

Order Confirmation



Meltwater Services

Meltwater Lite

- Users: Access by up to 2 Authorized Users (defined herein) to the Meltwater platform. "Authorized Users" means those specific employees or consultants located in United States that Customer has authorized to use the Meltwater platform solely for Customer's own internal business purposes.
- Searches: 5 Searches. A "Search" is a string of keywords used to search online news or social media sources and find relevant results in the form of articles or posts. Results are displayed in the Meltwater platform and contain a hyperlink to the original source article or post.
- Dashboards: 2 dashboard(s) on the Meltwater platform. Dashboards are customizable and display analytics and search results from any Searches. Each Dashboard can contain up to 9 Widgets.
- Widgets: Access to both Brand Monitoring and Brand Analysis widget groups, including Potential Reach, Sentiment Score, Share of Voice, Advertising Value Equivalency, Top Languages, RSS Feed, Content Streams, Media Exposure, World Heat Map, Trending Themes, Top Publishers and Top Locations widgets.
- Sources: News and social media monitoring. News search results from all sources tracked by Meltwater worldwide.
- Extras: Tagging, translation and distribution of search results.
- Sentiment: Natural Language Processing (NLP) analysis of article sentiment in selected languages.
- Alerts: Twitter Influencer (twitter only) and Top reach (news only) are included. Authorized Users can configure Alerts for Searches and Users. Alerts are available in the Meltwater Platform, email reports and/or Mobile App.
- Email: Daily e-mail reports and ad-hoc dashboard reports showing search results for Authorized Users.
- Mobile: Access to Meltwater app (available in iOS and Android) to view saved Searches and Search Results.
- Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at <https://twitter.com/en/tos>. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.

US or Canada National Wires

- 20 National newswire credit(s) for press release distribution to Nasdaq GlobeNewswire's United States, Canada or French Canadian National newswires.
- Each credit can be used to send 1 release to 1 newswire.
- Distribution points include broadcast, traditional, online and social media outlets.
- No restriction on word count or number of hyperlinks per press release.
- Up to 2 attachments and company logo can be added to each release. Attachments and logo can total 15 MB.
- Cannot be used for earnings releases or regulatory filings by publicly traded companies.

Premium Social Package

- Social media content package for use with searches and dashboard analytics in Meltwater platform.
- Search results from Twitter, Facebook, Instagram, Forum sites, Product Review sites and website comment sections.
- Search results can be visualized alongside other content types in integrated dashboards.
- Available widgets for visualization include Heat Maps, Media Exposure, Share of Voice, Top Posters, Sentiment Score, Sentiment, Languages, Locations, Sources, Topic Momentum and Trending Themes.
- Sentiment rating for all results using Natural Language Processing. (selected languages only)
- Search results can be exported in PDF, Image or Excel formats. (selected languages only)
- Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at <https://twitter.com/en/tos>. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.

Media Relations Platform

- Access to media contacts in the following country: United States
- Ability to research, organize and manage relevant media contacts and sources.
- Proprietary media contact search with relevance rankings.
- Advanced search of media contact database by journalist or publication name, location, beat, role and channel.
- Access for all Authorized Users with current access to Meltwater platform. If purchased as a standalone product without prior access to Meltwater platform, access provided for up to 5 Authorized Users
- Ability to email media outreach (pitches, press releases and media advisories) and track open rates.
- Ability to upload contacts. Customer is responsible for obtaining all required consent from such contacts where necessary.

4 Insight reports

- 4 Insight Reports including any of the following data points as required by customer; Media Exposure, Reach by SimilarWeb, Top Publications, Top Influencers, Automated Sentiment Analysis and Net Tonality Score (NTS).
- Benchmarking and comparative analysis of up to 9 competitors.
- The reports in PDF format are delivered quarterly for 12 month subscriptions or as per customer request for shorter subscriptions.
- Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at <https://twitter.com/en/tos>. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.

Owned Social Analytics - 10 Profiles

- Social Media Analytics dashboards integrated for Authorized Users located in United States with access to Meltwater's Platform.
- Connect and analyze up to 10 owned social media accounts.
- Report on metrics across multiple channels for the connected owned social media accounts.
- Report on sentiment and theme analysis for owned social media accounts and posts.
- Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at <https://twitter.com/en/tos>. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.

Competitor Benchmarking - 10 Profiles

- Competitors Social Media Analytics dashboards integrated within Meltwater's Media Intelligence Platform, with access for Authorized Users located in United States.
- Define and monitor up to 10 public social media accounts.
- Report on publicly available metrics across multiple channels for competitor social media accounts to compare with connected owned social media accounts.
- Report on sentiment and theme analysis on competitors organic public posts. There is no API access for Paid content of competitors.
- Subject to the approval of Twitter, Customer may receive content from Twitter or post content to Twitter ("Twitter Content") pursuant to this Agreement and Customer represents that it has read, understands, and agrees to be bound by Twitter's terms of service located at <https://twitter.com/en/tos>. Meltwater or Twitter may terminate Customer's access to Twitter Content if Meltwater or Twitter reasonably believes that Customer is violating Twitter's terms of service.

Terms of Service:

Meltwater will provide the above Services for the period of time reflected by the start & end dates below.

Product	Start Date	End Date
Meltwater Lite	Jul 01, 2022	Jun 30, 2023
US or Canada National Wires	Jul 01, 2022	Jun 30, 2023
Premium Social Package	Jul 01, 2022	Jun 30, 2023
Media Relations Platform	Jul 01, 2022	Jun 30, 2023
4 Insight reports	Jun 01, 2022	Jun 30, 2023
Owned Social Analytics - 10 Profiles	Jun 01, 2022	Jun 30, 2023
Competitor Benchmarking - 10 Profiles	Jun 01, 2022	Jun 30, 2023

Payment Terms:

Meltwater Services are paid for in advance of the Start Date in a single lump sum. Once this Order Confirmation is signed, an invoice for the price below will be generated and due net14. Except as provided in the Terms of Use, all payment is non-refundable. Discounts and/or special pricing and/or payment terms, if any, may not apply to your renewal term.

(If you are tax exempt please provide your Meltwater representative with a valid current tax exemption form upon signing.)

Price : 21798.00 USD

Terms of Use:

The company identified in the signature block below ("Customer") hereby agrees that its use of any Meltwater Service is governed by the terms set out in this Order Confirmation and the terms and conditions of use, located at <https://www.meltwater.com/terms-of-use/northamerica/> ("Terms") (together the "Agreement"). Any other terms, including those on a purchase order, in a vendor registration application, or part of an RFP, are considered void and shall have no force and effect.

Special Terms:

Any Special Terms below shall supersede Meltwater's standard Terms of Use.

- Invoices under this Agreement will be due within 30 days of invoice date.

By signing this Agreement, you warrant that you have the authority to enter into this Agreement on behalf of Customer and that you have read, understand, and accept all of the terms of this Agreement

Customer

Name and Contact Information:

New College Institute
191 Fayette Street
Martinsville, Virginia 24112
United States
Contact: Rebekah Hughes

Date

May 17, 2022

Name

Rebekah Hughes

Email

rhughes@newcollegeinstitute.org

Title

Website and Marketing Manager

Signature

Rebekah Hughes

Rebekah Hughes (May 17, 2022 15:16 EDT)

Meltwater

Name and Contact Information:

Meltwater News US Inc.
465 California St. Floor 11
San Francisco, CA 94104
United States of America
FTIN number: 20-8289528 (b2b-version)

Date

Name

Alexandra Poland