OPEN ACCESS: A GUIDE FOR AUTHORS

WHAT IS OPEN ACCESS?

Open access (OA) is the term for when scholarly research is made freely available online to view, read and download without restriction or cost. Open access content can also be shared and re-used (with proper accreditation to the original author) in order to facilitate academic collaboration.

WHY SHOULD I PUBLISH MY BOOK OPEN ACCESS?____

- Increased dissemination, visibility and readership open access books are, on average, downloaded ten times more than non-open access books and cited more than twice as often as non-open access books¹.
- Unrestricted access to knowledge with no cost barriers - empowering the entire community by ensuring that research is accessible to all, regardless of income.
- Facilitates interdisciplinary collaboration contributing to the speed and variety of scholarly exchange and further research developments.
- You still retain copyright in your research.





Publishing my book open access with Bloomsbury has been a smooth and rewarding process. It has enabled my work to reach a wider audience worldwide at the same time as more traditional hardback and paperback copies of my book are available.

- Josie Gill, University of Bristol, UK and author of <u>Biofictions: Race, Genetics and the Contemporary Novel</u> (Bloomsbury Academic, 2020)

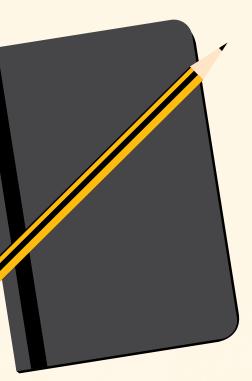


1 Neylon C et al, "More readers in more places: the benefits of open access for scholarly books", *Insights* (2021), <u>https://doi.org/10.1629/uksg.558</u>

WHY SHOULD I PUBLISH MY OPEN ACCESS BOOK WITH BLOOMSBURY?_____

- We are a **leading global independent publisher** with **one of the largest open access book portfolios**: <u>Bloomsbury.com/collections/open-access</u>.
- We were **one of the first open access book publishers**, starting in 2008, and have been committed to open research ever since.
- We're an **inclusive**, **flexible publisher** that strives to make open access an option for all authors, regardless of your project specifics, discipline, budget or funder requirements.
- Bloomsbury open access titles are able to comply with all major funders' OA policies.
- All Bloomsbury open access titles are hosted on our eBook platform Bloomsbury Collections, as well as being made discoverable through services such as the OAPEN Library and the Directory of Open Access Books (DOAB).
- We offer exactly the same editorial, production, sales and marketing service and the same rigorous peer review as we do for our non-open access books.
- We assign you a dedicated subject marketing expert to support you pre- and post-publication.
- We're **involved in a number of community initiatives** including OASPA, Knowledge Unlatched, the OA Books Network and the OAPEN OA Books Toolkit.
- We also publish in print, for those readers who prefer to purchase a physical copy.





WHAT TYPES OF OPEN ACCESS DOES BLOOMSBURY OFFER?

Bloomsbury offers two routes to make content from your book openly available.

- Open access publication: The full eBook is made freely available on the Bloomsbury Collections platform under a Creative Commons licence that allows free access, sharing and re-use (the extent of re-use depends on the licence). Typically we levy a book processing charge (BPC) – usually paid by your funder sponsor or institution – to cover costs of publication. This route is also known as 'gold' open access.
- Self-archiving: If your book is published under standard (non-open access) terms, you can make a chapter freely available by archiving a digital copy in your funder or institution's repository six months after publication. This route is also known as 'green' open access. Our self-archiving policy can be found at <u>Bloomsbury.com/openaccess</u>.

BLOOMSBURY PEN ACCESS



WHEN CAN I MAKE MY BOOK OPEN ACCESS?_

We offer two open access publication options:

- You can publish open access immediately upon publication.
- You can initially publish via the non-open access route, and flip your book to open access 18 months after publication for a lower fee (known as 'retrospective open access').



HOW MUCH DOES OPEN ACCESS PUBLICATION COST AND WHAT DOES THE FEE COVER?

