

## IMPROVED PRICING MODELS FOR DATABASES

Simplify pricing models but still offer solutions tailored to individual customer requirements – that need not be a contradiction. De Gruyter's strategy is to offer simplified and transparent online business models which at the same time give the customer the greatest freedom of choice. Thus, starting in 2010 the following price terms and conditions are valid for online databases:

### NO FEES FOR SIMULTANEOUS USERS

For new contracts, De Gruyter makes all content available to an unlimited number of simultaneous users – at no extra charge.

### ABOLITION OF THE ACCESS FEE

The new contracts do not charge access fees to use De Gruyter's platforms.

### PUBLICATION OF THE LIST PRICES

The price structures of De Gruyter's online databases are presented in a transparent way. All prices are recommended retail prices only. On request, smaller institutions or subscribers to another kind of media may be granted discounts under certain circumstances.

### CUSTOMER CHOOSES PRICING MODEL

As far as is meaningful with respect to content, customers can choose between two different models for online products: the purchase option or the annual rent option.

### CONTINUING ACCESS RIGHTS

Long-term commitment is recognized: Rental customers acquire perpetual access rights to the majority of De Gruyter's online databases after 6 years of renting.

### DETAILED INFORMATION ON THE PURCHASE OPTION:

- With a one-time purchase price the customer acquires the basic database content, i.e. the content available in the year of the purchase.
- If the content of the database is complete at the time of the purchase, there is no additional charge for the use of the content via De Gruyter's platforms.
- If the content of the database is regularly updated or expanded, an annual update fee is automatically charged starting from January 1st of the following year. The amount of the update fee is calculated according to the quantity of the annual supplementary / updated content on the basis of an average and is determined in advance.
- If the customer cancels the update at the latest 2 months prior to the end of the period of validity, he/she continues to have access to the status quo of the database, which is "frozen" for him/her at the end of the period of validity.

### DETAILED INFORMATION ON THE RENTAL OPTION:

- By paying an annual rental fee, the customer can use the content of a database for one year.
- Renewal invoices are sent automatically, unless the publisher has received a cancellation order 2 months prior to the end of the validity period. Upon cancellation, the right to use the database expires at the end of the validity period.
- After 6 years of rental use (alternatively 10 years, see table on page 3) of products which are also offered in a purchase model, the customer has property rights to the published database. If it is a completed database, no further payments are charged. If the database is regularly expanded or updated the customer pays the much lower update fee instead of the rental fee.

### BUYING VS. RENTING



### WHAT COUNTS IS THE INDIVIDUAL SITUATION OF THE CUSTOMER:

Buying the database is more economical over a period of several years. It immediately contributes to sustainably increasing the library stock and does not create any or only minimal future costs in times of uncertain budget developments. Due to its low annual cost, the rental price is an interesting alternative for customers who are experiencing budget squeezes and/or who have only temporary interest.

