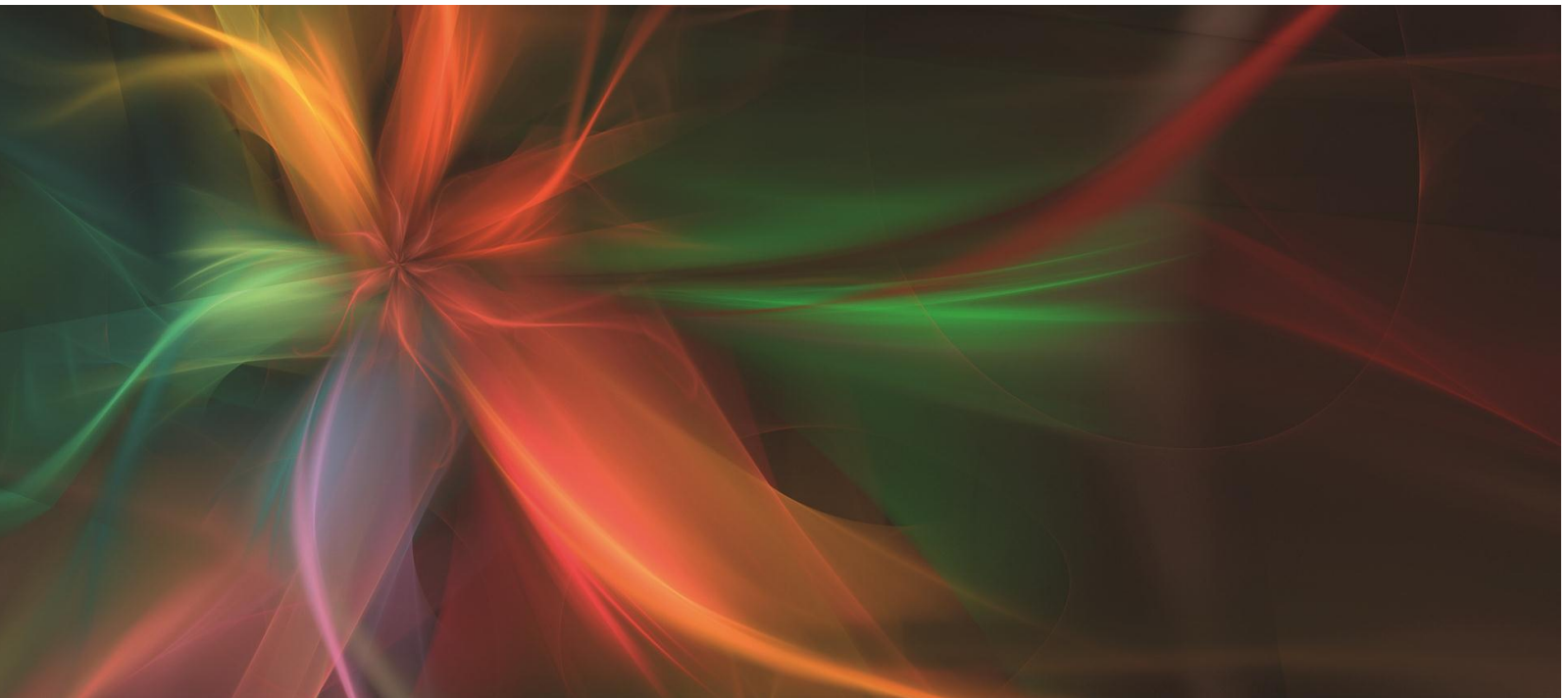


APPENDIX C. Financial Illustration

Revenues	2013	2014	2015	2016	2017	2018	Total
OA revenues							
SIRS centrally funded APCs		75,000	120,000	180,000	140,000	160,000	675,000
Non-SIRS individual author paid APCs		12,500	50,000	125,000	187,500	250,000	625,000
Subtotal		87,500	170,000	305,000	327,500	410,000	1,300,000
Commercial sales							
Reprints		1,000	1,000	1,000	1,000	1,000	5,000
Subtotal		1,000	1,000	1,000	1,000	1,000	5,000
TOTAL REVENUES		88,500	171,000	306,000	328,500	411,000	1,305,000
Costs							
Production							
Origination		6,000	9,600	14,400	16,800	19,200	66,000
eJP	15,000	1,050	1,050	1,050	1,050	1,050	20,250
Web production		3,758	6,012	9,018	10,521	12,024	41,333
Subtotal	15,000	10,808	16,662	24,468	28,371	32,274	127,583
Development costs							
Journal development new							
Web Publishing Platform	40,000	0	0	0	0	0	40,000
Subtotal	40,000	0	0	0	0	0	40,000
Editorial							
Editorial Office Expenses		10,000	10,300	10,609	10,927	11,255	53,091
Podcasts		4,000	6,000	6,000	12,000	12,000	40,000
Subtotal		14,000	16,300	16,609	22,927	23,255	93,091
Commercial sales							
Reprints		200	200	200	200	200	1,000
Subtotal		200	200	200	200	200	1,000
Promotion							
Promotion	15,000	10,000	8,000	8,000	8,000	8,000	57,000
Misc costs							
Overheads		88,954	93,402	98,072	102,975	108,124	491,527
TOTAL COSTS	70,000	123,962	134,564	147,349	162,474	171,853	810,201
NET PROFIT	-70,000	-35,462	36,436	158,651	166,026	239,147	494,799
Society royalty @ 20% of non-SIRS APCs	0	2,700	10,200	25,200	37,700	50,200	126,000

PROPOSAL TO SCHIZOPHRENIA INTERNATIONAL RESEARCH SOCIETY TO PUBLISH

SIRS JOURNAL



Oxford University Press
9 November 2012

Strictly confidential

This proposal contains proprietary information developed by Oxford University Press specifically for the Schizophrenia International Research Society. The information contained herein should not be disclosed to unauthorized persons.

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EXECUTIVE SUMMARY

It is with great pleasure that Oxford University Press (OUP) presents this proposal to work with the Schizophrenia International Research Society (SIRS) to launch and publish a new Open Access journal. For the purposes of this proposal, we will refer to the publication as *SIRS Journal*.

Over the past seven years, SIRS has made great strides toward fostering a diverse community of academics and clinicians in schizophrenia research. Within this community, the Society has set a strong standard of research integrity and has encouraged communication and research partnerships through the biennial meetings and beyond. The formation of *SIRS Journal* is the next logical step for SIRS and will help to further unite its members, as well as the field of schizophrenia research as a whole.

OUP is enthusiastic about building on our existing strong relationship with SIRS by working together to launch and develop this new journal. You will benefit from our experience with Open Access launches, our knowledge of the schizophrenia research community, and the understanding and trust already established between OUP and SIRS. All of these factors will combine to ensure that *SIRS Journal* reaches its full potential, both scientifically and commercially.

OUP's proposal includes the following:

- Clear, strategic plan for an Open Access launch
 - No Article Processing Charges to authors in years 1 and 2 and an affordable charge thereafter with discounts for SIRS members and those in developing nations
 - A waiver scheme for authors who are unable to pay
 - A dedicated OUP team with experience and expertise in Open Access
- Strategic support for the Editor and Society, including how to achieve the following keys to success:
 - Establishing a strong and influential *SIRS Journal* brand
 - Ensuring the best papers in schizophrenia research are published in *SIRS Journal*
 - Getting an Impact Factor
- Examples of how to drive user traffic to the *SIRS Journal* website on the HighWire platform
 - Enhancing discoverability to maximize readership
 - Making "every page a homepage" to place the journal (and SIRS) brand front and center
 - Providing a mobile-optimized journal website

OUP has extensive experience with Open Access launches, as well as a firm commitment to academic values.

- Proven and effective marketing strategies to maximize visibility of *SIRS Journal*
 - Targeted campaigns to OUP's 130,000+ contacts in psychiatry, neurology, and neuroscience
 - Building SIRS' and *SIRS Journal's* brand through social media outlets
 - Extensive conference coverage
 - Cross-promotion with high-quality books and journals in schizophrenia and psychiatry, including *Schizophrenia Bulletin*
- An efficient and intuitive online submission system
 - Full support and training for editors in set-up and maintenance of the ScholarOne Manuscripts online submission system
 - A dedicated Editorial Assistant through the Virtual Editorial Office
 - An Author Services system that allows authors to pay Article Processing Charges and sign licensing forms online
- High-quality production support and article publication
 - Accepted manuscripts published online in five days, final manuscripts published online in 21 days
 - Continuous online publication
 - A dedicated, US-based Production Editor
- Contractual terms that reflect our joint commitment to *SIRS Journal*
 - SIRS-owned journal with escalating royalty arrangement with additional funding for Editor honoraria and SIRS meeting sponsorship

OR

- Co-ownership of the journal with a 35% royalty arrangement with additional funding for Editor honoraria, SIRS meeting sponsorship, and Editorial Board meetings

We hope you will agree that OUP is the right publishing partner for SIRS to develop a new Open Access journal. Our aim has been to provide comprehensive coverage in this proposal document, but realize that you are likely to have many questions and we hope that this is the beginning of a longer dialogue.

Any questions can be addressed to:

Ashley Petrylak

Editor, Medical Journals

Oxford University Press

198 Madison Avenue, New York, NY 10016

Phone: 212 743 8267

Cell: 646 468 0007

Email: ashley.petrylak@oup.com

OUR VISION FOR *SIRS JOURNAL*

Partnership with SIRS through a shared mission

Successful partnerships evolve with the understanding that helping one another ultimately results in increased quality of output for both parties. SIRS' mission to facilitate the scientific development of the field by encouraging communication between researchers and practitioners intersects perfectly with OUP's mission "to support excellence in research, scholarship, and education." By sharing our expertise and working collaboratively, we will certainly achieve our complementary goals.

The synergy between SIRS' mission and our own will create a fruitful partnership, enabling us to work together toward the common goal of making *SIRS Journal* both profitable and scientifically respected. We will work with SIRS governance and the *SIRS Journal* editorial team to determine the publishing strategies for the Journal that will allow it to best support the Society and serve your members.

We believe one of our key roles as your publisher will be to provide expert publishing advice and support, and engage *SIRS Journal's* editorial team and SIRS governance in important discussions about the Journal's development. Our involvement will take a variety of forms—for example, providing a market viewpoint, undertaking detailed market research, providing analysis of usage and citation data, sharing effective strategies used by other journals on the OUP journals list, discussing best use of technology, or simply providing a sounding board for your ideas.

In the spirit of true collaboration, OUP invests a great deal of time in working with individual titles and editorial teams to maintain and build quality in a competitive market. Our publishing staff manages fewer titles per person than our primary competitors. The team dedicated to SIRS will employ a comprehensive methodology to support *SIRS Journal's* strategic development.

The partnership OUP offers SIRS is a unique one. Like SIRS, OUP is part of the academic community. OUP is a department of Oxford University and our mission is to support the university's objective of excellence in research and education. We are a global organization with an internationally recognized name but we are not vulnerable to the mergers or takeovers common to our industry; as such, we can offer you the security of a long-term, stable partnership.

We are the only publisher with the economies of scale of the large commercial presses. Yet, unlike many of our competitors, we exist first and foremost to disseminate the highest quality material to the widest possible audience. This ensures that SIRS will fulfil your mission of facilitating international communication in the research community, as well as increasing public awareness of the societal impacts of schizophrenia. All the while, OUP's size gives us the negotiating power of a global organization. For you this means we can provide lower costs and higher revenues, which can funnel research funding back into the research community through the Society.

Experience and support

OUP's publishing philosophy

The quality of our list is of paramount importance to us. We restrict our publishing activities to the highest quality publications and focus relentlessly on improving our existing journals through development activities, with an eye on Impact Factor, usage, and submissions. High-quality titles lead to strong usage and visibility in the market. This is essential in securing and retaining high quality authors whose papers will be widely used and cited.

The graph below demonstrates the quality of our complete journal list relative to that of other publishers measured by Impact Factor. As you can see, OUP publishes a higher proportion of journals in the top 10% of their ISI Impact Factor category than our competitors.

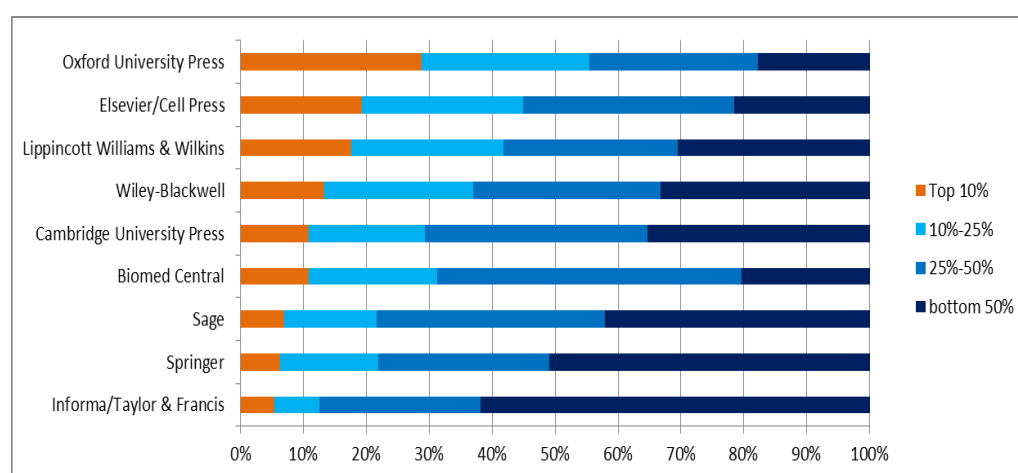


Table 1: OUP publishes a higher proportion of journals in the top 10% of their ISI Impact Factor category than our competitors (among publishers with 250+ journals).

Being a part of such a distinguished list of publications holds many benefits for SIRS and your members. Our robust international list of contacts in schizophrenia and psychiatry (detailed on page 11) allows us to drive readers to *SIRS Journal* content, as well as encourage them to submit to the journal and join SIRS.

OUP's experience with Open Access

OUP is a strong supporter of OA and a pioneer in developing new approaches to broadening access to scholarly material. OUP has been publishing OA journals since its pioneering conversion of *Nucleic Acids Research (NAR)* from an exclusively subscription-based model for the online edition in 2004. We followed this with a well-publicized optional OA program—which has led to higher OA take-up than most of our competitors—and the launch of a series of carefully-researched, fully OA titles. We continue to be committed to OA, with regular participation in internal and external events and publications related to it as well as our own experimentation. While there is no denial that OA is comfortably ensconced into publishing models at this point, we think the journals that will continue to prosper are those that provide exceptional quality both in terms of content and in the services they provide to the author community. The publishing models of these journals will continue to vary

SIRS and SIRS Journal will benefit significantly from OUP's experience and evidence-based approach to Open Access publishing.

(subscription based, OA, hybrid OA), in accordance with the needs of each customer group.

We have the knowledge, expertise, and experience to make *SIRS Journal* a success as an OA launch.

Table 2 (below) lists the nine fully OA journal titles that we currently publish. Of these, eight were launched or converted to OA while published by OUP. The journals span a wide range of subject areas and are based on a variety of models, each tailored to the particular needs of the journal concerned.

OUP takes a measured approach to starting new journals. In the market, there is currently significant growth in the overall number of titles available and the recent trend toward launching broad “mega journals,” which practice peer review for technical accuracy but not scientific significance, has resulted in a saturated market of publications with little differentiation. Many of these new journals are struggling for submissions and are unlikely to be financially sustainable. It is our view that the overall volume of quality papers being published is not increasing at the same rate as the number of journals.

That said, there is still room in the market for high quality publications, particularly in emerging fields or those that are not saturated with publications. OUP works closely with our journal editorial teams and external partners to identify these fields and craft customized business models and standards that ensure both scientific and commercial value. These models can include OA publications, “cascade” journals—wherein out of scope papers from one journal are directed to a secondary journal without need for further review—and traditional subscription journals. We work with Editors and their boards to ensure that all research published in OUP journals is meaningful and has value in its research community.

JOURNAL	SUBJECT AREA	PARTNER	OA AT LAUNCH OR CONVERSION?	ARTICLE PROCESSING CHARGE	OA START
AoB Plants	Plant science	Annals of Botany Company	Launch	None – underwritten by Company	2009
Bioscience Horizons	Life science	OUP owned	Launch	None – pro bono sponsored undergraduate journal	2009
Database	Molecular biology	OUP owned	Launch	£800/\$1600/€1200	2009
DNA Research	Genetics	Kazusa DNA Research Institute	Conversion from sponsored free publication	£280/\$500/€350	2005
Genome Biology and Evolution	Genome biology	Society for Molecular Biology and Evolution	Launch	£860/ \$1450/€1030	2009
Journal of Legal Analysis	Law	Harvard Law School	Launch	None - sponsored	2009
Journal of Radiation Research	Radiation science	Japan Radiation Research Society and Japanese Society for Therapeutic Radiology and Oncology	Converting from sponsored free publication	Member of JRRS or JASTRO: £350/\$560/€420 Non-Member: £750/\$1200/€900	Mid 2012

Nucleic Acids Research	Molecular biology	OUP owned	Conversion	Member: £710/\$1385/€1065 Non-Member: £1420/\$2770/€2130	2005
Progress of Theoretical and Experimental Physics	Physics	The Physical Society of Japan	Launch	120,000 Yen [~\$1500]	Jan 2013
Evolution, Medicine, and Public Health (unconfirmed)	Evolutionary biology/medicine crossover	Foundation for Evolution, Medicine and Public Health	Launch	Free year 1, increasing from \$1000 to \$1500 and by inflation	Jan 2013

Table 2: OUP's nine fully OA journals

We are excited that SIRS has embraced the OA journal concept so enthusiastically, as we are confident that there is considerable funding available to authors in psychiatry and general neurology/neuroscience research. In addition to the over 3,000 articles published on "schizophrenia" and "psychosis" in PLoS ONE and PLoS Medicine, there are four related wholly OA journals on the market and many more operating on a subscription/OA hybrid model.

