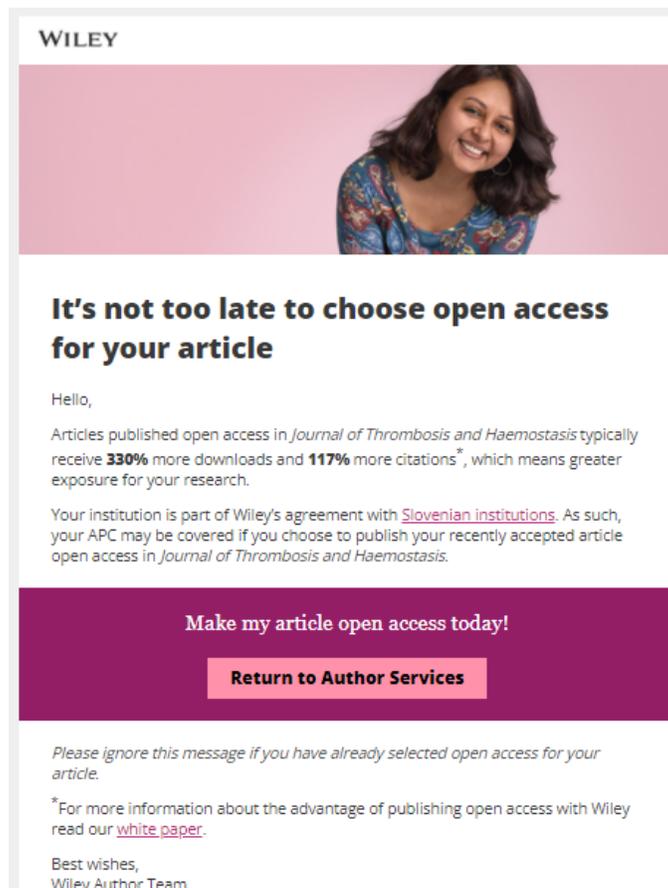


Promoting Transformational Agreements: A Guide for Societies and Journals

Let us do the work!

Wiley – and the institutions that have open access accounts – are actively promoting open access publishing opportunities to affiliated researchers for nearly all our transformational agreements via existing global campaigns and targeted advertising, depending on the promotional needs of the individual agreement.

- Authors who have previously published in a Wiley journal will be made aware of the APC funding opportunity in the 'Publish With Us Again' campaign
- Authors new to Wiley will be made aware of APC funding opportunities at their institution through the 'Wiley Open Access Accounts (WOAA)' and 'Home for Your Next Paper' campaigns.
- Authors in hybrid journals who have declined (or not yet confirmed) open access within Author Services receive an email outlining the benefits of open access and encouraging them to return to Author Services and select open access for their article.
- Visitors to Wiley Online Library will see banner adverts based on their institutional IP address or geographical location, promoting relevant agreements. These banners encourage researchers to '[Check my Eligibility](#)' and sign up to the WOAA author campaign for more information.
- Google advertising is used to further the reach of our message outside of our current researcher network.



This is an example of the email sent to authors after their article is accepted, before it is published.

What can societies and journals do to promote open access funding opportunities?

It isn't necessary for societies and journals to initiate additional promotion of these agreements, but if you'd like to increase awareness of this opportunity for your authors, we advise that you use the messaging and collateral provided here.

Messaging should direct researchers to [Wiley Author Services](#) for more information. This site is kept up-to-date with changes to the funding availability, qualifying institution lists and guidance on workflows.

Societies and journals may promote a specific agreement or all available funding opportunities through their memberships or networks. Consider including messaging or banner adverts in your own newsletters, websites or in direct communications with members.

Suggested messaging

Share your research with the world! [Check here](#) to see if you qualify for free open access publishing.

Wiley has many agreements with institutions and funders, offering assistance with open access Article Publication Charges (APCs) for affiliated authors. [Check here](#) to see if you're eligible.

Is your institution affiliated with an open access agreement? If so, your Article Publication Charges (APCs) may be covered; visit Wiley [Author Services](#) to [check your eligibility](#).

On average, open access research is downloaded 3 times more, and cited 2 times more, than subscription articles. Read more about the [advantages of publishing open access](#).

Banners

The attached banners promoting all open access agreements can be used in your communications to members, such as newsletters, society websites, email footers, etc., and should be linked to either [Author Services](#) or the [Check my Eligibility](#) page.

Promoting a Specific Agreement

Suggested messaging

Authors affiliated with institutions in [\[insert country/region\]](#) that are participating in [\[insert agreement name from this page\]](#) may publish open access in Wiley's subscription journals with no transactional Article Publication Charges (APCs). Visit [Author Services](#) to see if you qualify, and for guidance on how to take advantage of this opportunity.

On average, open access research is downloaded 3 times more, and cited 2 times more, than subscription articles. Read more about the [advantages of publishing open access](#).