

Wissenschaftliches Publizieren im Wandel

Session 4:
Verlagsservices und Kostentransparenz

Alexander Grossmann
ScienceOpen

Open-Access-Tage
Zürich, 7. September 2015



Wissenschaftliches Publizieren im Wandel...

2



„It's as for vinyl: The two things that really let me stay at classical journals were the expense and the inconvenience.“

Wissenschaftliches Publizieren im Wandel...

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Wissenschaftliches Publizieren im Wandel...

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DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

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Wissenschaftliches Publizieren zukünftig...

6



Wissenschaftliches Publizieren zukünftig...

7



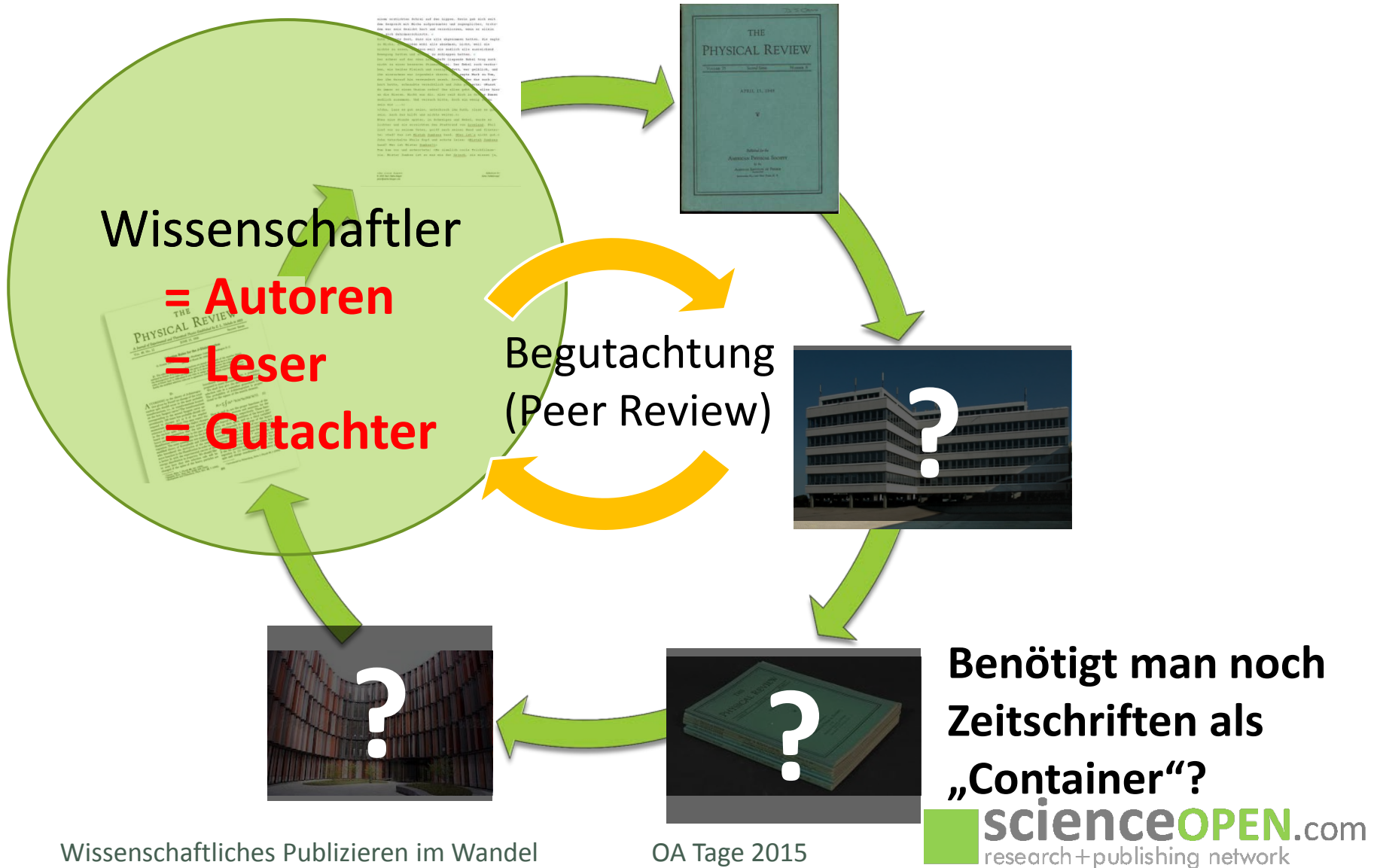
Wissenschaftliches Publizieren morgen

8



Wissenschaftliches Publizieren zukünftig...

