BANKRATE'S RATE TABLE ADVERTISER PORTAL USER GUIDE

Contents

Overview

Welcome to Bankrate's Rate Table Advertising Program.

Bankrate's Rate Table Advertising Program provides a performance-based, cost-effective method for reaching Bankrate's qualified, in-market consumers. You will be charged only when a Bankrate user clicks on your hyperlinks or calls your Bankrate-assigned toll-free number. This means you will pay only for qualified consumers who are interested in your financial product groups. Additionally, you can determine how much you would like to spend, either by product group (e.g. Mortgage, Home Equity, CDs) or product group campaign/state level (e.g. Mortgage/Florida). Performance-based pricing, coupled with campaign and targeted spending control/flexibility makes advertising on Bankrate's Rate Tables better than ever.

In order to participate in the Rate Table Advertising Program, you must complete the following four steps:

- Execute the new Terms & Conditions document.
- Choose your billing method. If you would like to be Direct Billed (invoiced), you will need to complete and submit a new insertion order to your Sales Representative. The insertion order establishes your spending limit. If you would like to pay via credit card, please contact your Sales Representative for assistance with your initial setup.

  NOTE: A detailed explanation of both payment methods (Direct Bill vs. Credit Card), the role of the insertion order and other required documentation for both new and existing advertisers can be found in the "Payment method" section under Advertiser Agreement, below.

- Ensure that your rate and company information in the Rates Entry (ODES/ADES) is complete, accurate, up-to-date and complies with Bankrate's Quality Control Policy (which can be found at www.bankrate.com/terms).
- Set up your campaigns and target spends via the Manage Campaigns section of the Advertiser Portal. You have the ability to control how much you want to spend, by product group (e.g. Mortgage) and/or product group campaign/state (e.g. Mortgage, California).

  NOTE: All new campaigns start out in a 'paused' state upon account setup. To take the campaign(s) off of 'pause' enter the Manage Campaigns Section/Campaign Summary, Get Started link and click on the 'Resume' button. Products with state-based tables have Campaign Management at the state (Campaign Detail) level that will need to be Resumed as well. Any states added to your account after the initial setup will also begin in a 'paused' state. You will need to log in to the CPC Advertiser Portal, go to Manage Campaigns/Campaign Detail, Get Started link, click on the name of the state that is showing 'paused' and select the 'Resume Selected' button.

This User Guide will instruct you how to use the Advertiser Portal in order to manage your campaigns, allocate your target spend and generate performance reports. If you would like more information about the Rate Table Advertising Program, please visit our online media kit or contact your Sales Representative directly.

Technical/System Requirements

Technical/System Requirements for using Bankrate's Advertiser Portal:

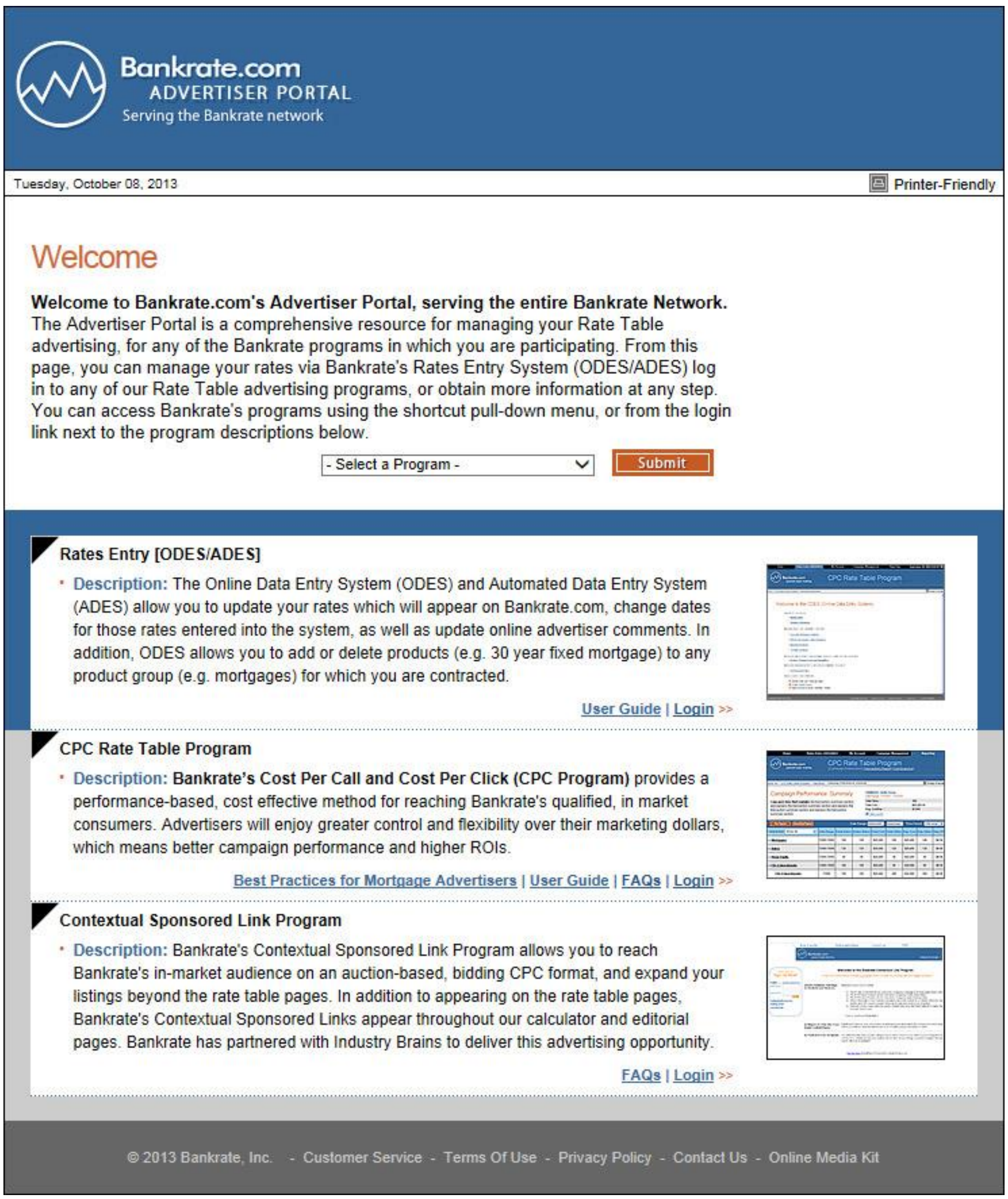
System optimized for Internet Explorer browser. Latest versions of Firefox, Chrome and Safari browsers are supported but unexpected results may occur when using older versions. Browsers must also be set to accept cookies in order to function properly with this website.

If you have any questions about the system requirements, please email us at: customerservice@bankrate.com.

Advertiser Portal Welcome Page

To access the Advertiser Portal, visit the following URL/web address: https://advertiser.bankrate.com. The welcome page provides information about the portal and login access to all of Bankrate's advertising programs. Our Advertiser Portal is designed as a comprehensive resource to help our advertisers manage their Rate Table advertising for all their Bankrate programs.

To log into the Rate Table Program, you can either choose the program in the pull-down menu, or click on the Login link next to the individual Rate Table Program descriptions.

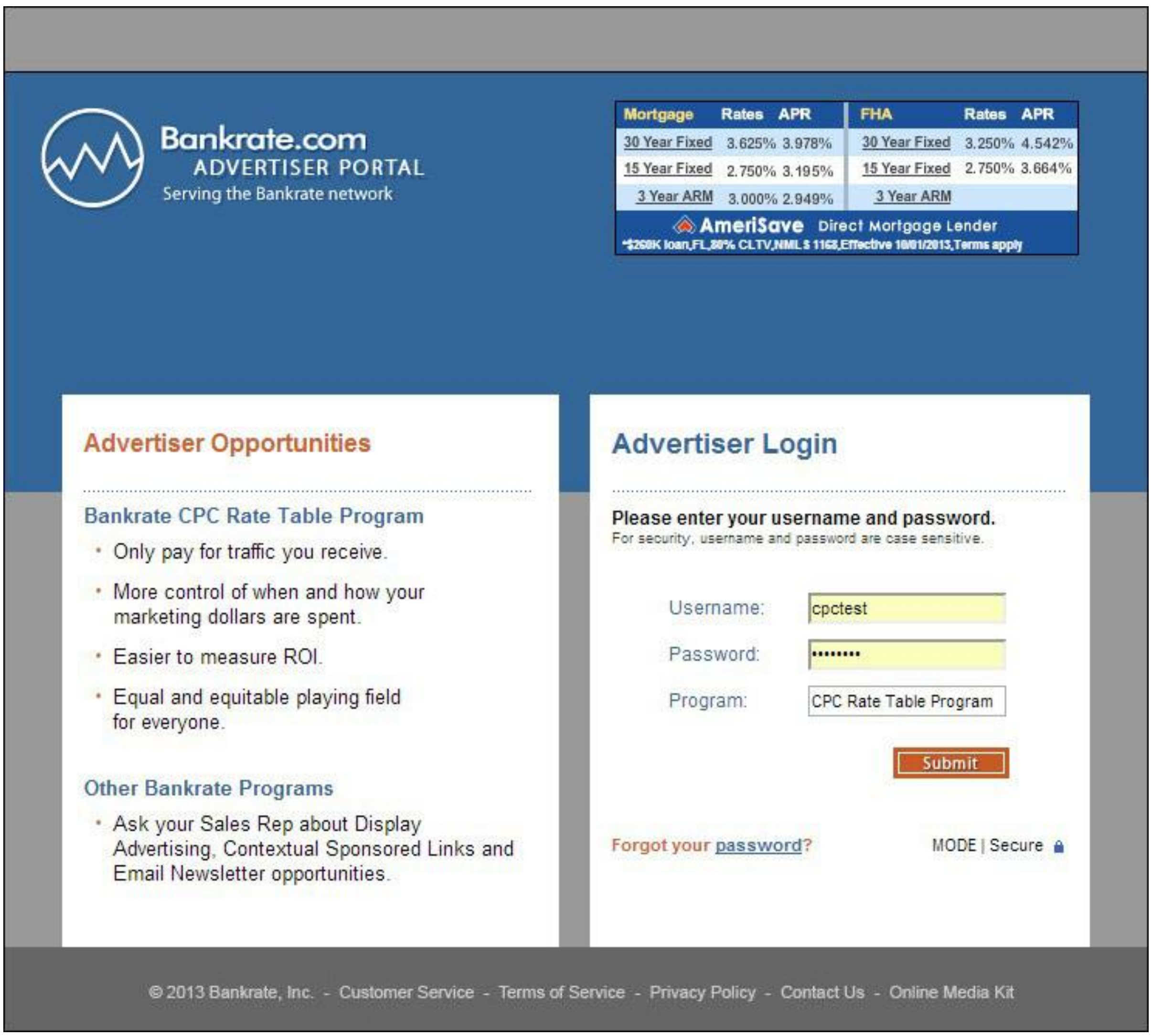


CPC Rate Table Program Login Page

Once you have selected the “CPC Rate Table Program” from the Advertiser Portal Welcome page, you will be presented with the login screen. For all advertisers, your username/password is the same as your Rates Entry (ODES/ADES) username/password. **Please note that for added security, your username and password is case sensitive when logging into the portal**. You will receive your Rates Entry (ODES/ADES) portal login via email once your documentation is processed.

If you have any trouble logging in, please email us at: customerservice@bankrate.com.

If you have not received your Rates Entry (ODES/ADES) username and password, please email us at: customerservice@bankrate.com.



Advertiser Agreement

If you execute the Terms & Conditions offline you **will not** be presented with the online Terms & Conditions to accept at sign in and will proceed directly to the next section of the User Guide, which is the Home page.

If you **do not** execute your Terms & Conditions agreement offline, you will be presented with an online version of the Terms & Conditions agreement to accept. To accept the Terms & Conditions and proceed, please click the “I Agree” button. Once you have clicked “I Agree” to the Advertiser Agreement, you will be directed to the CPC Rate Table Program Home page.

