



**INSERTION ORDER**  
**GRAPHIC/DISPLAY AND BEHAVIORAL TARGETING ADVERTISING CAMPAIGNS**  
 Date: 11/28/2006

Doing Business As (DBA): \_\_\_\_\_  
 Advertiser Name: \_\_\_\_\_  
 Advertiser Address: \_\_\_\_\_  
 Advertiser Telephone: \_\_\_\_\_  
 Authorized Agent: \_\_\_\_\_  
 Agent Address: \_\_\_\_\_  
 Invoice Address: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
**Approximate** Campaign Dates: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_  
 URL Address: \_\_\_\_\_

Product Name*	Impressions	Price	Cost Model	Total Price
			CPM	
			CPM	
			CPM	

Total Billing: \$ \_\_\_\_\_  
 Approximate Monthly Billing: \$ \_\_\_\_\_

**BT** = Behavioral Targeting Campaign  
**G/D** = Graphic/Display Targeting Campaign

Specify (1) quantity of views, (2) all views or (3) remnant. **G/D Impressions served under remnant campaigns are served on an "as available" basis with no guarantee that any impressions will be served, moreover, no impression cap is allowed under remnant campaigns. All BT impressions are served on an "as available" basis, based on Bankrate's third-party network availability, with no guarantee that impressions will be served.**

Billing Type (select one):

- CPM Invoiced Payment Plan** (Actual Impressions Served). Advertising Fees are billed at the end of each month during the period of the Advertising campaign. Bankrate does not guarantee delivery of all impressions within the allotted time frame.
- CPM Prepaid Payment Plan** (Even Monthly Billing). Advertising Fees are billed at the start of the Advertisement campaign for a full month and, thereafter, at the beginning of each month during the period of the Advertising campaign. Number of impressions delivered may vary from month to month due to availability of ad views and ad inventory. Bankrate guarantees delivery of all impressions within the allotted time frame or will extend the campaign until fulfillment of quota.

General Terms:

This Insertion Order is made pursuant and subject to the Advertising Terms and Conditions, available at the URL [www.bankrate.com/terms](http://www.bankrate.com/terms), entered into between Bankrate, Inc. and the undersigned advertiser (the "Advertising Terms and Conditions"). Any capitalized terms used in this Insertion Order and not otherwise defined, shall have the meanings set forth in the Advertising Terms and Conditions. By submitting this Insertion Order, the undersigned advertiser agrees to be bound by the terms and conditions of: (1) this Insertion Order; (2) the Behavioral Targeting Advertising Program Terms available at the URL [www.bankrate.com/terms](http://www.bankrate.com/terms), applicable to BT campaigns; (3) the Graphic/Display Advertising Program Terms available at the URL [www.bankrate.com/terms](http://www.bankrate.com/terms), applicable to G/D campaigns; and (4) the Advertising Terms and Conditions. To the extent any conflicts exist between this Insertion Order and the Advertising Terms and Conditions, the terms of the Advertising Terms and Conditions shall control.

- Indicate names and addresses of all authorized advertising agents. Bankrate will not correspond with any advertising agents who are not so authorized.
- Invoices will be sent directly to Advertiser's address unless a different invoice address is indicated above.
- Other than data on rate table listings, campaigns may be changed only once every two-(2) week (or 14-day) cycle. Rate table listings are required to be updated in accordance with Bankrate's Placement Policy.
- All Advertisement graphics/creatives are required to be submitted seven (7) days before their scheduled run date.
- Allow five (5) business days from the date Bankrate receives Advertisements for posting of Advertisements.
- Invoices are due and payable in accordance with the Advertising Terms and Conditions, including, without limitation the applicable Payment Plan referenced in the Advertising Terms and Conditions.
- If and until this Insertion Order is executed by the undersigned advertiser, the prices quoted in this Insertion Order are effective only for thirty (30) days from the date set forth above.
- Advertiser may terminate the term of this Insertion Order by providing thirty (30) days prior written notice to Bankrate. If such advance written notice is given, Advertiser will be billed for the actual days through the end of the thirty (30) day notice period in accordance with the above rates. If such advance written notice is not provided, in addition to any other remedies available to Bankrate, Advertiser will be billed through the end of the campaign.

**BANKRATE, INC.**

**ADVERTISER**

\_\_\_\_\_  
Signature

Name of Advertiser: \_\_\_\_\_

\_\_\_\_\_  
Signature of authorized representative of advertiser

\_\_\_\_\_  
Printed Name, including title/authority

11/28/2006  
Date

\_\_\_\_\_  
Printed Name, including title/authority

\_\_\_\_\_  
Date