



**For
Librarians**

PLOS Promotional Toolkit

Welcome!

The following slides describe resources available to support promotion of your partnership with PLOS. Included are:

- PLOS logos to use in your communications
- digital banner adverts for your emails and intranet
- sample social media wording
- explanatory wording for the partnership models
- sample email layout and copy for your researchers
- video guides to PLOS, APC-free publishing and how to publish for your researchers
- translated materials
- information about our Outreach program

All materials are available in our dedicated [Google Drive](#). If you have any





Managing your PLOS Partnership

Useful Information for Partners

In addition to the resources in the following slides, you'll find additional [Useful Information for Partners here](#).

This includes information about **reporting**, **useful webinar recordings** and links to the **author guides**.

We'll keep you updated with news about our programs but if your colleagues would like to receive this too, they can sign up [here](#).





Downloadable Assets

Download your PLOS logos

All Logos for all 12 journals are available here:

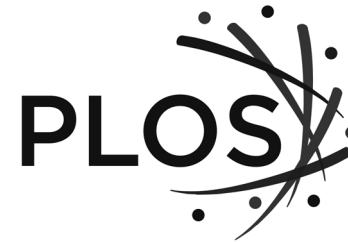
<https://drive.google.com/drive/folders/1W8pXPMEIFPrtiNABUkjlbyFwYU4g9E-?usp=sharing>

PLOS ONE

PLOS BIOLOGY

PLOS MEDICINE

PLOS GENETICS



Digital Banner Adverts

We've created a range of sizes and styles for each of the partnership models. The banners are organized by journal grouping and according to the partnership model:

- 1) Flat Fee Agreement
- 2) CAP (Community Action Publishing)
- 3) Global Equity
- 4) ATF (Author Transaction Fee)

You can choose a design that refers researchers to your own library for more information. Alternatively, select a design that can be linked to one of the pages described on the next slide



Links for Digital Banner Adverts

The following links can be used to send your researchers to pages on the PLOS site

1) Flat Fee Agreement

'Find out how' wording:

<https://plos.org/publish/publishing-faqs/#plos-institutional-account-program>

2) CAP (Community Action Publishing)

'Find out more' wording:

<https://plos.org/publish/community-action-publishing-for-authors/>

3) Global Equity

'Find out more' wording:

<https://plos.org/publish/publishing-faqs/#plos-institutional-account-program>



Download your PLOS Banners (1/2)

<https://drive.google.com/drive/folders/10vheJ73wpBxIhmMEFabmWwRqGwT6D9D4?usp=sharing>



You can now publish in *PLOS Medicine* at no cost to yourself.


Contact your library for more Information about PLOS Community Action Publishing



Did you know your institution is covering the cost of publishing your next article?

Publish fee-free in *PLOS Medicine* and *PLOS Biology*.

FIND OUT MORE >>




You can now publish in *PLOS Biology* at no cost to yourself.

Contact your library for more Information about PLOS Community Action Publishing

Did you know your institution is covering the cost of publishing in *PLOS ONE* and any PLOS community journal?

Publish your next paper at no cost.



FIND OUT HOW



Download your PLOS Banners (2/2)

<https://drive.google.com/drive/folders/10vheJ73wpBxIhmMEFabmWwRqGwT6D9D4?usp=sharing>



We're covering the cost of publishing in any PLOS journal.

Publish your next paper at no cost. Contact your library to find out more



You can now publish in *PLOS Medicine* at no cost to yourself.

Contact your library for more information about PLOS Community Action Publishing





Sample Wording

Example Social Media messaging

Twitter

- Did you know that (@institution) researchers can publish #OpenAccess at no cost with @PLOS? Learn more at <https://plos.io/PartnerPublish>
- Publish #OpenAccess in select @PLOS journals at no cost! (@institution) has partnered with PLOS to ensure you can benefit from the increased visibility of Open Access. Learn more at <https://plos.io/PartnerPublish>
- Great news! As a @PLOS partner, (@institution) researchers can publish #OpenAccess at no cost with select PLOS journals. Learn more at <https://plos.io/PartnerPublish>