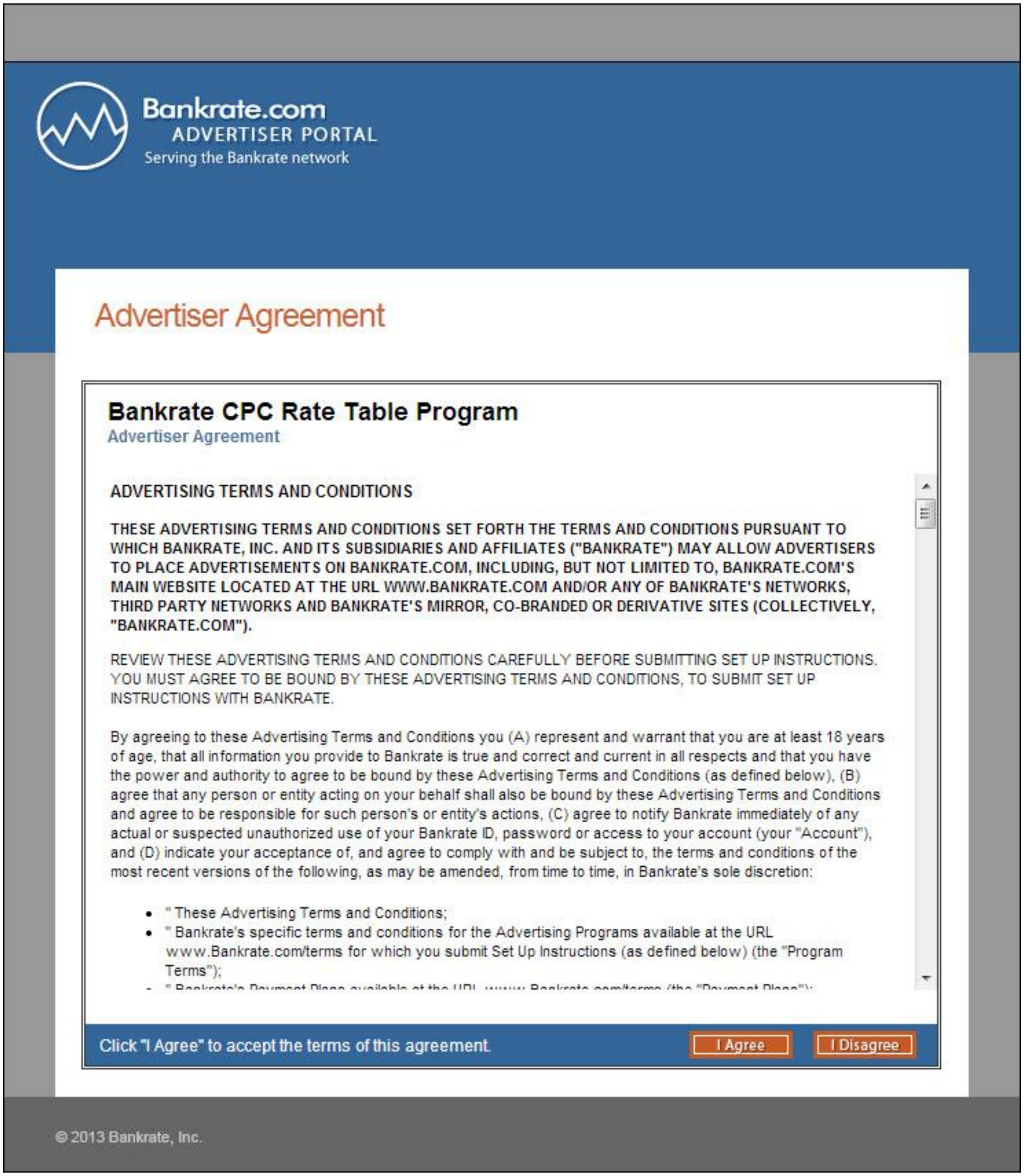
Payment Methods

In order for Bankrate to establish the Direct Bill account, advertisers are required to complete an insertion order (which establishes an advertiser’s spending limit). Most advertisers complete the insertion order at the same time they submit their signed Terms and Conditions document. Whether you have executed your Terms and Conditions offline or online, you will still need to contact your Sales Representative to complete and submit an insertion order.

Advertisers can elect to pay via credit card. Please contact your Sales Representative to switch your payment method from Direct Bill to Credit Card.

NOTE: A detailed explanation of both payment methods (Direct Bill vs. Credit Card), the role of the insertion order and other required documentation for both new and existing advertisers can be found in the Billing Set Up section of this User Guide.

Advertiser Agreement Page



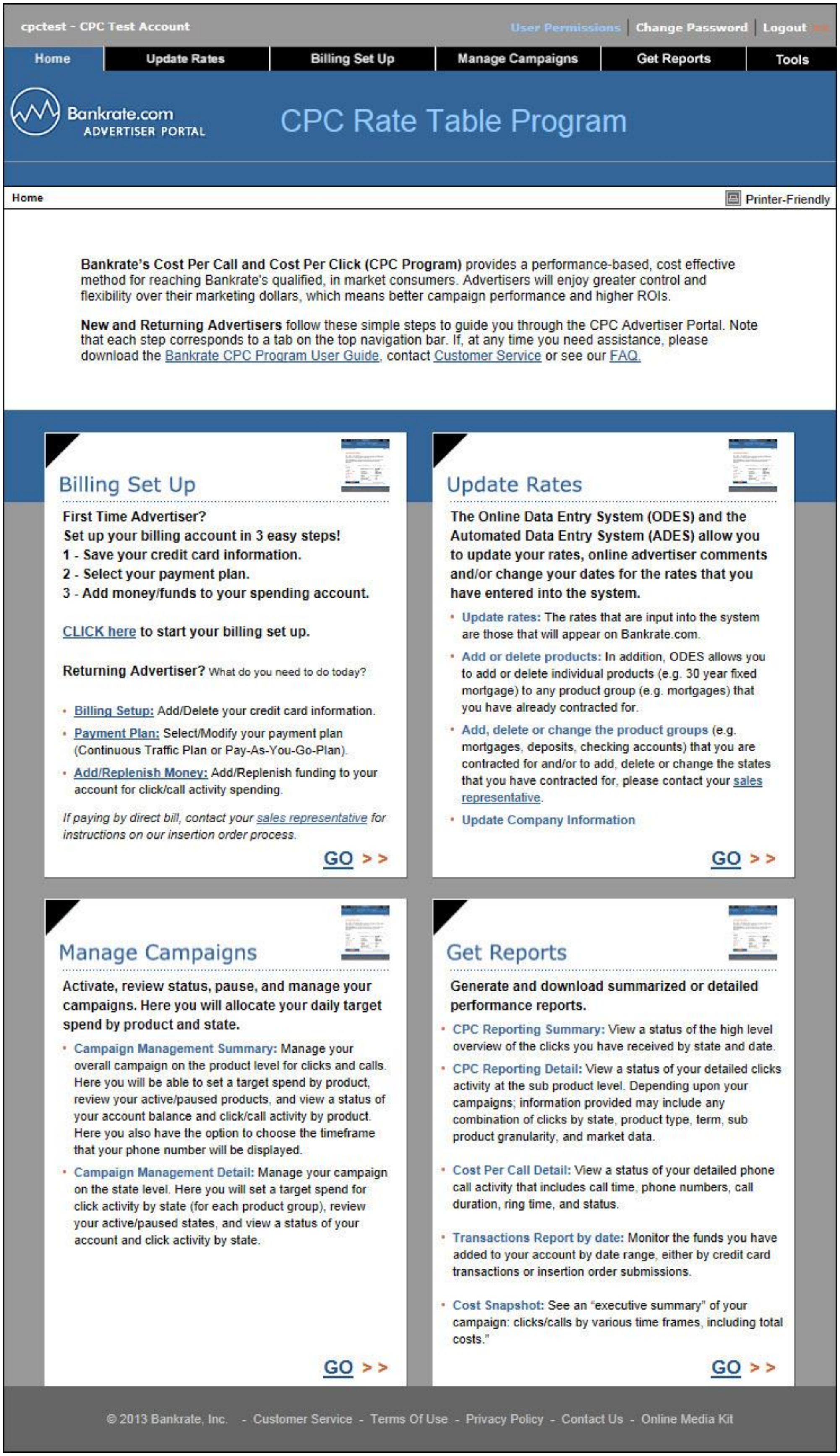
Home Page

From the Home page, you can access all of the main areas of the Advertiser Portal:

1) Billing Set Up	Set up your billing account, choose your payment plan, view an account snapshot and add/replenish funds to your account.
2) Update Rates	Update your rates, online advertiser comments, company profile and/or change your eligible dates for the rates that you have entered into the system.
3) Manage Campaigns	Allocate your target spend by product group and/or by product group campaign/state, pause/resume campaigns, view campaign activity.
4) Get Reports	Generate performance reports and a billing transaction history for your campaigns.

The Home page provides a summary of which functions you can perform in each area. You can access any of these areas by clicking on the top navigation (which is universal and occurs throughout the Advertiser Portal) or you can click the “GO” link located at the end of each area description within the page.

NOTE: Each area will be described in greater detail below in this User Guide.



cpctest - CPC Test Account | User Permissions | Change Password | Logout

Home | Update Rates | Billing Set Up | Manage Campaigns | Get Reports | Tools

Bankrate.com ADVERTISER PORTAL

CPC Rate Table Program

Home | Printer-Friendly

Bankrate's Cost Per Call and Cost Per Click (CPC Program) provides a performance-based, cost effective method for reaching Bankrate's qualified, in market consumers. Advertisers will enjoy greater control and flexibility over their marketing dollars, which means better campaign performance and higher ROIs.

New and Returning Advertisers follow these simple steps to guide you through the CPC Advertiser Portal. Note that each step corresponds to a tab on the top navigation bar. If, at any time you need assistance, please download the Bankrate CPC Program User Guide, contact Customer Service or see our FAQ.

Billing Set Up

First Time Advertiser?
Set up your billing account in 3 easy steps!
1 - Save your credit card information.
2 - Select your payment plan.
3 - Add money/funds to your spending account.

CLICK here **to start your billing set up.**

Returning Advertiser? What do you need to do today?

- Billing Setup: Add/Delete your credit card information.
- Payment Plan: Select/Modify your payment plan (Continuous Traffic Plan or Pay-As-You-Go-Plan).
- Add/Replenish Money: Add/Replenish funding to your account for click/call activity spending.

If paying by direct bill, contact your sales representative for instructions on our insertion order process.

GO >>

Update Rates

The Online Data Entry System (ODES) and the Automated Data Entry System (ADES) allow you to update your rates, online advertiser comments and/or change your dates for the rates that you have entered into the system.

- Update rates: The rates that are input into the system are those that will appear on Bankrate.com.
- Add or delete products: In addition, ODES allows you to add or delete individual products (e.g. 30 year fixed mortgage) to any product group (e.g. mortgages) that you have already contracted for.
- Add, delete or change the product groups (e.g. mortgages, deposits, checking accounts) that you are contracted for and/or to add, delete or change the states that you have contracted for, please contact your sales representative.
- Update Company Information

GO >>

Manage Campaigns

Activate, review status, pause, and manage your campaigns. Here you will allocate your daily target spend by product and state.

- Campaign Management Summary: Manage your overall campaign on the product level for clicks and calls. Here you will be able to set a target spend by product, review your active/paused products, and view a status of your account balance and click/call activity by product. Here you also have the option to choose the timeframe that your phone number will be displayed.
- Campaign Management Detail: Manage your campaign on the state level. Here you will set a target spend for click activity by state (for each product group), review your active/paused states, and view a status of your account and click activity by state.

GO >>

Get Reports

Generate and download summarized or detailed performance reports.

- CPC Reporting Summary: View a status of the high level overview of the clicks you have received by state and date.
- CPC Reporting Detail: View a status of your detailed clicks activity at the sub product level. Depending upon your campaigns; information provided may include any combination of clicks by state, product type, term, sub product granularity, and market data.
- Cost Per Call Detail: View a status of your detailed phone call activity that includes call time, phone numbers, call duration, ring time, and status.
- Transactions Report by date: Monitor the funds you have added to your account by date range, either by credit card transactions or insertion order submissions.
- Cost Snapshot: See an "executive summary" of your campaign: clicks/calls by various time frames, including total costs."

GO >>

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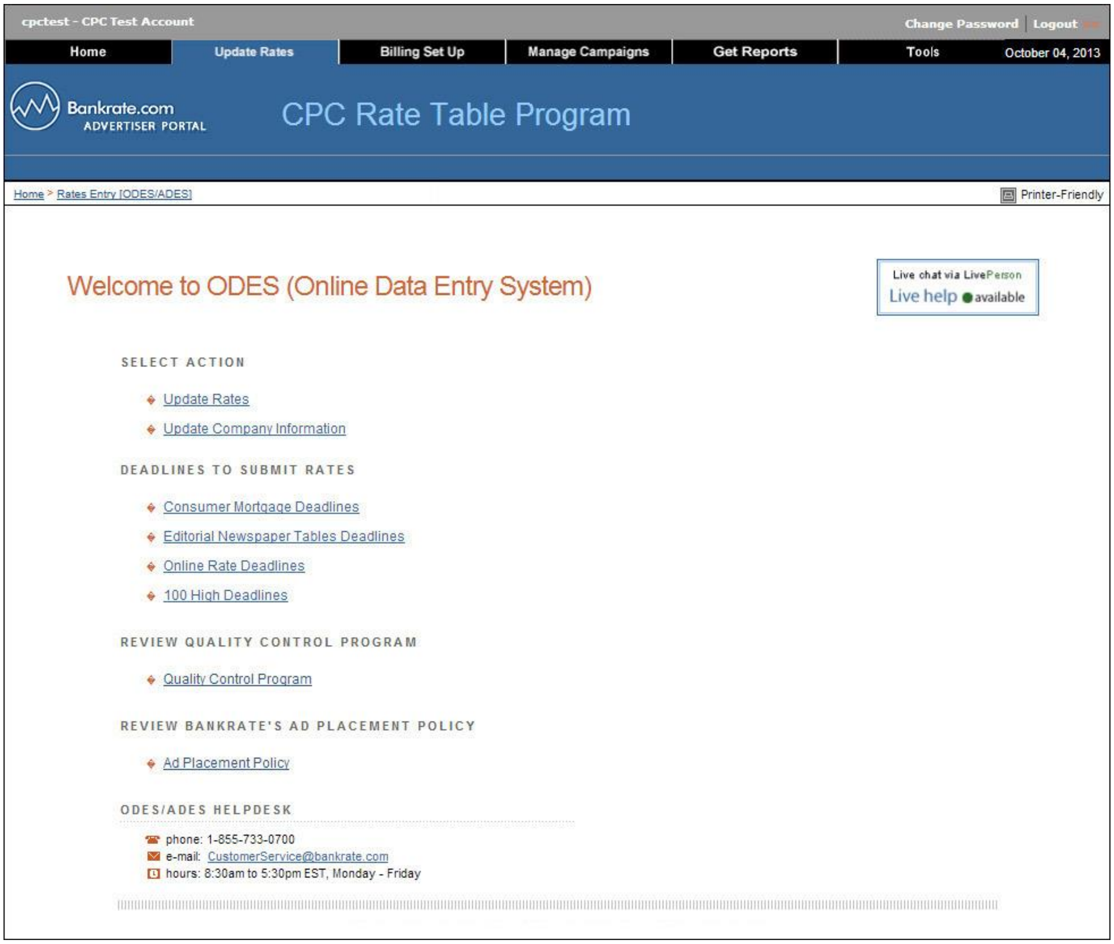
Rates Entry (ODES/ADES)

The Rates Entry System (ODES/ADES) allows you to update your rates, online advertiser comments, company profile and/or change your eligible dates for the rates that you have entered into the system. Your products/states will only be displayed on Bankrate's rate table(s) if you have information on record for them in Rates Entry (ODES/ADES).

