

ADD COLOR!

I am excited to announce two new initiatives that will make adding color to your *Plant Physiology* article more affordable...even free! Free online color will be available for all accepted papers submitted after October 1, 2006. With the online use of *Plant Physiology* growing at a rapid rate, online color has, or very soon will, replace print color in importance. This new feature will allow you to have color images in the online version of your article and black and white in the print version for no charge. Online-only color adds value when color is not critical for data interpretation but aids in presentation. The use of online-only color will be subject to editorial review to ensure that color adds significance to the image or value to the reader.

Additionally, starting in January 2007, charges for the first printed color image in *Plant Physiology* articles will be waived for those corresponding authors who are American Society of Plant Biologists members. This is in addition to the already offered discount in page charges for ASPB members. For example, a corresponding author who is an ASPB member would pay \$550 for a 10-page article with one color image, whereas a nonmember would pay \$1,100 for the same article. In addition to a discount in page charges and one free color image, membership in the Society also comes with a discounted rate on all ASPB publications, free electronic access to *Plant Physiology* and *The Plant Cell*, and a discount on registration fees for ASPB meetings. Annual membership in the Society is \$115 for regular members (<http://www.aspb.org/membership/>).

I also wanted to give you an update on *Plant Physiology* Open Access (OA), which is an author option permitting immediate free access for all users to the online publication of your article. For about what we used to pay for reprints, you can select this option and have your article immediately accessible to any-

one who has an Internet connection. Is there evidence OA drives higher citation by accelerating recognition and dissemination of research findings? Since we introduced this option with the December 2005 issue, OA articles have on average been accessed about 10% more often and downloaded approximately 20% more often than the non-OA articles published in the same volumes. Although it is too early for citation data to be meaningful, we believe that this early recognition will translate into an increase in article citations. A recent bibliometric analysis (Eysenbach, 2006) of OA versus non-OA papers published over a 6-month period in *Proceedings of the National Academy of Sciences* supports this hope. Even in a journal widely available in research libraries, OA articles were found to be twice as likely to be cited in the first 4 to 10 months compared to non-OA articles. While it is still too early to have a full picture, the study projected based on citation information out to 16 months that the early recognition is being sustained and resulting in more total citations over time.

Before closing, I can't resist bragging on behalf of *Plant Physiology* about recently released citation and publication data.

- *Plant Physiology's* Impact Factor is now 6.114.
- *Plant Physiology* is the most highly cited plant biology journal with 39,766 cites in 2005.
- *Plant Physiology* is the fastest plant biology journal from submission to publication online in less than 10 weeks.
- *Plant Physiology* is available FREE to the developing world through HINARI and AGORA.

LITERATURE CITED

Eysenbach G (2006) Citation advantage for open access articles. *PLoS Biol* 4: e157

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