

Ensuring the Long-Term Financial Sustainability of the *Canadian Journal of Archaeology*

The *Canadian Journal of Archaeology* is the country's leading outlet for the communication and dissemination of peer-reviewed archaeological research. Few would argue with the importance of ensuring the financial sustainability of the journal in the coming years. However, the fiscal situation of the journal has changed as the funding landscape for journals in Canada has also changed. At the same time, the benefits of digital production and electronic indexing have grown significantly over recent years. Increasingly journals are also moving to Open Access publishing models. That is a separate question that we will address once we have ensured that CJA is self-supporting.

This information packet includes:

- (1) a review the financial considerations currently facing the journal;
- (2) a summary of results from the recent member's survey regarding interest in digital vs. print publication; and
- (3) two proposed funding models based on approaches taken by comparable Canadian anthropology journals.

Current Financial Considerations

The Social Sciences and Humanities Research Council's Aid to Scholarly Journals program has historically been an important source of funding for the *CJA*. Nonetheless, SSHRC funding is not guaranteed. SSHRC's Aid to Scholarly Journals program is offered on a three-year cycle, and in 2018 introduced new eligibility language that required journals to offer "either immediate open access upon publication or delayed open access with a 12-month maximum embargo period." Since royalties are an important revenue stream for the journal, moving abruptly to full open-access is not a viable solution for making the journal eligible for SSHRC funding, especially when the outcome of the grant competition is not certain. Therefore, the journal must be financially sustained regardless of SSHRC support.

CJA Productions Costs

CJA production costs include: copy and layout editing, printing, and postage, totaling about \$10,000-10,500 per issue (see appended document for details). Copy and layout editing are essential for ensuring a high production value for the journal, and rates paid by *CJA* are very competitive at ca. \$4,800 per issue. On average over the last six volumes, copy and layout editing have accounted for just 44% of production costs, while printing and postage of the print journal have accounted for the remaining 56%. Thus, a very significant portion of total journal cost is related to the production and mailing of the print journal.

Currently, approximately 220 print copies of the journal are mailed out to student, individual, and institutional members every issue. The additional cost to produce the print run currently works out to approximately \$23/copy (ranging from \$15-25) per issue.

CJA Revenues

With our current membership rate schedule, regular "print" members pay approximately \$12.45/copy over and above "green" members towards the cost of the print journal, or about 50% of the actual cost of producing and mailing out the print version. The current regular ("print") membership **revenues** (over and above the base "green" or digital rate) are as follows:

Students	\$10 (over Green membership) x 39 printed and mailed =	\$390.00
Individual	\$30 (over Green membership) x 107 printed and mailed =	\$3,210.00
Institution	\$25 (over Green membership) x 75 printed and mailed =	<u>\$1,875.00</u>
TOTAL		\$5,475.00

The additional cost to produce two annual issues for these 220 print members is approximately \$10,000, meaning that **the current revenue shortfall on print memberships averages approximately \$4,500 annually.**

Member’s Survey Results

We recently completed a survey of the membership asking about individual preferences with respect to the journal. Of 256 respondents to the survey, about half (132 or 52%) currently receive the hard copy of the journal. Of those currently receiving the hard copy, just under half (55 or 44%) would switch to the electronic version rather than pay an additional fee for the print version. A further 45 (34%) would pay up to \$25/year for the hard copy, and 32 (24%) would be willing to pay up to \$50/year to keep it.

Among all survey respondents, then, 70% either don’t currently receive the print journal, or would switch to electronic if asked to pay an additional fee. A significant minority, 30%, do receive the hard copy and would be willing to pay an additional fee to continue receiving it.

Funding Proposals

Increase levy on print memberships:

One option to ensure the CJA is self-supporting is to increase the cost of memberships that include the print journal. For comparison, *Society of Ethnobiology* membership rates are \$35 and \$55 for online access for students and regular members, respectively, but \$90 and \$125 for print memberships.

Assuming the CAA has stable numbers of digital and print memberships, the following schedule of rate increases for print members only (“green” membership rates would be unchanged) would generate sufficient income to cover the shortfall detailed above:

Proposal:

Students	\$5 increase to \$15 (over Green membership) x 39 printed and mailed =	\$585.00
Individual	\$25 increase to \$55 (over Green membership) x 107 printed and mailed =	\$5,885.00
Institution	\$35 increase to \$60 (over Green membership) x 75 printed and mailed =	<u>\$4,500.00</u>
TOTAL		\$10,970.00

If memberships remain stable, the revenue from print version memberships would then cover the expenses at approximately \$24.90 per issue. However, it is worth noting that results from the member’s survey indicate that a sizable proportion of regular members would choose to switch to green/digital memberships with rate increases of this size, i.e., \$25 for individual memberships.

Eliminate the print option and make the journal digital only:

For comparison, *Anthropologica*, the Canadian Anthropology Society journal, has been fully digital since a member’s vote in 2018. Members pay progressive rates based on educational status and income band, at \$48 for graduate students and \$125 for regular members making less than \$70,000 per annum. Additionally, *Anthropologica* has recently transitioned to 100% open access via an open access levy of \$41 - \$52 on a progressive income basis.

By eliminating the print journal, *CJA* costs would be reduced by about 50%, making the journal affordable for the organization without any immediate need to increase revenues for that purpose. This would put the journal on a very stable financial footing and allow us to use any future increases in membership fees to support a gradual transition to Open Access.