

Landscape Journal

2019 State-of-the-Journal Report
July 2018–June 2019

UW Press Journals Year in Review

We are pleased to share that after many years of being located off campus, the University of Wisconsin Press has successfully transitioned from its Monroe Street location to the fourth floor of Memorial Library. We are thrilled to be located back in the heart of campus and are eagerly pursuing partnership opportunities with our new building colleagues. There will be an Open House in early fall and we will share that information when we have a date. In the meantime, we invite you to stop by and see our new space. To update your records, we're now located at 728 State Street, Suite 443, Madison, Wisconsin 53706-1428. Phone numbers and email addresses remain the same.

In other news, we have revamped our circulation and fulfillment position this past year, incorporating a sales and outreach focus to the role. This is something other university presses have done, successfully improving circulation numbers. We've been fortunate to welcome Aurora Shimshak to our team in this position as our new Circulation and Business Development Coordinator. She was previously at *Ecotone*, where she worked to develop customer relationships and increase readership, including developing marketing and social media campaigns, and representing the magazine at conferences. We're very happy to have her on board and look forward to bringing more outreach into our circulation efforts.

Chloe Lauer was an invaluable help this past year. She did an enormous amount of customer service work while we updated our circulation and fulfillment position, along with reviewing and updating numerous policies, procedures, and workflows within the department. In addition, she was one of three staff members who coordinated our move, helping the process go smoothly with minimal disruption. She was nominated for a University Staff Recognition Award, which was more than well deserved.

In addition to routine marketing efforts, Claire Eder represented our journals at the Charleston Conference, an annual meeting that brings together librarians, publishers, and electronic resource managers. It provides the opportunity to speak directly with the primary customer for most of our journals—academic and research libraries. Claire and Aurora hope to do more work on developing these relationships in coming years. Claire also created a guide for authors to promote their published research, and a new usage trend analyses, which you'll find later in this report. As always, we welcome your feedback on this reporting format.

This year John Ferguson successfully worked with *Contemporary Literature* and *Landscape Journal* to get them back on schedule. While this may seem trivial, having a journal behind schedule can have negative impacts on subscriptions, revenue, and even periodical status. Being on schedule is a minimum requirement for inclusion in

many selective indexing and abstracting services, as well as for impact factors (for journals that publish in eligible fields).

John's work this year was singled out with a testimonial from an editor:

His attention to detail, principled flexibility, and production knowledge was exactly what I needed to support me as an Editor. I could not have been more fortunate to have worked with John. I could give any number of examples but the repeated action that stands out to me is how John always made me feel like I was the only journal editor he had to focus on. His dedication to doing everything he could to help and make me feel that I was at the center of his production universe every time we spoke was nothing short of amazing.

Finally, we have a few items to share regarding individual journals.

- *Arctic Anthropology* has seen a significant increase of interest in the journal on Facebook from those working in the field.
- We learned that *The Journal of Human Resources* was cited by Malcolm Gladwell in his podcast, *Revisionist History* (<http://revisionisthistory.com/episodes/27-malcolm-gladwell-s-12-rules-for-life>).
- *Monatshefte* saw the retirement of Hans Adler, editor since 2001. He will co-edit with the new joint editors Hannah Eldridge and Sonja Klocke through 2019. Beginning in 2020 Hannah Eldridge and Sonja Klocke will be the ongoing co-editors of the journal.
- The Bureau of Land Management, in addition to subscribing to *Native Plants Journal (NPJ)* in bulk (a site-license), placed a large order of *NPJ* to deliver print copies at a landscape meeting, as part of their efforts to promote the use of native plants.
- We're very pleased that the Society for Ecological Restoration has added a reduced-price subscription for *Native Plants Journal* as a member benefit, in addition to the long time offering of *Ecological Restoration*. This has resulted in a visible impact on subscriptions.

Once again, we'd like to remind you that your recommendation and promotion of the University of Wisconsin Press helps. When we grow as a journals program, we become more efficient and are able to share the cost of operations among more journals. We hope you'll consider spreading the word.

In closing, we would like to reiterate that we want to be a resource for you. Please do not hesitate to contact us if you have questions, concerns, or suggestions.

Departmental Reports

Production

Landscape Journal continues to be the most behind schedule—now more than one year behind schedule. We had some momentum going while working with Brian Lee, along with some better-quality control and production processes, but we now find ourselves in another period of transition. We hope the journal is able to keep pace even during these changes. We had been working on a design update to the cover and interior with Brian Lee, and hope to continue that work with the new Vision Task Force formed by CELA.

Advertising

Print Ads

None

Exchange Ads

The Cultural Landscape Foundation

Indiana University Press (*Ethics & the Environment*)

University of Nebraska Press (*Great Plains Research*)

CELA Annual Conference

1st International Conference on Urban Experience and Design

Online Ads

None

Promotion & Marketing

The following ads and promotions were undertaken for *Landscape Journal* in FY2019. As always, we welcome and encourage your suggestions for promotional opportunities.

