



## A Behind the Scenes Look at Taking a Journal Online

### *The Journal of Marine Research*

When a publisher begins to consider taking a journal online it can be a daunting task. First there's the question of how to do it, closely followed by the unknown cost implication. In 2003, the **Journal of Marine Research** published from Yale University found themselves in a similar position - how to create an effective presence for their journal online, when the skills and expertise of their employees revolved around publishing, not website creation.

#### Taking the first steps

##### Can we handle it ourselves?

For many publishers the first question they ask themselves when considering how to put a journal online is, "can we handle this in-house?" Those who have successfully undertaken a project of this kind have tended to be large organizations with significant budgets. For Doreen Orciari (Doreen) of the **Journal of Marine Research (JMR)**, this was not an option: "Our competition is Elsevier, American Geophysical Union and the American Meteorological Society - big companies that have their own resources for internet publishing. We are a much smaller organization and needed help with this endeavor."

##### Evaluating your options

The next step was to evaluate other options. "Since we were novices, we knew we needed a company that would be willing to help us as much as possible." Staff at the Journal contacted three companies, heard back from two and considered only one: "Ingenta was quick to respond and answered every single one of our questions - usually within minutes."

Once the technology provider was agreed upon, the next question was how to best present the **Journal of Marine Research** online:

- From the variety of options available, the decision was made to put the full text of issues dating back five years available on the aggregated website, [www.ingentaconnect.com](http://www.ingentaconnect.com). This website has some 19,000 institutions registered worldwide and an audience of millions of academic and corporate researchers.
- To enable these customers to view the full text seamlessly, they decided to filter subscriptions with Ingenta's activation system. "This made record-keeping easy," says Doreen.
- In addition, they opted to have a separate journal web page that links to the articles hosted by Ingenta. "We wanted to have maximum exposure on the web so that researchers and librarians could find JMR quickly and easily. With two avenues ([www.journalofmarineresearch.org](http://www.journalofmarineresearch.org) and [www.ingentaconnect.com](http://www.ingentaconnect.com)) leading to the Journal, it's hard to miss us."



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### Communication is key

"Once we decided on Ingenta, things went so smoothly and worked out wonderfully." At the heart of the process was communication: "We communicated about ten times a day in the beginning," says Doreen. Working on the project at Ingenta was the regional sales manager, a producer who organizes the implementation of the project, technical engineers to handle and manipulate the data and a client manager. The latter's role is pivotal. The client managers work with the publishers on a day-to-day basis from the beginning of the relationship and on going.

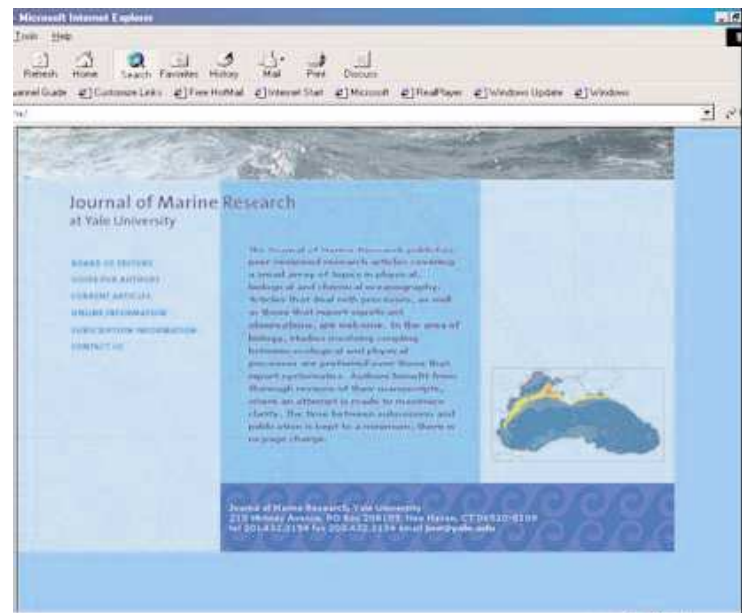
### Measuring the results

Keeping hold of your business objectives through the process is important. For the **Journal of Marine Research** the objective was clear-cut. According to Doreen: "We realized that putting JMR online was crucial to keeping JMR a valuable resource for the scientific community." It was hoped that going online would increase the Journal's visibility and attract more subscribers, thus increasing revenue. Added benefits include learning more about how to market the Journal and assistance in becoming a member of the CrossRef initiative. However, as Doreen says, the bottom line is: "We have already had an increase in the submission of articles to the Journal of Marine Research and we've only been online for about six months." Staff at the Journal can directly measure the usage of article abstract and articles by accessing Ingenta's online statistics tool.

For publishers considering a similar path, Doreen's advice is simple "Advancing to the online publishing world is a bit overwhelming at first but thanks to the fantastic staff at Ingenta, the process is easy. It is well worth the effort and money and as an added bonus, you meet very nice people and learn a lot too. We were hesitant to enlist a company in the UK because of the distance, but it has worked out beautifully."

**Journal of Marine Research** features:

- \* **Full-text of the Journal with issues dating back to 1998**
- \* **Journal home page**



**The Journal of Marine Research contact:**

**Doreen Orciari**  
**The Journal of Marine Research**  
**Yale University**  
**P.O. Box 208109**  
**210 Whitney Avenue (KGL)**  
**New Haven CT 06520-8109**  
**(203) 432-3154 (voice)**  
**(203) 432-3134 (fax)**  
**jmr@yale.edu**  
**www.journalofmarineresearch.org**