OUP tracks OA uptake for our hybrid journals on a monthly basis and notes that uptake for neurology/psychology titles is up to 50% higher than the average across the whole of our medicine portfolio.

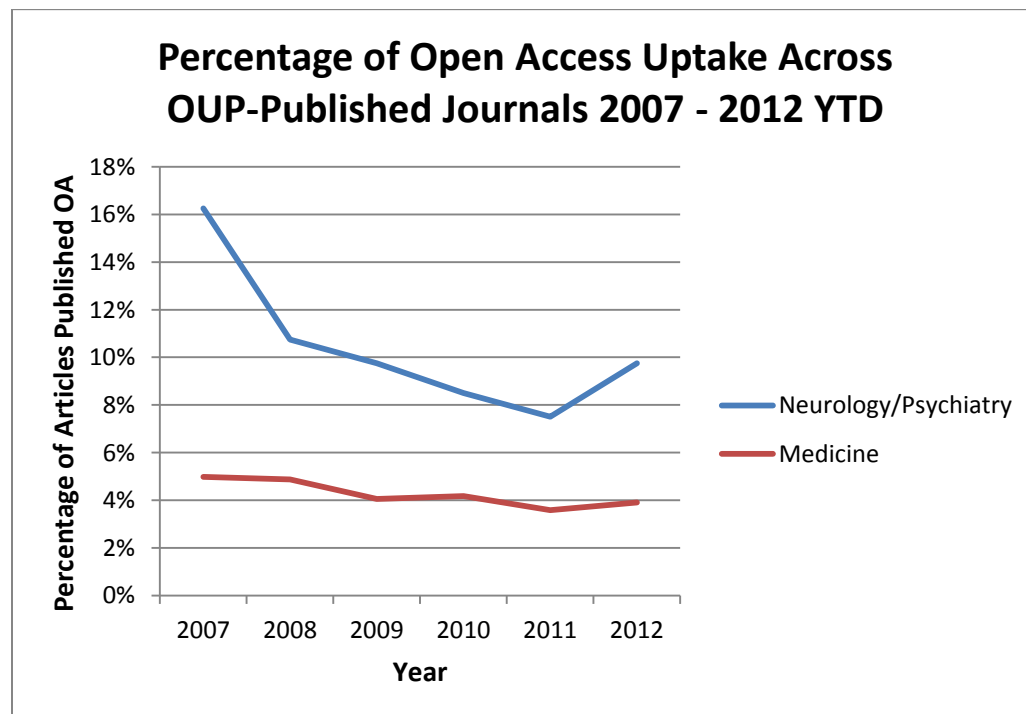


Table 3: Open Access Uptake for OUP Journals, 2007 - 2012

We believe that the dip in OA uptake from 2007 to 2011 is due mainly to the impact of large, fully OA journals such as PLoS One and PLoS Medicine. While these journals certainly serve to make articles available to the masses, there is very little attention to making sure that articles that benefit the schizophrenia research community are made visible to those who will use them most. Please see pages 27-

30 for detail on how OUP's marketing team will ensure that *SIRS Journal* articles have the greatest dissemination and visibility possible.

We are confident that *SIRS Journal* will provide a new market opportunity for authors in the schizophrenia research community who need or prefer a fully OA title dedicated to publishing the best research in the field.

Proposed SIRS Journal OA model

Attracting authors of high quality articles will be a key priority for *SIRS Journal*. As such, we recommend commissioning as much content as possible during the first two years. We propose not charging an Article Processing Charge in the first two years of publication to allow the Editor and Editorial Board to commission strong content without the obstacle of payment terms.

In the third year, we propose four tiers of pricing:

- Full: \$3,000
- SIRS Members: \$2,000
- Authors from [List B Developing Countries](#): \$1,500
- Authors from [List A Developing Countries](#): \$0

In each year, there will be provision for waivers for commissioned content and authors in developing countries, as well as for those authors who are genuinely unable to pay. These authors would apply for a waiver upon acceptance of their article. For an example of how this might work, please see *NAR's* waiver form, here:

http://www.oxfordjournals.org/our_journals/nar/for_authors/nar_waiver.html

The graph below compares this charge with other journals in this area (* denotes hybrid journals; all others are fully OA). Note that although our proposed year 3 charge of \$3,000 is higher than some of the other fully OA journals illustrated, we expect the market to change during the intervening years such that this will be a competitive price. We also anticipate that having a \$1,000 discount for SIRS members will encourage authors to join the Society, thereby increasing membership numbers and reach in the field. We understand that all new SIRS membership applications require a letter of recommendation from a current SIRS member and we are confident that our marketing initiatives will aid SIRS in creating a research community rife with personal interactions that will make these recommendations attainable for those interested in joining.

OA publishing moves very quickly and we propose careful joint review of each change in price well before it takes place, to ensure that *SIRS Journal* remains competitive.

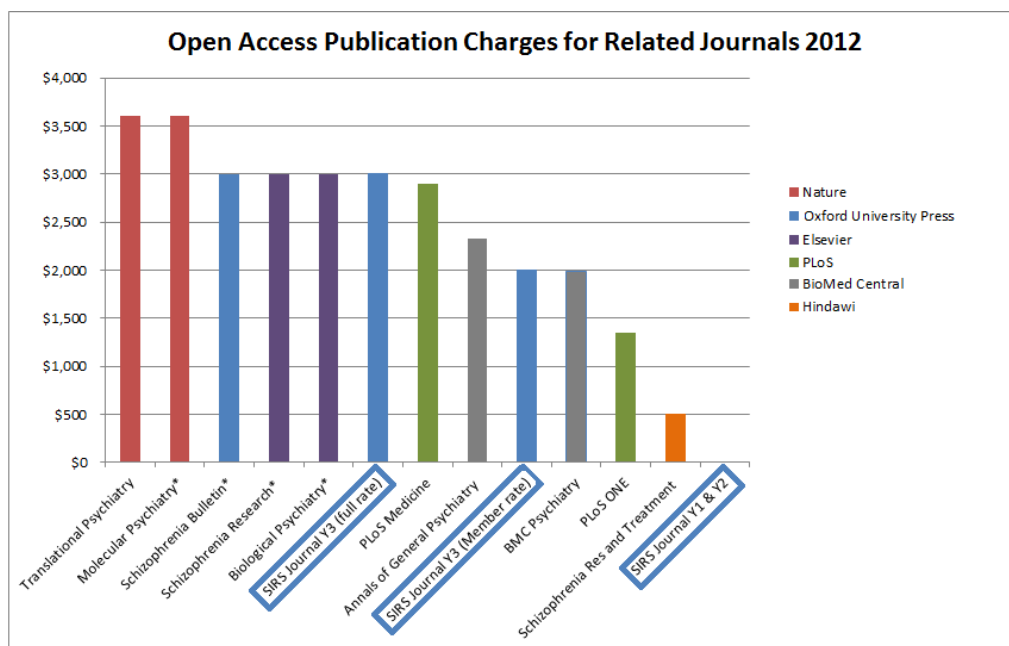


Table 4: Industry OA Article Processing Charges for related journals (October 2012)

Payments and licensing

SIRS Journal authors will not be required to surrender copyright of their papers; instead, we recommend that the Journal use the Creative Commons-Attribution (CC-BY) licence. This policy means that users have unrestricted rights to reuse OA content for any educational or research purpose.

Permissions for re-use of material from *SIRS Journal* for commercial gain will be handled by our [Rights and New Business Development department](#). Any income generated from permissions granted for this kind of use will be factored into the financial arrangement chosen by SIRS.

All licenses and all Article Processing Charges will be processed online through OUP's Author Services. This simple, efficient system is appreciated by authors for its ease of use and also guarantees the transparency needed for clear reporting. We would be happy to provide you with a demonstration of this system if you would like.

Case Study: *Genome Biology and Evolution*

Genome Biology and Evolution (GBE) is published on behalf of the Society for Molecular Biology and Evolution, and is an Open Access sister journal to the well-established conventional journal *Molecular Biology and Evolution* (MBE). GBE was launched in April 2009 following a survey of 21,000 Society members, MBE authors and reviewers, and a mailing list purchased from ISI. The survey was used to investigate the demand and scope of the new journal. We established that while there were several journals serving genome biology, none served the need for an authoritative view of the role of evolution in genome biology, which became the core of the journal's scope.

GBE began with papers commissioned from some of the best known international scientists in the field, most of whom were members of the Society, and many of whom had been recruited to the Editorial Board. No OA fee was charged during the first year of its publication; a charge of \$1000 was made in 2010, and \$1450 from 2011.

The journal has proved very successful. It received its first Impact Factor (IF) in 2011 (2.674, ranking 23/45 in its subject category), based on less than one year's publication, and its 2011 IF was 4.618.. Submission numbers increased from 143 in 2009, to 158 in 2010, to 200 in 2011, and published articles from 52 to 77 to 154 in 2011. The journal became profitable in the 2010 accounting year, and start-up costs were paid off by 2011.

OUP's experience in psychiatry

OUP is uniquely positioned to combine our experience in the OA publishing spectrum with our knowledge and experience in the schizophrenia and psychiatry communities – to the benefit of SIRS and *SIRS Journal*.

OUP has a prestigious books list in psychiatry and specifically schizophrenia, combined with an extensive network of personal contacts. This provides us with a wide-ranging list of individuals to whom we would market *SIRS Journal*. The following demonstrates the depth and breadth of our reach:

	DIRECT MAIL	EMAIL
Psychiatry & neurology journals contacts	46,100 (42% US, 58% Intl)	14,400 (23% US, 77% Intl)
Psychiatry books contacts	41,200 (73% US, 27% Intl)	7,600 (66% US, 34% Intl)
Neurology books contacts	21,600 (46% US, 54% Intl)	5,500 (55% US, 45% Intl)
Total	108,900 (54% US, 46% Intl)	27,500 (41% US, 59% Intl)

Table 5: Number of direct (print) mail and email contacts in psychiatry and neurology available for *SIRS Journal* marketing

A selection of relevant recent book titles includes:

TITLE	AUTHORS	PUB DATE
Social Cognition in Schizophrenia: From Evidence to Treatment	David L. Roberts, David L. Penn	2013 (est.)
Oxford Psychiatry Library – Schizophrenia	David J. Castle and Peter F. Buckley	2012
Management of Treatment-Resistant Major Psychiatric Disorders	Charles B. Nemeroff	2012
Comprehensive Care of Schizophrenia: A Textbook of Clinical Management	Jeffrey A. Lieberman and Robin M. Murray (Eds.)	2012
New Oxford Textbook of Psychiatry	Michael Gelder, Nancy Andreasen, Juan Lopez-Ibor, and John Geddes	2012
Neurobiology of Mental Illness, Third Edition	Dennis S. Charney and Eric J. Nestler (Eds.)	2011
Antipsychotic Long-acting Injections	Peter Haddad, Tim Lambert and John Lauriello (Eds.)	2010
The Psychosis-Risk Syndrome: Handbook for Diagnosis and Follow-Up	Thomas McGlashan, Barbara Walsh, Scott Woods	2010

Table 6: A selection of OUP's recently published books in schizophrenia and psychiatry

To further foster the Society's culture of professional development, OUP is happy to offer SIRS members a 25% discount on all OUP books. We will create a membership portal through which Society members can purchase all OUP books at this discount.

We also publish the following journals in the neuro/psych area:

JOURNAL	2010 IF	2011 IF	2011 RANK
<i>Brain: A Journal of Neurology</i>	9.230	9.957	5 out of 191 Clin Neurology 11 out of 243 Neurosciences
<i>Schizophrenia Bulletin</i>	8.273	8.800	4 out of 129 Psychiatry
<i>Cerebral Cortex</i>	6.844	6.544	22 out of 243 Neurosciences
<i>Social Cognitive and Affective Neuroscience</i>	4.482	6.132	2 out of 84 Experimental Psychology 7 out of 75 Psychology 24 out of 243 Neurosciences
<i>Archives of Clinical Neuropsychology</i>	2.304	2.178	33 out of 75 in Psychology 29 out of 109 Clin Psychology

Table 7: OUP's journals in the neurology/neuroscience/psychology areas

OUP is happy to offer SIRS members a 25% discount on all OUP books.

We will raise the journal's visibility by drawing on the strength and prestige of OUP's journals in neurology, neuroscience, and psychology as well as our high quality book list in psychiatry. Cross-promotional opportunities with our existing products in these subject areas will enable us to build on our relationship with this community to ensure *SIRS Journal's* successful launch and development.

Relationship with Schizophrenia Bulletin

OUP has published *Schizophrenia Bulletin* in partnership with the Maryland Psychiatric Research Center (MPRC) since 2005. During this time we established a strong working relationship with SIRS, as well as the Schizophrenia Research Forum, which allows us to better understand and work with the schizophrenia research community.

By choosing to partner with OUP to launch *SIRS Journal*, you will receive the strategic advantage of working with the publisher of *Schizophrenia Bulletin*. The benefits of this to *SIRS Journal* are many and include:

- OUP's knowledge of and established position in the schizophrenia and psychiatry market. This ensures that the *SIRS Journal* business model and subsequent marketing campaigns are tailored to the needs of the schizophrenia research community, as well as related communities as appropriate.
- Communication with individuals who have requested that OUP share information with them about new products (such as *SIRS Journal*) in psychiatry. As you have read above, this equates to 130,000 international contacts who can contribute to *SIRS Journal* as readers, authors, and reviewers.
- If appropriate, *SIRS Journal* could offer authors whose papers were not appropriate for *Schizophrenia Bulletin* (or related titles) the option to submit to *SIRS Journal* and share their manuscript reviews with its Editorial team. Under this system, papers can get published more quickly, reviewer workload can be decreased, and Editor time looking for reviewers can be reduced. Please see page 16 for details.
- *SIRS Journal* will receive individual attention from a dedicated marketing manager who will participate in strategic planning sessions with the Editor and the SIRS Publication Committee.
- Our objective-driven marketing strategy (detailed on pages 27-30) ensures marketing messages for *SIRS Journal* are specifically tailored to its individual objectives, not playing "second fiddle" to *Schizophrenia Bulletin*.
- OUP can work with *SIRS Journal* and *Schizophrenia Bulletin* collaboratively to increase the profile and reach of both journals. The below case study is an example of this kind of synergistic cooperation between titles in the same discipline.

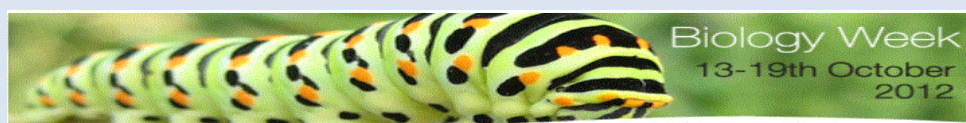
SIRS Journal and *Schizophrenia Bulletin* will have separate editorial and production teams, and these teams will ensure that information is firewalled to guarantee that no confidential information is shared between the two publications.

Case Study: Cross promotion between subject related journals

OUP publishes both *Annals of Botany* and the *Journal of Experimental Botany*, two journals with a similar audience and author base. The journals have been promoted together on multiple occasions to great success. Clear benefits were seen from this in regards to increased visibility and extending the reach of the individual journals.

Both titles are promoted through cluster campaigns (print, online, and email), and joint eTOC registrant promotions.

We also carried out an integrated marketing campaign to tie in with Biology Week. The Biology Week campaign presented content from across our publishing program and presented it to the audience, to both drive online usage and show support for the biology community and the Biology Week initiative.



Medieval emergence of sweet melons

Free article from *Annals of Botany*
Where did sweet melons come from? Read this article for free.



Fascinating plants

Free article from the *Journal of Experimental Botany*
Deception above, deception below: linking pollination and mycorrhizal biology of orchids:
This article looks at the amazing symbiotic relationship between orchids, insects and fungi.



The promotion included a dedicated website portal within the OUP website presenting free content from across our journals, a special discount offer on books, and a competition. *Annals of Botany* and *Journal of Experimental Botany* articles were presented side by side. This was then promoted to biology contacts from our database with a registered interest in both *Annals of Botany* and *Journal of Experimental Botany* by email to drive our audience to the site.

In order to benefit from exposure to a wider audience, the journals have been promoted at many of the same conferences. The journals shared a stand (and therefore the cost of the stand), but both still had a clear individual presence. They were also listed on a subject level eTOC registration promotion in order to draw attention to the fact that if a reader had an interest in one of the journals they would also find the other engaging.