House Ads

- Banner web ad for CELA Executive Director search appeared on *Landscape Journal* website
- CELA ad in *Native Plants Journal* 19:2
- Land Management Bundle house ad featuring LJ, *Ecological Restoration*, *Land Economics*, and *Native Plants Journal* appeared in *ER* 36:4, 37:1, 37:2; *NPJ* 19:3 & 20:1; *LE* 95:2

Conferences

- 2018 Charleston Library Conference: promoted journal through table display
- 2019 Maryland and Delaware Library Associations Meeting: sent display copies of the journal
- 2019 Massachusetts Library Association Meeting: sent display copies of the journal
- 2019 Association of College and Research Libraries Conference: promoted journal through table display
- 2019 Ecological Landscape Alliance (ELA) Conference: placed ad in program
- 2019 CELA Conference: sent display copies
- 2019 Wisconsin Public Television Garden & Landscape Expo: promoted journal through table display
- 2019 Wild Things Conference: promoted journal through table display
- 2019 Urban Affairs Conference: sent display copies
- the 2019 International Symposium on Society and Resource Management (ISSRM) Conference: promoted journal through table display
- 2019 International Conference on Urban Experience + Design: sent display copies and flyers; placed ad on conference website
- 2019 Environmental Design Research Association (EDRA) Conference: placed ads in print program and on conference website and mobile app

Blog and Social Media

- UWP blog post on editorial transition:
<https://uwpres.wisc.edu/blog/?p=4063>
- A Landscape Journal Facebook page was created, see <https://www.facebook.com/landscapejournal>. Assistance is needed from Editors for content to update page.

Other

- Created a PDF flyer for authors with tips on publicizing their articles:
<https://uwpres.wisc.edu/journals/pdfs/Article-Sharing-Guide.pdf>

Financial Overview

Once again, we've providing your Summarized Income Statement, and Financial Trends. Specific notes about the finances are included in the Financial Trends Document. Please let us know if there is other information that would be helpful to see in understanding the financial health of your journal.

As reminder, your annual payment is the Ending Cash Balance at the end of each Fiscal Year, paid in the following Fiscal Year. That is, the payment for FY19, which ended on June 30, 2019, is made in September 2019. This is shown on the Financial

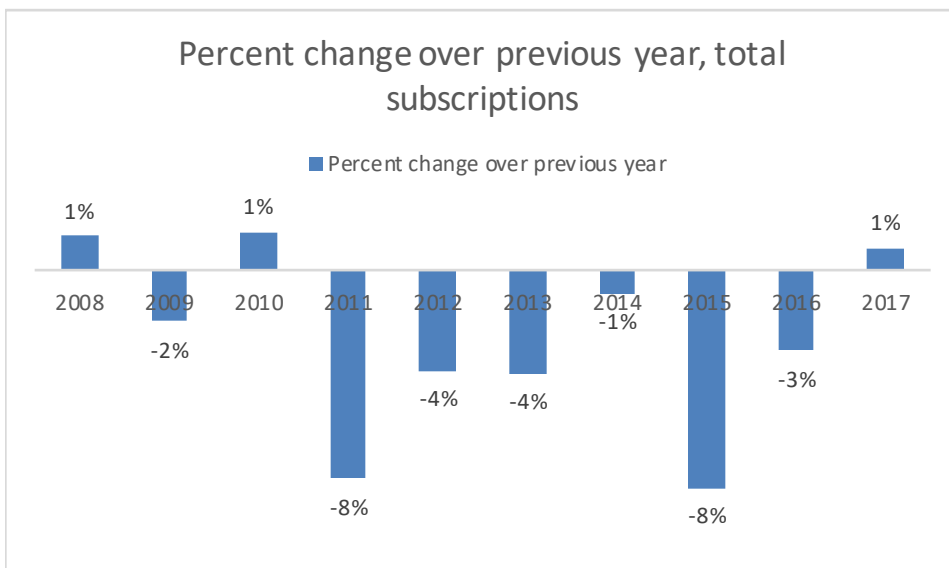
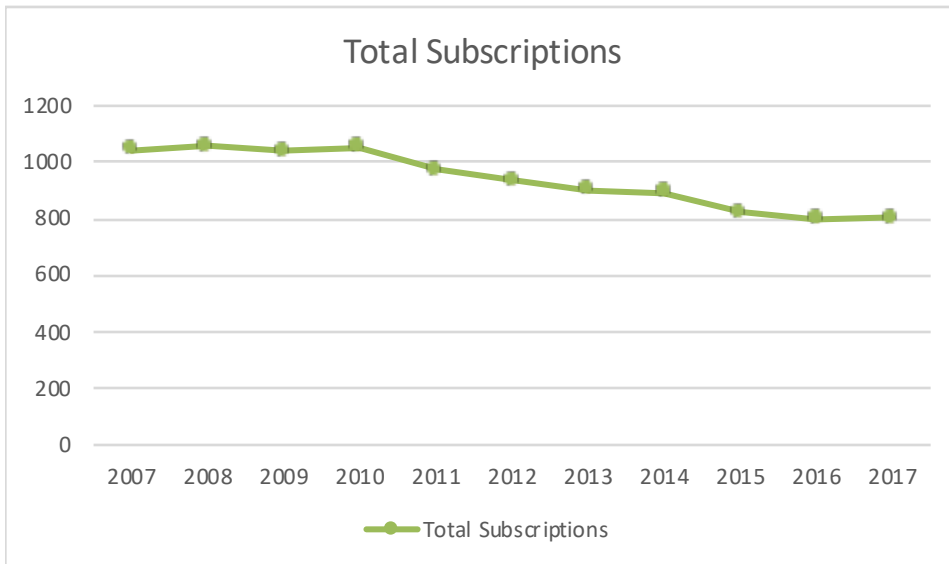
Trends document for prior years. For FY19, your payment of \$65,055.64 has been requested.

