

West Side Informer

Volume 6, Issue 10

Fall 2010

Halloween's New Market

The 2010 Halloween season is here! The last few years have seen record sales of Halloween-related merchandise (Ammocelli, 2010). In 2003, Halloween goods netted \$2.3 billion (Beirne, 2007). By 2009, that number had jumped to \$6 billion (Ammocelli).

There are a number of reasons for the economic success of Halloween in the middle of a recession. First is a host of new angles on old marketing strategies. Some examples include Halloween cards, pet costumes and environmentally friendly holiday supplies. For more on eco-friendly supplies, see the Sep/Oct 2010 issue of *E - The Environmental Magazine*. The biggest reason for the change in sales is a change in the age of the average consumer. With more adults buying costumes, decorating and participating in Halloween-related activities, the holiday is turning back into a fall festival (Beirne, 2007). The attraction appears to be related to Halloween being a no-commitment holiday; people are free to have a good time without the commitment of gifts or big meals (Beirne).

Ammocelli, C. (2010). Selling Halloween. *Playthings*, 108(1), 14. Retrieved from Business Source Complete.

Beirne, M. (2007). Adults-only strategy drives Halloween sales to \$5b. *Brandweek*, 48 (37), 14. Retrieved from Wilson OmniFile Full Text Mega



What is Open Access?

Open-access (OA) literature is digital, online, free of charge to the reader, and free of most copyright and licensing restrictions (Suber, 2010). OA is not free to produce or publish, but the goal is to remove access barriers by not charging the readers. Instead, publication is funded by author-side fees or institutional subsidies. The Budapest Open Access Initiative suggests that "The only constraint on reproduction and distribution, the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited" (2002).

Budapest Open Access Initiative. (February 14, 2002). *Budapest Open Access Initiative*. Retrieved from <http://www.soros.org/openaccess/read.shtml>

Suber, P. (September 15, 2010). *Open access overview*. Retrieved from <http://www.earlham.edu/~peters/fos/overview.htm>

Open Access Week

The Texas A&M University Libraries will celebrate Open Access Week Oct. 18-22 with a series of campus-wide events aimed at faculty and students. An information booth, the OA Café, will be set up at several campus library locations (WCL on Wednesday), where visitors can get information about open access and copyright. There will also be presentations addressing topics such as "What is Open Access" as well as Fair Use in a nutshell.

For more information, please visit: openaccess.library.tamu.edu.



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and published by the West
Campus Library Staff.