9



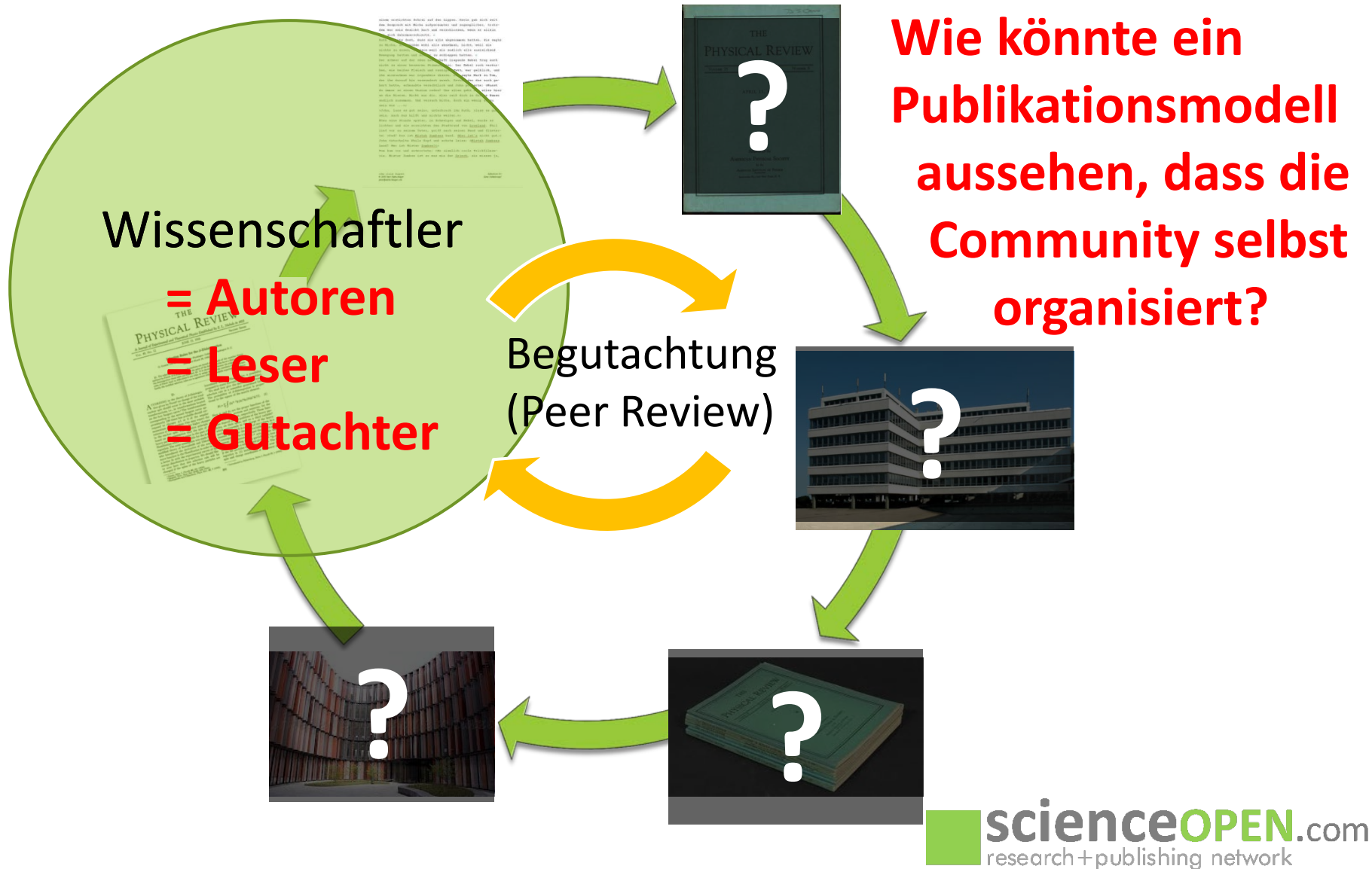
Wissenschaftliches Publizieren zukünftig...

10



Wissenschaftliches Publizieren zukünftig...

11



Wissenschaftliches Publizieren zukünftig...

12

- **Eine Plattform** zur Aggregation von 20.000+ Zeitschriften
- **Netzwerk** für Wissenschaftler aller Fachrichtungen
- Web 2.0: Wissenschaftlicher **Diskurs und Diskussion** statt passivem Abdrucken von Beiträgen
- **Transparenz von Begutachtung** statt anonymen Peer Reviewing
- **Open Access** für alle Beiträge statt Abonnements
- **Serviceangebot** für Verlage, Autoren, Bibliotheken,...

Wissenschaftliches Publizieren zukünftig...

13

□ Welche Möglichkeiten gibt es?

- Directories (Link-Listen)
- Repositorien oder Preprint-Server
- OA-Journals (für einzelne Disziplinen)
- Journal- Datenbanken („Megajournals“)
- Aggregationsnetzwerk

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- **Welche Möglichkeiten gibt es?**
 - Aggregations-Netzwerk



Aggregations-Netzwerk: ScienceOpen

15

Idee: Verwende Dynamik offener **Netzwerke** für...

- **Zugang**
- **Publikation**
- **Interaktion**
- **Zusammenarbeit**
- **Kommunikation**
- **Evaluation**



... wissenschaftlicher Ergebnisse.

Aggregations-Netzwerk: ScienceOpen

16



- ca. **10 Millionen** Artikel
- davon 1.8+ Mio **OA-Artikel**
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ScienceOpen - Aggregation

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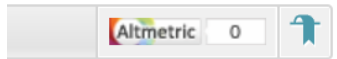
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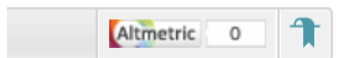
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19

- Article
- Poster
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Record types

- Record
- Abstract
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Disciplines

Medicine	13587
Life sciences	4735
Materials science	3384
Nanomaterials	3261
Uncategorized	1932

Keywords

migraine	378
breast cancer	304
children	215
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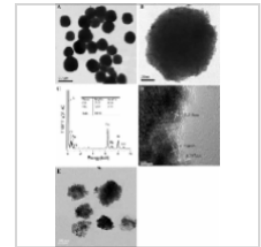
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RECORD > ABSTRACT > ARTICLE

Preparation of Fe₃O₄Spherical Nanoporous Particles Facilitated by Polyethylene Glycol 4000

Li-Li Wang, Ji-Sen Jiang
Springer, Nanoscale Research Letters, (2009)

Much interest has been attracted to the magnetic materials with porous structure because of their unique properties and potential applications. In this re [Show more](#)



PMCID icon, Home icon, Comment icon (0), Like icon (0), Review now (5 stars)

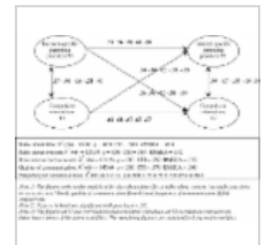
Altmetric 0, Share icon, Search icon

RECORD > ABSTRACT > ARTICLE

Compulsive Internet Use Among Adolescents: Bidirectional Parent-Child Relationships

Regina van den Eijnden, Renske Spijkerman, Ad Vermulst ...
Springer, Journal of Abnormal Child Psychology, (2009)

