



Maximize subscription revenue

IngentaConnect places your content in front of a global audience of researchers, so why not take the opportunity to capitalise on this marketing opportunity? There is potential to generate new revenue by selling personal subscriptions online with IngentaConnect and it doesn't cost you anything, just an agreement to share a portion of the revenue with Ingenta.

What are the benefits?

Maximize profit by directing new potential personal subscribers to IngentaConnect. Encourage them to buy an online-only subscription, thereby minimising your administration costs.

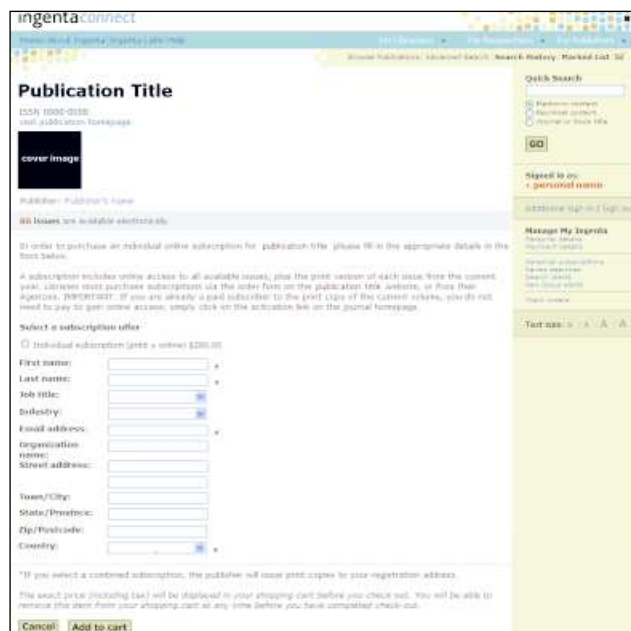
Earn revenue from "chance" buyers who find your content through Ingenta's global distribution network.


Avoid the hassle of taking small payments from many different individuals by encouraging current subscribers to renew online. Ingenta will send you information allowing you to update your database and continue sending print copies where necessary, all without worrying about processing payments.

How does it work?

The user is given an option to purchase. The link to purchase a subscription appears on the publication homepage below the "activate personal subscription" option.

The user is asked to select a subscription offer. The various options you have chosen to make available are presented to the user on a page dedicated to subscription purchase for your publication.





The user makes a selection and completes a short form pre-filled with their registration details. In order to provide you with the information you need to issue print copies, we require users to enter any information that may not have been completed at the time of their initial registration.

The user adds the purchase to their shopping cart. The user can then continue to browse IngentaConnect and purchase articles. When the user is ready they proceed to the shopping cart where payment is taken (the delivery fee and tax are added at this point). All major credit and debit cards are accepted (Visa, Mastercard, American Express and Maestro) for secure processing.

Access is enabled. The user will have access within minutes of purchasing the subscription. Their subscription will expire in accordance with the instructions you have given us.

You are notified. Email notification is sent to you when a subscription is purchased. You can add this to your records and send print copies of the publication if appropriate.

You receive royalties. Subscription royalties are remitted once a quarter with other royalties from transactions on IngentaConnect.

How do I get started?

You tell us what you want to sell, and the price. You can have several different subscription offers for each publication e.g. online only (all content), online & print (all content), online only (current year), online & print (current year). Ingenta will retain 20% of the subscription price as an administration fee.

You tell us what you want your subscription sales page to say. The purchase form is standard but you can choose a few lines of text to explain the access gained upon purchase. We recommend that you take the opportunity to remind users that they can activate existing subscriptions on the publication homepage.

We set it up. We take the information you provide and create the subscription purchase page and the link to it from the publication homepage. We also set up the ecommerce and subscription functions behind the page. Once all this is done, you can begin promoting <http://www.ingentaconnect.com/content/issn/subscribe> as the place for personal subscribers to buy a subscription online.

Visit www.ingentaconnect.com for further information on publisher services available or simply discuss your requirements with your client manager.