

Please read these important Hyperlink Advertising Program Terms and the [Advertising Terms and Conditions](#).

Thank you for your interest in Bankrate's Hyperlink Advertising Program (*sometimes referred to as the Rate Table Advertising Program*)(this "Program"). By submitting Set Up Instructions (as defined below) to participate in the Program you are agreeing to be bound by:

1. the Hyperlink Advertising Program Terms (the "Program Terms") set forth below; and
2. the [Advertising Terms and Conditions](#).

If any terms of these Program Terms or the terms of any Insertion Order and/or Advertising Activation Form, as applicable, (collectively, "Set Up Instructions") conflict with the [Advertising Terms and Conditions](#), the terms of the [Advertising Terms and Conditions](#) shall control. All Program Terms and your Set Up Instructions are subject to the [Advertising Terms and Conditions](#).

I. Set Up Instructions.

After you have agreed to the [Advertising Terms and Conditions](#), you may submit Set Up Instructions to place text-only hyperlink advertisements ("Hyperlink Advertisements") on Bankrate.com, pursuant to the [Advertising Terms and Conditions](#), these Program Terms and the applicable Set Up Instructions.

II. You May "Pause" Hyperlink Advertisements.

You may "pause" Hyperlink Advertisements at any time within Bankrate's advertiser portal.

III. Payment Plans.

Currently, the following CPC (Cost Per Call and Cost Per Click) Payment Plans are available under the Hyperlink Advertising Program:

CPC Continuous Traffic Payment Plan
CPC Pay-As-You-Go Payment Plan
CPC Direct Bill Payment Plan

Please go to www.bankrate.com/terms for more information on Bankrate's various [Payment Plans](#).

IV. Payment.

You shall pay to Bankrate all charges and fees incurred by you pursuant to the Advertising Terms and Conditions, your Set Up Instructions, and the Payment Plan you choose on your Set Up Instructions.

V. Payment Methods.

Depending on the Payment Plan you select, Bankrate will either charge the credit card, charge card or debit card you indicate on your Set Up Instructions, or invoice you, for the applicable charges and fees (each, a "Payment Method"). Please note that not all Payment Methods are available with certain Payment Plans.

VI. Hyperlink Advertising Program Quality Control Program.

You shall comply with and be subject to, the terms and conditions of the most recent version of Bankrate's Hyperlink Advertising Program Quality Control Program, available at the URL www.bankrate.com/terms.