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A New Open Access Option from the *American Journal of Neuroradiology*

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PERSPECTIVES

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pen access initiatives are laudable but somewhat difficult to reconcile with the financial aspects of publishing highly specialized journals like the American Journal of Neuroradiology (AJNR). How do we pay for open access? Its cost can be assumed by our parent society (the American Society of Neuroradiology [ASNR]), by the authors, by government or industry sponsors, or by combinations of the above. We certainly believe it is unlikely that the government or corporations will offer their financial support in the current economic environment. ASNR has limited resources as do our contributors, many of whom are academicians, but it is only through the efforts of our society and authors that we will be able to offer wider open access. As the demographics of our readership and contributors change so will their expectations, and AJNR will be pressured to make articles freely available to all interested parties.

Four years ago, the Proceedings of the National Academy of Sciences (PNAS) started what they called an "experiment" in open access. In this experiment, authors were given the opportunity to pay a surcharge of \$1000 to make their articles open access immediately after on-line publication.¹ Today, that fee is \$850 for corresponding authors from institutions that subscribe to PNAS through a site license and \$1200 for all others. Of course, like many other journals including AJNR, PNAS gives immediate open access to articles stemming from federally funded projects. Soon after, other publications such as the Journal of Leukocytobiology, the Journal of the Federation of American Societies for Experimental Biology, the journals of the American Institute of Physics, and journals published by Blackwell Synergy and the Oxford University Press followed suit. The pricing for immediate open access for these publications varies between \$1200 and \$3000. These relatively high fees allow the publishers to strike a balance between good business sense, financial solvency, and risks inherent to open access.

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Reference

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