In Rates Entry (ODES/ADES), you can do the following:

- Rate Information: Input and update your rate information, such as the rate value and date range, etc. The rates that are input into the system are those that will be seen by consumers on Bankrate.com.
- Add/Delete Products: You can add or delete products (for example, 30-yr fixed) to customize your profile.
- Company Information: This section will allow you to add and update additional information about your company. This information will be displayed to consumers when they click on a specific link within your Rate Table listing on Bankrate.com.

If your information is already updated and accurate within the Rates Entry (ODES/ADES) system, you can proceed to the Billing Set Up section.



Billing Set Up

In the Billing Set Up section, you can set up your billing credit card information, choose your payment plan, view an account snapshot, establish your daily target spend and add/replenish funds to your account.

- **Billing Set Up:** If your account is set up to pay using a credit card, you can elect your Funding Source. If paying by direct bill, contact your Sales Representative for instructions on our insertion order (IO) process.

- **Payment Plan:** If you are paying by credit card, select or edit your payment plan: Continuous Traffic Plan or Pay-As-You-Go-Plan. These plans are detailed within the Advertiser Portal, as well as later in this User Guide.

- **Add/Replenish Money:** Add funds to your credit card account for the first time to establish your account, or replenish your account to receive additional click/call traffic, remain on the rate table, etc.

- **Account Snapshot:** View a quick status of your account (target spend, clicks, cost).

NOTE: If you have chosen to pay by Direct Bill and submitted an insertion order (which contains your spending limit) you are **not** required to perform any work in the Billing Set Up section. You can go directly to the Account Snapshot page.

If you would like to pay via Direct Bill, but **have not** submitted an insertion order, you will need to contact your Sales Representative for instructions on our brief and simple insertion order process.

If you are paying by credit card, the Billing Set Up page will provide you access to add a credit card(s) as your method of payment known as the Funding Source. Bankrate accepts **American Express, MasterCard, Discover, Visa and Bank debit cards**.

If you would like to switch from one payment method to another (e.g. from Direct Bill to Credit Card) please contact your Sales Representative.

Billing Set Up: (Adding a credit card as your "Funding Source")

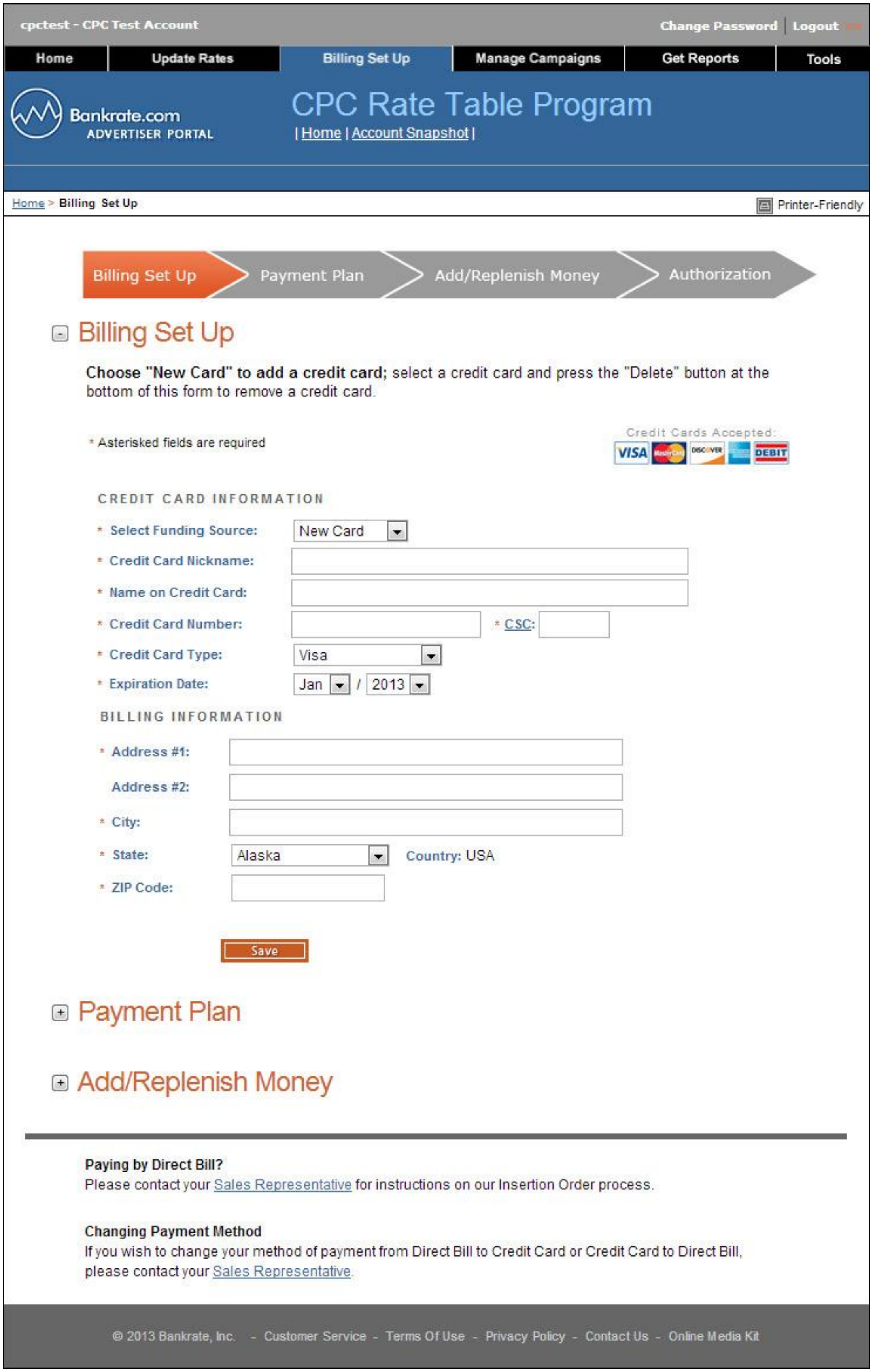
If you have chosen credit card as your method of payment, this section allows you to add your credit card information for the first time. You can also return to this section if you would like to enter multiple credit cards.

Bankrate accepts **American Express, MasterCard, Discover, Visa and Bank debit cards**.

The "Credit Card Nickname" field is intended to help you identify each credit card (for example, Acme's American Express 1234). Including the last 4-digits of the credit card number is helpful to identify quickly for future reference if you have multiple saved credit cards. You can enter any description you would like in this field up to 100 characters (including spaces).

NOTE: For the protection of our advertisers and to minimize credit card fraud, Bankrate validates the credit card and address information when you add a credit card to our system. This process requires that we "authorize" a $1.00 reserve on the card when entered in the advertiser portal to ensure that the card number, address, zip code and other details match the credit card company's records. This authorization is **not** a charge on your card, but a nominal amount "reserved" to validate your card without any charge or cost. This $1.00 reserved authorization is automatically cleared from your credit card within 48-72 hours.

Once you have set up your credit card, you will be able to select your Payment Plan, as outlined in the next section of this User Guide.



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Payment Plan
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Authorization
Billing Set Up
Choose "New Card" to add a credit card; select a credit card and press the "Delete" button at the bottom of this form to remove a credit card.
* Asterisked fields are required
Credit Cards Accepted:
VISA
DISCOVER
DEBIT
CREDIT CARD INFORMATION
* Select Funding Source: New Card
* Credit Card Nickname:
* Name on Credit Card:
* Credit Card Number:
* CSC:
* Credit Card Type: Visa
* Expiration Date: Jan / 2013
BILLING INFORMATION
* Address #1:
Address #2:
* City:
* State: Alaska
Country: USA
* ZIP Code:
Save
Payment Plan
Add/Replenish Money
Paying by Direct Bill?
Please contact your Sales Representative for instructions on our Insertion Order process.
Changing Payment Method
If you wish to change your method of payment from Direct Bill to Credit Card or Credit Card to Direct Bill, please contact your Sales Representative.
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Billing Set Up: Payment Plan

If you are paying by credit card, the Payment Plan section is where you will choose your billing payment plan by product group campaign and make changes to your payment plan(s). You will also be provided with a quick account status each time you enter the Payment Plan section.

To choose or change your payment plan, first you will need to select your product group campaign in the Campaign pull-down menu. The campaign pull-down menu will be populated with the product groups for which you have provided rates in Rates Entry (ODES/ADES). You can select a different payment plan for each product group campaign.

The Payment Method field will be filled in with whichever payment method (e.g. Credit Card to Direct Bill) you have chosen. You will not be able to change this field. If you would like to switch from one payment method to another (e.g. Credit Card to Direct Bill) please contact your Sales Representative.

You will then select your payment plan in the Plan Option pull-down menu. Our program provides you with the flexibility of two Payment Plan options from which to choose. See plan descriptions below:

Option 1: Continuous Traffic Plan

Advertisers will enjoy uninterrupted service with this plan. You will determine an amount you would like to be charged to your credit card ("replenishment amount") initially and then whenever your account has been depleted to $0.00, your credit card will be charged the replenishment amount and you will receive an e-mail notification.

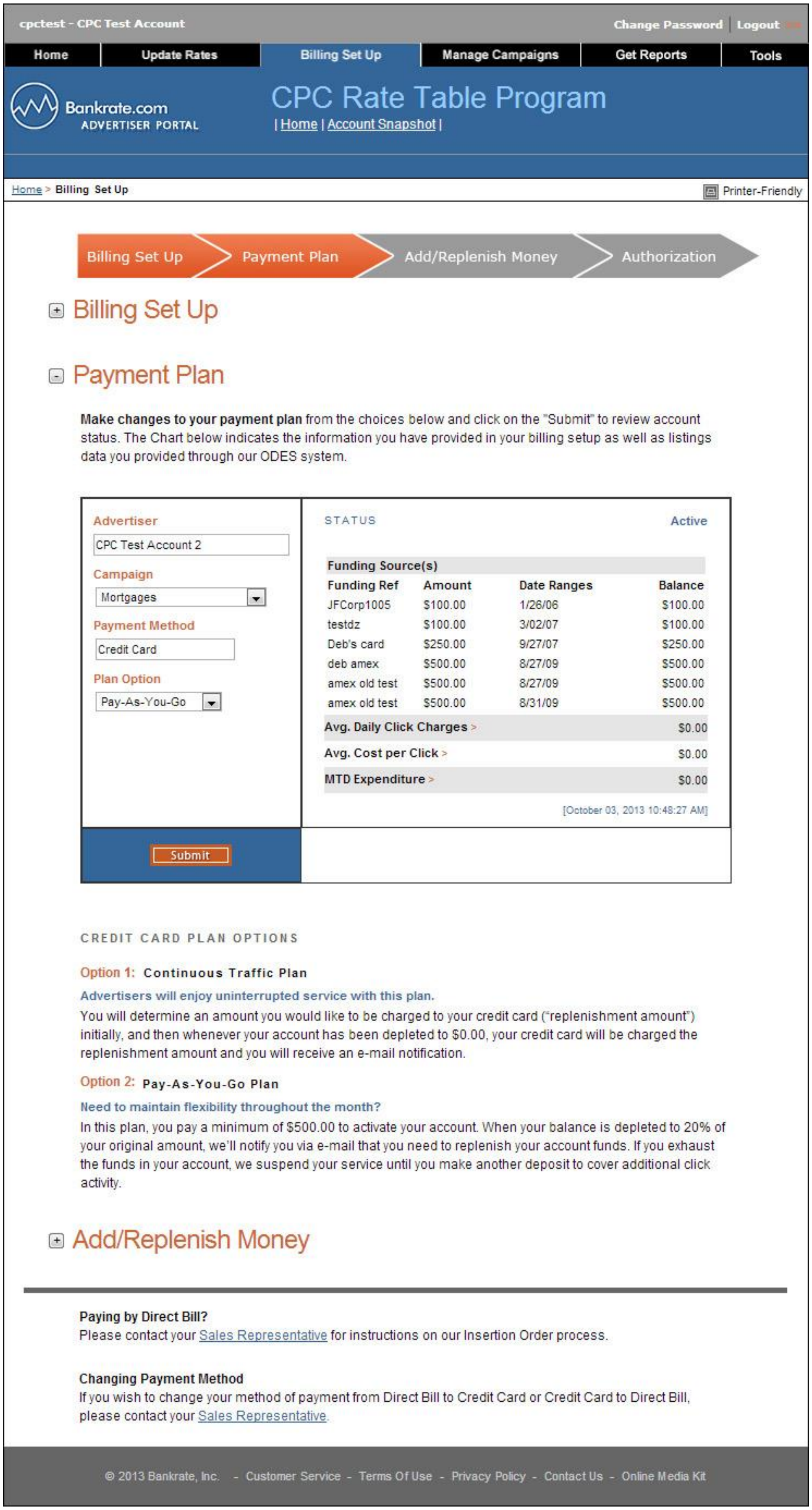
Option 2: Pay-As-You-Go Plan

Need to maintain flexibility throughout the month? In this plan, you pay a minimum of $500.00 to activate your account. When your balance is depleted to 20% of your original amount, we'll notify you via email that you need to replenish your account funds. If you exhaust the funds in your account, we suspend your service until you make another deposit to cover additional click/call activity.

