



### **Launch Rate Card for Internet and Mobile Providers**

NewsGuard offers partner companies the ability to offer NewsGuard ratings and Nutrition Labels to their customers. By licensing NewsGuard, internet and mobile providers can:

- Offer subscribers free access to the NewsGuard Browser Extension (a value of \$3.95 per month for each internet user in a household)
- Use NewsGuard ratings data in partner company products (such as adding NewsGuard as a new feature of Parental Controls to protect children from misinformation)
- Offer customers the right to download a mobile app for free

#### **License Includes:**

- Ability to offer free access to the NewsGuard Browser Extension (unlimited browser extensions per broadband subscriber family) and mobile app (when available)
- Access to real-time feed of all NewsGuard ratings via API call or data export, such as for use as a Parental Control tool against misinformation
- License fees payable monthly – 1/12 of annual royalty rate
- Two-year term with an annual COLA increase

#### **Terms & Conditions:**

<b>Use &amp; Marketing License Fees</b>	
Homes 0-1,000,000:	\$0.18/home/year (1.5¢ per month)
Homes 1,000,001-5,000,000	\$0.16/home/year (1.33¢ per month)
Homes 5,000,001-20,000,000	\$0.15/home/year (1.25¢ per month)
Homes 20,000,001-60,000,000	\$0.13/home/year (1.1¢ per month)
Homes 60,000,001 and above	\$0.12/home/year (1¢ per month)

Launch Rate Card applies to all contracts for implementation before March 31, 2020.