Reports & Statistics

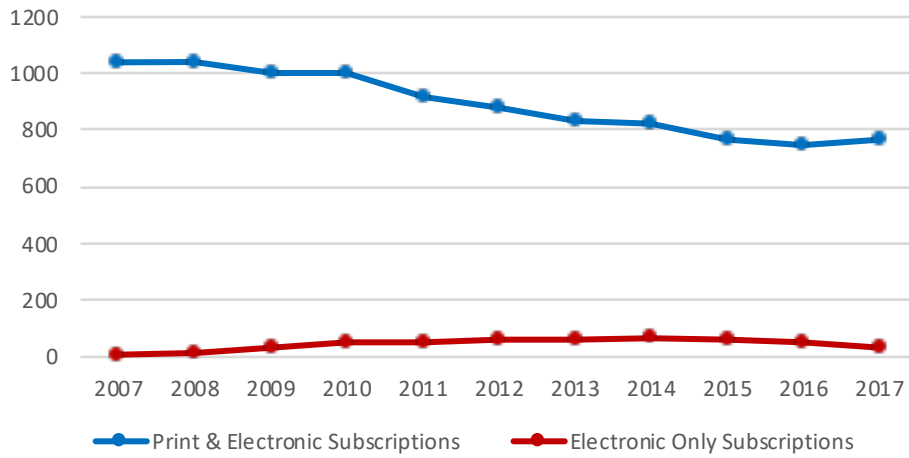
Please see the following pages for reports and statistics as detailed below. We are happy to answer questions or provide assistance in interpreting any of these reports.

1. Subscriptions - Circulation Charts
2. Usage Statistics
3. Financial Reports:
 - a. FYE Summarized Income Statement
 - b. Financial Trends

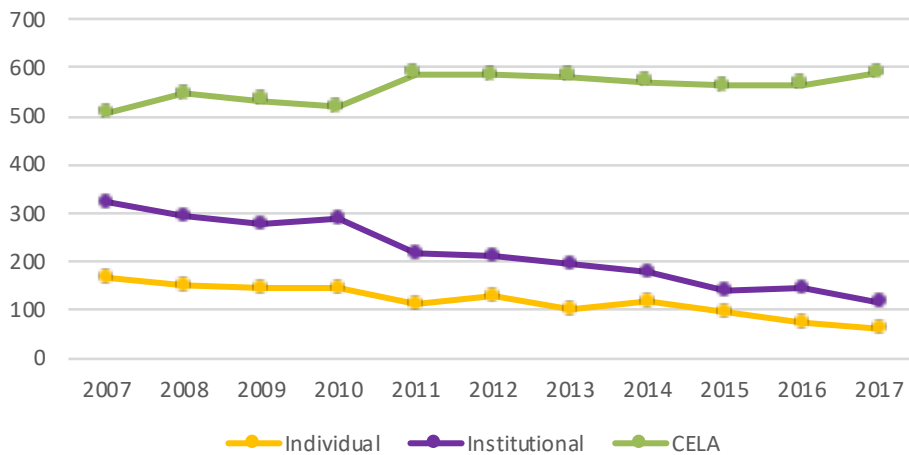
Landscape Journal Subscriptions, 2007–2017



E-Only Subscriptions vs. Print & E Subscriptions

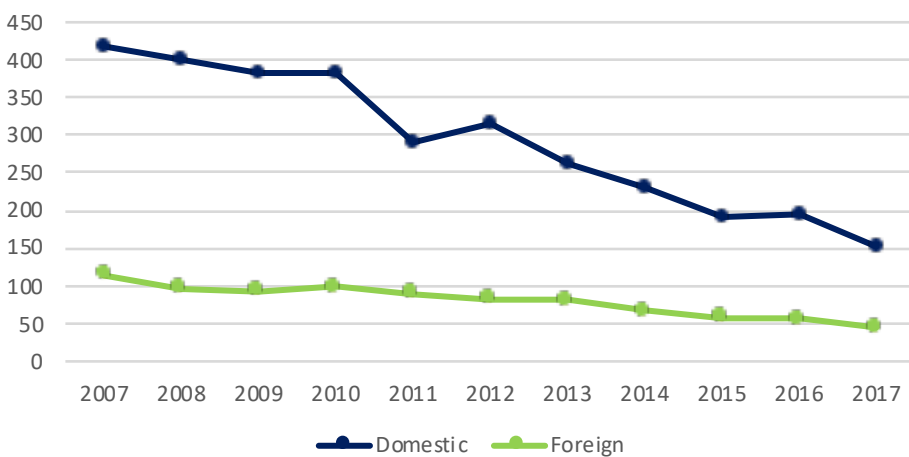


Individual vs. Institutional Subscriptions*



* For these categories, we only have data for print subscriptions.

Domestic vs. Foreign Subscriptions*



* For these categories, we only have data for print subscriptions. These numbers do not include CELA subscribers.

Landscape Journal Usage Trends, Fiscal Year 2018–2019

CONTENTS

Overall Usage

p. 1 - Usage by Month: Article Views and PDF Downloads by Platform, FY2019

Monthly usage data for the fiscal year.

p. 2 - Usage by Month: Article Views and PDF Downloads by Platform, FY2018

Monthly usage data for the previous fiscal year.

p. 3 - Usage by Year: Article Views and PDF Downloads by Platform, FY2015–FY2019

An overview of usage over the last 5 years.

Top Read Articles

p. 4–5 - Top Read Articles for Each Platform, of All Articles (on That Platform). Usage Period: FY2019

Top read articles, of all available articles on each platform, during the fiscal year.

HighWire

Project MUSE

JSTOR

p. 6 - Top Read Articles, of Those Published since January 2018. Usage Period: 1/1/18 – 6/30/19

Which recently published articles have been read the most?

HighWire

Project MUSE

Top Cited Articles

p. 7 - Top Cited Articles of All Time, as of July 2019

A comparison of citation data from two different sources.