Our prices differ according to the type of the book, its length and whether you choose immediate or retrospective open access:

Book type	Word Count	Fee (GBP)*	Fee (USD)*	Fee (EUR)*
Short monograph	Less than 70,000 words	£6,500	\$8,000	€7,500
Standard monograph or edited collection	70,000-110,000 words	£8,000	\$10,000	€9,000
Longer monograph or edited collection	110,000 - 180,000 words	£10,000	\$12,500	€11,500
Handbook or very long monograph or edited collection	180,000-250,000 words	£12,000	\$14,750	€13,750
Previously published monograph or edited collection ('retrospective open access')**	Less than 110,000 words	£3,000	\$3,750	€3,500

*All fees quoted are exclusive of VAT/local taxes; where applicable, tax will be added when the fee is invoiced. Fees for titles that exceed specified word counts are by arrangement - authors should contact their editor to discuss.

**An 18-month embargo after publication applies before a previously published title can be converted to retrospective open access. Third-party rights must be re-cleared.

Our open access fees cover the cost of commissioning, editorial, production, marketing, sales, distribution and hosting services for your book, as well as open access publication under a Creative Commons licence. In the case of retrospective open access we are able to recoup some of these costs from sales during the first 18 months, and so can charge a lower fee.





BLOOMSBURY OPEN ACCESS



WHERE CAN I FIND FUNDING FOR THE OPEN ACCESS FEE?_

Many research funders and institutions now have dedicated funding for open access book fees. The OAPEN OA Books Toolkit maintains a list of open access book funding sources that can be accessed via <u>Oabooks-toolkit.org/faqs</u>. However, funding is also often available via less formal routes, so it is always worth checking with your funder or institution even if they do not appear on this list.

WHAT CREATIVE COMMONS LICENCES DOES BLOOMSURY OFFER?_____

Creative Commons licences indicate how open access content can be shared or re-used. For more information, see the Creative Commons website: <u>Creativecommons.org/licenses</u>.

Depending on your project and your funding requirements, we can be flexible as to which Creative Commons licence you apply to your work. Due to the specific nature of humanities and social sciences content, and in particular issues relating to clearing third-party permissions, CC BY-NC-ND, which prevents commercial re-use or the creation of derivative works, is often the most appropriate licence. However, for immediate open access titles we can also offer CC BY, CC BY-NC or CC BY-ND depending on the project and funding stipulations.



HOW WILL BLOOMSBURY PROMOTE MY BOOK?_____

All of our books, including our open access titles, are assigned a subject marketing expert who will be in touch with you at the appropriate time (usually 3-4 months before publication). All of our open access titles receive the same marketing plan and activities as non-open access books. You can view the marketing plans for the different categories of books that we publish here: <u>Bloomsbury.com/marketing-your-book</u>.

If you are unsure of which category your book has been assigned, please speak to your editor.



HOW CAN I HELP TO DRIVE USAGE OF MY BOOK ONLINE?

Some of our most successful books have benefitted from active author participation in the marketing campaign, and this is no less true of open access books - in fact, author activity is likely to have an even greater effect for open access books as they can be downloaded free of charge by anyone. You can find numerous author marketing tips for promoting your book through your own networks, as well as guidance on SEO and planning book launches, at <u>Bloomsbury.com/marketing-your-book</u>.

Since digital channels are key for increasing visibility and driving usage of your open access book, we can provide you with a PDF marketing flyer as well as further tips on promoting your book digitally, via email and social media, as required. Contact your subject marketer if you would like to learn more.



I can sincerely recommend publishing open access with Bloomsbury. The whole editorial staff were tremendously helpful throughout this process, especially in supporting my submission of a grant application for open access funding. I particularly valued the open line of communication with the editorial team.

- Corina Heri, University of Amsterdam, The Netherlands and author of <u>Responsive</u> <u>Human Rights: Vulnerability, Ill-treatment and the ECtHR</u> (Hart Publishing, 2021)

WHO CAN I CONTACT TO DISCUSS PUBLISHING MY BOOK OPEN ACCESS?

You can find contact details for the relevant Bloomsbury subject editor at <u>Bloomsbury.com/contacts-for-authors</u>.

If you're considering publishing open access, please get in touch with us to discuss your requirements or to ask for advice on any of the above. You can view more FAQs at <u>Bloomsbury.com/openaccess</u>.

Stay up to date with all of our latest news and books by signing up for newsletters in your area of interest here: <u>Bloomsbury.com/newsletter</u> and by following us on Twitter <u>@BloomsburyAcad</u>.





