


EXHIBIT D

STOP THE PAYWALL

Start Kachingling. It's fun and simple!

Keep the NYTimes Blogs you  in the open web

Learn more

Take action

START THE NYTIMES BLOG LEADERBOARD Q & A WHAT IS KACHINGLE?

Q & A

Q: What are social payments?

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A: A form of crowdfunding. The term crowdfunding is generally used to mean money voluntarily supplied to create a project/product, whereas social payments are user-driven micropayments for online content. You choose which sites they would like to support with a voluntary \$5/month subscription. You can also check out our [short video](#).

Q: What is Kachingling?

A. Once signed up for a Kachingle social payment subscription of \$5/month, you select which sites you want to support by clicking once on the Kachingle medallion on the site or blog. After that first click, we will count your daily visits. We call this activity "kachingling". At the end of the month, we share out your subscription dollars across the sites you kachingled, proportionately based on your daily visits. Kachingle is therefore usage-based — the sites *you* use the most get a larger percentage of your money.

Q: Where does the money go?

A. The money goes to the creatives (content producers, application developers, bloggers, etc.). In the case of the New York Times Blogs, the money is sent to the email address listed on the blog. [Note: a few blogs did not have an official email address, in these cases the money is sent to the standard email address of blogname@nytimes.com.]

Q: How can I be sure the NYTimes Bloggers are getting my money?

A. Because Kachingle is a financially transparent system, all activity, including payments, is automatically displayed on the Kachingle site (of course, users can choose to be anonymous). We call this "crowdsourced auditing" and it is one of the features we are most excited about. You can track every penny you contribute and be absolutely confident it has been delivered to the blogs you are supporting since both sides of the transaction are visible.

- example: Kachinglers' payments to [The DailyCamera](#) & a Kachingler named [Movie Habit's payment to The DailyCamera](#)
 - Note that Movie Habit can match his/her payment of \$.72 to The DailyCamera since it also appears on the DailyCamera list of payments, and vice versa.
- more about Kachingle's [financial transparency](#)

Q: Is the New York Times getting a cut of the money?

A. Whoever has control of the payment email address will receive the money. How that person chooses to share is up to them.

Q: Did the New York Times agree to this?

Stop the Paywall and Start Kachingling!

1. Install the **KachingleX** Browser Extension:

[Chrome »](#)

[Firefox »](#)

Not using Chrome or Firefox?

2. Support your favorite NYTimes Blog. Click on "Join Kachingle to support this blog" from the Leaderboard.

[Need help?](#)

3. Spread the Word

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[Share](#)

Or grab a Stop the Paywall banner for your site!

Stay updated

Email Address

NYTimes Blog Leaderboard

- [1. Paul Krugman Blog](#)
36 visits, 24 Kachinglers [Support](#)
- [2. Bits Blog](#)
27 visits, 19 Kachinglers [Support](#)
- [3. Pogue's Posts](#)
18 visits, 14 Kachinglers [Support](#)
- [4. FiveThirtyEight Blog](#)
15 visits, 11 Kachinglers [Support](#)
- [5. Freakonomics Blog](#)
12 visits, 11 Kachinglers [Support](#)

A. Our KachingleX browser extension works independently from the New York Times site. In a word, no. But we hope they will like it!

Q: Do the New York Times bloggers know about this?

A: Yes, we sent them a personal email with the payment email address information. [Note: if you are one of these bloggers and did not receive the email, please contact Cynthia at cynthia@kachingle.com, twitter: [typaldos](https://twitter.com/typaldos), 650-215-8406.

Q: How much of my money actually goes to the bloggers?

A. 85 percent of your money goes to the sites and blogs you support. Kachingle and PayPal together keep 15 percent of the money which covers Kachingle's costs as well as the all PayPal and/or credit card transaction fees. For those of you that are PayPal enthusiasts, you will realize this 15% includes three transaction fees: PayPal fee in (user -> Kachingle, Kachingle fee, PayPal fee out (Kachingle -> site). Kachingle has partnered with PayPal to use their micropayment APIs to keep their fees very low, even though micropayments are occurring.

Q: Can I Kachingle other sites than the New York Times Blogs?

A: You can Kachingle other sites that have signed up directly with Kachingle and installed the widget (we call it a Medallion) on their pages. These have installed Kachingle Medallions on their site and do not need the browser extension. There are approximately 325 sites already participating, about half of them in English and half of them in German. For a current list click [here](#).

Q: When are you going to add The HuffingtonPost, The Washington Post, etc.?

A. They can join Kachingle at anytime! So this is really a question for them. Of course, we can add kachingling to their blogs by including them in KachingleX. We look to user input to advise us on which sites, blogs, or web-based applications we should add next. [Add a comment to this page or contact us directly with your suggestions.]

Q: How do I get my favorite site to join Kachingle?

A. Please let them know you are interested!

Q: How do I add my blogs/site to Kachingle?

A. [Go to our home page](#) and click on the button labeled Site Owners.

Q: I want to talk to your leaders — how do I reach them?

A. Join the [live meeting today!](#) Or contact us thru the help button on the right. We are eager for your input.

Q: I have an urgent question and need it answered now – what do I do?

A: Join the [live meeting](#), send us an email thru the help button on the right, or post your question to the [discussion board](#).

Q: I went to the New York Times blogs and didn't see Kachingle? What's wrong?

A. You need to download the Kachingle browser extension first, click on the red button for Chrome or Firefox on the right.

Q: Why do I have to install a browser extension? How do I do this?

Search

To search, type and hit enter

Recent Posts

- But we love you The New York Times. My conversation with Mr. Digital and Mr. Legal and Mr. Paywall
- Kachingle vs Paywall on the NYTimes Blogs
- Ask your questions to the Kachingle Team

Recent Comments

- Joel on But we love you The New York Times. My conversation with Mr. Digital and Mr. Legal and Mr. Paywall
- Bart Brouwers on But we love you The New York Times. My conversation with Mr. Digital and Mr. Legal and Mr. Paywall
- David & Goliath, Kachingle vs NYT : Dode Bomen on The NYTimes Blog Leaderboard
- Kachingle fires a blog salvo at NYTimes.com's metered paywall: SteveOuting.com on The NYTimes Blog Leaderboard
- e-book-news.de » Friendly Takeover bei der New York Times: KachingleX sammelt Spenden, um Paywall zu verhindern on The NYTimes Blog Leaderboard

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