



Launch Rate Card for Internet and Mobile Providers (USD)

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 \$2.95 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
- Annual license fee (1/2 payable at signing, 1/2 payable upon implementation)
- Two-year term with an annual COLA increase

Terms & Conditions:

Use & Marketing License Fees	
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 December 31, 2020.