Although parents experience growing concerns about their children's excessive internet use, little is known about the role parents can play to prevent their chil [Show more](#)



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- Record
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Endocrinology & Diabetes	7208
Uncategorized	4459
Life sciences	3426
Public health	1379

Keywords

diabetes	1945
diabetes mellitus	1267
type 2 diabetes	970
obesity	888
type 2 diabetes mellitus	527

Diabetes

1 - 10 of 127,509

RECORD ABSTRACT ARTICLE

Smoking and Type 2 Diabetes

Sang Ah Chang

Korean Diabetes Association, Diabetes & Me

Cigarette smoking is a well-known risk cardiovascular disease. Many studies



RECORD ABSTRACT ARTICLE

Diabetes and Cancer: Is Diabetes

Sungwan Suh, Kwang-Won Kim

Korean Diabetes Association, Diabetes & Me

Diabetes mellitus is a serious and growing with severe acute and chronic complica



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Photoreceptors in diabetic retinopathy

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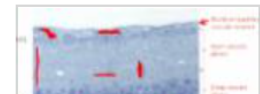
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Public health	1379

Keywords

Diabetes

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RECORD

ABSTRACT

ARTICLE

The effect of intensive treatment of diabetes on the development and progression of long-term complications in insulin-dependent diabetes mellitus. The Diabetes Control and Complications Trial Research Group.

Control Diabetes, Trial Complications, H Shamoon ... (1993)



0



665



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ABSTRACT

ARTICLE

Intensive blood-glucose control with sulphonylureas or insulin compared with conventional treatment and risk of complications in patients with type 2 diabetes (UKPDS 33). UK Prospective Diabetes Study (UKPDS) Group.

UKPDS Group, UK The, Prospective Diabetes Study (UKPDS) Group UK ... (2001)



Discovery

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RECORD ABSTRACT ARTICLE

Global and regional mortalities from 235 causes of death for 20 age groups in 1990 and 2010: a systematic analysis for the Global Burden of Disease Study 2010

Authors: R Lozano, M Naghavi, K Foreman ...
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Internet-Based Treatment for Adults with Depressive Symptoms: Randomized Controlled Trial

Authors: Lisanne Warmerdam, Annemieke van Straten, Jos Twisk ...
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Soziales-Netzwerk-Funktionen:

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Abstract




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Seed sprouts (alfalfa, mung bean, radish, etc.) have been implicated in several recent national and international


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HTWK University of Applied Sciences Leipzig (2013-07 to *present*)
Full Professor in Department of Media and Publishing
Leipzig, Sachsen

Walter de Gruyter GmbH (2009-06 to 2013-06)
Vice President Publishing
Berlin, Berlin

Springer Verlag GmbH (2008-05 to 2009-06)
Managing Director
Wien

Wiley Blackwell (2007 to 2008)
Publishing Director



Post-Publication Peer Review:

27

Article

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Version 1 - Current

Reviews

2

Article statistics

Average rating: ★★★★★☆

Reader count: 528 users

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Altmetric:  8

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Review statistics

Level of importance: ★★★★★☆

Level of validity: ★★★★★★

Level of completeness: ★★★★★☆

Level of comprehensibility: ★★★★★★

Reviews 1 - 2 of 2

5 items per page ▾

Average Score (Highest to Lowest) ▾



Kasper Moth-Poulsen evaluated the article as: ★★★★★☆

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Brief summary: I think that this is a genuine report on synthesis and basic characterization of new norbornadienes

Doi: 10.14293/S2199-1006.1.SOR-CHEM.AKS7SX.v1.RTHTBD

Level of importance: ★★★★★☆

Level of validity: ★★★★★★



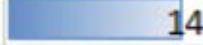









Level of completeness: ★★★★★☆

Level of comprehensibility: ★★★★★★

Comments: Hammershøj et al. describes the synthesis and basic characterization of phenyl bromide functionalized norbornadienes designed to study the photo induced 2+2 cycloaddition reaction known to happen in these systems. The report is well written and the experimental details

Post-Publication Peer Review:

28

Reviews per Article (\emptyset)		1.1	
4 Reviews		1	3%
3 Reviews		2	5%
2 Reviews		14	36%
1 Reviews		6	15%
0 Reviews		16	41%
Articles with ≥ 2 Reviews		17	44%
Articles with < 2 Reviews		22	56%
Rating per Article (\emptyset)		3.6	
0 stars		16	41%
1.0 stars		0	0%
1.5 stars		0	0%
2.0 stars		1	3%
2.5 stars		2	5%
3.0 stars		6	15%
3.5 stars		5	13%
4.0 stars		4	10%
4.5 stars		3	8%
5.0 stars		2	5%

- **Journal-Marketing:**
 - Individuelles Design mit Journal-Logo
 - Journal-Branding innerhalb von < 10 Mio Artikeln

Verlags-Marketing:

30

The screenshot shows a website interface for a publisher. At the top, there are navigation links: Research, Journals, Collections (highlighted), Blog, and About. Social media icons for Twitter, YouTube, LinkedIn, Google+, and Facebook are also present. On the right, there are links for Sign in and Register, and a search bar with the text "Advanced Search for users, groups and more than 1,000,000 articles".

The main content area features a stack of books with the Thieme logo and name prominently displayed. Below the logo, there is a "Super collection" button and a "Share" button. A sidebar on the left contains the following information:

- Founded in 1886, Thieme is the leading publisher of medical literature in Germany.
- Collections: 2
- Editors: 1
- Editorials: 0
- Followers: 2

Below the sidebar, there is a "Collection statistics" section with an average rating of five stars and a reader count of 0.






The main content area also lists two collections:

- The Thoracic and Cardiovascular Surgeon Reports**: 42 items, created by Stephanie Dawson on 2015-03-27. Description: The Thoracic and Cardiovascular Surgeon Reports is an Open-Access journal compiling case reports in thoracic and cardiovascular research.
- American Journal of Perinatology Reports**: 96 items, created by Stephanie Dawson on 2015-03-27. Description: AJP Reports is a Thieme Open Access journal that publishes case reports in the fields of neonatology and maternal/fetal medicine.