Facebook & LinkedIn

- Did you know that (institution) researchers can publish Open Access at no cost with PLOS? Learn more at <https://plos.io/PartnerPublish>
- Publishing Open Access advances information equity by making your research more visible, useful, and more transparent. As a PLOS partner, (institution) researchers can publish Open Access at no cost with select PLOS journals. Learn more at <https://plos.io/PartnerPublish>

Link to:

- your library information pages
- <https://plos.io/PartnerPublish>



Example Social Media messaging

Twitter

- PLOS Community Action Publishing is a new publishing model designed with the aim to eliminate author publication fees. Learn more about how @PLOS is working with institutions to build a new, more equitable future for #OpenAccess - <https://plos.io/CommActionPub>
- PLOS Community Action Publishing is a new publishing model designed to eliminate author publication fees and make @PLOSbiology and @PLOSmedicine both open to read and open to publish. #OpenAccess <https://plos.io/CommActionPub>

Facebook & LinkedIn

- PLOS has launched a new Community Action Publishing (CAP) model with the aim to eliminate author publication fees. Through CAP, PLOS is working with institutions to build a new, more equitable future for Open Access. Learn more about this new model: <https://plos.io/CAP>



Explaining Community Action Publishing

This is a type of “collective action” business model that can equitably distribute the cost of selective, Open Access publishing among institutions rather than charging high APCs to individual authors.

1. **Cost to publish is assessed based on publication needs of *both* corresponding and contributing authors** so the cost of publishing is distributed more equitably among representative institutions
2. **Institutions commit to a yearly flat fee**, ensuring their researchers receive access to unlimited publishing opportunities in *PLOS Biology* and *PLOS Medicine*.
3. **Revenue exceeding the community targets goes back to members at renewal.**
Our margins are capped so the more institutions who join in this effort, the lower costs become for all.

More info here:

<https://plos.org/publish/publishing-faqs/#plos-institutional-account-program>



Explaining Flat Fee Agreements

The PLOS Flat Fee model streamlines and simplifies managing publishing fees by shifting the cost from individual articles to an institutional flat fee.

Institutions who participate in this model gain access to a suite of services from PLOS and provide unlimited publishing opportunities for their researchers at *PLOS ONE*, *PLOS Computational Biology*, *PLOS Pathogens*, *PLOS Neglected Tropical Diseases* and *PLOS Genetics*.

Find out more: <https://plos.org/resources/for-institutions/flat-fee-agreements/>



Explaining Global Equity Agreements

Our new Global Equity model empowers institutions in every region of the world to provide unlimited publication support for their authors through a single, annual fee that is equitable, and affordable.

Participation fees are based on each institution's historical research output in the field and are reflective of their regional economy according to their country's World Bank lending tier. Costs are fixed and transparent to give libraries more control over their budgets.

Institutions who participate in our Global Equity model eliminate publication fees for their authors in any of our broad scope, issue-driven journals, *PLOS Climate*, *PLOS Global Public Health*, and *PLOS Water* encouraging diverse, equitable representation of all research perspectives in addressing these vital, global challenges.

Find out more: <https://plos.org/resources/for-institutions/how-can-we-partner/>



Explaining Author Transaction Fees

As an alternative to full membership of the Flat fee model, institutions can choose to make a significant contribution to the publication costs in six journals, with authors paying the remainder. This payment by the author is known as an **Author Transaction Fee**.

The Author Transaction Fees that an institution can select are set at \$400 or \$800. Depending on the fee chosen, this represents a saving of between 54% (when paying at \$800 fee in *PLOS ONE*) and 83-84% savings when a \$400 fee is paid in *PLOS NTDs*, *PLOS Pathogens*, *PLOS Genetics*, *PLOS Digital Health*, *PLOS Computational Biology*.

Institutions participating in Author Transaction fees still gain access to a suite of services from PLOS and provide increased publishing opportunities for their researchers in six key journals.



Email layout and wording

Use our template to let your researchers know about the model(s) you've signed to.

Add your own logo, select the appropriate wording, then save in your preferred format before attaching it to your email

- <https://docs.google.com/document/d/15mE1hNftI4M92zdouJkNYA4qxUBom3kANmbMvFdTa6E/edit?usp=sharing>



Add your university logo

Publish your next paper at no cost.

