

**BANKRATE, INC.**

**Insertion Order - Hyperlink Campaign**

**I/O Number:** \_\_\_\_\_

**Advertiser**

Name: \_\_\_\_\_

**DBA:** \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Agency / Billing Info**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

**Program:**  **Bankrate CPC Rate Table Program**

**Product** (select only one product and maximum spend per period indicated by Start Date and End Date above)

<input type="checkbox"/> Mortgage	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Home Equity (Home Equity includes Personal Loans)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> CDs (Standard)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> CDs (100 Highest Yield)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> MMA/Savings (Standard)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> MMA/Savings (100 Highest Yield)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Auto Loan	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$100,000
	<input type="checkbox"/> \$150,000	<input type="checkbox"/> \$175,000	<input type="checkbox"/> \$250,000	<input type="checkbox"/> Other	\$ _____

**Other:**

<input type="checkbox"/> Credit Card	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Check Acct	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Credit Union	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Student Loans	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> Other	\$ _____
<input type="checkbox"/> Insurance	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> Other	\$ _____

Terms & Conditions

By submitting this Insertion Order, you agree to be bound by the terms and condition of: (1) this Insertion Order; (2) the Hyperlink Advertising Program Terms available at the URL [www.Bankrate.com/terms](http://www.Bankrate.com/terms); and (3) the Advertising Terms and Conditions available at the URL [www.Bankrate.com/terms](http://www.Bankrate.com/terms). If any terms and conditions of this Insertion Order conflict with the terms and conditions of the Advertising Terms and Conditions, the terms and conditions of the Advertising Terms and Conditions shall control. Hyperlink Advertisements will become active and billable links when: (1) the advertiser's rates are in ODES and (2) the advertiser's Payment Plan has been activated, unless previously paused by the Advertiser. **It is important to note, that, if you do not set up a monthly budget amount within the CPC Advertiser Portal the system will use your spending limit from your insertion order as your default budget.**

Bankrate, Inc. Representative

Advertiser

Signature \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

Print Name \_\_\_\_\_

INTERNAL USE ONLY: Advertiser ID # \_\_\_\_\_