SIRS Journal: Keys to success

One of the most important facets of our relationship with SIRS and the *SIRS Journal* editorial leadership will be collaborating on a strategic development plan for the Journal. Strategic development is a continual process that is based on a thorough understanding of reader and author usage and preferences; evolving publishing models; competitive challenges; changes in technology; and advances in the field. If SIRS partners with OUP, *SIRS Journal* will benefit from our hands-on, collaborative approach to setting strategy.

We have identified the following three keys to success for *SIRS Journal* as you embark on its launch.

Establishing the SIRS Journal brand

Over the past seven years, SIRS has quickly established itself as one of the most influential organizations dedicated to bringing together researchers and clinicians in schizophrenia to share their work with one another. As you surely know from the Society's launch, it is paramount to establish unique selling points to inform audiences how your product will benefit them and why it is important. The OA business model will help differentiate *SIRS Journal* from other subscription-based psychiatry and schizophrenia journals, but we also suggest setting the following selling points to market the *SIRS Journal* brand:

- A strong, recognized Editor and a diverse and engaged Editorial Board
- Thorough peer review by experts in the field, accepting only the highest quality submissions
- Rapid publication of accepted manuscripts
- Publish the SIRS Meeting Abstracts annually

Bringing on a well-recognized and influential Editor and establishing a diverse and engaged Editorial Board will be crucial in establishing the *SIRS Journal* brand. *SIRS Journal* will be a truly international journal and we would like to see the Editorial Board reflect this. Having Board members from all over the world will serve to increase submissions from developing markets, add global perspectives to current content, and increase international Society memberships. International Board members can even assist authors who speak English as a second language with manuscript preparation.

Editorial Board development can also positively affect the Journal's visibility and citations down the line. Bringing on "rising star" academics will bring energy to the Board as they advocate for the Journal. The Journal will also benefit as their careers unfold. It is also good to be conscious that Board members have expertise in a range of subject areas (particularly areas that are being highly read and cited in other generalist journals that have relations to schizophrenia). This will increase engagement with the community and broaden your pool of reviewers, authors, and readers.

Many of the journals that will compete with *SIRS Journal* offer fast turnaround times from when a manuscript is accepted to when it publishes online. However, none of the journals currently offer the turnaround time we suggest *SIRS Journal* adopts – one week from acceptance to online publication. In this production model, accepted

manuscripts are published online within one week, and final copyedited and typeset papers are online as soon as proof corrections have been incorporated – about 21 days. This “rapid track” publication will be a standard offering for all *SIRS Journal* authors at no additional cost.

As *SIRS Journal* will be representative of the Society’s mission, it makes sense that the Journal would include the SIRS Biennial Conference abstracts and Regional Conference abstracts. Meeting abstracts are a feature that many dedicated readers look forward to on a regular basis. We can consider organizing the abstracts and other materials into a mobile-based virtual conference program book that will allow conference attendees to take *SIRS Journal* with them through the Conference, as well as allow those not attending to keep updated on the meeting program.

Generating high quality submissions

Paramount to *SIRS Journal* making a strong and lasting impact on the field is to generate high quality submissions. We suggest that the editorial team invest in identifying key thought leaders and courting them to contribute to the Journal. Works by prominent senior researchers and clinicians have a positive impact on the journals in which they publish through increased readership and citations. We encourage you to build a list of high impact authors and keep them informed on Journal developments that would appeal to them as authors.

As *SIRS Journal* will exist in a market with other highly-ranked psychiatry journals, SIRS may want to consider collaborating with related titles to obtain high quality papers. *SIRS Journal* could consider partnering with related journals to redirect papers and reviews to the most appropriate journals following the peer review process.

There is currently an alliance of 40 neuroscience journals that is practicing this collaborative effort. The [Neuroscience Peer Review Consortium](#) was conceived by journal editors who saw that many solid manuscripts were being rejected because of space limitations or because the articles were not appropriate for their journals. The program permits authors whose papers are not accepted by one journal in the Consortium and wish to submit their manuscripts to a second participating journal to request that the previous set of reviews be forwarded. Related titles currently participating include:

- Biological Psychiatry (IF: 8.283)
- Biological Psychology (IF: 3.225)
- European Psychiatry (IF: 2.766)
- Neuropharmacology (IF: 4.814)
- Neuropsychologia (IF: 3.636)

Both *Schizophrenia Bulletin* and *Schizophrenia Research* also receive high quality submissions that would be appropriate for *SIRS Journal*. Papers rejected from *Schizophrenia Bulletin* go on to publish in highly ranked journals such as *Schizophrenia Research*, *Psychological Medicine*, *Journal of Psychiatric Research*, and *PLoS One*. These papers have an average Impact Factor contribution of 1.770. If any of these papers fall into *SIRS Journal*'s scope, we would be happy to work with you and Dr. Will Carpenter, the Editor of *Schizophrenia Bulletin*, to make manuscript and review transfer as easy and seamless for authors as possible. ScholarOne Manuscripts, OUP's preferred submission system, will soon support this

manuscript transfer facility. We are also happy to work with the Editorial team on *Schizophrenia Research* or other related titles on this collaboration if you are interested.

We will work with the *SIRS Journal* Editorial team on further exploring this and other options for obtaining the best quality papers possible for the Journal.

Getting an Impact Factor through Web of Science

One of the most important variables authors look to when deciding where to submit their research is Impact Factor. It is, therefore, of utmost importance to get the best papers and submit the Journal for evaluation as soon as citations begin to appear. We have monthly phone conversations with Thomson Reuters (who manage the Web of Science citation database) so we are able to keep a very close eye on their criteria for inclusion and receive updates on titles under evaluation for Impact Factors. Their primary requirement is that articles have been cited, followed by timeliness of publication and internationality.

If accepted, the Journal will receive an Impact Factor in the Journal Citation Report two years following acceptance.

Additional indexing measures

We will submit applications to PubMed and SCOPUS, which will aid in increasing *SIRS Journal's* visibility and influence. An application to PubMed has to be carefully planned, but we have plenty of experience with successful applications for biological and medical journals. We do not expect difficulties with *SIRS Journal* as long as high-quality content is being published and a reputable Editorial team is in place. We will combine the formal approach (filling in the necessary online application form) with informal approaches in collaboration with the Editor. It is impossible to predict when the deciding committee will meet following an application, but, with our most recent application for an OA launch journal, *Genome Biology and Evolution*, the application was submitted six months after first publication, and was accepted the following March.

We will also submit an application to Scopus very soon after the journal is launched. However, it often takes several months to be approved by their editorial board. Nonetheless, OUP has never

Case study – Genome Biology and Evolution

PubMed:

Submitted: 6 months after first publication

Accepted: 9 months after submission

Web of Science:

Submitted: 4 months after first publication

Accepted: 8 months after submission

Coverage: Backdated to volume 1

Partial Impact Factor: 1st JCR after acceptance

First full Impact Factor: 2nd JCR after acceptance

Scopus:

Submitted: 1 year after first publication (SCOPUS will only accept applications with a year's worth of content)

Accepted: 14 months after submission

had a journal turned down by Scopus and does not expect any problems with being accepted by them; again, we have personal contacts who will be able to ensure the process is smooth.

Reporting

As part of our goal to develop true publishing partnerships, we provide transparent reporting, information, analysis, and advice to support evidence-based decision making for your publishing activities. Our standard citation and usage report will be provided annually and includes citations per year and usage by month for every recent article published. The citation and usage report can be used by the editorial team to accept or commission research in areas that are well-used and well-cited. We have a dedicated Editorial Analyst who is happy to prepare reports, such as competitor analysis or custom citation analysis, in order to address specific objectives or concerns the editorial office may have.

We want to ensure that all reports and data related to *SIRS Journal* are accessible and transparent to the Society. As such, a standard suite of online usage reports for *SIRS Journal* can be run by the editorial office or other Society staff at any time via a web login. These are updated monthly and include top-level usage trends and top 10 full text downloads for the selected period.

Your OUP publisher can run a much larger selection of usage reports on request (or at regular intervals if required), including reports on:

- Referring websites
- Search engine queries
- Geographical usage
- Usage by institution
- Visits and unique visitors
- Usage by page type (abstract, full text, etc.)

SIRS JOURNAL ONLINE

Discoverability: driving traffic, increasing visibility

Maintaining visibility online will be key to *SIRS Journal's* success. The high discoverability of OUP's digital products is reflected in the high level of usage our websites experience. www.oxfordjournals.com has a PageRank of 9 (out of a possible 10), which is the best in the scholarly publishing industry. Our statistics show that good design and usability means that 80% of the traffic on our website comprises people who are reading content rather than trying to search or navigate to it.

Through a combination of organic growth and a steady increase in the number of OUP's journals, our website traffic has increased year-on-year for the past four years, as shown in the graph below.

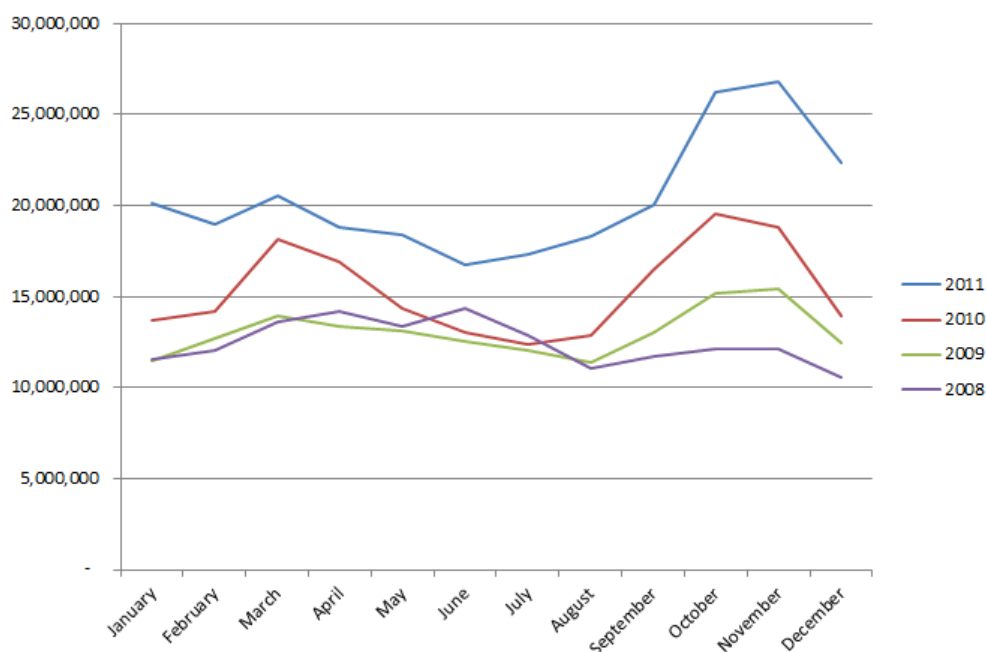


Table 8: Visits to all OUP journal websites 2008-2011

We ensure that our publications have high visibility in the services that readers and researchers use most: Web of Science, Google, Google Scholar, Google Scholar Metrics, and PubMed. We use the latest technology and HighWire's close connections to search providers, including Google, to ensure that our journals have a high ranking in search results. Every article hosted by OUP has embedded metadata in its source code in a syntax which is understood by Google's crawlers and we employ various social media channels to further build the profile of the journals online.

Our technology partner: HighWire Press

We have a highly fruitful, stable, and long-running relationship with HighWire Press, which we use to host our journals online. OUP is one of HighWire's largest customers – we therefore benefit from preferential rates and unparalleled service, which are passed on to the journals we publish. Our production, editorial, and IT teams work alongside HighWire staff to develop features and ensure that new opportunities for development are exploited fully. We would be delighted to work with you and maximize these benefits for *SIRS Journal*.

SIRS Journal would benefit from HighWire's H20 platform, which was designed to incorporate the standards that are needed to make content portable across different media and adaptable to developments, whether foreseen or unforeseen. These features ensure maximum visibility and discoverability for *SIRS Journal*.

The platform allows:

- Easy integration of content and services with other websites in OUP and beyond, using technologies like RSS
- Flexible, dynamic page display that can deliver content to mobile devices
- A fully XML-based publishing workflow that enables efficient, high-volume online publishing
- H20's open architecture allows us to deliver information however the user requires it (via RSS feeds, blogs, widgets, and podcasts), and on a variety of portable devices (iPhones, iPods, iPads, Android and Blackberry devices, and e-readers)

Every page a home page

Sixty percent of our traffic arrives via Google directly into article pages, bypassing home pages. For this reason, our websites are designed so that every page can act as a home page by displaying contextual information about the publication and links to related content are displayed. An example of how a *SIRS Journal* article might look on our platform is shown on page 26

Researchers often do not know who the publisher of a particular journal is – their trust and brand recognition is for the journal and its associated society. For this reason, the SIRS brand is dominant; every page displays the society name and logo alongside article content.

Online features

The *SIRS Journal* website will have many standard features for a journal website, but will add exciting features that will increase reader engagement and satisfaction. Instead of listing all of the digital features that OUP can provide *SIRS Journal*, we have chosen to focus on select features that we feel will specifically benefit your readers by creating a more efficient research experience.

We have included a full listing of the electronic features that will be available to *SIRS Journal* in Appendix One.

Mobile optimized SIRS Journal site

OUP's journal websites work well without modification on iPads and other e-readers. For other portable devices, or for use where bandwidth is low, as in some developing countries, OUP will provide *SIRS Journal* with a version of the journal website specifically designed for viewing on mobile devices.

These mobile sites were designed for the user who wants to look up something specific when on the move, or who wishes to check the latest articles published in a journal in their field in the same way that they would check a news website.

Since their launch in 2011, these sites are seeing steady growth in usage. We now find that users are increasingly reading content and spending time on specific titles. A snapshot of usage from one of OUP journal's mobile site is below:

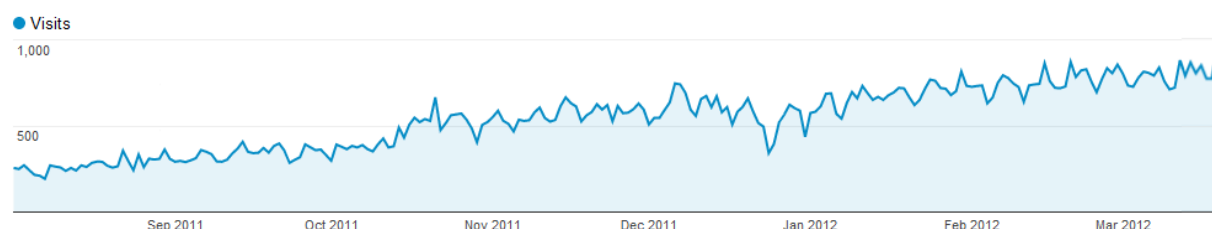


Table 9: Unique visits to an OUP journal mobile site from launch in mid-2011 to mid-2012

Benefit: An added convenience for readers: looking up and keeping up with the latest research published in *SIRS Journal* while on the move.



Widgets

To establish an information flow between the SIRS site and the *SIRS Journal* site, we will use a series of widgets. Widgets are self-contained boxes on a web page that pull in live information and links. These boxes can contain text, images, or audio/video files. The *SIRS Journal* home page and article pages could prominently feature a widget that pulls in a live feed of information from the SIRS site. The types of information used can vary, and a tabbed design can be created to provide the reader with multiple options. Content might include posts from SIRS' Facebook page or meeting announcements. These widgets are self-updating and require no intervention on the part of the Society.

To complete the circuit of this two-way information flow, the latest information from *SIRS Journal* can be brought to the Society's website. A widget, like the one below, can be created for every page on the site that provides the visitor with links to current featured articles, as well as the most-read or most-cited articles in the Journal. Widgets can also be used to conduct polls, providing a means of directly engaging the community and steering future efforts.

Benefit: Readers will be confident that the research they are directed to is high quality, as it is represented alongside the SIRS brand.

SIRS 360 The latest news and articles
from *SIRS Journal*

SIRS News

- Submit your SIRS 2013 conference abstract!

SIRS Journal – latest articles

- Genetic analysis for two Italian siblings with usher syndrome and schizophrenia.
- Ocular convergence deficits in schizophrenia.



"Keyword in context" search results

The full text of every article (HTML and PDF) on the *SIRS Journal* website will be searchable and results will allow the user to see text surrounding the match.


Benefit: *SIRS Journal* readers save time because they can more easily scan content and determine its relevance to their needs.

Results 1-10 (of 54 found) [Next 10](#) »

My search criteria:
genetic (all words in title)
 Nov 1849 through Dec 2012

standard / condensed citation format
 10 / 25 / 40 / 60 / 80 results per page
 best matches / newest / oldest first

[Save this search](#) to my Personal Archive
[Download all](#) citations on this page to my citation manager



Schizophrenia Bulletin

REGULAR ARTICLE:
 Jennifer K. Forsyth, Lauren M. Ellman, Antti Tanskanen, Ulla Mustonen, Matti O. Huttunen, Jaana Suvisaari, and Tyrone D. Cannon
Genetic Risk for Schizophrenia, Obstetric Complications, and Adolescent School Outcome: Evidence for Gene-Environment Interaction
 Schizophr Bull, Sep 2012; doi:10.1093/schbul/sbs098
research-article Regular Article **Genetic** Risk for Schizophrenia, Obstetric Complications...schizophrenia. Results support the hypothesis that **genetic** susceptibility to schizophrenia confers...Schizophrenia is determined multifactorially by **genetic** and environmental factors, 9 and at least.....

