



2020 Platform Rates

NewsGuard offers partner companies the ability to license NewsGuard's ratings and all associated data for an annual per-user fee. Data for each domain includes a rating color, a score out of 100 points, specific results for each of NewsGuard's nine criteria, a written "Nutrition Label," and metadata categorizing the site.

United States Terms & Conditions

License Term: 2 Years

Cancellation: By either party on 90 days written notice

License Includes:

- Use of icons and Nutrition Labels, delivered in real time or at whatever frequency is desired by client
- Internal use of NewsGuard data, including point scores
- Ability to advertise use of NewsGuard in promotional and marketing materials, with prior approval, which shall not be unreasonably withheld

Terms & Conditions:

License Fees: Annual Rates	
Users 0-500,000:	\$0.16/user
Users 500,001-3,000,000:	\$0.13/user
Users 3,000,001-10,000,000:	\$0.09/user
Users 10,000,001 and above:	\$0.07/user

* Users means active users in the country for which the data is licensed. Fees are payable in advance quarterly, based on average number of monthly active users in the prior quarter. Amounts to be "trued up" at end of each 12 months.

* Minimum quarterly fee is \$1,500, payable before September 30, December 31, March 31, June 30.