At the bottom, there is an "Editors" section.

Journal-Marketing:

31

SO Research Journals Collections Blog About      Sign in Register


Collections ▶ Thieme ▶
The Thoracic and Cardiovascular Surgeon Reports

[Share](#)

The Thoracic and Cardiovascular Surgeon Reports is an Open-Access journal compiling case reports in thoracic and cardiovascular research

Editors	3
Editorials	1
Articles	41
Posters	0
Followers	4

Journal statistics


Average rating: 

Reader count: 1098

Comments: 0

Recommends: 0

Shared by: 7




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Special Report: 26-Year Durability of a Bioprosthesis Implanted in a 21-Year-Old Patient

  Torulv Holst, Josef Reichert, Peter Haldenwang ...
Georg Thieme Verlag KG, The Thoracic and Cardiovascular Surgeon Reports, (2014)
★★★★★ Review now  2


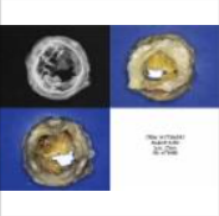
The choice of prosthetic heart valve type is largely dependent upon patient's age at implantation and on what, in his eyes, seems more pertinent: avoidance of [Show more](#)

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Saphenous Vein Graft Aneurysms: A Growing Problem? Presentation of Two Cases and Surgical Management

  Alija Zientara, Omer Dzemali, Dragan Odavic ...
Georg Thieme Verlag KG, The Thoracic and Cardiovascular Surgeon Reports, (2014)
★★★★★ Review now  4

Background Saphenous vein graft aneurysm is a rare complication after coronary



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- **Journal**
- Individ
- Journ
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RECORD ABSTRACT ARTICLE

Disrupting the subscription journals' business model for the necessary large-scale transformation to open access

Kai Geschuhn (corresponding), Ralf, Andreas Vogler
ScienceOpen, ScienceOpen Research, (2015)

Abstract This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their [Show more](#)

SO Home 0 0 Review now SO Research Altmetric 14

RECORD ABSTRACT ARTICLE

An emerging consensus for open evaluation: 18 visions for the future of scientific publishing

Nikolaus Kriegeskorte, Alexander Walther, Diana Deca
Frontiers Media S.A., Frontiers in Computational Neuroscience, (2012)

A scientific publication system needs to provide two basic services: access and evaluation. The traditional publication system restricts the access to pa [Show more](#)

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RECORD ABSTRACT ARTICLE






Open access to the scientific journal literature



- **Journal-Marketing:**
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Journal-Marketing:


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Average rating: 

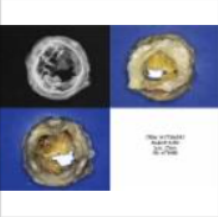

Reader count: 5629

Comments: 0

Recommends: 0



Shared by: 10

Altmetric:  0

Special Report: 26-Year Durability of a Bioprosthesis Implanted in a 21-Year-Old Patient

Torulv Holst, Josef Reichert, Peter Haldenwang ...
Georg Thieme Verlag KG, The Thoracic and Cardiovascular Surgeon Reports, (2014)
★★★★★ Review now  2

The choice of prosthetic heart valve type is largely dependent upon patient's age at implantation and on what, in his eyes, seems more pertinent: avoidance of [Show more](#)

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Saphenous Vein Graft Aneurysms: A Growing Problem? Presentation of Two Cases and Surgical Management

Alicja Zientara, Omer Dzemali, Dragan Odavic ...
Georg Thieme Verlag KG, The Thoracic and Cardiovascular Surgeon Reports, (2014)
★★★★★ Review now  4

Background Saphenous vein graft aneurysm is a rare complication after coronary

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- **Verlags-** und Instituts-Marketing:
 - Mehr Nutzung als auf eigener Verlagsseite

■ Nutzung von OA-Verlagsseiten

Verlag	Kategorie (science)	Traffic in visits pm	Traffic from Search
■ PlosOne	#3,906	890,000	17%
■ SpringerOpen	#2,562	80,000	26%
■ DeGruyterOpen	#15,562	10,000	na
■ ScienceOpen	#5,076	40,000	79%

Quelle: Google Analytics / SimilarWebsite Juni 2015

- **Verlags-** und Instituts-Marketing:
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 - Mehr Nutzung als auf eigener Verlagseite
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Perspectives in Scholarly Publishing



44 items, created by Alexander Grossmann on 2015-04-14

Altmetric 0

Authors in this collection discuss how scholarly publishing and communication in science will develop in the 21st century.

Thieme



Super collection 0 items, created by ScienceOpen on 2015-03-30

Altmetric 0

Founded in 1886, Thieme is the leading publisher of medical literature in Germany.

Paul Drude Institute for Solid State Electronics (PDI)



16 items, created by Christian Rauch on 2014-12-22

Altmetric 0

Recent publications by PDI, Berlin (Germany), covering the institute's research between material science and solid state physics.

Collections:

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Perspectives in Scholarly Publishing

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Authors in this collection discuss how scholarly publishing and communication in science will develop in the 21st century.


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Citation Advantage of Open Access Articles

Gunther Eysenbach, Carol Tenopir (2006)




Alexander Grossmann

The study, already "referred to as a landmark study by colleagues" (Eysenbach), has been the first publication providing robust evidence for a  [Show more](#)

2015-08-13 19:51 UTC 

- Editors 1
- Editorials 1
- Articles 43
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   1  37  Review now


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RECORD > ABSTRACT > ARTICLE

Disrupting the subscription journals' business model for the necessary large-scale transformation to open access

Kai Geschuhn (corresponding), Ralf, Andreas Vogler
ScienceOpen, ScienceOpen Research, (2015)

Collection statistics

Average rating: 
Reader count: 9856
Comments: 17
Recommends: 1
Shared by: 21

Abstract This paper makes the strong, fact-based case for a large-scale transformation of the current corpus of scientific subscription journals to an open access business model. The existing journals, with their  [Show more](#)

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ABSTRACT

ARTICLE

Publishing in transition – Do we still need scientific journals?

