SCAR 50th Anniversary Commemorative Volume

At the XXIX SCAR meeting Delegates adopted a proposal by Michael Stoddart to produce a book to celebrate the work of SCAR during the 50 years since it was established in February 1958. Since the meeting, Michael Stoddart has had to withdraw from organizing this celebration and instead, David Walton and Peter Clarkson have been developing the planned structure and content of the book. A draft outline has been circulated and approved. Several potential contributors have been approached and have agreed to provide text that will be edited by David and Peter as the editors / compilers of the book. Two chapters are currently in very preliminary draft form and will be sent to various contributors for comment and for additional material to be provided. Time is short for meeting the intention to have the book completed and ready for distribution and sale at XXX SCAR in St Petersburg next year but a good start has been made.

An important aspect of producing the book is the matter of cost. The following specification for the book has been prepared.

Size: 245 x 190 mm (portrait)
Paper: 90 gsm white silk
Extent: 240 pp full colour throughout
Cover: 250 gsm card full colour, gloss and laminated
Binding: Perfect binding

The following cost estimates are based on:

- using a local (Cambridge) printer to produce 1000 paperback copies;
- using a local book designer for page layout;
- providing all material for the book in a digital format suitable for the printer;
- obtaining and preparing all illustrative material at no cost;
- obtaining and preparing all text at no cost.

There has also been a suggestion that a limited number of special copies (nominally 30 copies) should be made, sewn and specially bound in quarter vellum and light blue cloth with an outline of the Antarctic stamped in gold on the front board. These could be used for presentations and/or sold at a premium cost.

Estimated costs (based on discussions with local printers and binders) with these criteria (970 paperback and 30 special copies) are as follows:

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<th></th>
<th>£</th>
<th>$</th>
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<tr>
<td>Printing and binding paperbacks</td>
<td>6,500.00</td>
<td>13,000</td>
</tr>
<tr>
<td>Binding special copies (£35 each)</td>
<td>1,050.00</td>
<td>2,100</td>
</tr>
<tr>
<td>Design and layout</td>
<td>2,400.00</td>
<td>4,800</td>
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<td>Our costs (?)</td>
<td>500.00</td>
<td>1,000</td>
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<tr>
<td><strong>Minimum total production cost</strong></td>
<td><strong>10,450.00</strong></td>
<td><strong>20,900</strong></td>
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<th>Cost per copy</th>
<th>£10.50</th>
<th>$21</th>
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<td>(run-on copies would be less than £200 per 100 copies)</td>
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The book will weigh about 600 g so that packing and postage (at printed paper rate) will be about £2.20 (UK) and £3.80 (overseas). So, assuming a mean cost of £3.50 ($7.00) for packing and postage, and no costs for labour or invoicing, etc, the unit price is now £14.00 ($28.00).

With an estimated total cost of £14,000 ($28,000) we could assume that we could sell 750 copies worldwide at £20.00 ($40.00); this should give receipts of £15,000 ($30,000). If we are ready in time and ship copies in bulk to St Petersburg SCAR should recover its costs more rapidly. Any extra sales will be profit!

Against this will be set any copies that will be presented to people or organizations as gifts. The specially bound copies could provide one copy for each SCAR country but the Executive Committee may wish to increase this to allow for copies to Honorary Members, Past Presidents, the present Executive Committee, etc. We could increase the specially bound copies and, signed by the authors / compilers, could offer them to collectors as a limited edition at a premium price of perhaps $150. We are obliged to give 6 copies of the paperback edition to the copyright libraries in Britain and a decision will need to be taken concerning other presentation paperback copies. These might include the contributors, SCAR National Committees, and other organizations such as ICSU.

Cost saving

We can save money by de-scoping the book so that it is not all in colour or by substantially reducing the length which will also produce savings on layout. It is estimated that reducing the length of the book by a third, and reducing the colour, savings of at least £2,500 – £3,000 ($5,000 – $6,000) could be made on production costs and, of course, further savings would be made on postage because it will not be so heavy.

Summary

The proposal is to produce 1000 copies of a full colour paperback book of 240 pages that will sell at $40.00, to include packing and postage.

A limited edition of specially bound copies would sell at $150.00 per copy, including packing and postage.

The estimated total cost of production and distribution to be borne by SCAR will be $28,000. This will be recovered when 750 copies have been sold.

The number and type of free presentation copies (paperback and special editions) needs to be determined.

It is assumed that all text and illustrative material will be provided and processed free of charge. Processing of any illustrative material that is charged will increase the cost.

David Walton and Peter Clarkson
June 2007