[Journal Home](#)
[Abstract](#)
[Full Text](#)
[PDF](#)
[Supplementary Data](#)

Amazon-like recommendations

SIRS Journal can opt to display a "People also read..." widget that recommends related articles to users based on the article they are reading. This approach for generating recommendations is similar to that used on websites such as Amazon, *The New York Times*, and *Harvard Business Review*.

Benefit: Readers will be more productive in their research, as they are directed to closely related content.

Toll free linking

Readers will get free access to the full text of any referenced article that is hosted on HighWire Press (even if the article publishes in a non-OUP journal and is not OA).

Benefit: *SIRS Journal* readers can gain access to the science behind any article, regardless of their subscriber status, allowing for more comprehensive research.

Authors will also gain exposure and usage as it will be linked to all other HighWire-hosted journals.

"Download to PowerPoint" link for every graphic

Each graphic in an article will feature a "Download to PowerPoint" link. This link automatically converts the graphic to a PowerPoint slide, with the relevant legend automatically included in the Notes field. Citation information and branding image for the Journal are also included on the slide.

Benefit: *SIRS Journal* readers and authors will save time preparing presentations while ensuring Journal citation information is accurate.

The Society and *SIRS Journal* brands will gain exposure as figures are used in conference or classroom presentations.

Hover-over abstracts in TOC

In this feature, a user simply needs to hover their mouse over an item in the Journal table of contents in order to view the abstract (see image on next page).

Benefit: *SIRS Journal* readers will save time as they scan through content.

- » [Paul Allen, Christopher A. Chaddock, Oliver D. Howes, Alice Egerton, Marc L. Seal, Pablo Fusar-Poli, Isabel Valli, Fern Day, and Philip K. McGuire](#)
Abnormal Relationship Between Medium Temporal Lobe and Subcortical Dopamine Function in People With an Ultra High Risk for Psychosis
Schizophr Bull (2012) 38(5): 1040-1049 doi:10.1093/schbul/sbr017
- » [Abstract](#) » [Full Text \(HTML\)](#) » [Full Text \(PDF\)](#) » [Permissions](#)

Conclusions: The findings suggest that impairments in facial affect recognition precede the onset of the initial psychotic episode. The impairments are associated with neurophysiological abnormalities similar to those observed in manifest schizophrenia and therefore may serve as indicators of vulnerability for developing schizophrenia.

system allows for the rapid pace of change within CME both in the US and internationally. It can also be used as an e-learning tool.

Online advertising

The quantifiable return on investment provided by online advertising makes it an increasingly attractive proposition for our industry partners to consider. Despite current market conditions, it is one key area that has continued to grow.

Currently, online advertising primarily takes the form of banner and skyscraper advertising and sponsorship of email table of contents alerts (eTOCs). We are able to target advertisements extremely effectively and gain detailed insight into how our advertising reaches its intended audience. Some of the features include:

- Offering advertisers targeted online banner advertising by region or country (geo-targeting) – with a premium
- Random rotation of ads on the home page, abstract pages, and article pages (with SIRS approval) to reach desired/purchased impression count.
- Sponsored eTOC alerts are available for monthly sponsorships on all OUP-published journals. Our marketing efforts in increasing registrants for this service will make eTOC sponsorship a viable proposition to industry, which in turn may open up an additional revenue stream for *SIRS Journal*, while regularly promoting content for increased readership and usage
- Sophisticated reporting on online advertising impressions and click-through rates

We would work with SIRS on the implementation of online advertising policies and review these policies annually with you.

Twenty-five Years of Glutamate in Schizophrenia: Are We There Yet?

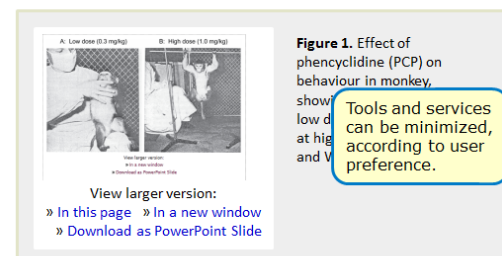
Daniel C. Javitt

+ Author Affiliations

Abstract

At present, all medications for schizophrenia function primarily by blocking dopamine D2 receptors. Over 50 years ago, the first observations were made that subsequently led to development of alternative, glutamatergic conceptualizations. This special issue traces the historic development of the phencyclidine (PCP) model of schizophrenia from the initial description of the psychotomimetic effects of PCP in the early 1960s, through discovery of the link to N-methyl-D-aspartate-type glutamate receptors (NMDAR) in the 1980s, and finally to the development of NMDA-based treatment strategies starting in the 1990s. NMDAR antagonists uniquely reproduce both positive and negative symptoms of schizophrenia, and induce schizophrenia-like cognitive deficits and neurophysiological dysfunction. At present, there remain several hypotheses concerning mechanisms by which NMDAR dysfunction leads to symptoms/deficits, and several theories regarding ideal NMDAR-based treatment approaches as outlined in the issue. Several classes of agent, including metabotropic glutamate receptor antagonists, transport inhibitors, and D-serine-based compounds, are in various stages of clinical development and may provide long-persistent positive and negative symptoms and cognitive deficits in schizophrenia.

The mid-20th century was an exciting period for psychiatry. Antipsychotics were developed based on observations of Delay and Deniker and linked to thereafter. By 1971, clozapine, the current "gold standard" for schizophrenia, had already been marketed. Antidepressants were developed based on clinical observations with isoniazid (INH) in the 1950s; benzodiazepines were developed based upon GABA receptor-binding assays in the 1960s; and definitive studies demonstrating efficacy of lithium were performed by the early 1970s. Decades later, these classes of compounds continue to form the core of today's psychopharmacological armamentarium.



In the mid-20th century, initial reports appeared as well for a class of compounds called "dissociative anesthetics" (PCP, "angel dust") and their effects on behavior, including behavioral withdrawal (Figure 1). Domino and Luby¹ describe the critical steps by which he and his contemporaries verified the unique clinical effects of these compounds in man. 01), and a host of other clinical psychotomimetic agents.²⁻⁴

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Discussion
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Share

Links to social media sites for sharing.

People Also Read

- Abnormal Topological Organization of Structural Brain Networks in Schizophrenia
- Emotion Recognition in Individuals at Clinical High-Risk for Schizophrenia
- NMDA Receptor and Schizophrenia: A Brief History

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January 2013 1 (1)

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This journal enables compliance with the NIH Public Access Policy

Most Read & Most Cited

Most Read | Most Cited

- Abnormal Topological Organization of Structural Brain Networks in Schizophrenia
- Emotion Recognition in Individuals at Clinical High-Risk for Schizophrenia

High visibility for features such as podcasts.

Widgets such as most read & most cited articles can be added to every page as required.

MARKETING REACH AND VISIBILITY

Strategy

As a new OA journal, our focus for *SIRS Journal's* marketing will be on attracting authors and driving submissions; promoting the content to as many readers as possible; and, in turn, driving citations. Our experience in marketing new launch journals – OA launches in particular – means that we have a clear focus on how best to launch *SIRS Journal* in an environment wherein it is becoming increasingly competitive for journals to gain a share of both readers and high quality authors.

Our central objectives are to:

- Build *SIRS Journal's* brand and profile
- Build a strong author base to drive submissions
- Drive dissemination, usage, and citations of journal content

Your marketing manager will work with you each year to produce an updated marketing plan outlining our strategy to achieve these central objectives. This process will include a SWOT (Strengths, Weakness, Opportunities, and Threats) analysis allowing us to focus our marketing activities to maximize the benefit to the journal.

Building your brand and profile

It is vital for a new journal to quickly establish a strong brand identity. The SIRS brand is highly respected among its core audiences and represents one of your most important assets, while *SIRS Journal* will be a key sub-brand of your organization.


OUP understands the importance of branding to our society partners, as well as the distinct challenges of brand management. We offer you the benefit of our experience managing a complex, long-standing brand of a mission-driven organization that houses many sub brands.

We will establish the *SIRS Journal* brand through:


- Collaboration with SIRS and the Editor to prepare and promote a clear positioning statement summarizing the journal's unique selling points
- Drafting tailored key messages for each target audience group, emphasizing the benefit of the journal to them and how it can aid them in their practice or research
- Developing a strong visual identity for the journal, in collaboration with SIRS, that is incorporated into all marketing communications including print, web, and email

Marketing tactics we will undertake to build brand and profile include:

- **Showcasing the journal at conferences:** Our strong book and journal list in this field means that we already attend the major meetings across psychiatry, neurology/neuroscience, and psychology. We believe that the journal will benefit from being showcased alongside our list of prestigious publications in these fields. Article highlights on USB sticks or a printed collection of highly-cited articles have proven effective ways to market our online-only journals at conferences (a full list of conferences attended is provided in Appendix Two).
- **Press release activity:** OUP has a well-respected global team of over 20 publicists in the US and UK; our depth and breadth of media relationships and expertise in pitching are unparalleled. We have excellent links with journalists in global, national, and regional media in print, online, radio, and television. We will prepare press releases for key articles and can achieve excellent media coverage for both the Journal and SIRS.
- **Social media:** SIRS and the Journal will benefit from promotion via our OUP social media hub. At the heart of this hub is the [OUPblog](#), the most highly trafficked academic publishing blog in the world, **with 40,000 monthly unique visitors and 8,500 subscribers**. The OUPblog regularly features posts on journal articles across a wide range of subjects, and promotion via blogger outreach, press releases, and/or our dedicated Facebook, Twitter, and YouTube accounts. The outlets will be used to promote the *SIRS Journal* launch announcement, call for papers, articles of wider interest, and special features.
 - The Society has an effective social media presence in place with 770 “likes” on your Facebook page. To achieve maximum exposure through this channel, we will integrate promotion of the Facebook page into Journal marketing campaigns to encourage individuals to “like” the SIRS page. We feel there is strong opportunity to increase interaction with members here.
 - We also will use social media to help inform and develop your journal by providing a closer connection with *SIRS Journal* authors. Social media tools such as Twitter and Facebook present new opportunities to disseminate content to a broader community. Where appropriate, we use social media technology very effectively to seek feedback, develop relationships, and promote new published content.

 **Oxford Journals** @OxfordJournals 9h
OUP supports open access – for #oaweeek we'll be highlighting a top OUP OA journal each day oxford.ly/tRVbE5
Expand

 **Oxford Academic** @OUPAcademic 8h
Nucleic Acids Research and Open Access oxford.ly/QaKs4X #OA
#OAweek cc: @OxfordJournals
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 **OxfordJournalsJapan** @OxfordJNLsJapan 18 Oct
【OUPと一緒にBiology Week】英Society of Biology主催のBiology Week最終日。OUPの関連書籍を25%オフでご購入頂けるのも今日まで！動画・論文など無料コンテンツもお楽しみください。
oxford.ly/R0cbJu
Expand

Building your author base

We will support the *SIRS Journal* editorial team in generating high quality submissions through a range of marketing tactics including:

- E-mailing a Call for Papers (CfP) message to our extensive database of contacts, described on page 11. Contacts we market to include registrants to our journal email table of contents and advance access alerts, readers of free online sample journal issues, book authors, and book buyers
- Renting a list from Thomson Reuters of the top authors from competing journals and emailing them the CfP
- Producing a CfP leaflet for distribution at relevant conferences
- Web banner advertising promoting the CfP on the pages of related OUP journals and books
- CfP messages to relevant listservs, including working with SIRS to promote the journal to members

Driving usage and dissemination

Authors want to know that their paper will be widely read. Similarly, the more people who read the Journal, the more will submit to it and cite it. The technology behind *SIRS Journal's* website and mobile website will already have optimized the Journal for discoverability, and we can additionally build your readership base through:

- Email table of contents alerts, advance access alerts, and RSS feeds
- Virtual Issues, Editor's Choice, and other featured content
- Targeted e-marketing approach, including banner advertisements and email campaigns to promote specific content
- Links to "most read" and "most cited" articles from the journal to encourage usage of other content once a reader arrives at an article page
- Inclusion of *SIRS Journal* in the Oxford Index, which makes content published in the journal discoverable alongside and via millions of items of Oxford academic and journal content. This sophisticated linking system will make the most of the large amount of complementary content published by OUP for the Journal's discoverability

Translated reprints

We would like to work with the SIRS to explore opportunities for article translations to support our shared goal of driving dissemination of *SIRS Journal* worldwide. Our rights staff has considerable experience in handling these licensing arrangements to suit the unique needs of each of our society partners, and we would liaise regularly with you at every stage to ensure that any translated licensing arrangement has the approval of the Society and the Editor from the proposal stage to the maintenance of the agreement.

Revenue generated from commercial translation activities can be fairly minimal for some regions, but these activities can be very good for building and promoting both the *SIRS Journal* and SIRS brands internationally while reaching new readers. We

work with a number of medical communication agencies and foreign publisher contacts worldwide in order to maximize our sales in this area. Examples of translated editions for other medical journals we publish include:

- Chinese
- Japanese
- Korean
- Russian
- Spanish
- Portuguese
- Turkish
- Czech
- South African (English)
- Indian (English)

We currently have an exclusive agreement with Content Ed Net, in which they are responsible for the translation, production, sales, and marketing of translated article reprints/e-prints for our medical titles in all languages, excluding English.

EDITORIAL SUPPORT AND SERVICES

Proactive relationship with editorial staff

OUP will bring a commitment to both quality and service in a partnership with SIRS. As part of this commitment, we feel proactive communication and responsiveness is key, and OUP will provide strong and open lines of communication, with OUP staff always available to SIRS and the *SIRS Journal* editorial office to discuss the Journal.

You will have a central point of contact within the editorial department in New York. All of our editorial staff have experience working in the STM publishing industry and are well versed in journal development and strategy. Our editorial staff also work on fewer titles than many of our competitors, allowing for a more personal and detailed level of service. Your editorial contact will respond to any queries regarding *SIRS Journal* within one business day, at the very least to outline next steps in resolving any issue or question that is raised.

ScholarOne Manuscripts

We recommend that *SIRS Journal* be supported by the ScholarOne Manuscripts (S1M) online submission and peer review system. This tailored software is used by the majority of OUP's journals, and we have extensive experience in using, and training editors to use, the system.

Example of the landing page for *Genome Biology and Evolution*:

The screenshot shows the ScholarOne Manuscripts landing page for the journal *Genome Biology and Evolution*. The page features the Oxford University Press logo and the journal title. It includes a login section with fields for User ID and Password, and a "Password Help" section for users who have forgotten their passwords. There are also links for "Log In", "Create Account", and "Get Help Now". A sidebar on the right contains links for "New User?", "Resources", and "Home Page". The footer includes copyright information and a link to follow ScholarOne on Twitter.

OXFORD UNIVERSITY PRESS Genome Biology and Evolution

Log In | Create Account | Get Help Now

SCHOLARONE Manuscripts

Login

Log In

Welcome to the *Genome Biology and Evolution* manuscript submission site. To Log In, enter your User ID and Password into the boxes below, then click "Log In." If you are unsure about whether or not you have an account, or have forgotten your password, enter your e-mail address into the "Password Help" section below. If you do not have an account, click on the "Create Account" link above.

If you have any queries or require assistance, please contact the [editorial office](#).

Log in here if you are already a registered user.

User ID:

Password: Log In

Password Help. Enter your e-mail address to receive an e-mail with your account information.

E-Mail Address: Go

New User?

[Register here](#)

Resources

- [Instructions & Forms](#)
- [User Tutorials](#)
- [System Requirements](#)
- [Home Page](#)

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Useful features of the system include automatic reminders (which would be customized to *SIRS Journal*) that can be scheduled to be sent on particular days to alert editors and reviewers about turnaround times, number of submissions, time from submission to acceptance, and acceptance rates. These alerts are beneficial in encouraging timely responses from reviewers. The system also allows authors to view the progress of their submissions, cutting down on inquiries to the editorial office. Furthermore, the system is web based, enabling an editor to stay in touch with the review process even when travelling.

Our Online Submissions Systems Support Manager, Simon Larché, will provide S1M support and training for *SIRS Journal* editorial staff. This will include continuous support for S1M, periodic site reviews, and free WebEx or face-to-face refresher courses as required. Cover will be provided in Simone's absence to ensure an uninterrupted support service for the journal.

As part of our support for S1M we have created an online system that allows editors to register for both standard and customized S1M reports. This allows the editorial team to monitor the state of the journal through various performance statistics, such as reviewer turnaround times and editor performance reports. We would be happy to provide you with a full demonstration of the S1M site at any point.

Virtual Editorial Office

If SIRS does not already have a plan for editorial support, we suggest that the editors utilize OUP's Virtual Editorial Office (VEO). The VEO is a service run by OUP on behalf of many of our journals and has been in place since the beginning of 2007. It provides highly professional, responsive, and efficient editorial support in an extremely cost-effective manner.