*****Important tip from Bankrate*****

> If your goal is to achieve maximum click/call volume, you will optimize your performance and market share by maintaining your listings throughout the month. Some advertisers may deplete their funds by mid-month or earlier, which will leave fewer advertisers on the rate tables. By managing your funds so that your listings will remain active throughout the month, you will receive more exposure and higher click/call volume. Additionally, consumers visit the site often when they are in-market, therefore, it is a good idea to always remain on the table for purposes of consumer recall.
>
> If you've chosen the Pay-As-You-Go Plan we recommend that you monitor your account frequently in order to maintain the active status of your campaigns. On this plan, your campaign will be paused if your account funds have depleted. By checking your account frequently, you will be able to add funds to your account whenever necessary and thus ensure active status throughout the month.

Please note, Advertisements will become active when: (1) The advertiser's rates have been entered into Rates Entry (ODES/ADES), (2) The advertiser's account has been activated, (3) Funding has been added and (4) The account is active at both the product and campaign level.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Billing Set Up
Payment Plan
Add/Replenish Money
Authorization
Billing Set Up
Payment Plan
Make changes to your payment plan from the choices below and click on the "Submit" to review account status. The Chart below indicates the information you have provided in your billing setup as well as listings data you provided through our ODES system.
Advertiser
CPC Test Account 2
Campaign
Mortgages
Payment Method
Credit Card
Plan Option
Pay-As-You-Go
STATUS
Active
Funding Source(s)
Funding Ref Amount Date Ranges Balance
JFCorp1005 $100.00 1/26/06 $100.00
testdz $100.00 3/02/07 $100.00
Deb's card $250.00 9/27/07 $250.00
deb amex $500.00 8/27/09 $500.00
amex old test $500.00 8/27/09 $500.00
amex old test $500.00 8/31/09 $500.00
Avg. Daily Click Charges > $0.00
Avg. Cost per Click > $0.00
MTD Expenditure > $0.00
[October 03, 2013 10:48:27 AM]
Submit
CREDIT CARD PLAN OPTIONS
Option 1: Continuous Traffic Plan
Advertisers will enjoy uninterrupted service with this plan.
You will determine an amount you would like to be charged to your credit card ("replenishment amount") initially, and then whenever your account has been depleted to $0.00, your credit card will be charged the replenishment amount and you will receive an e-mail notification.
Option 2: Pay-As-You-Go Plan
Need to maintain flexibility throughout the month?
In this plan, you pay a minimum of $500.00 to activate your account. When your balance is depleted to 20% of your original amount, we'll notify you via e-mail that you need to replenish your account funds. If you exhaust the funds in your account, we suspend your service until you make another deposit to cover additional click activity.
Add/Replenish Money
Paying by Direct Bill?
Please contact your Sales Representative for instructions on our Insertion Order process.
Changing Payment Method
If you wish to change your method of payment from Direct Bill to Credit Card or Credit Card to Direct Bill, please contact your Sales Representative.
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Billing Set Up: Add/Replenish Money

- **Paying by direct bill:**

  If you are paying by direct bill and would like to add funds to your account, you will need to submit a new insertion order. This is a simple process, as when you set up your first Insertion order. Contact your Sales Representative for assistance.

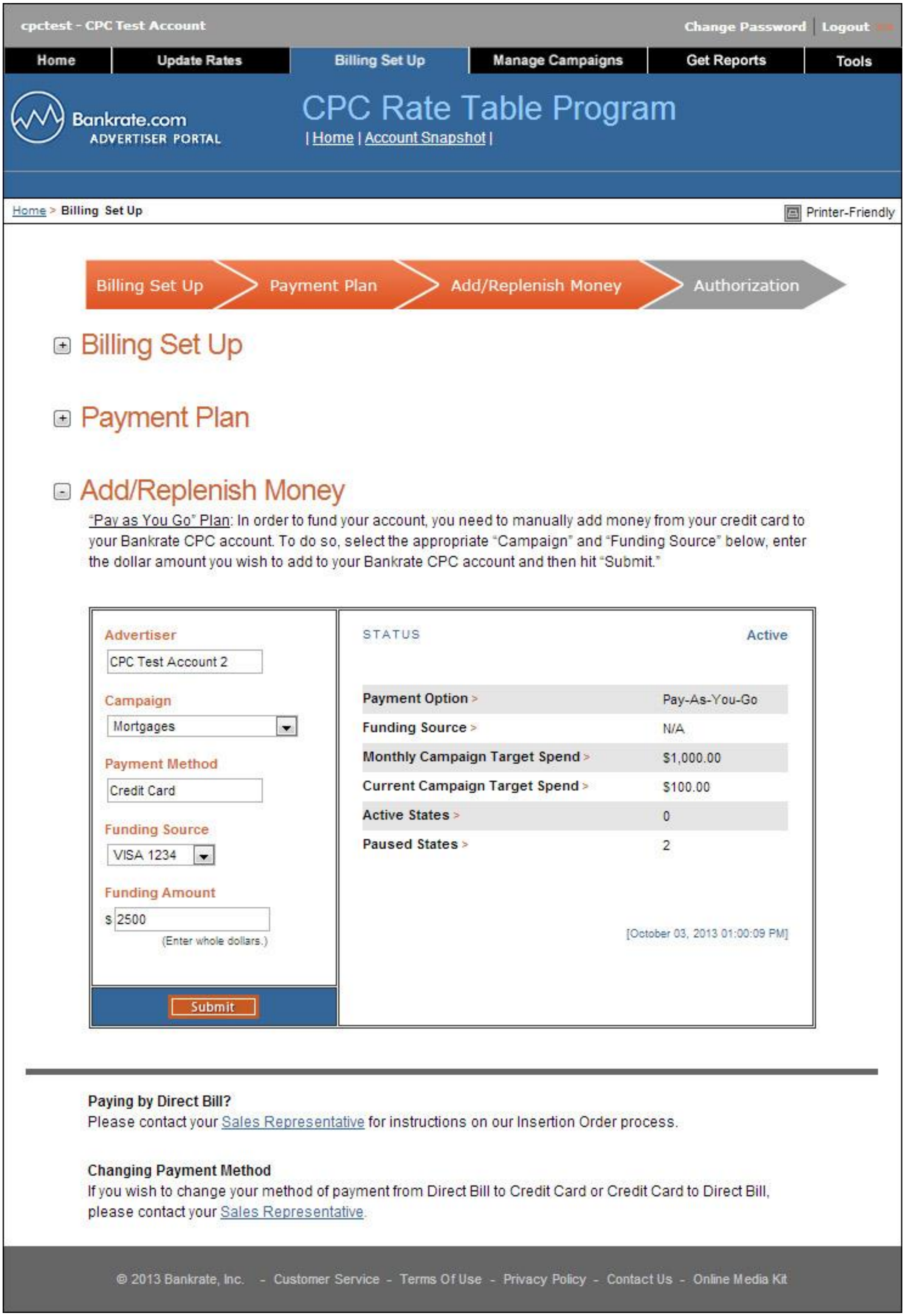
- **Paying by credit card:**

  Once you have chosen your Payment Plan in the Payment Plan section, you will then be taken to the Add/Replenish Money section. In this section you will establish your account by adding funds for the first time and also return to replenish your funds in the future. You can easily return to this screen at any time by clicking the “Add/Replenish Money” link on the Home page.

  To add money to your account, first choose the campaign to which you are adding the funds in the pull-down menu. If you have more than one credit card entered into the system, you can also select the credit card to which you would like to charge the funds by clicking on the Funding Source pull-down menu.

  Enter the amount you wish to add to your account in the Replenishment Amount field. Enter this amount without dollar signs or commas. Then click the “Submit” button.

Each time you return to the Add/Replenish Money section to add funds to your account, you will also see your account status (Daily Campaign Target Spend, Month-To-Date Spend, Active/Paused States).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Billing Set Up
Payment Plan
Add/Replenish Money
"Pay as You Go" Plan: In order to fund your account, you need to manually add money from your credit card to your Bankrate CPC account. To do so, select the appropriate "Campaign" and "Funding Source" below, enter the dollar amount you wish to add to your Bankrate CPC account and then hit "Submit."
Advertiser
CPC Test Account 2
Campaign
Mortgages
Payment Method
Credit Card
Funding Source
VISA 1234
Funding Amount
$ 2500
(Enter whole dollars.)
Submit
STATUS
Active
Payment Option > Pay-As-You-Go
Funding Source > N/A
Monthly Campaign Target Spend > $1,000.00
Current Campaign Target Spend > $100.00
Active States > 0
Paused States > 2
[October 03, 2013 01:00:09 PM]
Paying by Direct Bill?
Please contact your Sales Representative for instructions on our Insertion Order process.
Changing Payment Method
If you wish to change your method of payment from Direct Bill to Credit Card or Credit Card to Direct Bill, please contact your Sales Representative.
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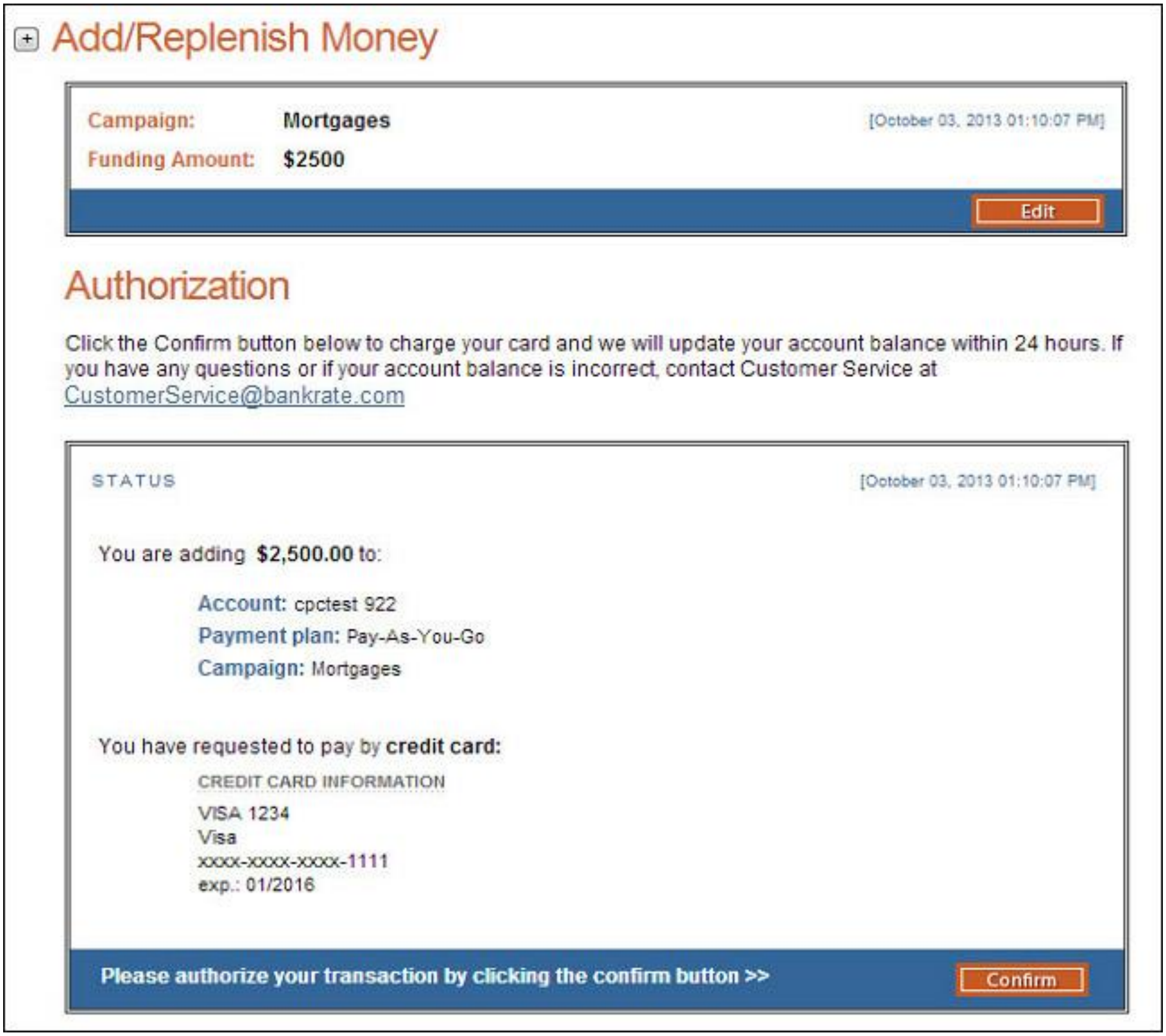
Billing Set Up: Authorization

After you complete the Add/Replenish Money section and click the “Submit” button, you then receive an Authorization section to confirm your transaction. Remember to review the information to ensure you did not make any errors before finalizing your transaction. Once you have reviewed the Authorization section and all the information is correct, click the “Confirm” button. Upon clicking the Confirm button, the Advertiser Portal system will charge the credit card selected, save all criteria entered and the system will display a confirmation receipt each time funds are saved in the Add/Replenish Money section. You will also receive a transaction confirmation email including the same confirmation receipt information shown on the screen.

