

2009 Journal Pricing

We are recommending a 5% increase in institutional subscription prices for 2009. The following shows the recommended pricing (followed by the 2008 amount for comparison) for each journal and discounted prices for bundles:

IPSM	<u>2009</u>	<u>2008</u>
Online only	\$275	\$250
Print & Online, N. America	\$330	\$315
Print & Online, Rest of World	\$370	\$350
 Weed Science		
Online only	\$295	\$280
Print & Online, N. America	\$370	\$350
Print & Online, Rest of World	\$395	\$375
 Weed Technology		
Online only	\$252	\$240
Print & Online, N. America	\$335	\$320
Print & Online, Rest of World	\$360	\$340

Savings for Purchasing 2 or 3 of the Journals (Institutional Subscribers)

IPSM + WS + WT:

Online Only	\$660 (compared to \$770 for purchasing 3 subscriptions separately = ~17% savings)
P+O, N. America	\$840 (vs. \$985 = ~17% savings)
P+O, Rest of World	\$905 (vs. \$1,065 = ~18% savings)

WS + WT:

Online Only	\$470 (vs. \$520 = ~11% savings)
P+O, N. America	\$570 (vs. \$670 = ~18% savings)
P+O, ROW	\$610 (vs. \$715 = ~17% savings)

For 2009, I don't recommend we offer additional bundled discounts. I want to monitor IPSM's impact on Weed Science and Weed Tech based on the above, which are the same combinations offered in 2008. We will take another look at these when we set the prices for 2010.

Membership Pricing and Bundles

Currently, all WSSA members receive online access to all three journals as a benefit of membership. Following are the current membership prices:

Regular = \$155
Online Only = \$135
Student regular = \$60
Student online only = \$40

I suggest we continue to offer online access to all members as a benefit of membership. Then, add a category for print copies, as follows:

Regular membership, includes online only access: \$150 (a 10% increase)

Additional for print copy of 1 WSSA journal	\$20
Additional for print copy of 2 WSSA journals	\$25
Additional for print copy of 3 WSSA journals	\$30

The member renewal form will have to include a check list for members to indicate which journal(s) they want

- Weed Science
- Weed Technology
- IPSM

Depending on your strategies to encourage student participation, you may or may not want to raise student dues. However, I think you should charge an additional amount to allow them to receive print copies, similar to the above for regular members.

Individual (Non-Member) Subscription costs

The current pricing for Individual Subscriptions is:

- Individual Online Only = \$40
- Indiv., P+O, N. America = \$65
- Indiv. P+O, ROW = \$75

If you want to set the membership price just slightly higher than the IPSM individual non-member subscriptions, I assume you want to raise IPSM subscriptions rather than lower membership dues. We don't want to increase IPSM non-member subscriptions so much that it discourages current individual subscribers from continuing their subscription while setting a price point that will encourage membership in WSSA.

I recommend we raise the IPSM individual subscription prices by \$5 for each category for the next several years. In 2009, the price would be:

- Indiv. Online Only \$45
- Indiv. P+O, N. America \$70
- Indiv. P+O, ROW \$80

Using these prices, a campaign can be developed that tells individual subscribers all the benefits of membership they will gain if they join WSSA.