

1086-00-389

**Klaus Kaiser\*** ([klaus@math.uh.edu](mailto:klaus@math.uh.edu)), Department of Mathematics, University of Houston, Houston, TX 77204-3008. *"Author-Sponsored-Journals", a practical variation of the "Open-Access" business model.*

In the Open Access business model, authors are responsible for all costs of journal production. In return, the publisher makes all journal content freely available and authors barely face any copyright restrictions. There are many reasons why for subscription based journals, the number of paid subscriptions has been stagnant or even declining. Most well known mathematics journals appear in print as well as in electronic format, and costs related to printing have been steadily increasing. For the publisher there is always the option to increase subscription rates in order to make up for insufficient revenues. However, non-profit journals can also ask in good conscience for voluntary contributions, in form of page charges or donations. During the past years, the Houston Journal of Mathematics has made a serious effort to get authors involved to honor our request for voluntary page charges, or at least make sure that the library subscribes to our journal. In my talk I will discuss the overall success rate of this kind of a direct approach, but also mention opposing views expressed by some authors. I will also bring up some other topics related to the business of journal production. (Received August 28, 2012)