Journals that use the VEO are assigned one or more (depending on journal size) freelance editorial assistants who work on an hourly basis under the supervision of a member of OUP's staff. Typically, the assistants work closely with journal academic editors, running the online submission system and undertaking other administrative tasks as required. The advantages of the VEO to the journal are:

- Pooled knowledge: VEO staff members are fully trained and share best working practices
- Continuity: if the assigned editorial assistant is unavailable for any reason, another assistant, who will be fully briefed and experienced with the relevant online submission system, will take their place. Should the *SIRS Journal* Editor change, the VEO staff would remain, providing an important level of consistency
- Economy: editorial assistants work only as and when the job requires, but the system gives us the flexibility to increase available resources quickly when required

An initial meeting would allow you to meet your editorial assistant and establish what services would be required. The standard VEO services include:

- Checking new and revised manuscript submissions for compliance with guidelines
- Undertaking actions at the request of the Editor – such as selecting and inviting reviewers, making recommendations, and notifying authors of decisions

- Offering technical support and assistance to authors, reviewers, and editors, including assistance with graphics, videos, and other multimedia and ensuring compliance with journal style
- Acting as front of house for the journal and intermediary between Editor and author
- Chasing tardy reviewers
- Editing email templates and instructions
- Managing the reviewer database

The VEO reports back to the Editor on a quarterly and end-of-year basis on all key statistics related to the submission and review process. Additionally, automatic reports can be set up from an extensive range of options. Popular choices include manuscripts in progress, manuscripts in peer review, and accept/reject monthly statistics to help manage copy flow.

It's a pleasure to write in support of the VEO service provided by Oxford Journals. The service has become essential to the smooth running of the Review of English Studies, exceeding the expectations of editors. Our current VEO assistant, like her predecessor, is splendidly reliable and efficient, and by taking important routine tasks off our hands, from the administrative checklist on new submissions to the pre-production checklist following acceptance, she makes it possible for editors to concentrate more exclusively on specialist academic and editorial matters, which in turn improves the quality of copy. The VEO assistant also plays an invaluable trouble-shooting role for authors, peer reviewers and editors in the online submission system, reducing our need to go directly to OUP for help, and is proactive in raising systematic issues in the running of the journal. All editors greatly appreciate the service and above all the time it frees for best use on the journal's behalf of our own efforts and expertise.

Tom Keymer, Managing Editor, *The Review of English Studies* (July 2011)

PRODUCTION SUPPORT

OUP offers a variety of proven and efficient OA publication models. For *SIRS Journal*, we propose our CPI (Continuous Publication Issue) model. This model features:

- Publication of PDFs of accepted manuscripts online within five working days of arrival at OUP
- Publication of final copyedited and typeset papers online as soon as proof corrections have been incorporated – 21 working days from arrival of accepted manuscripts at OUP (see Table 10, below)

The CPI model will also include the continuous building of the table of contents for each volume year until a sufficient number of accepted papers are available for transition to issues (with shorter tables of content).

Workflow step	Working days
Manuscript to copyeditor and typesetter	1
Copyediting and typesetting	9
Proof corrections from author	2
Proof corrections to typesetter	2
Revise from typesetter	3
Revise checked	2
Manuscript approved for publication	1
Manuscript published online	1
Total working days	21

Table 10: Projected production timeframes for manuscripts after being accepted by Editor

Speed

Fast publication times are valued by authors and enable readers to access and cite the most current research. Our CPI model, combined with our state-of-the-art submissions, tracking, and licensing systems, significantly minimize publication times, giving *SIRS Journal* a competitive advantage in attracting preferred authors.

Seamless author experience

Once an article is accepted, the S1M system automatically passes the article to our production tracking system, SWIFT. A "welcome" email is sent to the author explaining the production process and inviting them to sign their license to publish

online using our Author Services site. This removes the need for hardcopy licenses to be sent to our production department, and thereby facilitates rapid publication of the article. Following acceptance of their article, authors are also able to pay their Article Processing Charges online efficiently and securely. We are happy to provide you with a demonstration of the Author Services site so you can see first-hand what this seamless author experience is like.

Public repository deposition

A growing number of funding agencies now stipulate that research articles they have funded must be deposited in public repositories, such as PMC (formerly PubMed Central). OUP automatically deposits OA articles in PMC, making it easy for your authors to comply with funding body requirements, and therefore supporting submissions to *SIRS Journal*.

Quality

OUP is recognized throughout the world for our unmatched standards of excellence. We are focused on producing the highest quality end product and providing an exceptional service to your editors, authors, and readers. Fundamentally we will ensure that *SIRS Journal* provides authors with the best possible publishing outlet and draws submissions of the highest impact papers.

None of the other major, global publishers have such a commitment to quality.

We consistently meet or exceed the high expectations of authors, editors, and the publishing partners who choose to publish with us. Following publication of an article, we ask authors to complete a survey, ranking their satisfaction of OUP's performance. Of over 6,000 authors who responded to our surveys in 2011, 58% considered quality to be the most important aspect of the production process, while 93% rated the quality we provided as "very good" or "excellent" (6% rated us as "good" and 1% gave negative feedback).

Upon publication of an article, all corresponding authors will receive a link to their article. We encourage authors to share this link with their colleagues and friends to promote the strong research that is being published in *SIRS Journal*.

Please see Appendix Three for an example of an OUP-published article.

Of over 6,000 authors who responded to our production surveys in 2011, 93% rated the quality OUP provided as "very good" or "excellent."

The personal touch

Responsive and accessible staff are essential to a smooth production process. *SIRS Journal* will have a dedicated US-based Production Editor. The Production Editor will manage all aspects of *SIRS Journal*'s production performance. On average, OUP's Production Editors work on 5-6 journals, fewer than most all of our competitors. This personal level of service ensures that the SIRS' Editorial Office, as well as SIRS authors, will always have a knowledgeable and available contact with whom to communicate. All OUP Production Editors will be familiar with *SIRS Journal* standards and procedures, so workload fluctuations can be managed effectively, guaranteeing minimal changes in service.

I have published in dozens of other journals before, but the professional service provided surpasses the service of every other journal I am familiar with. [OUP] has answered all my questions promptly and assured that the quality of the end product is most satisfactory in every aspect.

OUP author (April 2011)

Copyediting and typesetting

OUP is pleased to offer high quality and flexible copyediting services. We will work with the *SIRS Journal* editorial team to agree upon an appropriate level of copyediting for the journal.

The quality of our copyediting is monitored in several ways, including by the Production Editor in their day-to-day interactions with the content, spot-check proofreading, and tracking error rates. We work to anticipate and avoid problems by working very closely with our copyediting suppliers.

OUP partners with highly proficient typesetters who are using leading technology to provide our customers excellent service and quality at competitive prices. Our Production Director and her team have weekly meetings with each of the typesetters with which we work. By providing constant feedback to our typesetters, we regularly look for ways to improve the typesetting process and ensure that all author, Editor, and Society feedback is heard.

FINANCIAL MODEL

Starting a new publication requires investment in time and money. On average it takes a new subscription-based journal five to seven years to break even. We are confident that *SIRS Journal* will be a successful Open Access publication; however, we also want to be sure that we are fiscally realistic about the risks and challenges involved in starting a new publication.

This being the case, we have provided SIRS with two financial scenarios to consider. Scenario A assumes SIRS will maintain sole ownership of *SIRS Journal* and will sign a ten year agreement with OUP. Scenario B assumes *SIRS Journal* will be joint-owned by OUP and SIRS. Our goal with both arrangements is to ensure *SIRS Journal* receives the investment needed in the initial years to be a successful publication, while also mitigating risk for both SIRS and OUP. As both scenarios are royalty arrangements, OUP will cover all direct costs associated with launching and publishing *SIRS Journal* – including production, marketing, electronic hosting, Virtual Editorial Office (if SIRS chooses to use one), and ScholarOne Manuscripts.

Scenario A: SIRS remains the sole owner of *SIRS Journal* and signs a ten year contract with OUP.

Royalty: We propose an escalating royalty arrangement, in which SIRS will receive:

- 20% of topline revenues up to \$200,000
- 25% of topline revenues between \$200,001 and \$500,00
- Editor honoraria of \$10,000 in year 1, increasing by 3% each year thereafter
- Contribution of \$1,000 annually toward SIRS meeting sponsorship

Over a ten year contract, the total amount due to SIRS is projected to be **\$471,090**

Scenario B: *SIRS Journal* is joint-owned between both SIRS and OUP.

With a joint ownership arrangement there is shared risk in investing in *SIRS Journal*, therefore SIRS will see a greater financial return from *SIRS Journal*.

Royalty: We propose a flat royalty arrangement, in which SIRS will receive:

- 35% of all top line revenues
- Editor honoraria of \$15,000 in year 1, increasing by 3% each year thereafter
- Contribution of \$5,000 annually toward SIRS meeting sponsorship, increasing by 3% each year
- Contribution of \$1,000 annually toward a *SIRS Journal* Editorial Board meeting

Over a ten year contract, the total amount due to SIRS is projected to be **\$828,610**

So as to ensure that the Editor of *SIRS Journal* is appropriately compensated for work done on the Journal, we will review the honoraria stipend for both scenarios after 5 years and revise the stipend so it is in line with the volume of submissions received.

Details of the proposed financial arrangement are presented in Appendix Four. Both arrangements use the following variables regarding Article Processing Charges, submission, and acceptance rates. These figures are based on actual data from OA journals that OUP recently launched. We are confident that the *SIRS Journal* will have a similar experience.

In your RFP you have asked how many papers per year are necessary for the journal to be financially viable. Because we have proposed different pricing tiers, we hope you appreciate that this is not a cut and dry calculation. The figures below should give you an idea of the number of papers we anticipate.

YEAR	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Papers submitted	80	125	150	200	250	300	350	400	450	500
Papers published	60	70	75	85	95	100	110	120	130	140
Acceptance rate	75%	56%	50%	43%	38%	33%	31%	30%	29%	28%
% papers waiving APC	100%	100%	25%	5%	5%	5%	5%	5%	5%	5%
Number of papers waiving APC										
<i>\$0 Dev. Countries List A</i>										
<i>\$0 All other waivers</i>	60	70	11	4	5	6	6	6	7	7
Number of papers paying discounted APC										
<i>\$2000 SIRS Members</i>										
<i>\$1500 Dev. Countries List B</i>	0	0	56	72	81	85	94	102	111	119
Number of papers paying full APC										
<i>\$3000</i>	0	0	8	9	9	10	11	12	13	14

Financial Reporting

An annual account detailing all revenues, costs, and profits for the volume year of the journal, as well as the annual profit share payment, will be submitted to SIRS no later than the end of April of the following volume year.

Once a year or more if needed, OUP will provide a detailed publisher's report, summarizing current circulation, usage statistics, production performance, marketing activities and plans, and outlining any new OUP initiatives. Your OUP publisher will attend any pertinent meetings, make the report in person, and answer any questions you may have.

REFERENCES

The following quote has been provided by David Landsman, Editor-in-Chief of *Database*, describing his experience working with OUP on the launch of an OA journal.

Almost 4 years ago, I wrote a proposal to start up a new journal for OUP. It is called DATABASE. During the initial phase of the proposal, there were many interactions between me and the staff at OUP. Needless to say, this was highly constructive and the journal was launched in 2009. Since then, DATABASE has grown substantially, each year doubling the number of papers published. Throughout these few years, the OUP staff have led and been led by a very interactive group of three Associate Editors and myself. There were never times when positive results were not obtained during the planning and the day-to-day running of the journal. The collaboration is working extremely well even although the distances are very large.

Additional references we encourage you to reach out to regarding OUP's experience with Open Access journals are:

Nucleic Acids Research

- Senior Executive Editor – Keith Fox (foxnar@soton.ac.uk)
- Senior Executive Editor – Barry Stoddard (stoddnar@fhcrc.org)

Genome Biology and Evolution

- Editor-in-Chief – Bill Martin (bill@hhu.de)

SIRS JOURNAL LAUNCH

We understand that it is vital that the launch process be effectively managed with a structured approach. To this end, OUP has a dedicated Transitions Project Manager, James Phillpotts, whose specific role is to manage journal launches and transitions and to ensure that all tasks are completed on schedule and to the highest standards. Key deadlines are determined and appropriate schedules created; responsibilities are clearly defined by functional area; formal task lists are completed and tracked against the overall launch timeline. The project team will meet regularly until the launch has been finalized to ensure that departmental actions are not being carried out in isolation, and to promote clear internal communications and cohesive actions. James will work to ensure that appropriate resources are dedicated to the launch and that necessary areas of expertise are engaged to meet any specific operational requirements.

This thorough approach embeds best practice in all levels of our business and ensures that we can provide *SIRS Journal* with a smooth launch, including clear reporting on our progress and milestone achievements. Our proposed launch timetable is below. Of course we will work with SIRS to edit this to the specific needs of the Journal.

LAUNCH TIMETABLE	
March 2013	Decision made to partner with OUP
	Pre-launch checks and details confirmed
April 2013	OUP launch team established
	Set-up on OUP internal systems
May 2013	Contract signed
	Press Release sent regarding SIRS-OUP partnership, calls for submissions sent
July 2013	Production suppliers confirmed
	External and internal designs confirmed
	Carry out copyediting and typesetting tests
August 2013	<i>SIRS Journal</i> homepage design approved
September 2013	Homepage launched at European Conference on Schizophrenia Research
	Calls for submissions, marketing of launch
November 2013	Additional calls for submissions, marketing of launch

January 2014	Marketing activities on-going
	First issue contents received
March 2014	First final versions of articles posted
	Marketing around content launch
April 2014	Official journal launch at 4th Biennial Schizophrenia International Research Society Conference

ABOUT OUP

We hope that SIRS has garnered a sense of what it will be like to partner with OUP on the launch of *SIRS Journal*. We would like to provide you with some important notes on how OUP, as a company, is different from our commercial competitors. Perhaps most important to our society partners, OUP is a department of the University of Oxford and not subject to sale or merger. Commercial publishers with comparable experience are almost all publicly owned and traded, and exist first and foremost to provide a return to their shareholders. At OUP, our own shareholders are academics—our society partners, our authors, the scholars (known as delegates) who steward the Press, and the University of Oxford.

OUP is the largest university press in the world; we are large enough to be competitive with our commercial rivals. The Press employs approximately 5,000 people worldwide, including more than 400 people in our New York office, and more than 200 people in our Cary, NC office. In addition to our main office in Oxford, UK we have 55 offices worldwide, including publishing offices in Australia, Canada, China, India, Kenya, Malaysia, Mexico, Pakistan, South Africa, Spain, and Tanzania. Last year alone we added more than 400 positions to our organization.

The OUP staff working on *SIRS Journal* will be located primarily in our New York, NY and Cary, NC offices. OUP staff will be available to meet with *SIRS Journal* editors at your request to discuss the journal and SIRS' publishing activities. Because we are highly selective in the number of journals we publish, we aren't encumbered by the levels of management of other publishers and can make decisions, take action, and resolve issues quickly and efficiently. All significant policy decisions will be made in consultation with SIRS. You will have direct access to members of our Global Academic Business Board through the President of our US operation, Niko Pfund, and to our Journals Board and our Transitions Board through the head of our US Journal's Editorial Team, Alison Denby.

Our size, our commitment to innovation, publishing excellence, and our mission-focused business model make us an ideal publishing partner for SIRS and, though surplus is not the main driver for our business, our financial performance is exceptionally strong. For more information you can read our 2012 Annual Report at:

http://fds.oup.com/www.oup.com/pdf/OUP_Annual_Report_201112.pdf

YOUR KEY CONTACTS

Editorial

Niko Pfund, President and Academic Publisher, OUP Inc.



As President, Niko is responsible for the operation of our American business. As Academic Publisher, Niko is responsible for US-based journals and books publishing in the social sciences, humanities, sciences, and medicine. A former editor who began as an editorial assistant at Oxford in 1987, he has previously been Director of New York University Press. He has been with OUP since 2000, and has been President since 2010. Niko is a graduate of Amherst College.

Alison Denby, Editorial Director



With over twenty years' experience in journal publishing, Alison joined OUP in 2010 and is responsible for OUP's US journals program. Her primary focus is in developing publishing services to meet the needs of academic associations and societies. She has significant experience in working with society journals, having lead programs in various subject areas at Wiley-Blackwell. Alison holds a BA (Hons) in Business, a Post Graduate Diploma in Marketing, and an MBA from Babson College.

Please note that you will also be assigned an OUP Editor who will be the day to day contact for the Editorial Office and SIRS executives.

Open Access

Rhodri Jackson, Senior Publisher, Oxford Open



Rhodri manages Oxford Open, OUP's OA initiative, and has worked in OA publishing for six years. During Rhodri's tenure Oxford Open has grown to include nine fully OA journals and over one hundred hybrid titles. Rhodri created and runs the "Launching and Managing Open Access Journals" courses for ALPSP, and will provide additional support for *SIRS Journal* in terms of OA developments.

Emily Kearsey, Publishing Assistant, Oxford Open



Emily joined OUP in the summer of 2012. The purpose of her position, new to OUP, is to support the Senior Publisher in managing and administering all aspects of the Open Access program, including both research and development on existing and prospective Open Access initiatives.

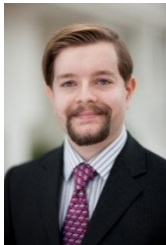
Operations

Cindy Brown, US Production Director



Cindy recently joined OUP and is responsible for formulating and executing journals production and operational plans for the US Journals business. Cindy comes to OUP from Wiley-Blackwell, where she held the position of Senior Production Manager, Medical Journals for nine years. Previously, she was Director of Product Development at Lycos, Inc., and prior to that Cindy was Managing Editor at McGraw-Hill Publishing. She is a graduate of Boston University School of Communications.