Google Scholar

Web of Science

Top Countries and Institutions

p. 8 - Project MUSE Top Countries by Number of PDF Downloads, FY2019

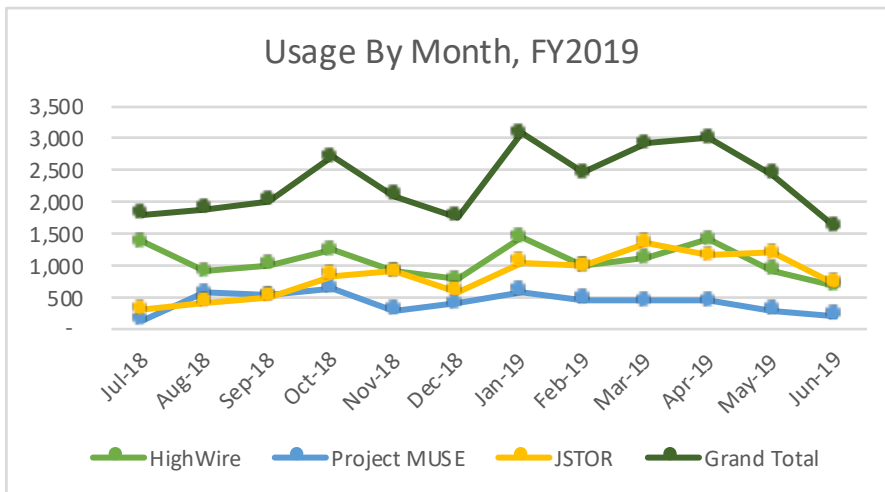
Which countries use the journal the most on Project MUSE?

p. 9 - Project MUSE Top Institutions by Number of PDF Downloads, FY2019

Which MUSE-subscribing institutions use the journal the most?

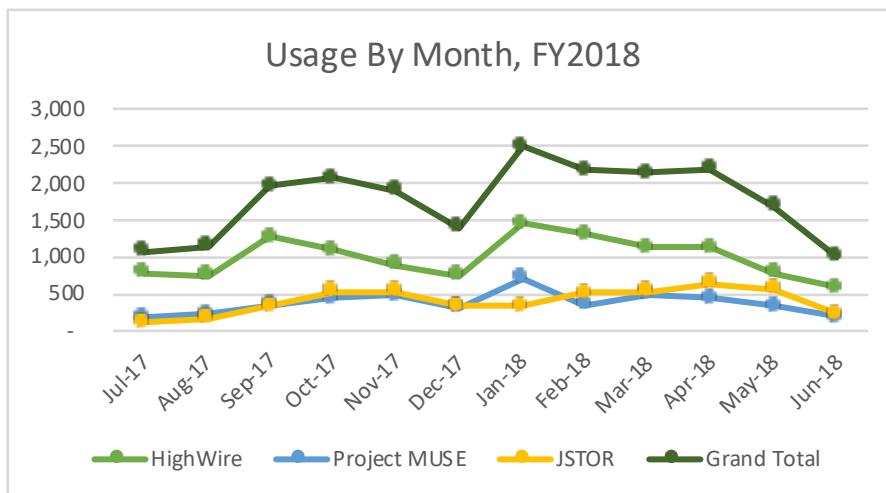
Usage by Month: Article Views and PDF Downloads by Platform, FY2019 (7/1/18 – 6/30/19)

	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	TOTAL
HighWire													
Article views	7	0	0	0	0	0	0	0	0	0	0	0	7
PDF downloads	1,361	913	1,001	1,238	903	775	1,447	998	1,125	1,419	928	678	12,786
Total	1,368	913	1,001	1,238	903	775	1,447	998	1,125	1,419	928	678	12,793
Project MUSE													
Article views	83	313	317	392	179	204	368	302	295	300	185	138	3,076
PDF downloads	54	253	207	246	109	195	230	169	156	137	119	71	1,946
Total	137	566	524	638	288	399	598	471	451	437	304	209	5,022
JSTOR													
Article views	167	234	322	546	632	403	462	500	824	867	864	511	6,332
PDF downloads	141	184	182	292	271	187	584	494	530	293	344	207	3,709
Total	308	418	504	838	903	590	1,046	994	1,354	1,160	1,208	718	10,041
Grand Total	1,813	1,897	2,029	2,714	2,094	1,764	3,091	2,463	2,930	3,016	2,440	1,605	27,856



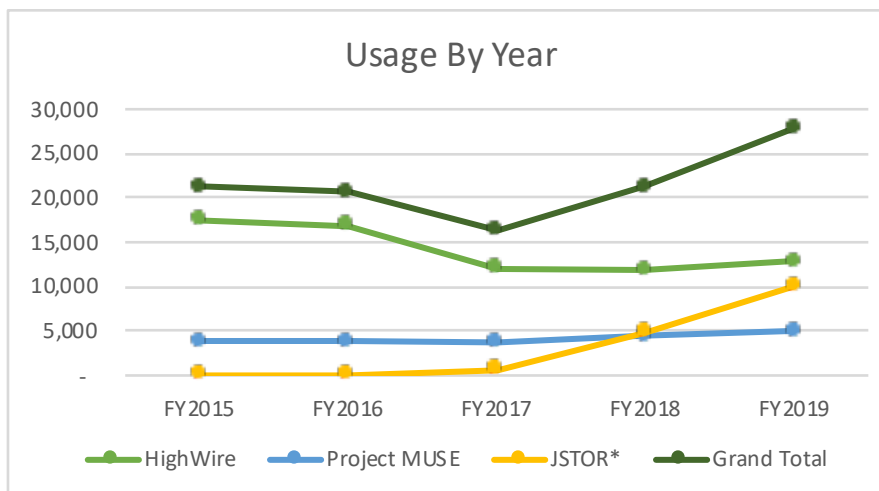
Usage by Month: Article Views and PDF Downloads by Platform, FY2018 (7/1/17 – 6/30/18)