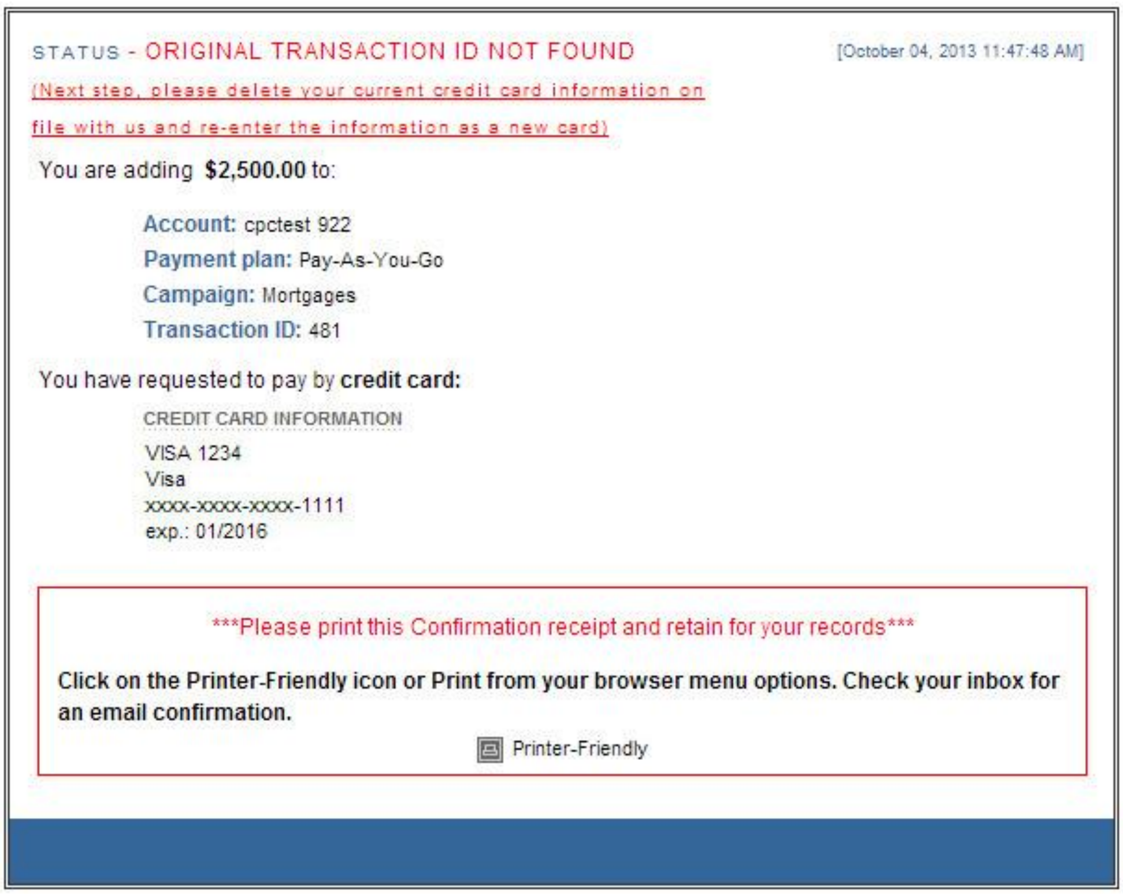


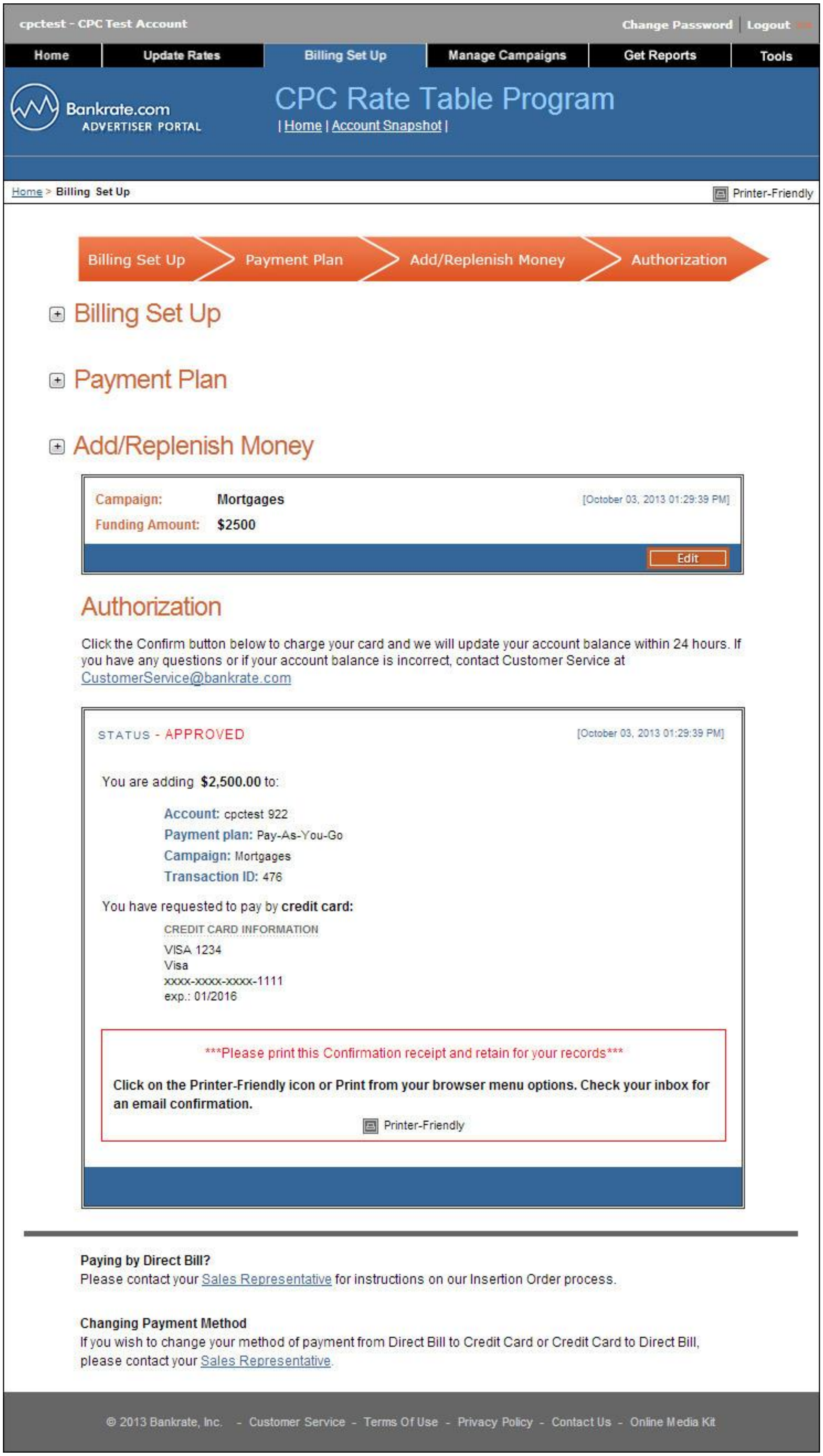
Original Transaction ID not found error message

Please note: If you receive an error message after attempting to fund a new event using your existing credit card that states: “Original transaction ID not found,” please delete your current credit card information on file with us and re-enter the information as a new card. The original transaction ID is only valid for use in reference transactions for a period of 12 months.

Steps to re-enter your credit card information and fund a CPC financial event:

1. Enter the advertiser portal: https://advertiser.bankrate.com.
2. Choose CPC Rate Table Program.
3. Click on “Billing Set Up” link.
4. Select the old card from the pull down menu then click “Delete” button.
5. Input required information (Make sure the Billing information matches exactly what your credit card company has on file).
6. Click “Save” button.
7. Click plus sign “+” next to Add/Replenish Money.
8. Enter your funding amount then click “Submit” button.
9. Review transaction details then click “Confirm” button.
10. Check to make sure you get a tracking number. If you do not have a tracking number and cannot find an error or should you have any other questions, please contact the Customer Service Department at 1-855-733-0700 or email us at customerservice@bankrate.com.

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Billing Set Up
Payment Plan
Add/Replenish Money
Authorization
Billing Set Up
Payment Plan
Add/Replenish Money
Campaign: Mortgages
Funding Amount: $2500
[October 03, 2013 01:29:39 PM]
Edit
Authorization
Click the Confirm button below to charge your card and we will update your account balance within 24 hours. If you have any questions or if your account balance is incorrect, contact Customer Service at CustomerService@bankrate.com
STATUS - APPROVED
[October 03, 2013 01:29:39 PM]
You are adding $2,500.00 to:
Account: cpctest 922
Payment plan: Pay-As-You-Go
Campaign: Mortgages
Transaction ID: 476
You have requested to pay by credit card:
CREDIT CARD INFORMATION
VISA 1234
Visa
xxxx-xxxx-xxxx-1111
exp.: 01/2016
Please print this Confirmation receipt and retain for your records
Click on the Printer-Friendly icon or Print from your browser menu options. Check your inbox for an email confirmation.
Printer-Friendly
Paying by Direct Bill?
Please contact your Sales Representative for instructions on our Insertion Order process.
Changing Payment Method
If you wish to change your method of payment from Direct Bill to Credit Card or Credit Card to Direct Bill, please contact your Sales Representative.
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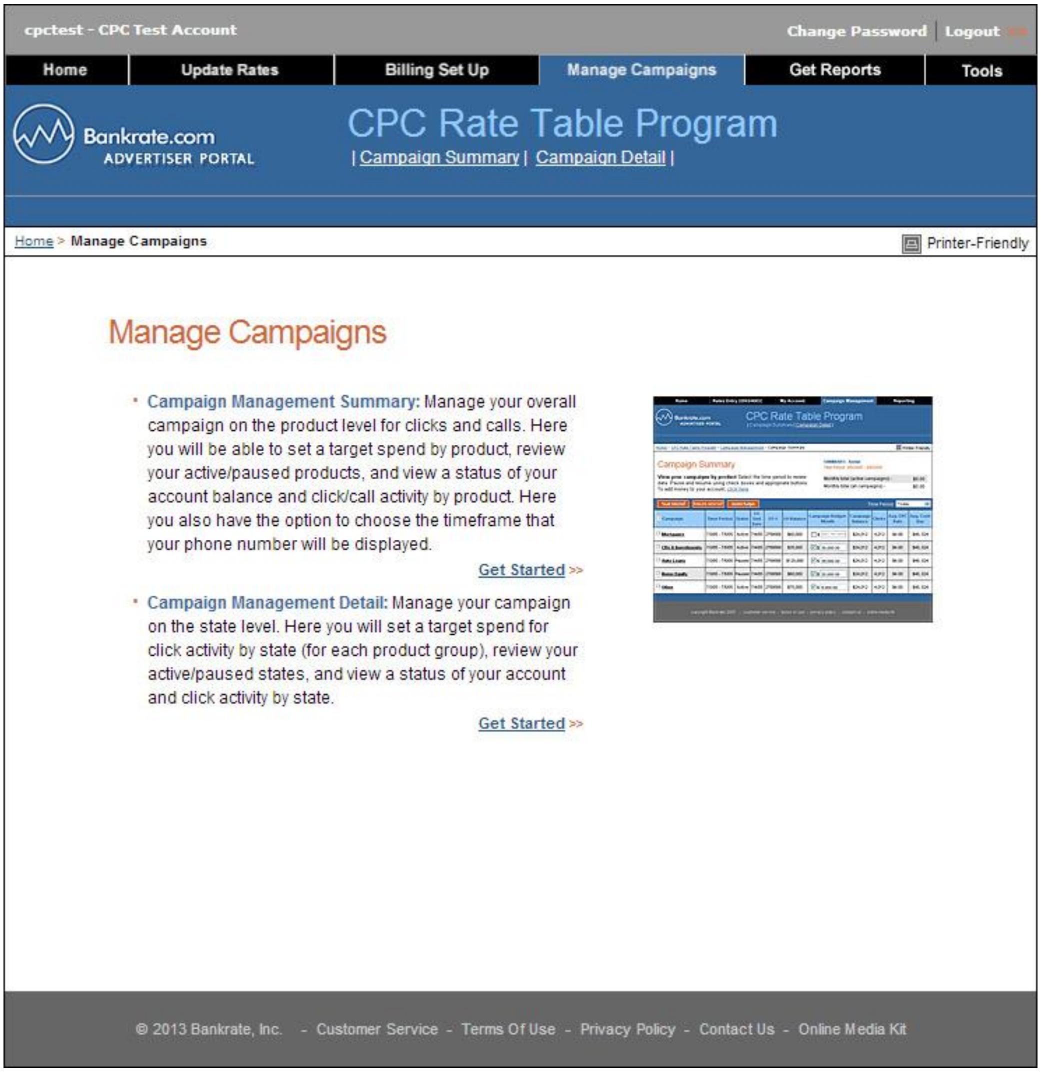
NOTE: After the Billing Set Up process is completed, move onto the next phrase – Manage Campaigns section, where you can allocate the saved funds by product group and product group campaign/state.