James Phillpotts, Transitions Program Manager



James joined OUP from Wiley-Blackwell in March 2010. As Transitions Program Manager he is responsible for managing the transition of journals to and launch of journals with OUP. James ensures that proactive measures are in place to drive achievement of targets in the first year of journal publication. James has an Honors Degree from Oxford and is qualified as an MSP Program Management Practitioner and PRINCE2 Project Management Practitioner.

Technology and Discoverability

Richard O'Beirne, Journals Digital and Strategy Manager



Richard works with our Digital Project Development team to ensure that our technology strategy and capabilities are aligned with our publishing partners' and OUP's business needs. He has worked in digital publishing since 1994 and, as a strong believer in the importance of standards and open collaboration, represents OUP on a number of industry bodies.

Simone Larché, ScholarOne Manuscripts Support Specialist



Simone will be responsible for ScholarOne support of the SIRS Journal editorial staff. She has worked with OUP's only submission systems for seven years, and was previously Head of Publishing Technology and Journals IT at Macmillan Publishers.

Marketing

Erin Ganley, Marketing Manager



In her role as Marketing Manager, Erin Ganley oversees the US journals marketing team. Erin joined OUP's marketing department in 2006 and has extensive experience marketing journals across disciplines. She will manage the team responsible for raising the profile of *SIRS Journal* worldwide.

APPENDIX ONE: ONLINE FEATURES

For *SIRS Journal* readers

Full-text HTML and PDF – all *SIRS Journal* content will be published in HTML as well as PDF

Advance Access – allows articles to be published online as soon as they are accepted by the Editor

e-Letters – allows readers to submit online responses to articles (moderated)

Citing articles – lists what articles have cited another using figures available from ISI and CrossRef

Alerting – keeps readers up to date with the latest research via eTOCs, CiteTrack alerts, and RSS feeds

Virtual Issues – allows users to browse journal articles by subject; find related articles on a particular subject easily

PowerPoint downloads – imports figures directly into PowerPoint slides with full citation information

Toll-free reference links – users can read the full text of HighWire-hosted, referenced articles for free

Mobile optimized sites – all journal webpages can be easily viewed on the smaller screen of mobile devices

Podcasts – allows for downloading of MP3s of author interviews directly from the *SIRS Journal* site or through iTunes

Video – users can view videos associated with articles

Amazon-like recommendations – users can see what content others are reading

Hover-over abstracts – readers can quickly review abstracts on tables of contents or search results without clicking through to another page

Hover-over references – readers can easily see what an inline text reference refers to

Keyword-in-context – search results show text surrounding hits, which allow quick scanning of results with minimal clicks

For *SIRS Journal* authors

Article Data Center – authors can view information about their article's usage

Data supplements – the option to publish supporting research data including audio and streaming video

Online article submission – authors can submit articles easily, with our electronic editorial office support

CrossCheck® – service that proactively helps protect published articles from plagiarism

For SIRS

Discoverability– full text Google & Google Scholar indexing of all content

Standards compliance – full-text XML, Counter, OpenURL, SRU, and many other standard systems and reports are fully supported

DOIs – all articles assigned digital object identifiers (DOIs) and submitted to CrossRef

Long-term preservation – a service available to institutions using LOCKSS caching and Portico

Data distribution – data is delivered to third-party aggregators via OAI-PMH and other mechanisms

RSS feeds – a feature that allows for content syndication and updates to desktop news readers

PDF cover pages – option to include a branded cover or other branding on downloaded PDFs

Cover art – journal cover illustrations can be featured online

Online advertising – state of the art advertising system that allows advertisers to target viewers based on their geographic location (geo-targeting)

Usage statistics – COUNTER and ABCE compliant statistics will be provided to the Society and all subscribing institutions

Online polls – The Society can easily integrate online polls and surveys into any *SIRS Journal* webpage to get reader feedback

Widget construction kit – allows users to create dynamic widgets containing links from Oxford Journals content for them to place on either a Society website, blog, or iGoogle page

APPENDIX TWO: CONFERENCE PRESENCE

CONFERENCE	TYPE OF PRESENCE
American Academy of Clinical Neuropsychology	Manned
American Academy of Neurology	Manned
American Psychiatric Association	Manned
Association of European Psychiatrists Congress	Unmanned
Congress of Controversies In Psychiatry	Unmanned
European Association for Behaviour & Cognitive Therapies	Unmanned
European Federation of Neurological Societies	Unmanned
FENS Forum of Neuroscience	Manned
International Conference on Early Psychosis	Manned
International Conference on Schizophrenia (IConS of SCARF)	TBD
International Congress on Schizophrenia Research	Manned
International Neuropsychology Society	Manned
Meeting of the European Neurological Society	Unmanned
NCDEU: New Research Approaches for Mental Health Interventions (Sponsored by ASCP)	TBD
National Alliance on Mental Illness National Convention	TBD
Psychiatric Institute	Manned
Royal College of Psychiatrists	Unmanned
Schizophrenia International Research Society Conference	Manned
Society for Neuroscience	Manned
Society for Personality and Social Psychology	Manned
Society of Biological Psychiatry Annual Meeting	Manned
World Congress of the International Association for Child & Adolescent Psychiatry	Unmanned
World Congress for Psychiatric Genetics	TBD

APPENDIX THREE: SAMPLE ARTICLE

TOXICOLOGICAL SCIENCES 130(1), 106–116 (2012)

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Three-Dimensional HepaRG Model As An Attractive Tool for Toxicity Testing

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The culture of HepaRG cells as three dimensional (3D) structures in the spinner-bioreactor may represent added value as a hepatic system for toxicological purposes. The use of a cost-effective commercially available bioreactor, which is compatible with high-throughput cell analysis, constitutes an attractive approach for routine use in the drug testing industry. In order to assess specific aspects of the biotransformation capacity of the bioreactor-based HepaRG system, the induction of CYP450 enzymes (*i.e.*, CYP1A2, 2B6, 2C9, and 3A4) and the activity of the phase II enzyme, uridine diphosphate glucuronotransferase (UGT), were tested. The long-term functionality of the system was demonstrated by 7-week stable profiles of albumin secretion, CYP3A4 induction, and UGT activities. Immunofluorescence-based staining showed formation of tissue-like arrangements including bile canaliculi-like structures and polar distribution of transporters. The use of *in silico* models to analyze the *in vitro* data related to hepatotoxic activity of acetaminophen (APAP) demonstrated the advantage of the integration of kinetic and dynamic aspects for a better understanding of the *in vitro* cell behavior. The bioactivation of APAP and its related cytotoxicity was assessed in a system compatible to high-throughput screening. The approach also proved to be a good strategy to reduce the time necessary to obtain fully differentiated cell cultures. In conclusion, HepaRG cells cultured in 3D spinner-bioreactors are an attractive tool for toxicological studies, showing a liver-like performance and demonstrating a practical applicability for toxicodynamic approaches.

Key Words: stirred bioreactor; hepatocytes; CYP induction; acetaminophen; *in silico*.

It has become increasingly clear that the kinetic and metabolic fate of a compound has an important influence on its toxic potential, disposition in the body and eventual excretion. Although *in vitro* and *in silico* human metabolic competent test

systems are considered essential parts of integrated test strategies for systemic toxicity, metabolism is still considered a bottleneck in *in vitro* toxicological test development (Coecke *et al.*, 2006). Therefore, in order to carry out predictive studies on the biological effects of chemicals using *in vitro* methods, it is essential to develop reliable and relevant human-based *in vitro* test systems that are metabolically competent and will model the hepatic biotransformation process. The *in vitro* results obtained from such a system can be then further integrated using *in silico* computer models (such as physiologically based toxicokinetic [PBTK] models) and converted into dose-response information for the entire organism enabling to assess the safety profiles of compounds. This opens the possibility of using modeling techniques to bridge the *in vitro* and *in vivo* paradigm. However, better *in vitro* models that maintain the liver function over extended time span are needed so as to improve the predictive power of this approach.

To demonstrate the presence of key representatives of the metabolic competence of any metabolic *in vitro* system such as cell lines, liver slices, primary cells, or stem cells, the presence and activity of phase I and phase II biotransformation enzymes should be evaluated (Coecke *et al.*, 2006). Furthermore, it is important that not only the metabolic machinery is functional, but also the phenotypic characteristics such as the polar arrangement of the hepatocytes *in vivo* are essential, including the apical and biliary sides characterized by the presence of the critical transporters.

Primary cultures of human hepatocyte (PHH) are considered as the gold standard for testing liver toxicity because they reflect better the situation *in vivo*. However, these cells are rather difficult to obtain. Besides undergoing spontaneous dedifferentiation, their metabolic profile is highly dependent on the donor source and thus presents a typical donor

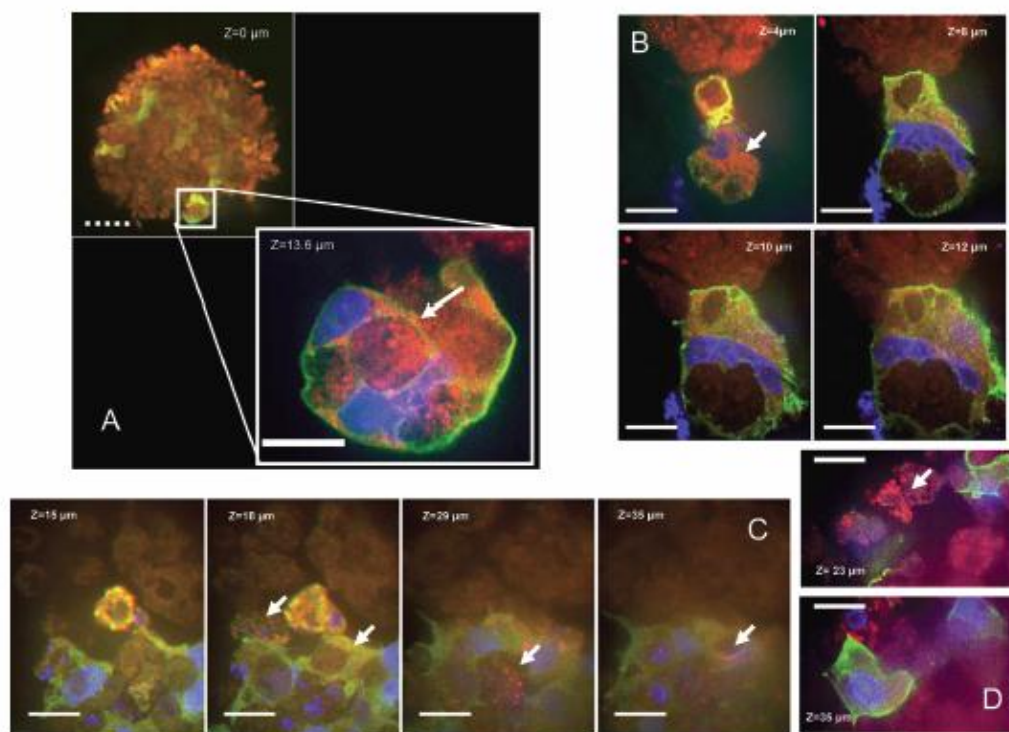


FIG. 3. 3D organization of the HepaRG spheroids (3D Diff culture). (A–D) Details of a spheroid showing non-homogenous distribution that indicates polarization of the PGP transporter (white arrow). F-actin fibers localize at the level of cell membranes, and it is enriched in bile canaliculi-like structures. Stained dots. White dash bar (A) corresponds to 50 μm ; white full bar corresponds to 15 μm .

TABLE 1
LC Gradient Conditions Applied for Analysis of CYP Products

Gradient	0 min	0.4 min	2.2 min	3.0 min	3.01 min	4 min
A (% v/v)	95	95	5	5	95	95
B (% v/v)	5	5	95	95	5	5

Phase I and Phase II Enzyme Activities (3D Diff)

Functional activity of CYP450 enzymes. Figure 4 shows the inducibility of the major phase I enzymes in 3D HepaRG culture upon exposure to their reference inducers (assessed by the CYP-substrate cocktail assay). All tested CYPs were induced more than twofold by the positive inducers. Upon exposure to BNF, phenacetin-O-dealkylase (CYP1A2) was induced 17.8 ± 1.8 -fold (mean \pm SD). The induction rate for bupropion-hydroxylase (CYP2B6) increased to 5.6 ± 1.0 -fold after treatment with PB. Both CYP2C9 (diclofenac-4'-hydroxylase) and CYP3A4 (midazolam-1'-hydroxylation) were effectively induced by RIF to the levels of 4.1 ± 0.3 and 2.8 ± 0.3 , respectively.

Long-term characterization of biotransformation—determination of CYP3A4 and UGT activity. We selected the most

representative enzymes of the biotransformation phases I and II and assessed their long-term biotransformation capacity by assays repeated on the third, fifth, and seventh weeks (Fig. 5). Stable induction of CYP3A4 (measured with use of the luminescent assay; Fig. 5A) was shown up to seventh week of culture. Upon exposure to RIF and PB, the enzyme was induced up to 7.15 ± 1.84 (mean \pm SD) and 2.76 ± 0.29 -fold, respectively. No induction was observed in response to BNF.

The activity of the phase II enzyme UGT in 2D and 3D HepaRG-differentiated cultures was evaluated for the first time, according to our knowledge. UGT remained active over the whole tested period in both 2D cultures (Fig. 5B, striped bars) and 3D differentiated spheroids (Fig. 5B, black bars). However, in 2D cultures, the activity of the enzyme decreased over time ($p < 0.5$), whereas in 3D cultures it stayed stable at third to fifth weeks and increased at seventh week ($p < 0.5$). Compared with 2D cultures, the activity of UGT in 3D model was ~ 2 – 20 times higher.

Biocompetency: APAP Toxicity (3D Diff)

As shown in Figure 6A, the APAP cytotoxicity profiles were similar throughout the tested period (third, fifth, and

APPENDIX FOUR: FINANCIAL PROJECTIONS

Scenario A: SIRS ownership over a 10 year contract

YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total revenue from OA fees		0	0	134,680	169,515	187,515	198,350	219,185	238,020	258,855	277,690
Costs	Honoraria	10,000	10,300	10,609	10,927	11,255	11,593	11,941	12,299	12,668	13,048
	Sponsorship	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	Production	20,619	16,439	16,946	17,653	18,374	18,921	19,670	20,434	21,213	22,009
	VEO	5,685	7,191	7,351	8,953	9,222	9,498	9,783	10,077	10,379	10,690
	ScholarOne	2,000	1,125	1,350	1,800	1,854	1,910	1,967	2,026	2,087	2,149
	Marketing	10,000	9,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
Total costs		49,304	45,055	45,256	48,333	49,705	50,922	52,361	53,835	55,346	56,896
Profit/loss for allocation		49,304	45,055	89,424	121,182	137,810	147,428	166,824	184,185	203,509	220,794
SIRS Royalty Share		0	0	26,936	33,903	37,503	39,670	44,796	49,505	54,714	59,423
Honoraria		10,000	10,300	10,609	10,927	11,255	11,593	11,941	12,299	12,668	13,048
Sponsorship		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL DUE TO SIRS		11,000	11,300	38,545	45,830	49,758	52,263	57,737	62,804	68,382	73,471

Scenario B: SIRS/OUP joint ownership over a 10 year contract

YEAR		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total revenue from OA fees		0	0	134,680	169,515	187,515	198,350	219,185	238,020	258,855	277,690
Costs	Honoraria	15,000	15,450	15,914	16,391	16,883	17,389	17,911	18,448	19,002	19,572
	Sponsorship	5,000	5,150	5,305	5,464	5,628	5,796	5,970	6,149	6,334	6,524
	Editorial Meeting	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	Production	20,619	16,439	16,946	17,653	18,374	18,921	19,670	20,434	21,213	22,009
	VEO	5,685	7,191	7,351	8,953	9,222	9,498	9,783	10,077	10,379	10,690
	ScholarOne system	2,000	1,125	1,350	1,800	1,854	1,910	1,967	2,026	2,087	2,149
	Marketing	10,000	9,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000
	Total costs	59,304	55,355	55,865	59,261	60,960	62,514	64,301	66,134	68,014	69,944
Profit/loss for allocation		59,304	55,355	78,815	110,254	126,555	135,836	154,884	171,886	190,841	207,746
SIRS Royalty Share		0	0	47,138	59,330	65,630	69,423	76,715	83,307	90,599	97,192
Honoraria		15,000	15,450	15,914	16,391	16,883	17,389	17,911	18,448	19,002	19,572
Sponsorship		5,000	5,150	5,305	5,464	5,628	5,796	5,970	6,149	6,334	6,524
Editorial Meeting		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
TOTAL DUE TO SIRS		21,000	21,600	69,356	82,185	89,140	93,608	101,596	108,904	116,934	124,287

SIRS Evaluation of Open Access Proposals:

	Bio Med Central	Elsevier	Nature Publishing Group	Oxford University Press
Experience with OA publishing				
Experience with start up journals	excellent	okay	excellent	okay
Experience overall with OA	excellent	okay	okay	okay
Financial information				
Amount of APC	Low APC = \$2240	Low APC = \$1900	Low APC = \$2200/\$1500	High APC \$3k/\$2k
Projected financial return to SIRS	(\$7750) loss over 5 yrs.	\$150K+ over 5 yrs	(\$97,280) loss over 8 years	\$340K+ over 10 yrs
Production support	excellent	excellent	excellent	excellent -
Overall excellence of product	excellent	excellent	excellent ++	excellent +
Schedule from submission to publication	excellent	excellent	excellent	excellent
Manuscript submission process	excellent	excellent	excellent	excellent
Marketing plan	good	excellent	excellent	excellent
Other				
Overall impressions				
Questions / More information needed				

Nature

	2013	2014	2015	2016	2017	2018	2019	2020	CUMM
SIRS members		20	25	31	39	49	61	76	301
Member price	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
<i>Subtotal revenues</i>	<i>\$30,000</i>	<i>\$37,500</i>	<i>\$46,500</i>	<i>\$58,500</i>	<i>\$73,500</i>	<i>\$91,500</i>	<i>\$114,000</i>		<i>\$451,500</i>
Nonmember papers		5	6	8	10	12	15	19	75
Nonmember price	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	
<i>Subtotal revenues</i>	<i>\$11,000</i>	<i>\$13,200</i>	<i>\$17,600</i>	<i>\$22,000</i>	<i>\$26,400</i>	<i>\$33,000</i>	<i>\$41,800</i>		<i>\$165,000</i>
TOTAL PAPERS		25	31	39	49	61	76	95	376
Reprints	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>1000</i>	<i>\$7,000</i>
TOTAL REVENUES	\$42,000	\$51,700	\$65,100	\$81,500	\$100,900	\$125,500	\$156,800		\$623,500

Costs									
Production	\$15,000	\$4,953	\$5,929	\$7,100	\$8,661	\$10,612	\$12,954	\$15,881	\$81,090
Developmental	\$40,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$40,000
Editorial	\$14,000	\$16,200	\$16,404	\$22,612	\$22,824	\$23,041	\$23,262		\$138,343
Commercial Sales	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$1,400
Promotion	\$15,000	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$73,000
Misc Costs	\$61,308	\$63,760	\$66,310	\$68,963	\$71,721	\$74,590	\$77,574		\$484,226
TOTAL COSTS	\$70,000	\$90,461	\$94,089	\$98,014	\$108,436	\$113,357	\$118,785	\$124,917	\$818,059

Gross Profit	(\$70,000)	(\$48,461)	(\$42,389)	(\$32,914)	(\$26,936)	(\$12,457)	\$6,715	\$31,883	(\$194,559)
SIRS Profit (50%)	(\$35,000)	(\$24,231)	(\$21,195)	(\$16,457)	(\$13,468)	(\$6,229)	\$3,358	\$15,942	(\$97,280)
NPG Profit (50%)	(\$35,000)	(\$24,231)	(\$21,195)	(\$16,457)	(\$13,468)	(\$6,229)	\$3,358	\$15,942	(\$97,280)

Oxford

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CUMM
Papers	60	70	11	4	5	6	6	6	7	7	182
Price (Waived APC)	0	0	0	0	0	0	0	0	0	0	
Subtotal revenues	0	0	0	0	0	0	0	0	0	0	0
SIRS members	0	0	56	72	81	85	94	102	111	119	720
Member price	\$1,750	\$1,750	1750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	
Subtotal revenues	\$0	\$0	\$98,000	\$126,000	\$141,750	\$148,750	\$164,500	\$178,500	\$194,250	\$208,250	\$1,260,000
Nonmember papers	0	0	8	9	9	10	11	12	13	14	86
Nonmember price	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	
Subtotal revenues	\$0	\$0	\$24,000	\$27,000	\$27,000	\$30,000	\$33,000	\$36,000	\$39,000	\$42,000	\$258,000
TOTAL PAPERS	60	70	75	85	95	101	111	120	131	140	988
TOTAL REVENUES	\$0	\$0	\$122,000	\$153,000	\$168,750	\$178,750	\$197,500	\$214,500	\$233,250	\$250,250	\$1,518,000
SIRS Revenue	\$0	\$0	\$24,400	\$30,600	\$33,750	\$35,750	\$39,500	\$43,625	\$48,313	\$52,563	\$308,500
SIRS meeting sponsorship	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$10,000
TOTAL REVENUES	\$1,000	\$1,000	\$25,400	\$31,600	\$34,750	\$36,750	\$40,500	\$44,625	\$49,313	\$53,563	\$318,500
Editor Honoraria	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255	\$11,593	\$11,941	\$12,299	\$12,668	\$13,048	\$114,639

Nature under Oxford assumptions

	2013	2014	2015	2016	2017	2018	2019	2020	CUMM
SIRS members		60	70	67	76	86	90	99	548
Member price		\$0	\$0	\$1,750	\$1,750	\$1,750	\$1,750	\$1,750	
<i>Subtotal revenues</i>		\$0	\$0	\$117,250	\$133,000	\$150,500	\$157,500	\$173,250	\$731,500
Nonmember papers		0	0	8	9	9	10	11	47
Nonmember price		\$0	\$0	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	
<i>Subtotal revenues</i>		\$0	\$0	\$24,000	\$27,000	\$27,000	\$30,000	\$33,000	\$141,000
TOTAL PAPERS		60	70	75	85	95	100	110	595
Reprints		1000	1000	1000	1000	1000	1000	1000	\$7,000
SUBTOTAL REVENUES		\$1,000	\$1,000	\$142,250	\$161,000	\$178,500	\$188,500	\$207,250	\$879,500
Costs									
Production	\$15,000	\$4,953	\$5,929	\$7,100	\$8,661	\$10,612	\$12,954	\$15,881	\$81,090
Developmental	\$40,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$40,000
Editorial	\$14,000	\$16,200	\$16,404	\$22,612	\$22,824	\$23,041	\$23,262	\$23,262	\$138,343
Commercial Sales	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$1,400
Promotion	\$15,000	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$73,000
Misc Costs	\$61,308	\$63,760	\$66,310	\$68,963	\$71,721	\$74,590	\$77,574	\$77,574	\$484,226
TOTAL COSTS	\$70,000	\$90,461	\$94,089	\$98,014	\$108,436	\$113,357	\$118,785	\$124,917	\$818,059
Gross Profit	(\$70,000)	(\$89,461)	(\$93,089)	\$44,236	\$52,564	\$65,143	\$69,715	\$82,333	\$61,441
SIRS Profit (50%)	(\$35,000)	(\$44,731)	(\$46,545)	\$22,118	\$26,282	\$32,572	\$34,858	\$41,167	\$30,721
NPG Profit (50%)	(\$35,000)	(\$44,731)	(\$46,545)	\$22,118	\$26,282	\$32,572	\$34,858	\$41,167	\$30,721

This assumes the number of papers in Oxford's proposal at the APC Oxford Proposed

Oxford under Nature assumptions

	2014	2015	2016	2017	2018	2019	2020	CUMM
SIRS members	20	25	31	39	49	61	76	301
Member price	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	
<i>Subtotal revenues</i>	<i>\$30,000</i>	<i>\$37,500</i>	<i>\$46,500</i>	<i>\$58,500</i>	<i>\$73,500</i>	<i>\$91,500</i>	<i>\$114,000</i>	<i>\$451,500</i>
Nonmember papers	5	6	8	10	12	15	19	75
Nonmember price	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	
<i>Subtotal revenues</i>	<i>\$11,000</i>	<i>\$13,200</i>	<i>\$17,600</i>	<i>\$22,000</i>	<i>\$26,400</i>	<i>\$33,000</i>	<i>\$41,800</i>	<i>\$165,000</i>
TOTAL PAPERS	25	31	39	49	61	76	95	376
TOTAL REVENUES	\$41,000	\$50,700	\$64,100	\$80,500	\$99,900	\$124,500	\$155,800	\$616,500
SIRS Revenue	6,000	7,500	9,300	11,700	14,700	18,300	22,800	90,300
SIRS Meeting Sponsorship	1,000	1,000	1,000	1,000	1,000	1,000	1,000	7,000
TOTAL REVENUES	7,000	8,500	10,300	12,700	15,700	19,300	23,800	97,300
Editor Honoraria	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255	\$11,593	\$11,941	\$76,625

This assumes the number of papers in Nature's proposal at the APC Nature Proposed

Saturday, 5 April 2014

6:00 pm – 7:00 pm – Opening Keynote Lecture : Huda Akil: Personal journey in neuroscience research

PLENARY SESSIONS:

Sunday, 6 April 2014

8:30 a.m. – 12:00 p.m. *Schizophrenia Research in an era of Neuroscience revolution*

Chair:

Co-Chair:

Gwas studies in schizophrenia: O'Donovan

Connectomics: Jeff Lichtman/ Van Essen/ Ed Bullmore

Genomics: Geshwind

The developing brain: implications for schizophrenia, Stewart Anderson

Optogenetics and Oscillations: Sohal?

Molecular targeting: Jonathan Javitch?

Commented [AA1]: Potential additional choices

Monday, 7 April 2014

8:30 a.m. – 12:00 p.m. *Behavioral and Imaging translational assays in drug development: of mice and men*

Chair: J. Krystal

Co-Chair: Holly Moore

Introduction: Conceptual framing, purposes, benefits, and Brief Perspective from Industry: the Chairs and D Umbricht

Psychosis Assays: what is available, what is needed: Tony Grace

Psychosis Assays: what is available, what is needed: Paul Fletcher

Reward Assays: what is available, what is needed: Barch/ Gold/ M Delgado

Cognitive Assays: what is available, what is needed: Tricklebank/ Barch

Sociability Assays: what is available, what is needed: Millan / Green/ Sarah Blakemore

Tuesday, 8 April 2014

8:30 a.m. – 12:00 p.m. *Update on Therapeutics: improving the clinical yield*

Chair: Kane

Co-Chair:

Sharpening the signal in clinical trials: John Kane

Sharpening the signal in cognitive enhancement trials: Richard Keefe

Lessons from PDE10: Chris Schmidt (Pfizer)

Lessons from mGluR2: / senior person from Lilly: Carlos Gomez

Other clinical topics: Assessment/Treatment of Negative Symptoms- Could be a part of Update on
Therapeutics: Umbricht

Commented [AA2]: Optional if enough space

Collaboration of Therapeutics – J. Rabinowitz to present on 9 different pharmaceutical
companies/educational institutes collaborations.

Wednesday, 9 April 2014

8:30 a.m. – 12:00 p.m. *The clinical challenges of comorbid disorders*

Chair: Robin Murray

Co-Chair:

Comorbidity with Addiction or Comorbidity with Nicotine smoking: Tony George? Robin Murray?

Obesity/ cardiovascular disease in scz: Christoph Correll

Comorbidity with OCD: Schirmbeck F?

Comorbidity with Depression: George Anderson?

Commented [AA3]: This session needs additional names. Unfortunately I do not know enough people doing this type of research who may be good speakers. I hope you can suggest and add some.

Schizophrenia International Research Society, Inc.
Budget vs. Actual by Programs/Projects
January through December 2013

Congress			
Jan - Dec 13	2013 Budget	2014 Budget	TOTAL 2013 & 2014 Combined Budget

Ordinary Income/Expense

Income

Donations	0.00		0.00
Miscellaneous Income	0.00		0.00
Congress Income			0.00
Registration	0.00	940,400.00	940,400.00
CME Credits	0.00	4,500.00	4,500.00
Commission Income	0.00	20,100.00	20,100.00
Congress Income - Other	0.00		0.00
Total Congress Income	0.00	0.00	965,000.00

4-100 - Dues

4-101 - Member Dues	0.00		0.00
4-102 - Corporate Sponsorship	0.00		0.00
4-100 - Dues - Other	0.00		0.00
Total 4-100 - Dues	0.00	0.00	0.00

4-200 - Corporate Support

	203,800.00	132,900.00	336,700.00
Grant Income			
Travel Award Grants	0.00		0.00
Educational Grants	0.00	32,300.00	32,300.00
Grant Income - Other	0.00		0.00
Total Grant Income	0.00	32,300.00	32,300.00

Regional Meeting Income

Registration	0.00		0.00
Regional Meeting Income - Other	0.00		0.00
Total Regional Meeting Income	0.00		0.00

Investment Income

Interest Income	0.00		0.00
Investment Income - Other	0.00		0.00
Total Investment Income	0.00		0.00

Memorial Donations

Royalty Income			0.00
Elsevier	0.00		0.00
Royalty Income - Other	0.00		0.00
Total Royalty Income	0.00		0.00

47900 - Sales

	0.00		0.00
Total Income	0.00	203,800.00	1,130,200.00

Expense

Office Expenses

Postage and Shipping

Shipping Expenses	0.00		0.00
Postage Expense			0.00
Postage	0.00		0.00
Postage Expense - Other	0.00		0.00
Total Postage Expense	0.00		0.00

Postage and Shipping - Other

	0.00		0.00
Total Postage and Shipping	0.00		0.00

Printing

Office Supplies	0.00		0.00
Copying Expenses			0.00
Copying	0.00		0.00
Copying Expenses - Other	0.00		0.00
Total Copying Expenses	0.00		0.00

Schizophrenia International Research Society, Inc.
Budget vs. Actual by Programs/Projects
January through December 2013

Congress				
Jan - Dec 13	2013 Budget	2014 Budget	TOTAL 2013 & 2014 Combined Budget	
Office Expenses - Other	0.00		0.00	
Total Office Expenses	0.00		0.00	
Meeting Expense				
Meeting-Honoraria	0.00	2,200.00	2,200.00	
Meeting Management Fees			0.00	
Meeting Management Fee-Other	0.00	94,000.00	94,000.00	
Meeting Management Fee-PMG	0.00	73,500.00	73,500.00	
Meeting Management Fees - Other	0.00		0.00	
Total Meeting Management Fees	0.00	167,500.00	167,500.00	
Meeting Signage		7,100.00	7,100.00	
Meeting- Bank Fees		16,500.00	16,500.00	
VAT		163,200.00	163,200.00	
 Meeting-Travel Awards	0.00	32,300.00	32,300.00	
Meeting-Travel				
Meeting-Lodging and Meals	0.00	3,000.00	26,100.00	29,100.00
Meeting-Local Transportation	0.00	1,000.00	600.00	1,600.00
Meeting-Airfare		2,000.00	106,200.00	108,200.00
Meeting-Airfare-Board Members	0.00			0.00
Meeting-Airfare-Speaker	0.00			0.00
Meeting-Airfare-Staff	0.00			0.00
Meeting-Airfare - Other	0.00			0.00
Total Meeting-Airfare	0.00	2,000.00	106,200.00	108,200.00
 Meeting-Travel - Other	0.00			0.00
Total Meeting-Travel	0.00			0.00
 Meeting-Printing	0.00	3,000.00	25,300.00	28,300.00
Meeting-Shipping	0.00			0.00
Meeting-Plaques & Certificates	0.00		2,000.00	2,000.00
Meeting-Supplies	0.00		14,600.00	14,600.00
Meeting-Audio/Visual Expenses				
Labor	0.00		27,000.00	27,000.00
Equipment/Internet	0.00		40,500.00	40,500.00
Meeting-Audio/Visual Expenses - Other	0.00			0.00
Total Meeting-Audio/Visual Expenses	0.00		67,500.00	67,500.00
Meeting- Website/Logo/Image			2,800.00	2,800.00
Meeting-Abstracts				
Abstract Management		10,000.00	10,000.00	20,000.00
Abstract Publishing			21,000.00	21,000.00
Total- Abstracts		10,000.00	31,000.00	41,000.00
Meeting-CME Credits	0.00		8,700.00	8,700.00
Meetings - Room/Space Rental	0.00		177,200.00	177,200.00
Meetings - Registration Fees	0.00			0.00
Meetings - Poster Sessions	0.00		13,000.00	13,000.00
Meetings - Other	0.00		1,300.00	1,300.00
Meetings - Food & Beverage	0.00		188,900.00	188,900.00
Meetings - Decorations	0.00		700.00	700.00
Meeting Expense - Other	0.00			0.00
Total Meeting Expense	0.00	\$ 19,000.00	\$ 1,054,700.00	\$ 1,073,700.00
 Bank Service Charges	0.00			0.00
Computer and Internet Expenses				0.00
Consulting	0.00			0.00
Programming	0.00			0.00
Computer and Internet Expenses - Other	0.00			0.00
Total Computer and Internet Expenses	0.00			0.00
 Credit Card Processing Fees	0.00			0.00

Schizophrenia International Research Society, Inc.
Budget vs. Actual by Programs/Projects
January through December 2013

Congress				
	Jan - Dec 13	2013 Budget	2014 Budget	TOTAL 2013 & 2014 Combined Budget
Insurance Expense				0.00
Business Liability	0.00			0.00
Directors & Officers Liability	0.00			0.00
Event Cancellation	0.00	5,000.00		5,000.00
Insurance Expense - Other	0.00			0.00
Total Insurance Expense	0.00	5,000.00		5,000.00
License and Fees	0.00			0.00
Management Fee	0.00			0.00
Professional Fees				0.00
Accountant Fees	0.00			0.00
Legal Fees	0.00			0.00
Professional Fees - Other	0.00			0.00
Total Professional Fees	0.00			0.00
Subscriptions				0.00
Elsevier Subscriptions	0.00			0.00
Oxford University Press	0.00			0.00
Subscriptions - Other	0.00			0.00
Total Subscriptions	0.00			0.00
Telephone Expense				0.00
Teleconference	0.00			0.00
Long Distance	0.00			0.00
Telephone Expense - Other	0.00			0.00
Total Telephone Expense	0.00			0.00
Travel Expense				
Airfare				0.00
Airfare-Board Members	0.00			0.00
Airfare-Speaker	0.00			0.00
Airfare-Staff	0.00			0.00
Airfare - Other	0.00			0.00
Total Airfare	0.00	0.00		0.00
Local Transportation	0.00			0.00
Lodging and Meals	0.00			0.00
Travel Expense - Other	0.00			0.00
Total Travel Expense	0.00	0.00		0.00
Total Expense	0.00	24,000.00	1,054,700.00	1,078,700.00
Net Ordinary Income	0.00	179,800.00	75,500.00	255,300.00
Other Income/Expense				
Other Income	0.00	0.00		0.00
Other Expense				0.00
Total Other Expense	0.00			0.00
Net Other Income	0.00	0.00	0.00	0.00
Net Income	0.00	179,800.00	75,500.00	255,300.00



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Parthenon Management Group, LLC

DATE: April 5, 2013
TO: SIRS Board of Directors
FROM: Sarah Timm and Elizabeth Wasternack
SUBJECT: Venue Selection for SIRS 2016

During the 2012 Board Meeting in Florence, the Board decided to keep the SIRS meeting in Italy, but asked the Executive Office to investigate other venues for the conference in Italy. Attached is a summary comparison of the four cities for the 2016 Biennial Meeting. Those cities are: Venice, Turin, Genoa and Florence. As you can see from the attached summary grid, we investigated rental cost of meeting space, number of hotels in close proximity, cost of 3*, 4* and 5* hotels, average temperature and ease of travel. Below is a brief summary of each city.