	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	TOTAL
HighWire													
Article views	20	15	77	50	41	17	73	95	34	12	33	24	491
PDF downloads	753	730	1,184	1,047	858	720	1,382	1,211	1,082	1,111	746	568	11,392
Total	773	745	1,261	1,097	899	737	1,455	1,306	1,116	1,123	779	592	11,883
Project MUSE													
Article views	109	132	209	258	271	172	307	204	336	269	182	101	2,550
PDF downloads	74	83	141	184	209	146	396	139	153	163	150	89	1,927
Total	183	215	350	442	480	318	703	343	489	432	332	190	4,477
JSTOR													
Article views	49	98	169	298	284	175	187	292	272	350	345	122	2,641
PDF downloads	67	80	168	231	240	162	149	220	263	280	222	94	2,176
Total	116	178	337	529	524	337	336	512	535	630	567	216	4,817
Grand Total	1,072	1,138	1,948	2,068	1,903	1,392	2,494	2,161	2,140	2,185	1,678	998	21,177



Usage by Year: Article Views and PDF Downloads by Platform, FY2015 – FY2019

	FY2015	FY2016	FY2017	FY2018	FY2019
HighWire					
Article views	39	22	208	491	7
PDF downloads	17,433	16,787	11,796	11,392	12,786
Total	17,472	16,809	12,004	11,883	12,793
Project MUSE					
Article views	2,003	2,155	2,133	2,550	3,076
PDF downloads	1,761	1,669	1,590	1,927	1,946
Total	3,764	3,824	3,723	4,477	5,022
JSTOR*					
Article views	0	0	294	2,641	6,332
PDF downloads	0	0	311	2,176	3,709
Total	0	0	605	4,817	10,041
Grand Total	21,236	20,633	16,332	21,177	27,856



**Landscape Journal* joined JSTOR in March 2017.

Top Read Articles for Each Platform, out of All Articles (on That Platform). Usage Period: FY2019 (7/1/18 – 6/30/19)

HighWire: coverage of LJ = 1982 (vol. 1) to present

	Title	Author(s)	Vol / Year	Usage
1	Healing Gardens: Therapeutic Benefits and Design Recommendations	Joanne Westphal	Jan-01	609
2	The Content of Landscape Form [The Limits of Formalism]	Marc Treib	Jan-01	448
3	Editors Introduction	Daniel J. Nadenicek, David G. Pitt, and Brian Lee	Jan-17	384
4	Editor's Introduction	MED	Jan-07	335
5	The Racialization of Space and the Spatialization of Race: Theorizing	George Lipsitz	Jan-07	229
6	A Case Study Method For Landscape Architecture	Mark Francis	Jan-01	196
7	Returning to Radburn	Michael David Martin	Jan-01	186
8	Editors Introduction	Brian Lee	Feb-17	186
9	Editors Introduction	Brian Lee	Jan-18	173
10	You Dear Old Prima Donna: The Letters of Frank Lloyd Wright and J	Virginia L. Russell	Jan-01	153

NOTE: Articles from vol. 20.2 (January 2001) may receive more usage because this is the free issue on HighWire

Project MUSE: coverage of LJ = 2011 (vol. 30) to present

	Title	Author(s)	Vol / Year	Usage
1	Design of Brownfield Landscapes Under Different...	Joan Iverson Nassauer; Meltem Erdem	32.2 (2013)	220
2	The Landscape of Landscape Urbanism	Vera Vicenzotti	36.1 (2017)	175
3	From "Open Space" to "Public Space":...	Alison B. Hirsch	33.2 (2014)	102
4	Cultural Landscape Preservation: An Evolving Field	Patricia M. O'Donnell	35.2 (2016)	95
5	Emerging Landscapes: Using Ecological Theory to...	MaryCarol Hunter	30.2 (2011)	93
6	Designing Living Landscapes: Cultural Landscapes...	Cari Goetcheus; Ethan Park; Robin Karson	35.2 (2016)	88
7	Reading Landscape: J. B. Jackson and the...	Jeffrey D. Blankenship	35.2 (2016)	86
8	Environmental Design, Systems Thinking, and Human...	Moa Karolina Carlsson	36.2 (2017)	84
9	Landscape as Urbanism: A General Theory by...	Wolfram Hofer	35.2 (2016)	84
10	Ecology and Culture in the Design of Urban Parks	Thomas Woltz	35.2 (2016)	81

NOTE: Articles from vol. 30.1 (2011) may receive more usage because this is the free issue on Project MUSE

JSTOR: coverage of AA = 1982 (vol. 1) to 2013 (vol. 32)

	Title	Author(s)	Vol / Year	Usage
1	The Racialization of Space and the Spatialization of Race: Theorizing	George Lipsitz	26.1 (2007)	481
2	Form, Meaning, and Expression in Landscape Architecture	Laurie Olin	7.2 (1988)	186
3	A Case Study Method For Landscape Architecture	Mark Francis	20.1 (2001)	161
4	The Nature of Ian McHarg's Science	Susan Herrington	29.1 (2010)	155
5	East Side Stories: Freeways and Their Portraits in Chicano Los Angeles	Eric Avila	26.1 (2007)	149
6	Parks and Politics During the Second Empire in Paris	Heath Massey Schenker	14.2 (1995)	134
7	Gardens Below the Watchtower: Gardens and Meaning in World War II	Anna Hosticka Tamura	23.1 (2004)	133
8	Passages in the Garden: An Iconology of the Brion Tomb	Michael A. Stern	13.1 (1994)	116
9	Defining the Sustainable Park: A Fifth Model for Urban Parks	Galen Cranz, Michael Boland	23.2 (2004)	113
10	Nature/Culture/Words/Landscapes	Kim Sorvig	21.2 (2002)	112