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Preview date: 2015-09-04

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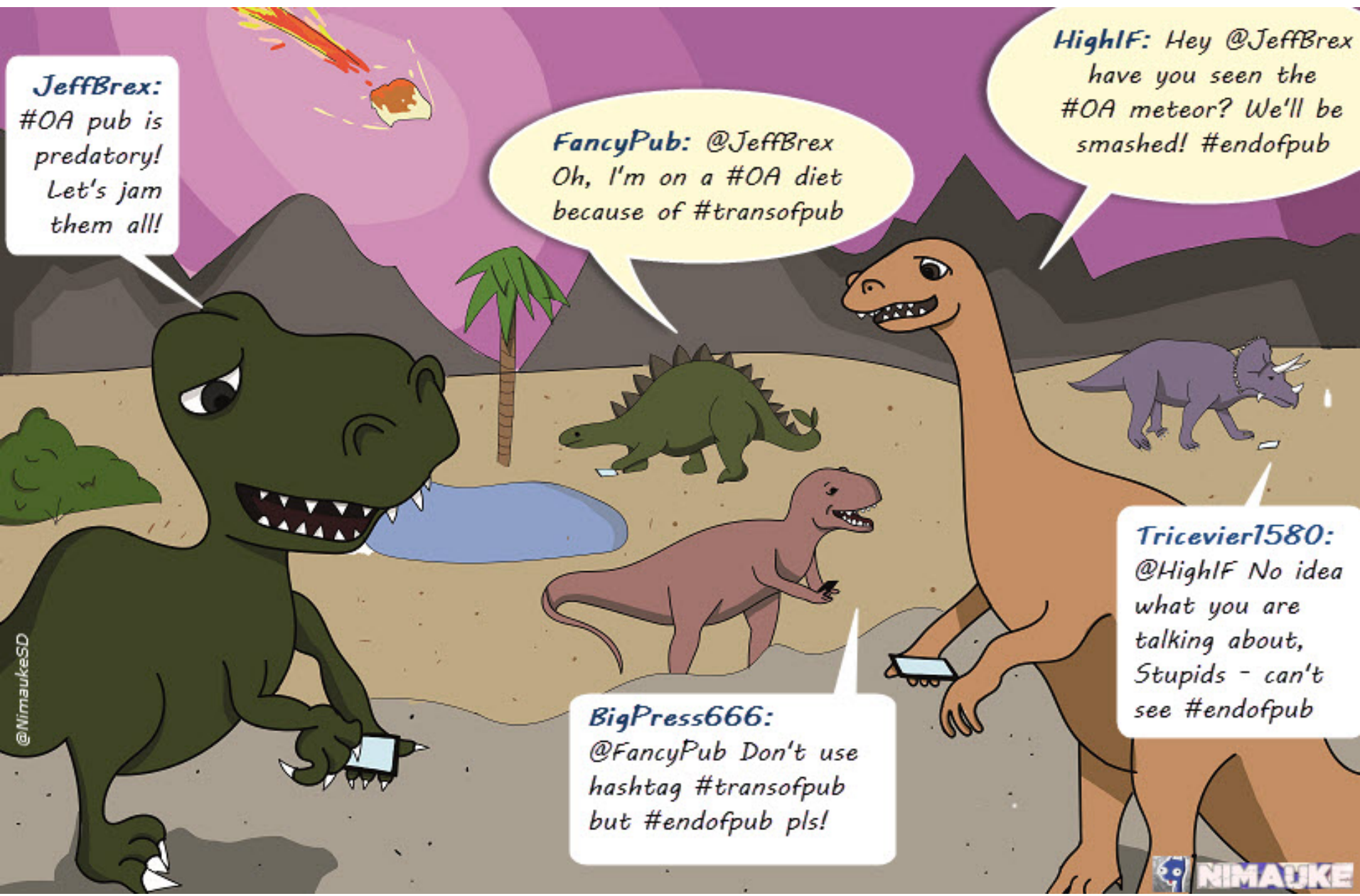
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Wissenschaftliches Publizieren im Wandel...



Vielen Dank!

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Alexander Grossmann

Prof. Dr. rer. nat.
Co-Founder & President



ScienceOpen

Berlin – Boston
Pappelallee 78/79
10437 Berlin, Germany

Twitter: @SciPubLab 

Tel: +49-30-6098490-277

Alexander.Grossmann@ScienceOpen.com

Vielen Dank!

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Back-Up

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Who is behind ScienceOpen?

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- **independent start-up company**
- based in **Berlin and Boston**
- CEO: **Stephanie Dawson, Ph.D.**
- ScienceOpen was **founded in 2013** by:



Alexander Grossmann



Physicist and Professor of Publishing Management at the Leipzig University of Applied Sciences, Leipzig

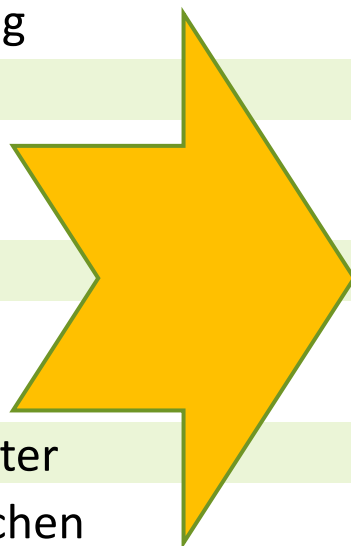
Tibor Tscheke

Information Scientist, Software Developer and Content Management Specialist, Boston