Venice

While, the construction of new meeting space at the conference center has still stalled, the existing center is still in use and can house our meeting. The Excelsior Hotel (main hotel by the conference center) is open and can offer a good number of rooms to us. The other large hotel on the lido, the Des Baines, is closed and will reopen soon as condominiums. There is a total of 1379 sleeping rooms on the lido. Most attendees could stay on the lido if they choose, though those staying off the lido will have to pay for a water taxi. The rental cost for this option is considerably higher than Florence. Transportation would have to be arranged for attendees as some hotels are further away than others from the Conference Center. The conference will have to pay for a bus system on the lido. Another concern with Venice will be the weather. The last time the conference was held there it was in the month of June and not April. It will be considerably cooler.

Turin

Turin has a very nice conference center with condensed space; however it is outside the city center. There is one large hotel (230 rooms) adjoining the center, but the majority of the attendees would have to take the metro in order to reach the congress center. The metro is an easy ride with a single line through the center of the city, so even though there is a metro ride, it would be easy for attendees..

Genoa

There are 1085 sleeping rooms near the hotel with the remaining sleeping rooms being spread out into Arenzano or Nervi which are Genoa suburbs and 10km or further from the conference center. Public transportation would be necessary and the closest metro station is 200 meters from the conference

center. The Conference Center, which is located directly on the harbor, would meet our needs; however, it has an odd lay-out with the stage being in between the two auditoriums which would require splitting the audience and creates an awkward position for the speaker. The historic town center is about a 15 minute walk away from the Porto Antico; however, shuttle service would be highly recommended.

Florence

Florence continues to be a financially attractive venue for SIRS. The venue has the lowest rental cost of all cities considered and is the only venue located in the city center. Florence has limited space and dates in April 2014. The Cavaniglia, location for posters in 2012, is available 2-6 April and 9-13 April. This decreases the cost from 2012 by 12,000 euros since we do not have to rent the Spadolini, the lower conference hall with more space, but a higher rental cost.

Moving forward, the Board should offer us feedback on their preferred venue and a back-up venue to begin negotiations. A decision on 2016 should occur this year or early 2013 to ensure space availability.

SIRS Site/city comparison				
	Florence, Italy	Venice, Italy	Turin, Italy	Genoa, Italy
Dates available -- Passover begins on the evening of 14 April and ends on the evening of 22 April, so we recommend the dates of 2-6 April or 9-13 April.	2-6 April 2016 9-13 April 2016	9 - 13 April 2016 16 - 20 April 2016	2-6 April 2016 9-13 April 2016	16 - 20 April 2016
Congress Center	FIRENZE FIERA (Palazzo Congressi, Centro Affari, Spadolini Lower Floor)	Venice PALAZZO DEL CASINO' + PALAGALILEO	Turin CENTRO CONGRESSI	Genoa CENTRO CONGRESSI MAGAZZINI DEL COTONE
Congress Center Cost, VAT Inclusive	€ 104,740	€ 140.000,00 ca	€ 134,954	€ 136,225
HOTELS - Approx. rooms within walking distance	Hotels within walking distance from the Firenze Fiere: 236 hotels for 11997 rooms	1379 rooms in Lido 189 rooms in 5 star hotel in Lido 479 rooms in 4 star hotel in Lido 562 rooms in 3 star hotels in Lido 149 rooms in 2 or 1 star hotels in Lido Venice City center has more than 10,000 room capacity Another option is the Hilton Molino Stucky which has 900 rooms. It is across the water and we would have to utilize water taxis which would incur additional expense.	Hotels within walking distance of the Lingotto District: 230 rooms In the city of Turin 526 rooms in 5 star 2,540 rooms in 4 star hotel 2,748 rooms in 3 star hotels + additional rooms in the metropolitan area	Within a distance of 10km from the Congress Center: 1,030 rooms in 4 stars hotel 55 rooms 3 stars hotels The remaining hotel rooms would be in Genoa suburbs approximately 10km or more away.
3* Avg. Price range	132,00€ -143,00€.	€ 135.00	€ 130-140	€ 140-155
4* Avg. Price range	176,00€ -245,00€.	€ 175.00	€ 155-170	€ 165-190
4* Superior Avg. Price range	320,00€	same as 4 star hotels	€ 190.00	€ 190-215
Weather: Avg high temp over dates	7°c - 18°c	8°c - 16°c	6°c - 13°c	11°c - 17°c
Travel- Airports	Flights into Pisa, from Pisa it is a 45 minute car ride or a 30 minute train ride.	The Airport of Venice is an International Airport , the fourth in Italy. There is a direct flight from New York JFK airport to Venice and vice versa. Venice is also located close to the airports of Milano Malpensa (the biggest one in Italy) and Linate , with the possibility to take a domestic flight or train.	The airport of Turin has flights coming from the main European hubs such as Amsterdam, Brussels, Frankfurt, Munich, London (mainly Gatwick, but also Stansted) and Paris. The airport in Turin is 16 Km from the city center and is connected to it via train (19 minutes) as well as through a bus connection service. The closest airport connecting to US flights is Milano Malpensa (New York/LA) as well as other main international airports. You can get from Milano Malpensa airport to Turin by bus (1.50 minutes) and by train (1 hr from the central train station in Milan which is connected to Malpensa airport either with a 40 minute shuttle ride or by taking the Malpensa Express (in Terminal 1) which will take 50 minutes.	Genoa's "Christoforo Colombo" Airport offers the fastest connections with the rest of Italy and the major European cities. It is situated at Sestri Ponente, about 6 km from the city center, and is linked up with the centre and the railway stations by bus.
Local Transportation	Not necessary in Florence	In Venice it is possible to choose between public transportation (bus-boats called "vaporetti" and bus in the mainland) and private transportation (watertaxi in the historical center, car taxi in the mainland and at Lido of Venice).	It is not necessary to organize transfer from the center because of the great connections with the metro. TBD- city concessions for public transport	The heart of the historic center is about 15 minutes away from the Porto Antico and it is a pleasant walk, in part through a pedestrian street. Nevertheless shuttle services are probably necessary and highly suggested. There is not public service stopping right in front of the congress center, the closest is the metro station about 200 mts from the congress center.
VAT	21% add in; 10% on hotels	21% add in; 10% on hotels	21% add in; 10% on hotels	21% add in; 10% on hotels
Notes:	All in the center of Florence with walking distance to congress venue and a high standard of hospitality.	There are not many hotels in Lido which are in the star category which SIRS participants usually book, but Venice city center can host many rooms, even if more expensive than the ones in Lido.	Close to the congress center (NH has direct entrance to the congress center) or to the city center. It is well connected with the metro.	Some of the hotels are located in Arenzano or Nervi (which are Genoa suburbs, 10km far from the conference center).
Cost of Meeting Space in 2014 = 125.000,00€				

2012 - 2014 Committee Charges

Awards Committee

- **CHARGE:** Consider honorific awards presented at the SIRS 2012 conference: Outstanding Basic Science Research, Outstanding Clinical Research and Rising Star and make a recommendation to the Board if these three awards should be presented at the 2014 conference. Determine if additional awards should be considered and make appropriate recommendation to Board. Contact Organizers of ICOSR to inquire in a promotional flyer may be presented at the meeting in April 2013. Confirm criteria for awards and schedule with deadlines.
APRIL UPDATE: Chairs have reviewed the three awards and have determined that they should be presented again at the 2014 conference. They have confirmed the schedule with deadlines for the call for nominations, submission deadlines and decision deadlines. A flyer was created and it will be included in the ICOSR bags at the conference in April 2013.
- **CHARGE:** Contact Cognitive Neuropsychiatry, Schizophrenia Bulletin and Schizophrenia Research to ask interest in sponsoring poster awards for 2014 Conference. Promote poster awards to young investigators. Review poster presentation finalists during 2014 conference to identify award winners with editorial staff from the three journals.
APRIL UPDATE: All poster sponsors were contacted and are willing to sponsor again.

Education Committee

- **CHARGE:** Discuss how the Society can be a source of information and education to the public, press and professionals in clinical practice internationally in the field.
APRIL UPDATE: There was an Education Committee call in October and there was discussion on whether it would be best to have a Clinical Trials Workshop in the US or abroad. There was also discussion about setting up teaching sessions similar to those offered by the European Psychiatric Association wherein two leaders from the APA are partnered with two local academics from the host city. No decisions have been made at this time. A Clinical Trials Workshop has been discussed; however, it is uncertain if it would be best to have in the U.S. or overseas.
- **CHARGE:** Identify regional meeting opportunities for the Society.
APRIL UPDATE: The Committee has identified New Delhi, India and Buenos Aires, Argentina as possible regional meeting locations and arrangements have begun to be made for these meetings.
- **CHARGE:** Determine how the Society can use content from meeting on the website for on-line training.
APRIL UPDATE: The SIRS session from ICOSR will be audio recorded and posted on the SIRS website with a slide-cast.
- **CHARGE:** Identify sessions at the 2014 Biennial Conference to include on the website as summary sessions for online educational content.
APRIL UPDATE: This will occur later in the year.
- **CHARGE:** Develop training opportunities for travel awardees by organizing the travel awardee orientation at the 2014 Biennial Conference.

- The orientation should include other junior investigators not approved for travel awards as participants.
 - Identify sessions and speakers for travel awardee orientation.
 - Assign young investigators to a senior investigator prior to the conference and meet at the orientation. The junior investigator will rehearse poster presentation to senior investigator who will critique the poster and provide feedback and recommendations.
- APRIL UPDATE: This will occur later in the year.

Ethics Committee

- CHARGE: Respond to any member ethical issues that arise by the By-Laws.
APRIL UPDATE: No issues have arisen at this time.
- CHARGE: Develop a Statement on the Roles and Responsibilities of Supporting Corporations.
APRIL UPDATE: The Committee has drafted and approved a Statement on the Roles and Responsibilities of Supporting Corporations. The Board will review and vote on the Statement, see agenda and attachment.

Finance Committee

- CHARGE: Oversee the audit of the Society finances conducted by Frazier, Dean and Howard to ensure Society finances are being handled appropriately.
APRIL UPDATE: The audit will take place the week of May 6th, 2013.

History and Archives Committee

- CHARGE: Accountability for the Archives; Describe how the history committee will establish and maintain the oversight of issues like legal ownership of materials donated to the archives and use of the archives by scholars.
APRIL UPDATE: No updates at this time.
- CHARGE: Develop a plan for the use of archived documents; including a realistic projection of the annual cost of maintaining the archives in the future (including an allowance for increasing expenses as archives grow).
APRIL UPDATE: No updates at this time.
- CHARGE: Transfer of documents (emails, pictures, letters, original Constitution and By-Laws) to SIRS Executive Office for archival purposes.
APRIL UPDATE: The Executive Office has received some historical documentation from L. DeLisi.

Meeting Affiliations Committee:

- CHARGE: Review requests from meetings in the field who wish to become an affiliate meeting based on their meeting Society Guidelines.
APRIL UPDATE: We did take part in an affiliate meeting with the Asian Congress of Schizophrenia Research in Bali in February. No other requests received at this time.
- CHARGE: Look for meetings in the field that SIRS could partner with as affiliate meetings to broaden the international scope of the Society.
APRIL UPDATE: No updates at this time.

Membership Committee

- **CHARGE:** Determine if current review of membership applicants is suitable and propose any changes to the Board of Directors. Investigate the current requirement of a letter of recommendation from a SIRS member and determine if this should remain a requirement.
APRIL UPDATE:
- **CHARGE:** Discuss and develop membership recruitment strategies for the coming years, especially those years that the Society does not have a meeting.
APRIL UPDATE:

Program Committee:

- **CHARGE:** Review the 2012 Conference Evaluation results to identify needs and opportunities for the 2014 Biennial Conference.
APRIL UPDATE: Survey results from 2012 were sent to the Organizers to review and specific needs and opportunities were outlined to address.
- **CHARGE:** Review abstract submission categories from the 2012 Conference and make recommendations for category changes, additions or deletions.
APRIL UPDATE: The committee has reviewed and added eight additional categories including: Cognition, Negative Symptoms, Clinical Trials, Collaboration between Academia and Industry, Biomarkers, Co-morbid conditions, Prodromal Studies, High-risk Research.
- **CHARGE:** Recommend special sessions to be offered at the 2014 Biennial Conference special session speakers and keynote speakers.
APRIL UPDATE: The Officers discussed the Family Forum and agreed that space should be reserved for the Italian Session, Family Forum, IPRN Prodrome and Cognition in Schizophrenia satellite sessions in 2014.
- **CHARGE:** Facilitate a call for submissions for the 2014 Conference for symposia, workshops, oral presentations and posters in mid-2013.
APRIL UPDATE: This will take place in June, 2013.
- **CHARGE:** Evaluate all program submissions and make recommendations to the Board of Directors for the 2014 conference program.
APRIL UPDATE: This will take place later in the year.
- **CHARGE:** Work with the Education Committee for regional program development and review of abstracts if a local committee is not identified and charged with this task.
APRIL UPDATE: We have a local committee thus far planning regional programs at this time.

Publications Committee

- **CHARGE:** Evaluate the addition of a Society owned on-line, open access journal. Make a recommendation to the Board based on information collected, if the Society should develop a journal or renew contracts with existing publishers.
APRIL UPDATE: Publications Committee conducted interviews with publishers and have presented their findings to the Officers and Board to utilize in making their decision.

- CHARGE: Based on the outcome of the development of a Society on-line, open access journal, evaluate the contracts with *Schizophrenia Research* and *Schizophrenia Bulletin* and make recommendations for how our relationship could improve.
APRIL UPDATE: This will take place once a decision has been made regarding the Open Access Journal.
- CHARGE: Review the Future Conference Planning Survey to make a recommendation to the Board if abstracts for the Biennial Meeting should be published, and if so in what format, print or e-only.
- APRIL UPDATE: Upon review of the Future Conference Planning Survey, it was decided to continue to e-publish abstracts only.
CHARGE: Work with the Education Committee to identify scientific content and training materials to be placed on the Society website.
APRIL UPDATE: This will take place later in the year.

DRAFT DOCUMENT

The Society recognises the important role that industry, including the pharmaceutical industry plays in schizophrenia research and treatment.

The Ethics Committee Chairs have drawn up the following principles to govern the relationship between SIRS and commercial organisations.

1. The membership of SIRS is open to all professionals and students, including those employed by commercial corporations provided they meet the criteria set out in the Society's rules. We would encourage applications for membership from industry representatives.
2. Attendance at SIRS scientific meetings is open to all those with a bona fide interest in schizophrenia research including those from commercial and non-commercial health and science sectors.
3. Submissions to conferences such as symposia, posters and oral presentations should clearly indicate that the author(s) are employees and affiliates of pharmaceutical and other companies, alongside the source of funding for the work presented. Any other relevant interests should be declared in accordance with existing disclosure rules of the Society.
4. Such submissions will be subject to the same peer-review as those from clinical and academic individuals and institutions to ensure quality and scientific rigour. Submissions which appear to have a significant marketing element will not be accepted.
5. Offers of sponsorship or other relationships between commercial entities and corporations and SIRS will be decided upon by the officers of the Society on the basis of the SIRS mission and the wider interests of the Society (this may include sponsored symposia, exhibits, etc).

The ethical principles which should guide such relationships include:

- The need to consider at all time the bests interests of schizophrenia patients and their families.
- The need to foster and nurture quality scientific efforts in relation to schizophrenia and related disorders around the world.
- A commitment to work with SIRS to ensure integrity, ethical practices in all aspects of the SIRS-Industry relationship.