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Editorial

By now, I assume that you know all about the World Wide Web and have already sampled the various online journals, including *The Journal of Organic Chemistry* (JOC) and other publications of the American Chemical Society. This new dimension in scientific publishing presents us all with exciting new opportunities.

One of the most obvious results is a dramatic reduction in publication time. Articles are now "published" on the WWW within 72 h of receipt of the corrected galley proof in the production office. A recent check of the JOC "ASAP Contents" web page showed one communication with a receipt date of September 4 and a web publication date of November 1 (total elasped time about 8 weeks) and another with a receipt date of September 3 and a publication date of November 5 (total elapsed time of 9 weeks). These examples are not exceptions, but rather are the rule in the brave new world of web publishing.

Another thing we are now able to do is put much more material in Supporting Information, which is only a mouse click away from any user who has access to the WWW. Online Supporting Information is available to anyone, not just those who subscribe to the web version of a journal. This ready availability of Supporting Information makes it possible to use the print version of the journal for the part of a publication that is likely to have wide appeal, while presenting the part of a publication that will appeal to a few specialists as Supporting Information. One possible way to use this new publication method is to present the entire Experimental Section of papers as Supporting Information. In so doing, we could dramatically decrease the size of our journals, with concommitant reductions in production and mailing costs. As an example of this approach to publishing, the reader is directed to the first two Articles in this issue (pages 16−27). These two full papers require a total of 12 pages of journal space. The Supporting Information consists of an additional 47 pages of experimental procedures and lists of spectral data. If this additional experimental material, which will be of interest to a relatively small fraction of people who read the paper, had been typeset and published in the print version of the journal, it would have required an additional 12−14 pages of journal space.

These two Articles are presented as an experiment. I believe that the internet represents the future of scientific publishing and that moving experimentals to online Supporting Information is a reasonable first step. We hope that other authors will try this experiment with one or more manuscripts and that readers will give us their feedback, be it positive or negative.

Clayton Heathcock, Editor-in-Chief

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