Wissenschaftliches Publizieren: Trends und Chancen

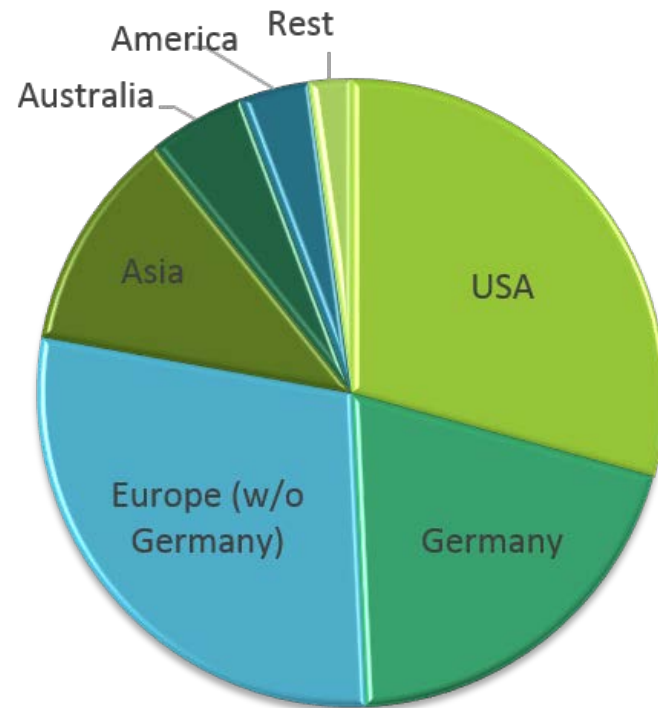
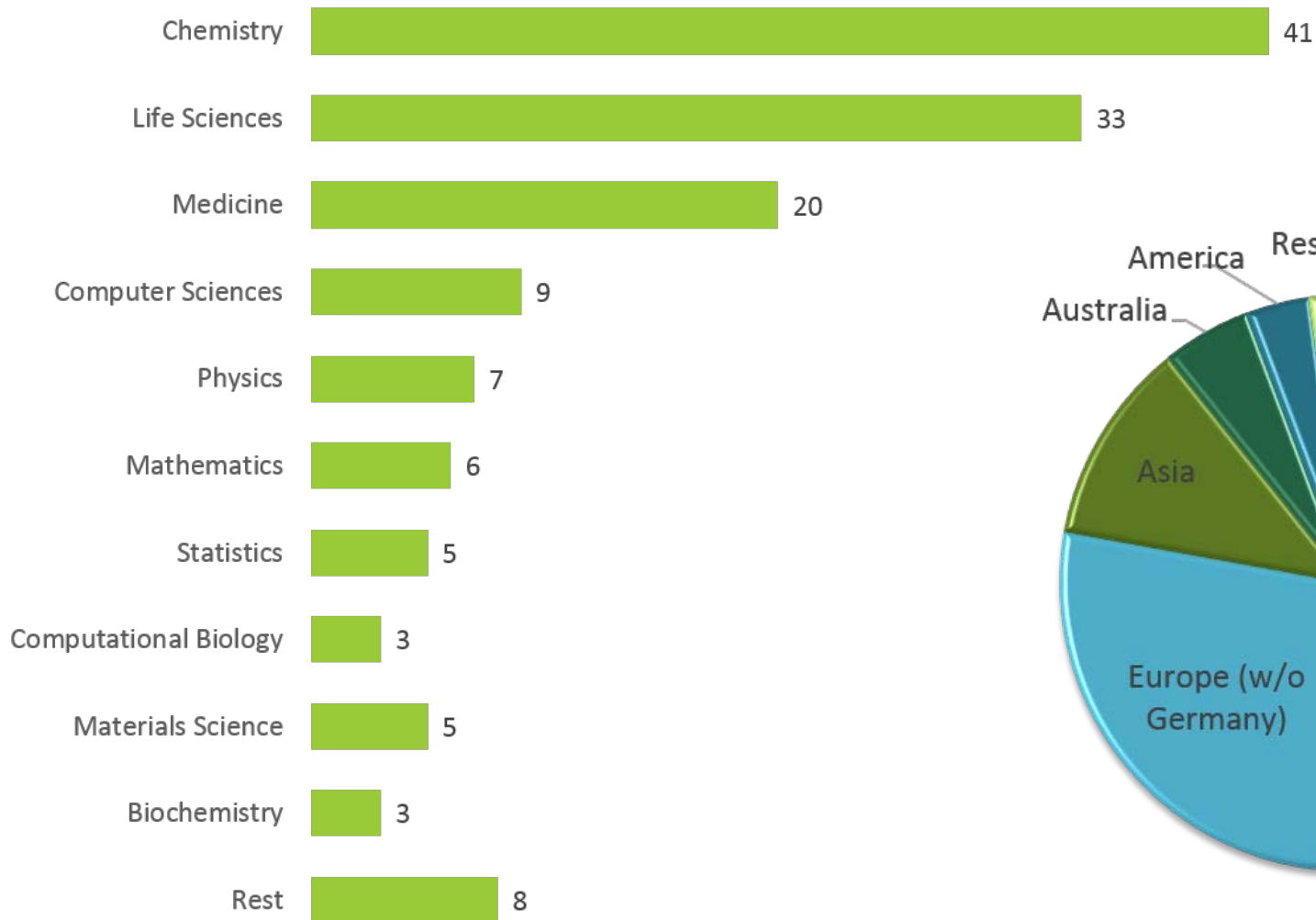
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Traditionelles Publizieren	Derzeitige Trends
Journals = Inhalte-Container für spezielle Themen	interdisziplinäre Datenbank = „Mega-Journal“
IF bietet keine Information über Relevanz von Forschung	Article Level Metrics
keine Daten zugänglich	Open Data
Begrenzte Artikel-Typen: original oder „neu“	auch Reproduktionsarbeiten oder negative Ergebnisse
Statische Publikation	„lebende“ Dokumente; Versionierung
geheimes Peer-Review anonyme Gutachter	offene Evaluation; Transparenz Post-publication peer-review
keine Belohnung für Gutachter	Anerkennung der Gutachter
keine Wechselwirkung zwischen Autoren und Lesern	(offene) Kommunikation und aktives Feedback = Diskurs
Inhalt beschränkt zugänglich	Open Access (OA)
Bibliothek bezahlt für Zugang zu Zeitschriften	APCs durch DFG, Wellcome Trust, NIH oder Institutionen (z.B. MPG)
authors prefer prestigious and highly ranked journals to publish	