Manage Campaigns

The Manage Campaigns section of the Advertiser Portal is where you will allocate your target spend by product group and/or by product group campaign/state, pause or resume campaigns and view campaign activity.

Campaign Management Summary: Manage your campaign on the product group level (e.g. Mortgage). Here you will set target spend funds by product group, review your active or paused product groups and view a status of your account balance and click/call activity by product group.

Campaign Management Detail: Manage your campaign on the product group and state level (e.g. Mortgage, Florida). Here you will set target spend funds by state (for each product group), review your active or paused states and view a status of your account balance and click activity by state.



Campaign Management Summary

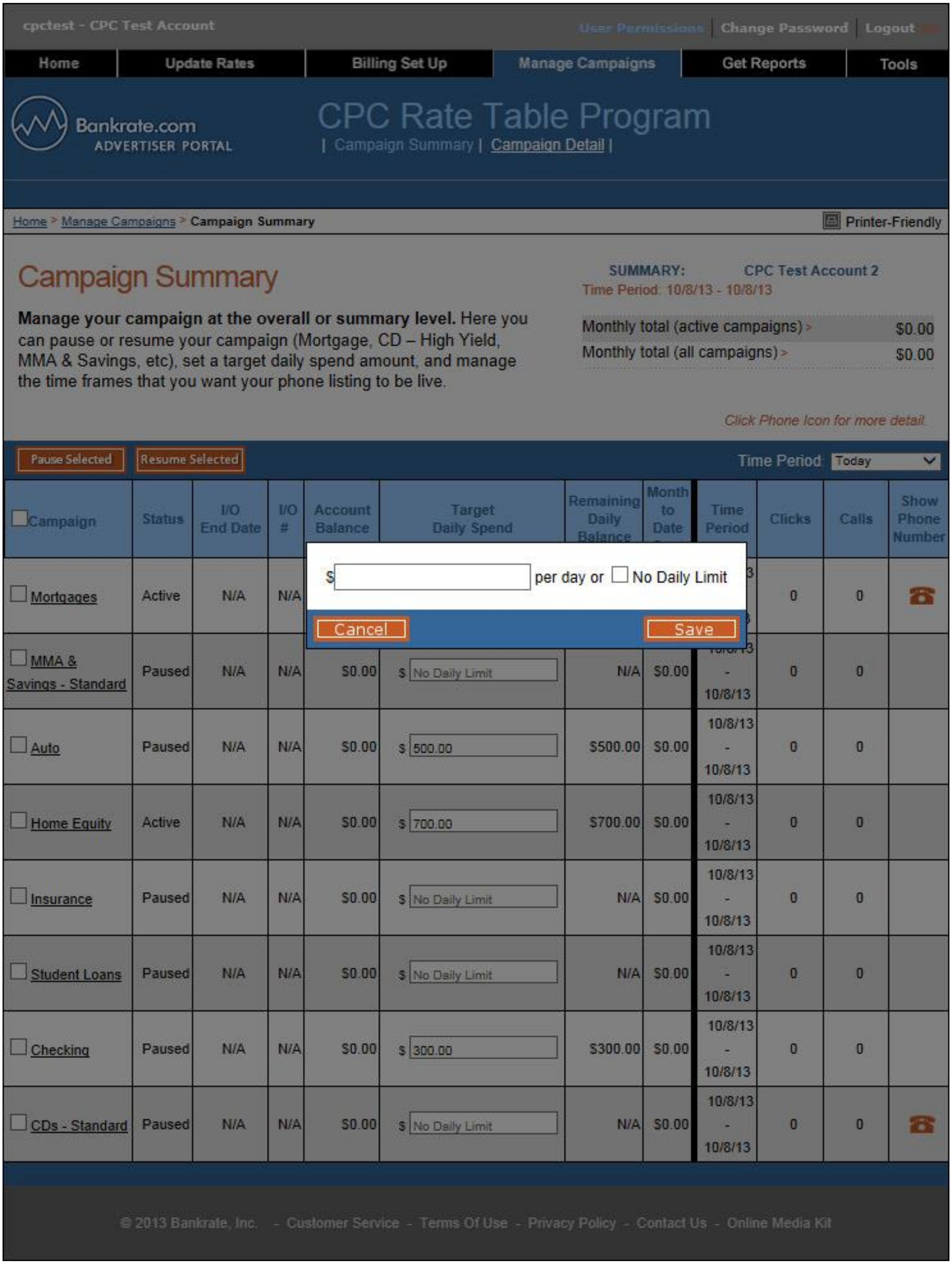
In the Campaign Summary section, you will manage your campaign on the product group level. There are several functions you can perform on this screen:

1. Allocate or change your targeted daily spend by product group. Enter the amount you would like to allocate to each product group by day in the Target Daily Spend column. This page will always display the total daily target spend you have chosen for each product group in the Target Daily Spend column.

   *****Important note for advertisers paying by direct bill*****: Campaign Management is always performed on a daily basis, which may differ from the time period on your insertion order. For instance, Joe from Acme Mortgage has submitted an insertion order in the amount of $30,000 for a quarterly mortgage campaign and has chosen to allocate that as $1,000/day. He can also choose varying monthly amounts ($10k, $15k, $5k) by periodically changing the campaign settings throughout the quarter. Joe's quarterly mortgage IO for $30,000 is telling Bankrate that he wishes to spend a **maximum** of $30,000 during the quarter for his mortgage campaign. But when he enters $1,000 in the Target Daily Spend amount field, he is telling the system to run his mortgage campaign over the day until his click charges have reached a total of $1,000. Once his click charges reach $1,000 his campaign will be inactivated unless he returns to the Manage Campaigns section and increases the daily allocation for his mortgage campaign.

   The target spend, or total available spending, for each product group campaign (Mortgages, Home Equity, etc.) must be established with a separate insertion order.

   If you would like to change the daily target spend you have allocated for any product group, simply enter the new amount inside the amount field under the Target Daily Spent column and click the "Save" button within the pop-up box. IMPORTANT: Target spend amount changes must be in increments of $100.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Campaign Summary
Manage your campaign at the overall or summary level. Here you can pause or resume your campaign (Mortgage, CD – High Yield, MMA & Savings, etc), set a target daily spend amount, and manage the time frames that you want your phone listing to be live.
SUMMARY: CPC Test Account 2
Time Period: 10/8/13 - 10/8/13
Monthly total (active campaigns) > $0.00
Monthly total (all campaigns) > $0.00
Click Phone Icon for more detail.
Pause Selected
Resume Selected
Time Period Today
Campaign
Status
I/O End Date
I/O #
Account Balance
Target Daily Spend
Remaining Daily Balance
Month to Date
Time Period
Clicks
Calls
Show Phone Number
$ per day or No Daily Limit
Cancel
Save
Mortgages Active N/A N/A 0 0
MMA & Savings - Standard Paused N/A N/A $0.00 $ No Daily Limit N/A $0.00 10/8/13 - 10/8/13 0 0
Auto Paused N/A N/A $0.00 $ 500.00 $500.00 $0.00 10/8/13 - 10/8/13 0 0
Home Equity Active N/A N/A $0.00 $ 700.00 $700.00 $0.00 10/8/13 - 10/8/13 0 0
Insurance Paused N/A N/A $0.00 $ No Daily Limit N/A $0.00 10/8/13 - 10/8/13 0 0
Student Loans Paused N/A N/A $0.00 $ No Daily Limit N/A $0.00 10/8/13 - 10/8/13 0 0
Checking Paused N/A N/A $0.00 $ 300.00 $300.00 $0.00 10/8/13 - 10/8/13 0 0
CDs - Standard Paused N/A N/A $0.00 $ No Daily Limit N/A $0.00 10/8/13 - 10/8/13 0 0
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No Daily Limit: The CPC system allows you to fund your campaigns, by credit card or insertion order and then fine tune the spending by day and by state. If you choose “No Daily Limit” (the default setting) for a campaign, you are instructing our system to allocate as much traffic to that campaign as possible, based on user traffic, until its funding is spent. No Daily Limit means that only your funding (whether an insertion order or credit card) limits the campaign – all available clicks are accepted subject only to funding.

2. Pause or Resume campaigns: You can make specific product groups inactive by checking the box next to that product group and clicking “Pause Selected.” To resume a paused product group, check the box and click “Resume Selected.” The active or paused status of each product group is always displayed on this screen, in the column labeled Status.

3. View the account status of each product group for the selected time period. You will find numerous account status indicators on this screen:

   <u>Status</u>: Displays the active or paused status of each Product group.
   <u>I/O End Date</u>: If you are paying by Direct Bill, this represents the last date on which the IO is valid usually the end of a three month period of an IO.
   <u>I/O Balance</u>: If you are paying by Direct Bill, this represents the total amount remaining on your insertion order. For instance, if you submitted a quarterly insertion order for a mortgage campaign in the amount of $75,000 and you have incurred $5,000 in click charges, the I/O Balance will be $70,000.
   <u>Target Daily Spend</u>: The dollar amount you would like to allocate every day to each product group. This page will always display the <u>total</u> daily target spend you have chosen for each product group in the Target Daily Spend amount field.
   <u>Remaining Daily Balance</u>: The total funds you have remaining each day for that specific product group.
   <u>Clicks</u>: The total clicks you have received on that product group during the selected time period.
   <u>Calls</u>: The total calls you have received on that product group during the selected time period.
   <u>Show Phone Number</u>: The field in which you will be able to enable/disable your Bankrate-assigned toll-free number and set a schedule for when the number should be displayed.

   At the top of this screen, you can also view the monthly cost of your active campaigns and all of your campaigns (active and/or paused).

In your initial Set Up Instructions (i.e., your insertion order or in Bankrate’s Advertiser Portal, available at https://advertiser.bankrate.com) you provide Bankrate with certain target spending amounts, times and actions. It is important to note, if you do not set up a daily target spend within Bankrate’s Advertiser Portal the system will use your target spending amounts from your Set Up Instructions as your default target spend. You agree that, for reasons such as Click processing latencies, Web page caching and other factors: (A) times and actions are not instantaneous; (B) you may be responsible for Clicks in excess of your target spending amounts; and (C) you may be responsible for Clicks that are posted to your account after your campaign pause or the end of your funding event.

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Bankrate.com ADVERTISER PORTAL

CPC Rate Table Program

| Campaign Summary | Campaign Detail |

Home > Manage Campaigns > Campaign Summary

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Campaign Summary

Manage your campaign at the overall or summary level. Here you can pause or resume your campaign (Mortgage, CD – High Yield, MMA & Savings, etc), set a target daily spend amount, and manage the time frames that you want your phone listing to be live.

SUMMARY: CPC Test Account 2
Time Period: 10/8/13 - 10/8/13

Monthly total (active campaigns) >	$0.00
Monthly total (all campaigns) >	$0.00

Click Phone Icon for more detail.

