



**RE: Renewal of *Botanical Society of America* contract 2023-2027**

Dear Heather and Amy,

Thank you for taking the time to talk with us earlier this week and share more about the Society's concerns with our original renewal offer, and with the challenge of transitioning fully to OA while continuing to serve your authors and the botanical community. We really appreciated your receptivity to our suggestions regarding increases to the journals' APCs and a diminution in the member discount; these changes bring the BSA titles in closer alignment with policies at their competitors.

Further to our conversation, we are pleased to offer the BSA an increased Royalty of 40% on all revenues received, and a fixed Guaranteed Minimum Income (GMI) of \$160,000 annually. Based on the increase in income that we expect the APC adjustments to deliver, we were also able to increase our offer for the annual editorial stipend from \$248,000 to \$270,000. We hope that this improved offer provides the stability that the BSA needs and clearly illustrates our strong desire to continue our successful partnership with the BSA and our commitment to supporting the Society through the OA transition.

We also offer, at no cost to the BSA, our services in Content Review. The Content Review team at Wiley is expert in Editorial Manager and all aspects of the peer review process and is well-equipped to deal with your needs, including efficient administration of the peer review process, data-backed guidance on ways to improve speed and author experience, detailed, tailored reporting on journal and performance metrics, and coverage in the event of holiday or emergency. Their support of the mechanics of peer review would allow your editorial staff to devote themselves to tasks that require a more personal touch and expert knowledge of your community, such as working with us to identify potential niches for a new journal launch.

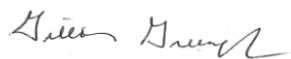
We were honored to have been chosen as the BSA's publisher in 2017 and we are proud of what we have accomplished together. Between 2018 and 2020, AJB's institutional reach increased by 52%. AJB's article downloads went up more than 45%, and the Impact Factor increased from just under 3 to almost 4. Similarly, APPS' downloads increased 59%, while its Impact Factor went from 1.2 to just under 2. These are tremendous accomplishments, and we see the potential for even greater impact from the BSA portfolio.

As we have discussed, a joined-up approach is vital to our success in readying AJB for a flip to Open Access, which we believe is imminent, as we see more and more libraries push for transitional agreements and traditional subscription revenues continue to decline. We are now in a period of significant change within scholarly communications, so it is vital that the BSA and Wiley work collaboratively on strategic goals, such as driving submissions through diversifying your author pool, identifying trending topics on which to base special issues, improving the author experience and adding incremental revenues by helping would-be BSA authors find alternative homes for their rejected papers, and exploring new growth areas of research that might support the launch of a new journal to further expand and ensure the sustainability of the BSA portfolio.

# WILEY

Together, we are and will continue to be a great team—you deliver excellent content and we put that great content in the hands of the most possible readers. Thank you for this opportunity to revise our offer for the next term of our partnership. We hope to convey the potential that our continued partnership promises and look forward to further discussions with you about the future of the BSA's publishing portfolio.

With very best wishes from your publishing team at Wiley,



Gillian Greenough  
Executive Editor



Vicky Johnson  
Senior Editorial Director

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# WILEY

Wiley would be honored to continue serving as the publisher of the BSA portfolio. We are pleased to extend the following financial offer:

- A 5-year publishing term, from 2023 to 2027
- Starting with the 2023 publication year, a financial arrangement of **40% Royalty** on all revenues
- A fixed annual GMI of **\$160,000**
- An annual editorial honorarium of **\$270,000**
- An annual journal development fund of **\$20,000**
- An annual travel fund of **\$2,000**

## Projected Return to the BSA in the renewed contract term

	2023	2024	2025	2026	2027	5 Year Cumulative
<b>Projected Royalty (40%)</b>	\$328,067	\$328,616	\$329,004	\$336,118	\$342,155	<b>\$1,663,960</b>
Editorial Honorarium	\$270,000	\$270,000	\$270,000	\$270,000	\$270,000	\$1,350,000
Development Fund	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$100,000
Travel Fund	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
<b>Total Projected Return</b>	<b>\$620,067</b>	<b>\$620,616</b>	<b>\$621,004</b>	<b>\$628,118</b>	<b>\$634,155</b>	<b>\$3,123,960</b>

These projections are predicated upon an increase of the Article Publication Charge by approximately 20% in 2022 (the year prior to the start of the new term), thereafter increasing by 5% in alternating years, as well as a readjustment of the BSA member discount to a fixed rate of 20% in 2022.

## APC Growth Model

	2022	2023	2024	2025	2026	2027
<b>AJB APC</b>	<b>\$2,000</b>	<b>\$2,000</b>	<b>\$2,100</b>	<b>\$2,100</b>	<b>\$2,205</b>	<b>\$2,205</b>
Percentage increase	21%	0%	5%	0%	5%	0%
<b>APPS APC</b>	<b>\$1,800</b>	<b>\$1,800</b>	<b>\$1,890</b>	<b>\$1,890</b>	<b>\$1,985</b>	<b>\$1,985</b>
Percentage increase	20%	0%	5%	0%	5%	0%

We have not included any revenues resulting from the cascade of submissions rejected from BSA journals to [Plant-Environment Interactions](#) in our projections for this offer, but we would be keen to work with you to establish that pipeline. The following table provides an indication of the incremental revenues that might result from implementing this opportunity.

## Cascade Revenues

	2023	2024	2025	2026	2027
Papers referred	150	158	165	174	182
Papers transferred	15	16	17	17	18
Papers accepted	12	13	14	14	15
Applicable APC	\$2,100	\$2,100	\$2,205	\$2,205	\$2,315
<b>Resultant royalty</b>	<b>\$2,520</b>	<b>\$2,730</b>	<b>\$3,087</b>	<b>\$3,087</b>	<b>\$3,473</b>