

Test Document for Electronic Medicinal Chemistry Journal

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Abstract

The advent of electronic or 'virtual' publishing offers increasing advantages over hard-copy publication, including speed, economy, use of colour and the potential for interactivity. New PDF formats mean that electronic documents can attain a level of presentation equal to those expected from traditional hard-copy methods.

Introduction

This is the test document for Electronic Medicinal Chemistry. As a potential author or subscriber, we hope you are pleased with the appearance of this document and the method of dissemination we have chosen for this journal. The appearance of many of our published manuscripts will be similar to this document. It is envisaged that many more journals will follow, and Electronic Journals Ltd. hopes to provide through its customised subscription software a first-class information dissemination service for scientific and commercial articles. Articles are charged and downloaded individually, therefore providing a very flexible and cheap method of publication. Subscribers can search for abstracts using dates of publication or any word. It is also important to realise that your subscription is to Electronic Journals Ltd., not to a particular journal, so you can download anything you want from our list of articles and reports provided your account can cover the prices charged.

Portable Document Format and plug-in Technology

This document is formatted as a Portable Document Format (PDF) file, after originally being desktop published using Adobe Pagemaker 6.0. PDF has a more sophisticated style of presentation when compared to Hyper-Text Mark-up Language (HTML). Graphics are also well-presented using this format (see Fig. 1.).

Future versions of software capable of reading PDF documents (Adobe Amber or Acrobat 3.0) will run as plug-ins to the main World-Wide-Web browsers Netscape 2.0 and Microsoft's Internet Explorer. This will enable subscribers to download ar-

ticles and view them immediately within their browser, without having to independently load the PDF reader.

Hyper-Text Mark-up Language (HTML)

We believe PDF will shortly become the standard for the dissemination of many types of Web document. However, HTML still has its advantages: for example, HTML allows various types of hyperlinks and interactivity to be included within articles. Articles will be formatted as HTML files at the request of authors. Some articles may be disseminated in both PDF and HTML formats. We will also look into supporting the new interactive and multimedia technologies which are increasingly coming to the fore in Web page design. Authors wanting to incorporate multimedia applications into their publications should contact us to discuss the possibilities: chemistry-based sciences are ideally placed to exploit this new technology, as it gives authors the ability to publish 3-D diagrams of complex molecular shapes alongside their papers. We also invite and encourage comments and criticisms from subscribers about what kind of service they expect from an electronic publisher as we approach the new Millennium. Clearly the pace of change and the technologies involved mean there are a near-limitless number of options, and to us it makes sense to provide the service our customers want rather than imposing a solution upon them.

Virtual vs. Hard Copy Publishing

Even though there are now a great number of electronic journals, academic publishing has only just begun to make the transition from hard-copy to this new format. Most of the journals are merely virtual copies of hard-copy publications, and therefore rarely tap the full potential of virtual publication. Not surprisingly, with competition for grants and tenure so intense, academics have largely adopted a "wait and see" attitude towards the new media before committing first class articles to electronic formats. However, it is our belief that trends are turning remorselessly towards this method of publication. Library budgets are in steep decline and the cost of paper is making hard-copy publication increasingly uneconomic. The resulting decline in circulation of many established international journals means that the merits of publishing within them are fast diminishing, as their ability to disseminate articles to a wide academic audience is increasingly compromised.

In comparison, electronic publishing offers the potential for exceptionally fast publication times when compared to hard-copy, and exceptionally cheap and flexible methods of information dissemination. Seamless electronic transfer of submitted manuscripts between author, editor and reviewers mean that potentially manuscripts can be published within weeks of their initial submission.

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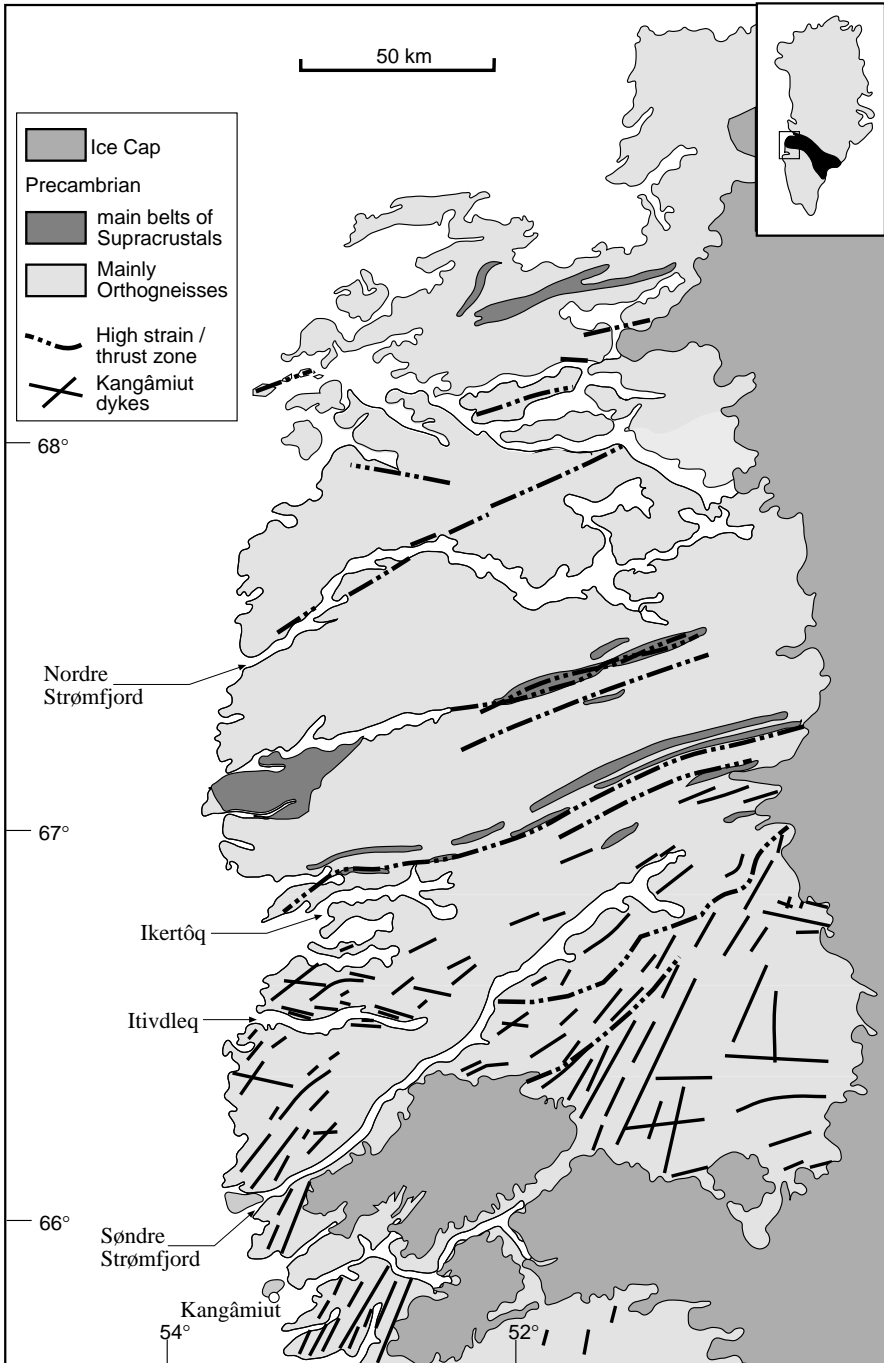


Figure 1. An example of a diagram formatted in PDF. (Map of Greenland redrawn from Marker et al., 1995).

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