

## RATE CARD

Bankrate's Hyperlink Advertising Program's pricing is set up in a tiered pricing model that varies by product and state listing. Advertisers participating in Bankrate's Hyperlink Advertising Program pay for "Clicks" made on their advertisements, including phone icon advertisements. The prices paid per "Click" are set forth on Bankrate's Hyperlink Rate Sheet.

A "Click" means when a website visitor (a "User") clicks on an advertiser's Hyperlink Advertisement and is forwarded to that advertiser's Hyperlink Advertisement's destination, determined pursuant to Bankrate's Click Policy available at [www.Bankrate.com/terms](http://www.Bankrate.com/terms). Bankrate may display a "phone icon" as part of an advertiser's Hyperlink Advertisements. A phone icon displays the advertiser's telephone number when a User Clicks on it. Clicks include Clicks made by Users on phone icons.

Bankrate may modify the Hyperlink Rate Sheet at any time, in its sole discretion, and shall provide notice no later than fifteen (15) days prior to the effective date of any increase in rates made to the Hyperlink Rate Sheet.

To obtain the current rate card and state listing by tier level, please contact your Bankrate Sales Representative.

### Contact

Bankrate has offices throughout the country to help serve you better. Contact the office nearest you for more information about Bankrate advertising. For general questions about the CPC Program, please contact us at: [CPCProgram@Bankrate.com](mailto:CPCProgram@Bankrate.com).

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