Top Read Articles, of Those Published since January 2018. Usage Period: 1/1/18 – 6/30/19

HighWire

	Title	Author(s)	Vol.	Usage
1	Editors Introduction	Lee	37/1	173
2	Core Knowledge Domains of Landscape Architecture	Langley	37/1	55
3	Diversity and Inclusion by Design: A Challenge for Us All	Rios	37/1	49
4	Drawing Online: A Comparative Analysis of an Online Basic Graphic	George	37/1	39
5	Designing the Correctional Landscape: An Invitation to Landscape A	Stevens	37/1	39
6	Fluid or Fixed? Processes that Facilitate or Constrain a Sense of Inc	Kreutz	37/1	32
7	Handbook of Biophilic City Planning and Design	Mooney	37/1	28
8	LAEP Symposium: The Aesthetics of Planting Design	Boults	37/1	26
9	Lawrence Halprin	Komara	37/1	23
10	Roberto Burle Marx Lectures: Landscape as Art and Urbanism, and	Treib	37/1	23

Project MUSE

	Title	Author(s)	Vol.	Usage
1	Diversity and Inclusion by Design: A Challenge...	Michael Rios; N. Claire Napawan	37.1 (2018)	44
2	Core Knowledge Domains of Landscape Architecture	Robert C. Corry; Robert D. Brown; William N.	37.1 (2018)	43
3	Roberto Burle Marx Lectures: Landscape as Art...	Marc Treib	37.1 (2018)	39
4	Designing the Correctional Landscape: An...	Amy Wagenfeld; Barb Toews; Julie L. Stevens	37.1 (2018)	30
5	Handbook of Biophilic City Planning and...	Patrick Mooney	37.1 (2018)	22
6	Fluid or Fixed? Processes that Facilitate or...	Angela Kreutz; Louise Chawla; Victoria Derr	37.1 (2018)	22
7	Drawing Online: A Comparative Analysis of an...	Benjamin H. George	37.1 (2018)	17
8	Lawrence Halprin by Kenneth I. Helphand (review)	Ann E. Komara	37.1 (2018)	13
9	LAEP Symposium: The Aesthetics of Planting Design...	Elizabeth Boults	37.1 (2018)	11
10	About this Issue	Beth Levin	37.1 (2018)	11

Top Cited Articles of All Time, as of July 2019

Google Scholar

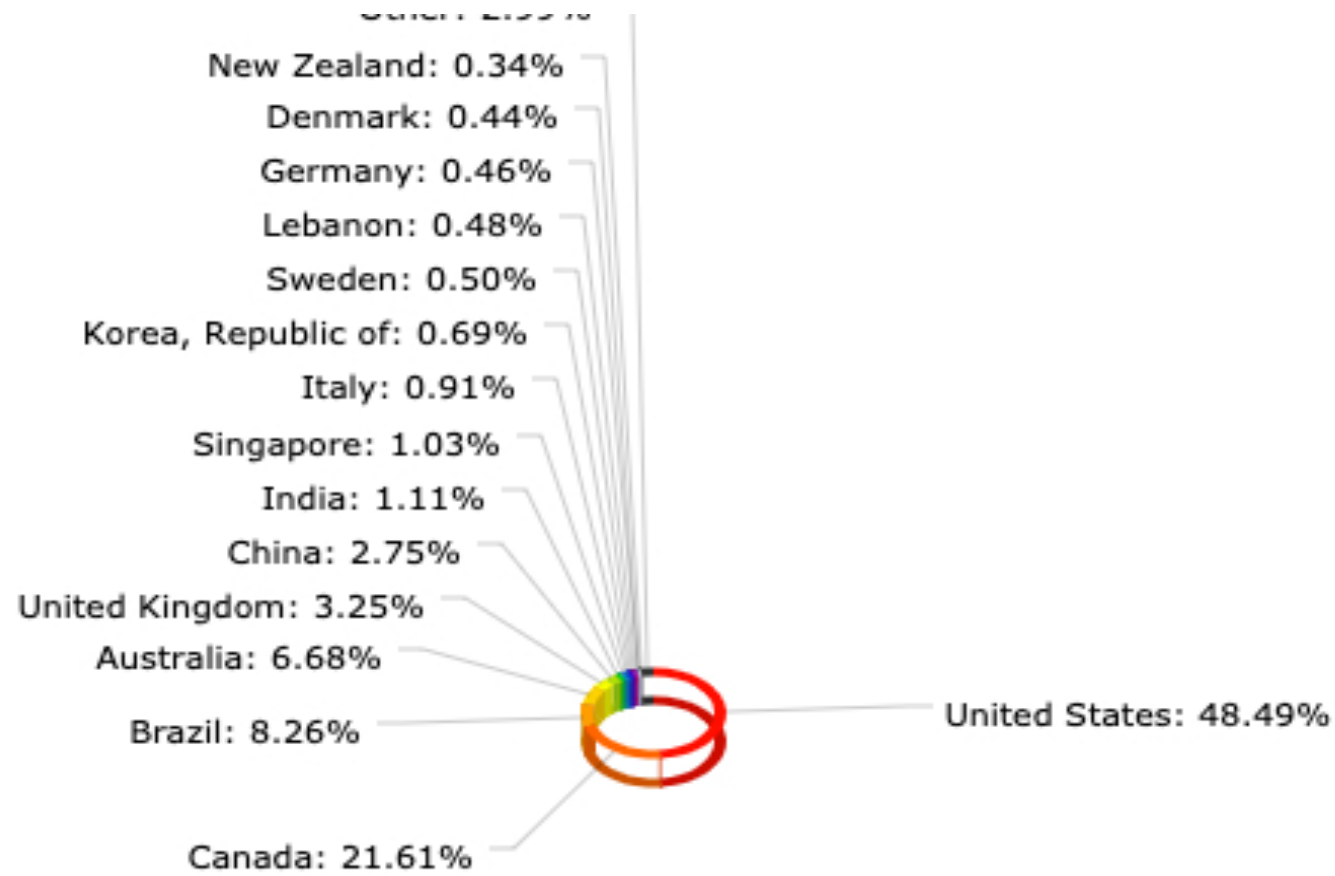
	Title	Author(s)	Vol / Year	Citations
1	Messy ecosystems, orderly frames	Jl Nassauer	1995	769
2	Humanscape	S Kaplan, R Kaplan	1978	406
3	An ecological aesthetic for forest landscape management	PH Gobster	1999	321
4	A case study method for landscape architecture	M Francis	2001	286
5	Making the case for landscape ecology an effective approach to	JJ Wu	2008	250
6	A framework for theory applicable to the education of landscape	C Steinitz	1990	243
7	Prospects and refuges re-visited	J Appleton	1984	230
8	Perceptual landscape simulations: history and prospect	EH Zube, DE Simcox, CS Law	1987	213
9	The racialization of space and the spatialization of race theorizi	G Lipsitz	2007	203
10	Defining the sustainable park: a fifth model for urban parks	G Cranz, M Boland	2004	195