Editorial Board Members: >160

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Der Markt: Kennzahlen

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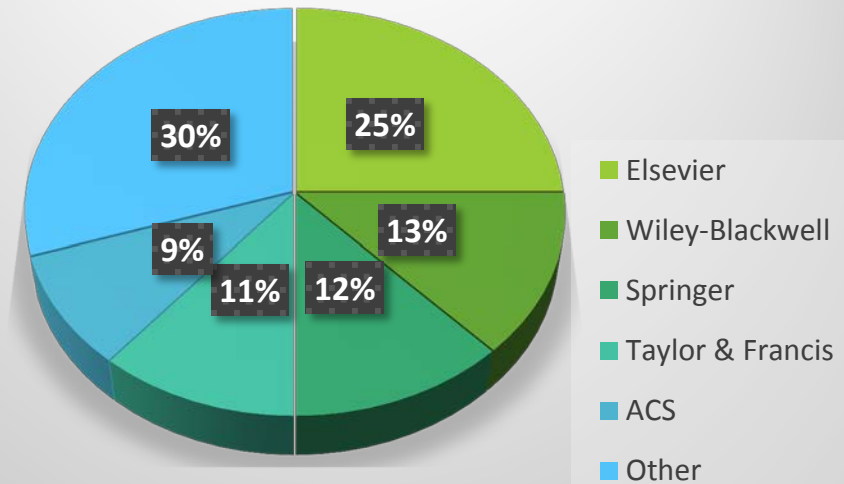
- **12m aktive Forscher** weltweit in den Naturwissenschaften, Technik & Medizin (STM)
- **8m Forscher** in den Geistes- und Sozialwissenschaften
- 24.000 wiss. **Zeitschriften** in STM
- 17.000+ akademische **Gesellschaften**
- **4m eingereichte** Manuskripte pro Jahr (ca. 50% Ablehnungsquote)
- 2.000 **Wissenschaftsverlage**

Der Markt: Wichtigste Fachverlage

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- Umsatz STM:
\$24.5b (2013)
- Profit-Marge:
31 to 38% (EBITDA)
- OA-Anteil:
\$172m in 2013
- **+34.0%** Wachstum

Top 5 STM Verlage weltweit



nature

Vol 435 | Issue no. 7045 | 23 June 2005

Not-so-deep impact

Research assessment rests too heavily on the inflated status of the impact factor.

Every year at the end of June, scientific publishers' eyes turn to Philadelphia, where the Institute for Scientific Information (ISI) releases a snippet of data that they crave: the impact factor of each journal. In due course, bureaucrats in research agencies will roll

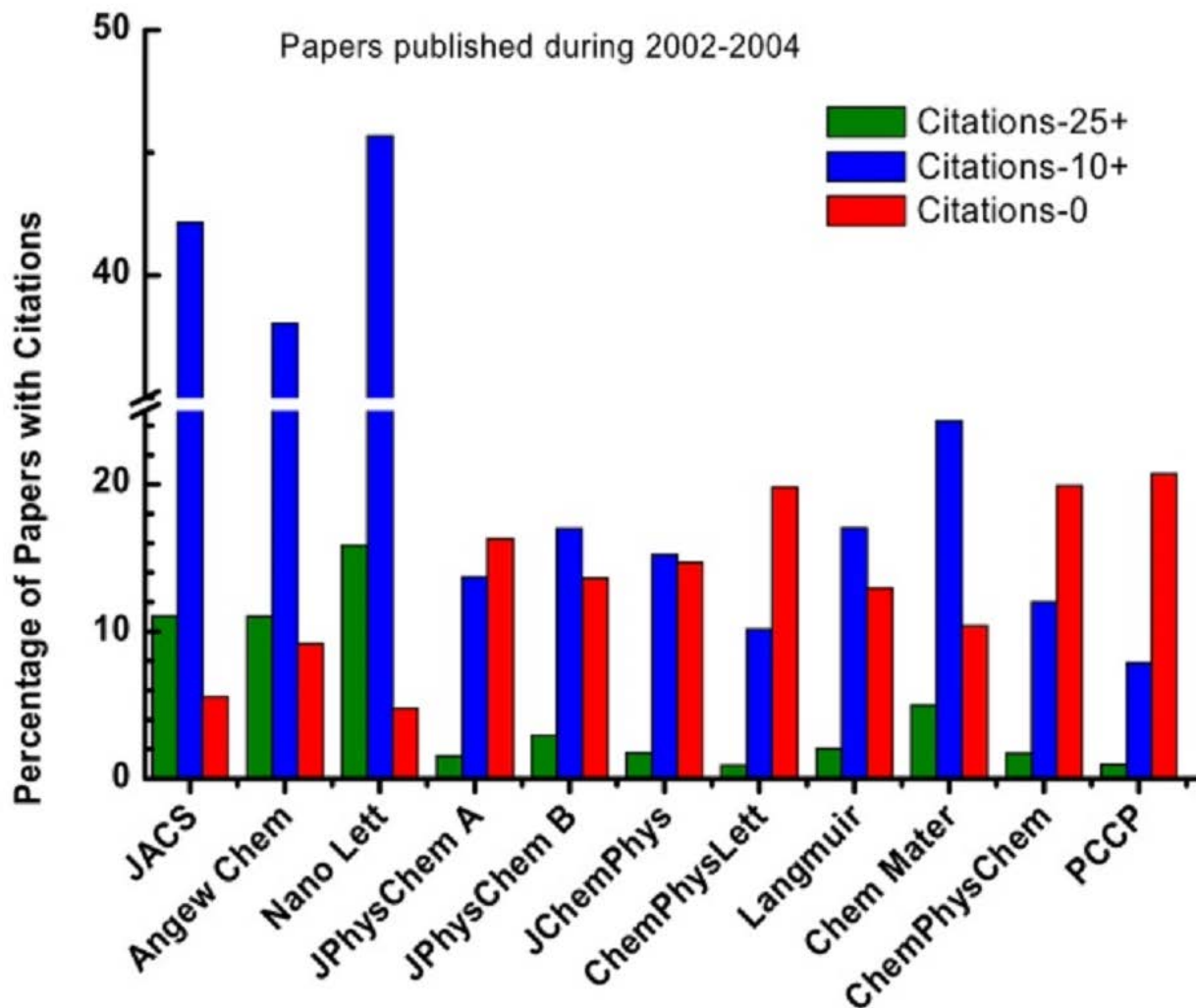
numbers to a limited metr:

To obtain the ISI number all the monitoring interest that that total by review article same two year

The impact

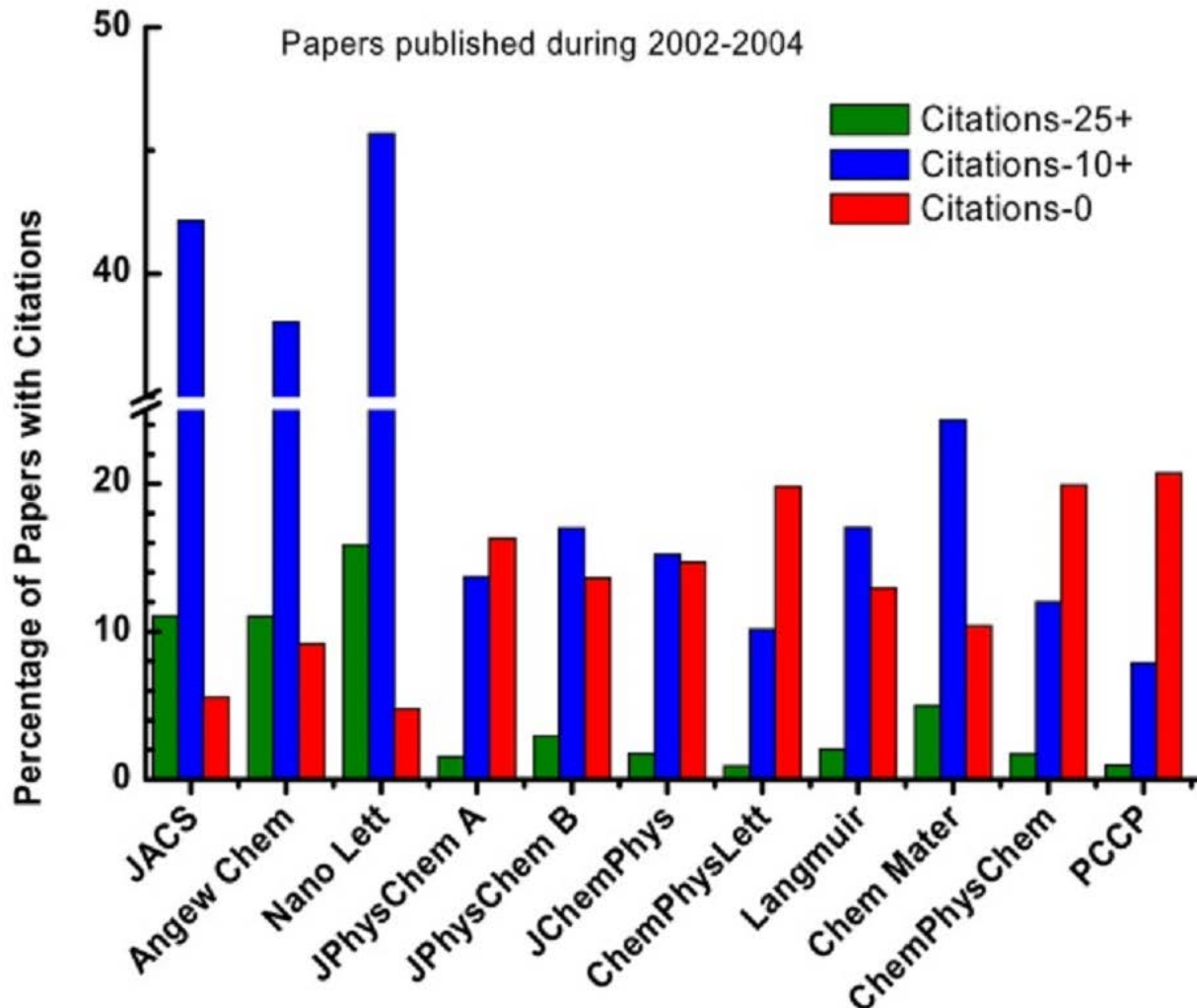
Wissenschaftliches Publizieren: Impact Factor

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Wissenschaftliches Publizieren: Impact Factor

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Comparison with competitors

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	F1000	Frontiers	ResearchGate	PLOS	ScienceOpen
Launch date	2002/2012	2012	2008	2000	2014
Disciplines	Medicine, Life Sciences	STM	All	STM	All
Aggregation	x	x	x	x	✓
Peer Review	✓	✓	x	✓	✓
Networking	x	x	✓	x	✓
OA Publishing	424 articles	40 journals	x	7 journals w/ 75.382 articles	51 articles + 70 posters
Business plan	APC	APC	x	APC	APC
Pricing per article	\$ 1,000	up to \$ 2,000		\$ 1,350 – \$ 2,500	\$ 800 (article) \$ 80 (poster)