



Revenue Generating Programs

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Newcomers Workshop
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Publisher Revenue Sharing Program

- Annual monetary benefit
- Recognizes critical contribution publishers make to JSTOR's success as a:
 - Trusted archive
 - Shelf-space savings option for libraries

Publisher Revenue Sharing Program

3 Components:

▪ **Publisher Revenue Pool (2002)**

- Equals 15% of total gross annual access fees paid by libraries
- Calculation= a title's total pages (page unit) and number of institutions licensing the collection(s) in which title is included (pool share)
- Title eligibility= Moving Wall of 7 years or less; ceased titles also eligible

▪ **Moving Wall Supplemental Payment (2005)**

- Moving Wall of 5 or 4 years= \$1,300 per title
- Moving Wall of 3 years or less= \$2,000 per title



Publisher Revenue Sharing Program

- **Additional Revenue Pool (2008)**
 - Equals additional 5% of total gross annual access fees paid by libraries
 - 20% of pool allocated to titles with back runs of 80,000+ pages
 - 80% of pool recognizes title usage
 - Titles must be vested
 - Moving Walls of 7 years or less
 - Available in archive for at least 5 years

Publisher Sales Service

- JSTOR facilitates the sale of articles on behalf of participating publishers via JSTOR website
- Enables anyone without access to JSTOR to purchase single articles from available back issues
- Opt-in program. No charge to publishers.
- Publishers may exclude:
 - Specific articles
 - Article types (e.g., book reviews)
 - Entire year or range of years

Publisher Sales Service

- Article Purchase Price =
Base Fee + Service Fee + Applicable Sales Tax/
VAT/GST
- Publishers set base article fee
 - May set different rates for different journals
 - May not set different rates for articles within same journal
- JSTOR adds \$4 fee per transaction to offset administrative, server, and user-support costs
- JSTOR provides quarterly transaction summaries with payment to publishers

Publisher Sales Service: User Response Page

JSTOR: Language, Vol. 2, No. 1 (Mar., 1926), pp. 1-13 - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.jstor.org/pss/408782

Customize Links Free Hotmail Windows Marketplace Windows Media Windows Google Scholar http://www.jstor.org/g...

JSTOR: Language, Vol. 2, No. ... Login Required - JSTOR JIRA

JSTOR SEARCH BROWSE ABOUT PARTICIPATE RESOURCES MyJSTOR

JSTOR and University of California Press Announce Current Scholarship Program

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WORLD LANGUAGES*

BY HERMANN COLLITZ
JOHNS HOPKINS UNIVERSITY

AT A time when nearly every nook and corner of the globe has been made accessible and when international relations are becoming from year to year more general and more intimate, it seems only natural that the idea of a universal language, as a means of common intercourse for all mankind, should have been revived, so as to be hailed in many quarters with delight and enthusiasm. "Revived," I said, for we must not imagine that the present generation is the first to embrace a similar idea. Every one of us is familiar with the story of the tower of Babel, as told in Genesis, chapter 11, beginning with the statement "And the whole earth was of one language and of one speech." This condition was contrary to the will of the Lord, especially after the people had begun to build a city and a tower whose top was to reach unto heaven. "So the Lord scattered them abroad from thence upon the face of all the earth; and

Want the full article?

[Login](#) to access JSTOR, or check our [access options](#). You may have access for free through an institution.

Publisher Sales Service

Purchase this article from the publisher

for \$12.00 USD.

[Enter your token or email](#) if you've already purchased this article.



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Publisher Sales Service: Alternate Access Options

The screenshot shows a Mozilla Firefox browser window with the address bar displaying <http://www.jstor.org/page/info/about/archives/access.jsp>. The page title is "Options for Access to JSTOR". The browser's address bar includes navigation buttons (back, forward, home, stop) and a search engine icon. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. The browser's toolbar includes buttons for Customize Links, Free Hotmail, Windows Marketplace, Windows Media, Windows, Google Scholar, and the current page URL. The browser's status bar at the bottom shows "Done".

Options for Access to JSTOR

1. Students/researchers affiliated with a JSTOR participating library or organization

The JSTOR collections are available at thousands of [participating libraries and institutions](#). However, if you are trying to access JSTOR from an off-campus location, you may not be recognized as being affiliated with a participating site. Please visit your library's website to login to JSTOR, or contact a librarian to learn about options for remote access. If you have an account issued by your institution or organization, you may immediately enter JSTOR via the Institutional/Organizational login page.

2. Independent Scholars

Please be assured that we appreciate the interest of all those who would like access to the journals archived in JSTOR, not simply those affiliated with colleges and universities. While individual subscriptions to the entire JSTOR archive are not available at this time, there are several possibilities for accessing journals and articles archived in JSTOR:

- **Affiliation with a JSTOR participating publisher or scholarly society**

Individual access to certain journals in the JSTOR archive is provided by [some participating publishers and scholarly societies](#). Individual researchers may purchase an account for Individual Participation through one of these participating JSTOR publishers. If you already have an individual access account, you may enter JSTOR via the [JSTOR Password Account Login page](#), or the login page at the publisher's website.

- **Visit your local library**

The journals in the JSTOR archive are available at many libraries. You may wish to check your library's print holdings for the journals archived in JSTOR, or you may be able to use JSTOR at a participating library that is open to the public. Our license agreement with libraries allows for use of the collection by anyone present in the library, whether or not they are affiliated with that institution. Check the [lists of United States and International institutions](#) for a JSTOR participating library near you.

- **Purchase an article from the publisher**

Some publishers offer article reprints and article or issue purchase options, either through their own website or through the Publisher Sales Service facilitated by JSTOR on our publishers' behalf. Please select the "Contact Us" link above to request more information.

If you previously purchased an article from the publisher using the service facilitated by JSTOR, you may access that article using the [Previous Purchase Retrieval form](#).

Related Links:

[View the JSTOR Tutorials](#)

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Publisher Sales Service: Top 10 disciplines by articles sold

- Business
- History
- Economics
- Sociology
- Literature
- Biological Sciences
- Education
- Religion
- Statistics
- Anthropology

*Articles from 50 disciplines are available for sale

Publisher Sales Service: Benefits

For Researchers:

- Enhanced access to scholarly literature
- Economical— purchase just what you need

For Publishers:

- Reach a new market of unaffiliated individuals
- Add a new revenue stream

The Corporate Collection

- Separate collection expands outreach beyond educational and not-for-profit institutions to the commercial sector
- Meets research needs beyond the academy

The Corporate Collection

- **Optional:** Publishers decide whether to participate.
- **Stability:** Publishers agree to remain in the collection for an initial 3-year term and then continue on a year-by-year basis.
- **Pricing:** Collection price based on usage.
- **Revenue Pool:** Equals 50% of annual fees paid by corporations for all participating journals.
- **Payment:** Based on per-title usage within the collection for the calendar year.

The Corporate Collection: Benefits

- Increase access to your journals for the corporate sector.
- Realize an additional revenue stream.
- Build awareness for your current issues and publishing program.

Individual License to JSTOR

- Unaffiliated researchers will be able to license the JSTOR archive on a monthly basis (rolling subscription)
- Membership organizations will have option to offer members an annual subscription at a discounted rate
- Launch date for new access program: Spring 2010



Questions?

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