Pause Selected | Resume Selected

Time Period: Today

Campaign	Status	I/O End Date	I/O #	Account Balance	Target Daily Spend	Remaining Daily Balance	Month to Date Cost	Time Period	Clicks	Calls	Show Phone Number
Mortgages	Active	N/A	N/A	$2,950.00	$ 1200.00	$1,200.00	$0.00	10/8/13 - 10/8/13	0	0	☎
MMA & Savings - Standard	Paused	N/A	N/A	$0.00	$ No Daily Limit	N/A	$0.00	10/8/13 - 10/8/13	0	0	
Auto	Paused	N/A	N/A	$0.00	$ 500.00	$500.00	$0.00	10/8/13 - 10/8/13	0	0	
Home Equity	Active	N/A	N/A	$0.00	$ 700.00	$700.00	$0.00	10/8/13 - 10/8/13	0	0	
Insurance	Paused	N/A	N/A	$0.00	$ No Daily Limit	N/A	$0.00	10/8/13 - 10/8/13	0	0	
Student Loans	Paused	N/A	N/A	$0.00	$ No Daily Limit	N/A	$0.00	10/8/13 - 10/8/13	0	0	
Checking	Paused	N/A	N/A	$0.00	$ 300.00	$300.00	$0.00	10/8/13 - 10/8/13	0	0	
CDs - Standard	Paused	N/A	N/A	$0.00	$ No Daily Limit	N/A	$0.00	10/8/13 - 10/8/13	0	0	☎

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Please note, Advertisements will become active when: (1) The advertiser's rates have been entered into Rates Entry (ODES/ADES), (2) The advertiser's account has been activated, (3) Funding has been added and (4) The account is active at both the product and campaign level.

Cost Per Call Scheduling/Disabling

The Campaign Summary page is where you can manage your Cost Per Call campaigns. On this page, advertisers will see two columns on the right:

- Calls (shows number of calls for each campaign)
- Show Phone Number (opens Cost Per Call Scheduling window)

Click on the phone icon on the **Campaign Summary** page, to access the settings for your phone number display.

NOTE: The phone icon will only appear for campaigns that offer the Cost Per Call feature.

Campaign	Status	I/O End Date	I/O #	Account Balance	Target Daily Spend	Remaining Daily Balance	Month to Date Cost	Time Period	Clicks	Calls	Show Phone Number
Mortgages	Active	N/A	N/A	$2,950.00	$ 1200.00	$1,200.00	$0.00	10/7/13 - 10/7/13	0	0	

Click to open window

Cost Per Call Scheduling

Enable Cost Per Call ◉ Yes ○ No

Phone numbers are setup on a 24 hour, 7 days a week basis. If you would like to create a custom schedule please select below.
Cost Per Call phone calls are processed in the Eastern Time Zone
Peak hours are 9 AM – 9 PM Monday through Friday
Off-Peak hours are 9:01 PM – 8:59 AM Monday through Friday, all day Saturday and Sunday, and Holidays as will be noted in the portal.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
On/Off or Start time:	Off 24 hours	8:00 AM	8:00 AM	8:00 AM	8:00 AM	8:00 AM	9:00 AM
End time:	12:00 AM	10:00 PM	10:00 PM	10:00 PM	10:00 PM	10:00 PM	7:00 PM

Save and Exit

The scheduling program will default Yes to Enable Cost Per Call. Choose "No" to remove phone number from listing on rate table and company profile lightbox. This is where you can create a custom schedule for when you would like your phone number displayed on the tables. If you have disabled your phone number, simply return to this screen and choose "Yes."

You can also choose to place the phone number display on a timer, so you don't have to monitor it throughout each day.

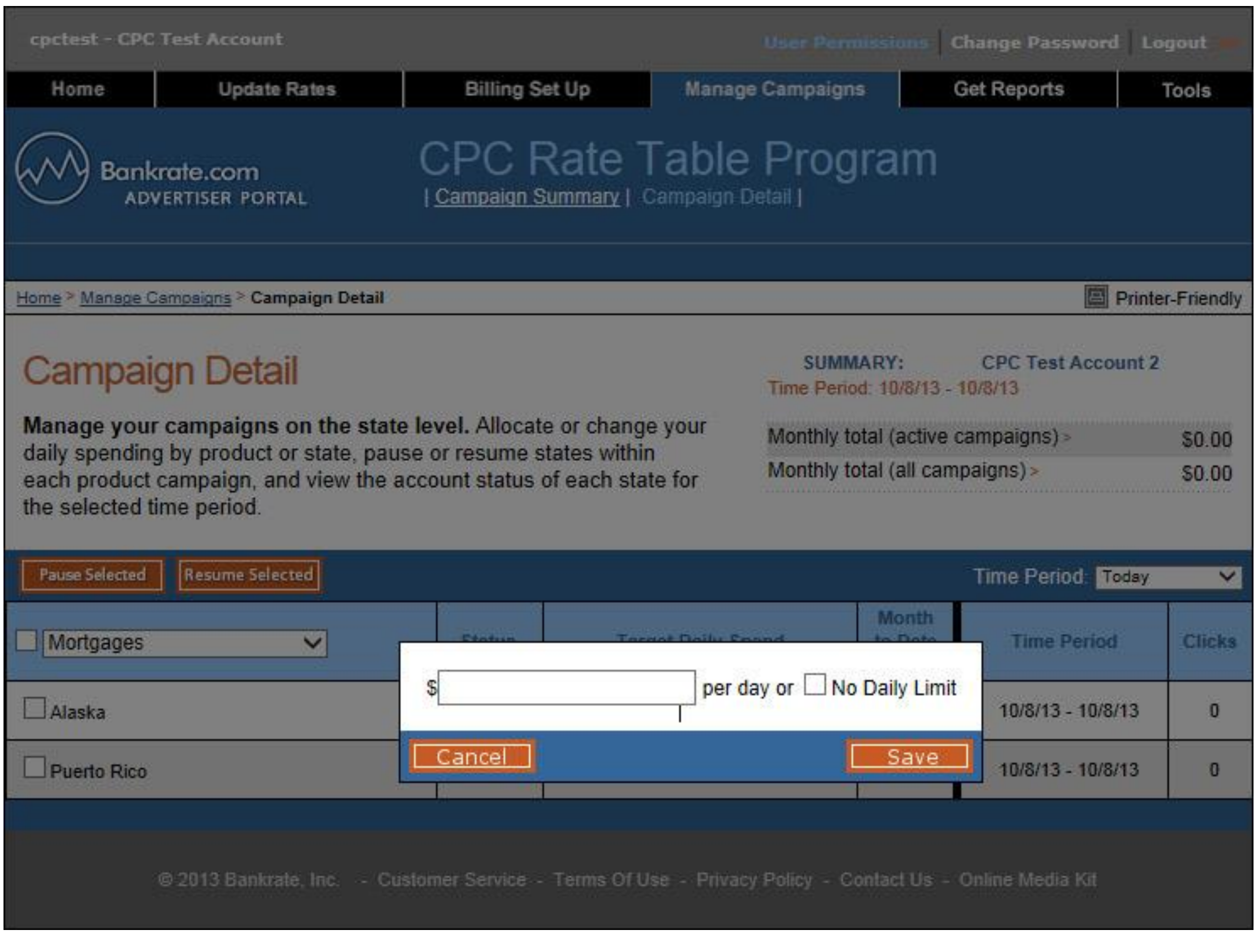
Campaign Management Detail

In the Campaign Detail section, you will manage your campaign on the state level by product group. To change product groups, simply click on the product group pull-down menu located on the left-hand side of the screen. Once you select a product group, you will see a listing of all states in which you are listing rates (both active and paused). If you would like to add or delete states from your campaign, please contact your Sales Representative.

There are several functions you can perform on this screen:

1. Allocate or change daily target spend by state: Enter the amount you would like to allocate to each state by day in the Target Daily Spend column. For instance, Joe from Acme Mortgage has allocated a total daily target spend for his mortgage campaign of $10,000. He is listing rates in two states: Arkansas and Florida. He can choose to allocate his daily funds evenly ($5,000 for each state), he may choose to allocate different percentages based on his traffic needs, or if he does not have a preference he may choose "No Daily Limit" (described below). This page will always display the total daily target spend you have chosen for each state in the Target Daily Spend column.

   If you would like to change the daily target spend you have allocated for any product group, simply enter the new amount inside the amount field under the Target Daily Spent column and click the "Save" button within the pop-up box. IMPORTANT: Target spend amount changes must be in increments of $100.



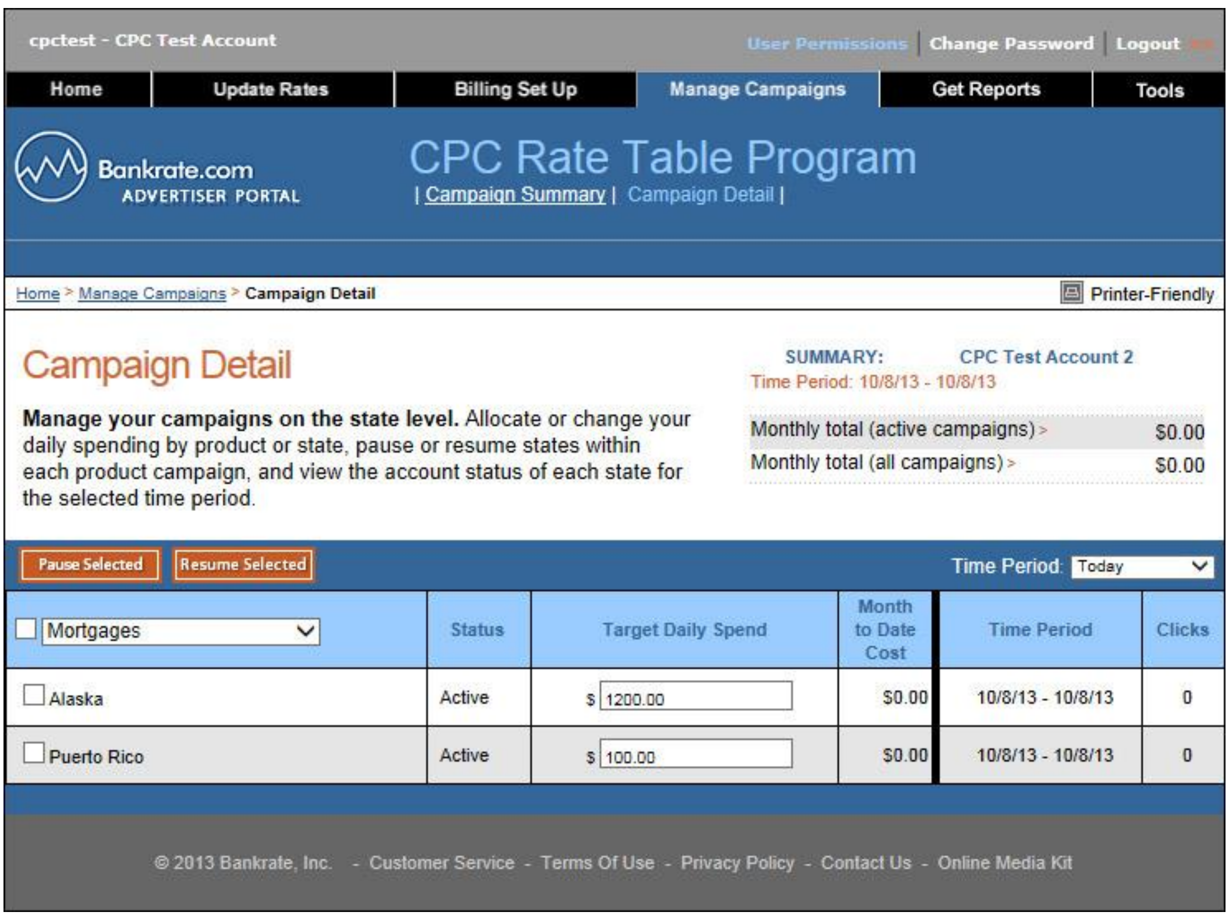
No Daily Limit: No Daily Limit on the state level allows each state's available user traffic determine spending for that state, until the overall limits on the product group or your funding source are met. If you are in multiple states and don't have a preference for how spending is distributed among the states, using this option is appropriate.

You may also have several states and want to limit each state to maintain a desirable spending balance. For example, if you have a daily target spend of $15,000 for Mortgages and are in three states, CA, NY and FL, you may set each state to $7,500 to limit each state to a maximum of half your target spend, while staying within the $15,000 campaign target spend. This allows you to maintain some balance, without tight controls on each state. Alternatively, you may want to limit FL to $5,000 while leaving the other states on no daily limit. This prevents one state from using more of your target spend than desired. If you have set a daily campaign target spend at the product group level (e.g. Mortgages), your spending at the state level will always be capped by the product group amount.

2. View the account status of each state for the selected time period. You will find numerous account status indicators on this screen:

   Status: Displays the active or paused status of each state.
   Month-To-Date Cost: The total cost you have incurred for the month-to-date for that specific state.
   Clicks: The total clicks you have received on that state during the selected time period.
   Calls: The total calls you have received on that state during the selected time period.

At the top of this screen, you can also view the monthly cost of your active campaigns and all of your campaigns (active and paused).



Get Reports

There are several reports you can generate in this section:

- **CPC Reporting Summary:** View a status of the high level overview of the clicks you have received by state and date active in your campaign.

- **CPC Reporting Detail:** View a status of your detailed click activity at the sub-product level. Depending upon your campaigns; information provided may include any combination of clicks by state, product type, term, sub-product granularity and market data.

- **Cost Per Call Detail:** View a status of your detailed phone call activity that includes call time, phone numbers, call duration, ring time and status.