We're excited to announce that **institution name** and PLOS have partnered to cover your publishing costs for **all 12** PLOS journals.

PLOS is dedicated to reshaping scholarly communications to ensure that Open Access publishing is truly open to every researcher. Our partnership with PLOS means **you will pay no fees** when you publish Open Access in any of the following PLOS journals:



Video guides for your researchers

We've created 2 short video guides for you to share with your researchers:

- [A guide to PLOS](#) - introducing your journal options and APC-free publishing
- [How to submit a paper](#)





Translated Resources

Translated resources

Versions of our downloadable banners and social media messaging in German and Spanish.

German

- [Downloadable banner images](#)
- [Example social media messaging](#)

Spanish

- [Downloadable banner images](#)
- [Example social media messaging](#)

Example Social Media messaging: German

Twitter

- Wussten Sie, dass (@Institution) Forscher kostenlos #Open Access @PLOS publizieren können? Finden Sie hier heraus, wie <https://plos.io/PartnerPublish>
- Veröffentlichen Sie kostenlos #Open Access in ausgewählten @PLOS Zeitschriften. (@institution) hat sich mit PLOS zusammengetan, um sicherzustellen, dass Sie durch eine erhöhte Sichtbarkeit von Open Access profitieren können. Erfahren Sie mehr unter <https://plos.io/PartnerPublish>
- Tolle Neuigkeiten! Als @PLOS Partner können (@institution) Wissenschaftler/innen in ausgewählten PLOS-Zeitschriften @OpenAccess kostenlos publizieren. Erfahren Sie mehr unter <https://plos.io/PartnerPublish>

Facebook & LinkedIn

- Wussten Sie schon, dass (institution) Wissenschaftler/innen in PLOS kostenlos OpenAccess publizieren können? Erfahren Sie mehr unter <https://plos.io/PartnerPublish>
- OpenAccess Publikationen fördern die Informationsgerechtigkeit, indem Ihre Forschungsarbeit sichtbarer, nützlicher und transparenter wird. Als PLOS Partner können (institution) Wissenschaftler/innen in ausgewählten PLOS-Zeitschriften kostenlos OpenAccess veröffentlichen. Erfahren Sie mehr unter <https://plos.io/PartnerPublish>

Link to:

- your library information pages
- <https://plos.io/PartnerPublish>



Example Social Media messaging: Spanish

Twitter

- ¿Sabía que investigadores de (@institution) pueden publicar #OpenAccess sin costo con @PLOS? Obtenga más información en <https://plos.io/PartnerPublish>
- ¡Publique #OpenAccess en revistas seleccionadas de @PLOS sin costo! (@institution) se ha asociado con PLOS para asegurar que usted pueda beneficiarse de la mayor visibilidad del Acceso Abierto. Obtenga más información en <https://plos.io/PartnerPublish>
- ¡Excelentes noticias! Como socio de @PLOS, investigadores de (@institution) pueden publicar #OpenAccess sin costo en revistas seleccionadas de PLOS. Obtenga más información en <https://plos.io/PartnerPublish>

Facebook & LinkedIn

- ¿Sabía que investigadores de (institution) pueden publicar Open Access sin costo con PLOS? Obtenga más información en <https://plos.io/PartnerPublish>
- Publicar en Acceso Abierto avanza la equidad de información al hacer que su investigación sea más visible, útil y transparente. Como socio de PLOS, los investigadores de (institution) pueden publicar en acceso abierto sin costo en revistas seleccionadas de PLOS. Obtenga más información en <https://plos.io/PartnerPublish>

Link to:

- your library information pages
- <https://plos.io/PartnerPublish>





Marketing Outreach

Marketing support

We're supporting all partners with a program of marketing.

When you sign up, you receive a **Welcome Pack** containing promotional material and sample wording. Just ask if there's anything else we can do. No promises, but we'll do our best to help you.

We also have a series of **Marketing Outreach** campaigns planned for researchers at your institution. Using **email marketing** and **banner advertising** we'll promote the opportunities available to publish with PLOS directly to your communities.

Our activity will also include links to resources online. We can't guarantee to reach everybody but we'll do everything we can to help promote our partnership.



PLOS