Web of Science*

	Title	Author(s)	Vol / Year	Citations
1	Lost in Translation: The Authorship and Argumentation of Resili	Fleming, Billy	35.1 (2016)	3
2	Production Places: Evaluating Communally-Managed Urban Farr	Napawan, N. Claire	34.1 (2015)	3
3	Environmental Design, Systems Thinking, and Human Agency: M	Carlsson, Moa Karolina	36.2 (2017)	2
4	EXHIBITION: GARTEN DER WELT ("GARDENS OF THE WORLD")	Eischeid, Mark E.	36.1 (2017)	2
5	Repurposing Vacant Land through Landscape Connectivity	Newman, Galen D.; Smith, Alison L.; Bro	36.1 (2017)	2
6	The Landscape of Landscape Urbanism	Vicenzotti, Vera	36.1 (2017)	2
7	Essentially Cultural: Perspectives on Landscape from Europe	Fairclough, Graham	35.2 (2016)	2
8	Parks and Quality of Life: Differences among African American a	Kweon, Byoung-Suk; Marans, Robert W.	35.1 (2016)	2
9	Mary G. Hopkins and the Origins of Village Improvement in Ante	Makker, Kirin J.	34.1 (2015)	2
10	The Batture Effect	Clouse, Carey; Lamb, Zachary	36.1 (2017)	1

*Because *Landscape Journal* was just recently indexed in Web of Science, they only have data for articles published since 2015.

Project MUSE Top Countries by Number of PDF Downloads, FY2019*



*HighWire and JSTOR don't provide this information.

Project MUSE Top Institutions by Number of PDF Downloads, FY2019*

I heard a suggestion from a managing editor to use these institutions as a potential source of reviewers (by looking up contacts at relevant departments)

	Institution	PDF Downloads
1	Toronto, Univ of	378
2	CAPES-Fund Coord de...	337
3	British Columbia, Univ of	242
4	Washington @ Seattle, Univ of	160
5	Johns Hopkins University	152
6	University of Western Australia	143
7	[No Institution]	143
8	Guelph, Univ of	127
9	University of Illinois @ Urbana Champaign	96
10	Cornell University	76

*HighWire and JSTOR don't provide this information.

UW PRESS JOURNALS DIVISION
Landscape Journal Income Statement
For the Period Ended Sunday, June 30, 2019

	2019 Fiscal YTD	2019 Budget	2018 Fiscal YTD
OPERATING REVENUE			
Subscriptions	\$49,422.97		\$52,304.77
Online Royalties	20,908.63		18,744.27
Single Copy Sales	23,013.26		43,868.31
Advertising	(56.25)		2,450.00
Rights & Permissions	814.71		1,423.36
Shipping & Handling	600.00		687.08
NET OPERATING REVENUE	94,703.32		119,477.79
OPERATING EXPENSE			
Composition and Printing	4,788.15		7,107.10
Author Alterations	0.00		36.25
Bindery Shipping Costs	2,153.99		5,443.69
General & Administration	10,201.74		11,524.41
Production	3,120.62		3,736.63
Promotion	3,994.43		2,143.55
Editorial Services	995.52		2,252.62
Order Fulfillment & Storage	631.25		1,558.60
Other Expense	3,761.98		3,564.13
TOTAL OPERATING EXPENSE	29,647.68		37,366.98
NET YEAR SURPLUS (DEFICIT)	65,055.64		82,110.81
BEGINNING EARNED CASH BALANCE	82,110.81		35,957.15
SURPLUS WITHDRAWAL	82,110.81		35,957.15
CASH BALANCE	65,055.64		82,110.81
BEGINNING PREPAID SUBSCRIPTIONS BAL	48,641.14		70,325.08
Received Fiscal Year to Date	96,333.02		29,732.76
Recognized Fiscal Year to Date	(101,962.99)		(51,416.70)
PREPAID SUBSCRIPTIONS BALANCE	43,011.17		48,641.14