# NEUE DATENBANKPREISE 2010 / NEW DATABASE PRICES IN 2010\*

Produkt/Product	Kaufoption/Purchase option				Mietoption/Rental option		
	Kaufpreis/ Purchase price		Jährliche Updategebühr ab Jahr 2/ Annual update fee from year 2 onwards		Jährliche Mietge- bühr/ Annual rental fee	Perpetual access nach Jahr/Per- petual access after year	
	€	US\$	€	US\$			€
AIDA Online	-	-	-	-	1.059,-	1.641.00	-
Allgemeines Künstlerlexikon Online/Artists of the World Online	-	-	-	-	2.490,-	3.860.00	-
The Atlas of North American English. Online-only Version	-	-	-	-	329,-	510.00	-
Bergmann/Schaefer Physik Online	14.990,-	23.235.00	1.490,-	2.310.00	4.290,-	6.650.00	6
Bibliotheca Teubneriana Latina (BTL) Online	5.990,-	9.285.00	299,-	463.00	799,-	1.238.00	10
Bibliotheca Teubneriana Latina (BTL) & Thesaurus linguae Latinae (TLL) Online	11.990,-	18.585.00	599,-	928.00	1.590,-	2.465.00	10
Constitutions of the World from the late 18th Century to the Middle of the 19th Century Online	-	-	-	-	859,-	1.331.00	-
De Gruyter Journal Archive 1826-1997							
- Complete	99.980,-	154.969.00	-	-	19.990,-	30.985.00	6
- Classical Studies, Theology	15.400,-	23.870.00	-	-	3.090,-	4.790.00	6
- Law	8.900,-	13.795.00	-	-	1.790,-	2.775.00	6
- Library and Information Science	1.789,-	2.773.00	-	-	359,-	556.00	6
- Linguistics, Literature, Communications	42.200,-	65.410.00	-	-	8.390,-	13.005.00	6
- Philosophy	4.900,-	7.595.00	-	-	989,-	1.533.00	6
- Science, Technology, Medicine (STM)	43.000,-	66.650.00	-	-	8.590,-	13.315.00	6
De Gruyter Journal Archive 1998-2008							
- Complete	24.900,-	38.595.00	-	-	4.990,-	7.735.00	6
- Classical Studies, Theology	3.560,-	5.518.00	-	-	709,-	1.099.00	6
- Law	1.489,-	2.308.00	-	-	299,-	463.00	6
- Library and Information Science	700,-	1.085.00	-	-	139,-	215.00	6
- Linguistics, Literature, Communications	9.170,-	14.214.00	-	-	1.790,-	2.775.00	6
- Philosophy	1.039,-	1.610.00	-	-	209,-	324.00	6
- Science, Technology, Medicine (STM)	6.900,-	10.695.00	-	-	1.390,-	2.155.00	6
Deutsche Biographische Enzyklopädie (DBE) Online	4.990,-	7.735.00	-	-	989,-	1.533.00	6
Deutsche Literatur des 18. Jahrhunderts Online/18th Century German Literature Online	43.190,-	66.945.00	-	-	9.190,-	14.245.00	6
Encyclopedia of the Bible and Its Reception. Online Version	1.390,-	2.155.00	699,-	1.083.00	329,-	510.00	-
Encyclopedia of the Bible and Its Reception. Online Version. Prepaid	9.990,-	15.485.00	-	-	-	-	-
Gemälde in Museen - Deutschland, Österreich, Schweiz/Paintings in Museums - Germany, Austria, Switzerland. Online	2.590,-	4.015.00	-	-	639,-	990.00	6
Germanische Altertumskunde Online	23.490,-	36.410.00	1.490,-	2.310.00	5.890,-	9.130.00	6
Germanistik Online Datenbank	9.990,-	15.485.00	699,-	1.083.00	2.490,-	3.860.00	6
IBR Online	-	-	-	-	1.699,-	2.633.00	-
IBZ Online	-	-	-	-	3.399,-	5.268.00	-
IJBF Online	-	-	-	-	799,-	1.238.00	-
IJBK Online	-	-	-	-	999,-	1.548.00	-
International Congress Calendar Online	-	-	-	-	769,-	1.192.00	-
Kürschners Deutscher Gelehrten-Kalender Online	-	-	-	-	919,-	1.424.00	-
Language in Australia and New Zealand. Online Version	-	-	-	-	279,-	432.00	-
Latinum Electronicum. Online Version	-	-	-	-	599,-	928.00	-
Der literarische Expressionismus Online/German Literary Expressionism Online	12.290,-	19.050.00	-	-	2.490,-	3.860.00	6
Moutons interaktive Einführung in die historische Linguistik des Deutschen/The Mouton Interactive Introduction to Historical Linguistics of German. Online Version	-	-	-	-	398,-	617.00	-
Nationalsozialismus, Holocaust, Widerstand und Exil 1933-1945/National Socialism, Holocaust, Resistance and Exile 1933-1945	33.590,-	52.065.00	-	-	6.790,-	10.525.00	6
Nietzsche Online	28.290,-	43.850.00	1.390,-	2.155.00	7.090,-	10.990.00	6
Psychembel Online (Premium, Klinisches Wörterbuch)			auf Anfrage/upon request				
Romanische Bibliographie Online Datenbank	13.990,-	21.685.00	999,-	1.548.00	3.490,-	5.410.00	6
Tagesrapporte der Gestapoleitstelle Wien 1938-1945/Daily Reports of the Gestapo Headquarters in Vienna 1938-1945	4.590,-	7.115.00	-	-	1.090,-	1.690.00	6
Theologische Realenzyklopädie Online	5.790,-	8.975.00	-	-	1.190,-	1.845.00	6
Thesaurus linguae Latinae (TLL) Online	8.990,-	13.935.00	459,-	711.00	1.190,-	1.845.00	10
Vossische Zeitung Online. 1918-1934	27.390,-	42.455.00	-	-	5.390,-	8.355.00	6
World Biographical Index Online	-	-	-	-	1.349,-	2.091.00	-
World Biographical Information System Online			auf Anfrage/upon request				
Yearbook of International Organizations Online	-	-	-	-	2.049,-	3.176.00	-
Zoology Online	5.990,-	9.285.00	889,-	1.378.00	1.490,-	2.310.00	6

\*Prices valid in 2010. List prices for Local Area Networks (LAN). All prices are recommended retail prices only. For your individual offer, please contact our Sales Manager for your area ([www.degruyter.com/contactsales](http://www.degruyter.com/contactsales)) or your bookseller.