UW PRESS-JOURNAL DIVISION

LJ Financial Trends

	2019 FYE	2018 FYE	2017 FYE	2016 FYE	2015 FYE	2014 FYE	2013 FYE	2012 FYE	2011 FYE
OPERATING REVENUE:									
Subscriptions	\$ 49,422.97	\$ 52,304.77	\$ 50,222.58	\$ 94,987.97	\$ 101,970.71	\$ 104,809.42	\$ 105,384.49	\$ 57,225.16	\$ 113,547.83
Online Royalties (Project MUSE, JSTOR)	\$ 20,908.63	\$ 18,744.27	\$ 17,071.26	\$ 16,525.12	\$ 18,088.00	\$ 19,265.66	\$ 17,909.21	\$ 16,168.63	\$ 1,400.82
Single Copy Sales/Articles (incl. CELA in FY18)	\$ 23,013.26	\$ 43,868.31	\$ 55.00	\$ 10.00	\$ 250.00	\$ 378.00	\$ 153.50	\$ 55.00	\$ 423.50
Advertising	\$ -56.25	\$ 2,450.00	\$ 1,085.00	\$ 3,100.00	\$ 3,320.00	\$ 1,540.50	\$ 1,906.50	\$ 3,734.50	\$ 1,822.50
Submission Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
List Rental	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Rights & Permissions	\$ 814.71	\$ 1,423.36	\$ 1,360.79	\$ 394.89	\$ 953.78	\$ 525.00	\$ 2,995.13	\$ 1,267.35	\$ 2,490.96
Open Access Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Author Page Fees	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Shipping & Handling - added 2018	\$ 600.00	\$ 687.08	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ -	\$ -	\$ 650.00	\$ 1,650.00	\$ -	\$ 3,738.99	\$ 252.37	\$ 396.24	\$ 586.00
NET OPERATING REVENUE	\$ 94,549.12	\$ 119,477.79	\$ 70,444.63	\$ 116,439.96	\$ 124,361.55	\$ 130,073.58	\$ 128,405.19	\$ 78,649.57	\$ 120,005.94
TOTAL MANUFACTURING EXPENSE	\$ 6,942.14	\$ 12,587.04	\$ 10,621.82	\$ 12,155.14	\$ 13,314.73	\$ 16,926.46	\$ 10,961.64	\$ 11,365.19	\$ 18,950.08
GROSS SURPLUS FROM OPERATIONS	\$ 87,606.98	\$ 106,890.75	\$ 59,822.81	\$ 104,284.82	\$ 111,046.82	\$ 113,147.12	\$ 117,443.55	\$ 67,284.38	\$ 101,055.86
TOTAL GENERAL & ADMIN EXP	\$ 10,047.54	\$ 11,524.41	\$ 11,131.61	\$ 11,155.22	\$ 16,156.07	\$ 17,905.82	\$ 20,501.92	\$ 20,547.58	\$ 21,189.09
TOTAL PRODUCTION EXPENSE	\$ 3,120.62	\$ 3,736.63	\$ 3,139.11	\$ 2,074.42	\$ 4,105.90	\$ 3,373.22	\$ 3,398.43	\$ 3,573.83	\$ 3,534.41
TOTAL PROMOTION EXPENSE	\$ 3,994.43	\$ 2,143.55	\$ 1,258.68	\$ 3,121.93	\$ 5,439.30	\$ 3,387.99	\$ 5,759.04	\$ 4,474.44	\$ 5,157.95
TOTAL EDITORIAL EXPENSE (eJournal Press)	\$ 995.52	\$ 2,252.62	\$ 612.91	\$ 660.00	\$ 400.00	\$ -	\$ -	\$ -	\$ -
TOTAL ORDER FULFILLMENT	\$ 631.25	\$ 1,558.60	\$ 1,308.51	\$ 2,280.43	\$ 3,031.64	\$ 4,191.67	\$ 3,715.01	\$ 4,399.59	\$ 5,022.78
TOTAL OTHER EXPENSE	\$ 3,761.98	\$ 3,564.13	\$ 6,414.84	\$ 5,030.49	\$ -	\$ -	\$ 928.20	\$ 490.14	\$ 2,399.04
TOTAL OPERATING EXPENSE	\$ 22,551.34	\$ 24,779.94	\$ 23,865.66	\$ 24,322.49	\$ 29,132.91	\$ 28,858.70	\$ 34,302.60	\$ 33,485.58	\$ 37,303.27
NET YEAR SURPLUS (DEFICIT)	\$ 65,055.64	\$ 82,110.81	\$ 35,957.15	\$ 79,962.33	\$ 81,913.91	\$ 84,299.67	\$ 83,140.95	\$ 34,423.80	\$ 63,752.59
+ Begin Earned Cash Bal	\$ 82,110.81	\$ 35,957.15	\$ 79,962.33	\$ 84,629.00	\$ 87,014.76	\$ 85,856.04	\$ 34,426.45	\$ 63,752.65	\$ 78,519.06
= FYE Cash Balance	\$ 147,166.45	\$ 118,067.96	\$ 115,919.48	\$ 164,591.33	\$ 168,928.67	\$ 170,155.71	\$ 117,567.40	\$ 98,176.45	\$ 142,271.65
- Surplus Withdrawals	\$ 82,110.81	\$ 35,957.15	\$ 79,962.33	\$ 84,629.00	\$ 84,299.67	\$ 83,140.95	\$ 32,353.60	\$ 63,750.00	\$ 78,519.00
ENDING LJ CASH BALANCE	\$ 65,055.64	\$ 82,110.81	\$ 35,957.15	\$ 79,962.33	\$ 84,629.00	\$ 87,014.76	\$ 85,213.80	\$ 34,426.45	\$ 63,752.65

* The amount paid in 2018 was for FY2017, in 2017 it was for FY2016, etc.

Notes:

Project MUSE continues to grow modestly

Single copy sales down in FY19; CELA payment for 2nd issue received after the close of the year

Order fulfillment expense was artificially low in FY19; will increase next year.