- **Transactions Report by date:** Monitor the funds you have added to your account by date range, either by credit card transactions or insertion order submissions.

- **Cost Snapshot:** See an Executive Summary of your campaign: clicks/day, month-to-date clicks, total costs/day and daily target spend.

- **Cost Click Reconciliation Reports:** View reports by clicks, by cost or both to reconcile the day clicks/cost occur vs. the day clicks/cost are posted to your account.

cpctest - CPC Test Account

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Bankrate.com ADVERTISER PORTAL

CPC Rate Table Program

| CPC Reporting Summary | Transactions Report | Cost Snapshot |

Home > Get Reports

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Get Reports

- **CPC Reporting Summary:** View a status of the high level overview of the clicks you have received by state and date.
  Get Started >>
- **CPC Reporting Detail:** View a status of your detailed clicks activity at the subproduct level. Depending upon your campaigns; information provided may include any combination of clicks by state, product type, term, subproduct granularity and market data.
  Get Started >>
- **Cost Per Call Detail:** View a status of your detailed phone call activity that includes call time, phone numbers, call duration, ring time, and status.
  Get Started >>
- **Transactions Report by date:** Monitor the funds you have added to your account by date range, either by credit card transactions or insertion order submissions.
  Get Started >>
- **Cost Snapshot:** See an "executive summary" of your campaign: clicks/calls by various time frames, including total costs."
  Get Started >>

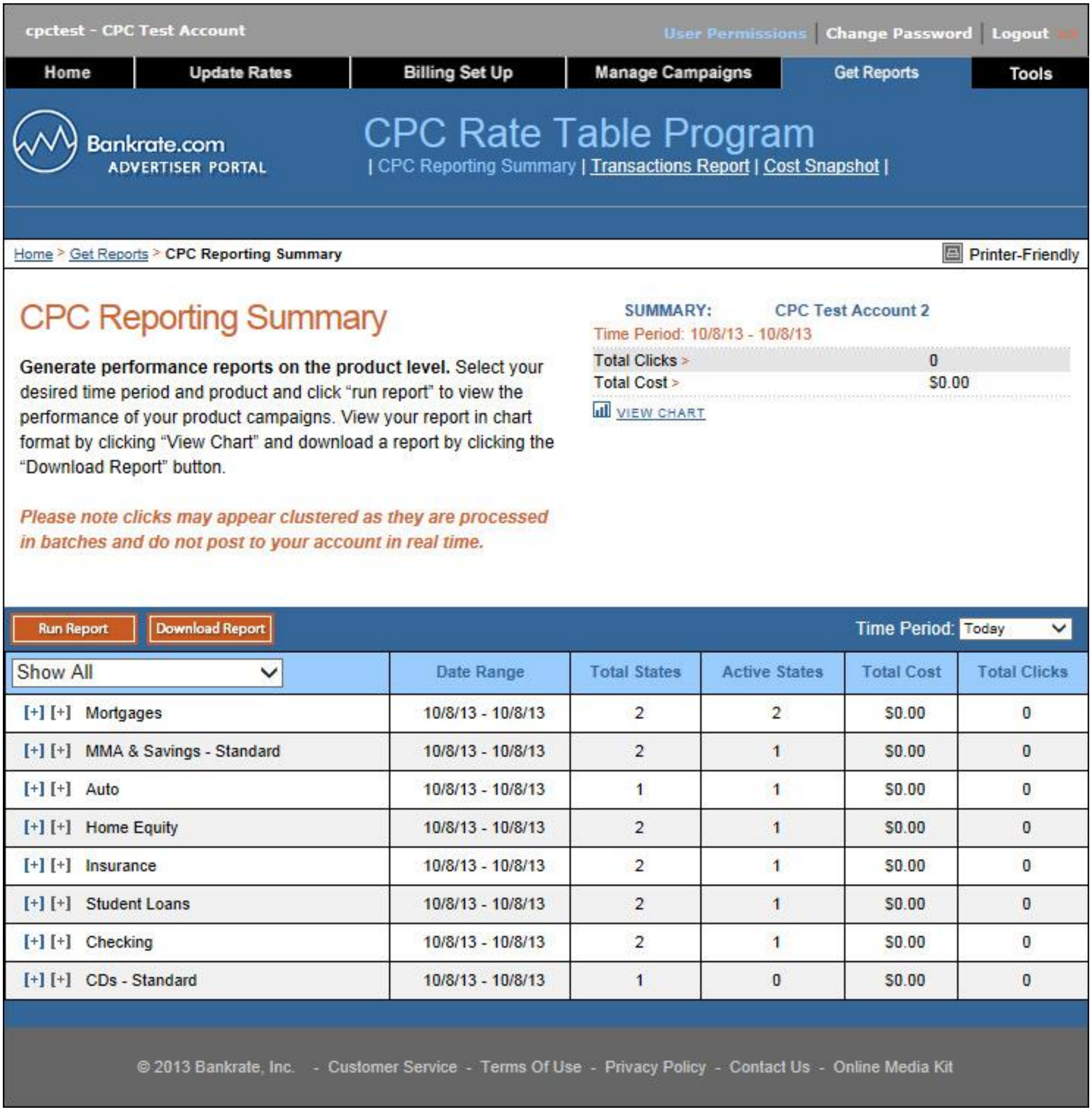
CPC Reporting Summary

In the CPC Reporting Summary section, you can generate performance reports on the product group level for the date range you have selected.

- At the top right of the screen, you will see the total clicks and total cost for the time period and campaign you have selected in the Campaign pull-down menu to the left.
- You can view any generated report in a chart format by clicking on “View Chart” link. You will then be prompted to choose your Chart Display Options (line, scatter, bar, etc.) and Time Frame Options (Today, Last 7 days, etc.).
- To change product groups, simply click on the product group pull-down menu located on the left-hand side of the screen, or select “Show All” to display the performance of all your product group campaigns.
- When you click on the (+) next to each product group in the Campaign field, you will see a daily breakout of performance by product group.
- You can select a preset date range in the Time Period pull-down menu (last 7 days, this month, last month, etc.) or enter a custom date range in the Date Range entry fields.
- Click the “Download Report” button to download a report into .CSV format, which can be easily uploaded into Excel.
- Once you have selected your product group campaign(s) and time period, click the “Run Report” button.

The report you generate will provide you with numerous fields of information:

Total States: The total number of states, both active and paused, in that that specific product group campaign.
Active States: The total number of states in Active status in that specific product group campaign.
Total Cost: The total cost for that specific product group campaign or state within each product group campaign for the time period selected (clicks multiplied by campaign cost per click).
Total Clicks: The total number of clicks you have received on that specific product group or state (company hyperlink and phone icon) during the selected time period.



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CPC Rate Table Program

| CPC Reporting Summary | Transactions Report | Cost Snapshot |

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CPC Reporting Summary

Generate performance reports on the product level. Select your desired time period and product and click "run report" to view the performance of your product campaigns. View your report in chart format by clicking "View Chart" and download a report by clicking the "Download Report" button.

Please note clicks may appear clustered as they are processed in batches and do not post to your account in real time.

SUMMARY: CPC Test Account 2

Time Period: 10/8/13 - 10/8/13

Total Clicks >	0
Total Cost >	$0.00

VIEW CHART

Run Report | Download Report

Time Period: Today

Show All	Date Range	Total States	Active States	Total Cost	Total Clicks
[+] [+] Mortgages	10/8/13 - 10/8/13	2	2	$0.00	0
[+] [+] MMA & Savings - Standard	10/8/13 - 10/8/13	2	1	$0.00	0
[+] [+] Auto	10/8/13 - 10/8/13	1	1	$0.00	0
[+] [+] Home Equity	10/8/13 - 10/8/13	2	1	$0.00	0
[+] [+] Insurance	10/8/13 - 10/8/13	2	1	$0.00	0
[+] [+] Student Loans	10/8/13 - 10/8/13	2	1	$0.00	0
[+] [+] Checking	10/8/13 - 10/8/13	2	1	$0.00	0
[+] [+] CDs - Standard	10/8/13 - 10/8/13	1	0	$0.00	0

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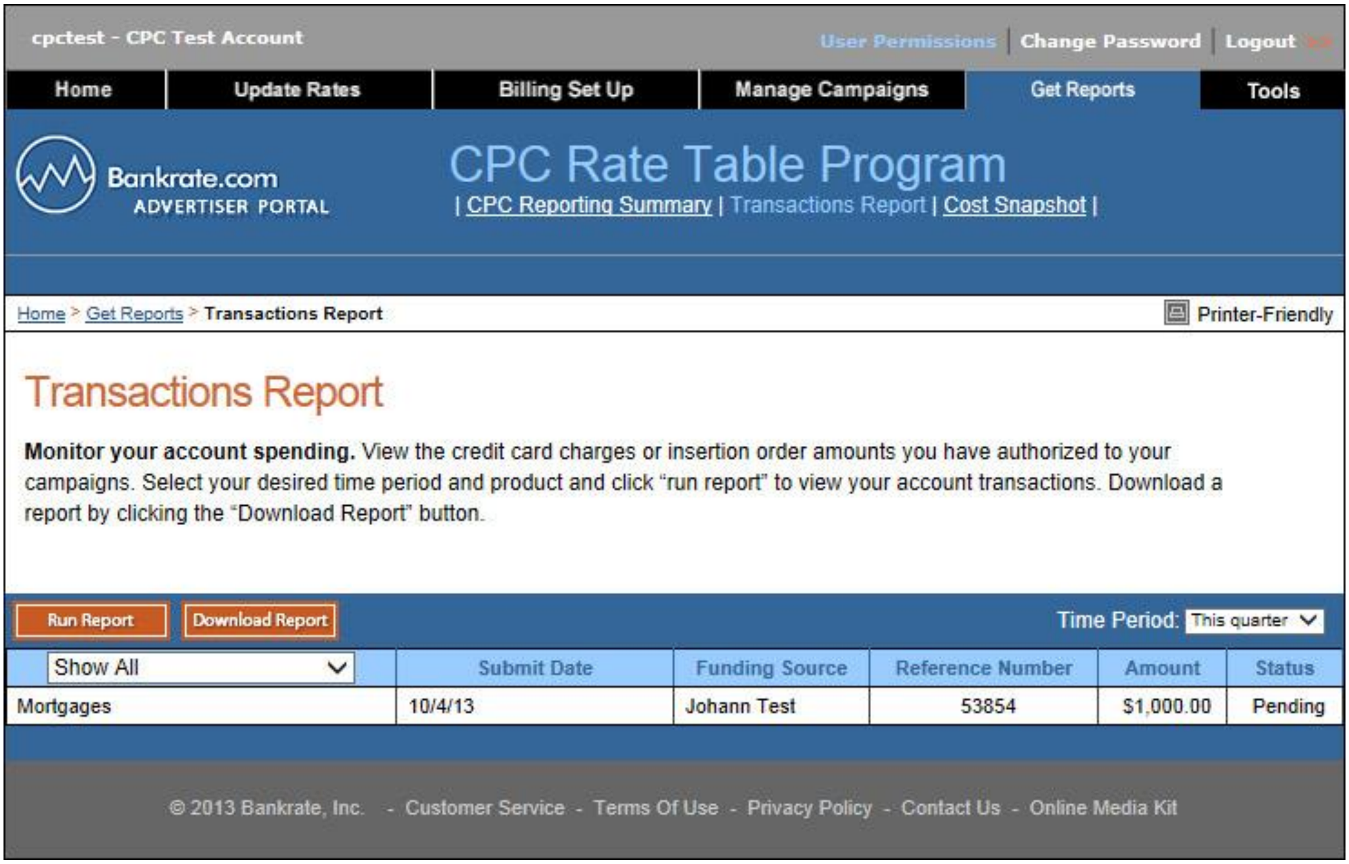
Transactions Report

The Transactions Report will allow you to monitor the credit card changes or insertion order amounts you have authorized to your campaigns on the product group level for the date range you have selected.

- To change product group campaigns, simply click on the product group pull-down menu located on the left-hand side of the screen or you can select “Show All” to display all your product groups.
- You can select a preset date range in the Time Period pull-down menu (last 7 days, this month, etc.) or enter a custom date range in the Date Range entry fields.
- Click the “Download Report” button to download a report into .CSV format, which can be easily uploaded into Excel.
- Once you have selected your product group campaign(s) and time period, click the “Run Report” button.

The report you generate will provide you with numerous fields of information:

Submit Date: The date you added funds to that specific product group campaign via credit card or insertion order.
Funding Source: The type of credit card you used, listed by the Credit Card Nickname you entered during the Billing Set Up process. If you are paying by direct bill, this field will indicate “IO” for insertion order.
Reference Number: The insertion order number or reference number of your credit card transaction.
Amount: The amount of funds you added to that specific product group campaign via credit card or insertion order.
Status: The (active, closed, pending and/or declined) status of a financial event.



Cost Snapshot

The Cost Snapshot report provides an Executive Summary of your campaign: clicks/day, total clicks, costs/day and total cost. At the top right-hand of the screen, you can see a quick status of the total clicks and total cost for the campaign you have selected in the Campaign pull-down menu to the left.

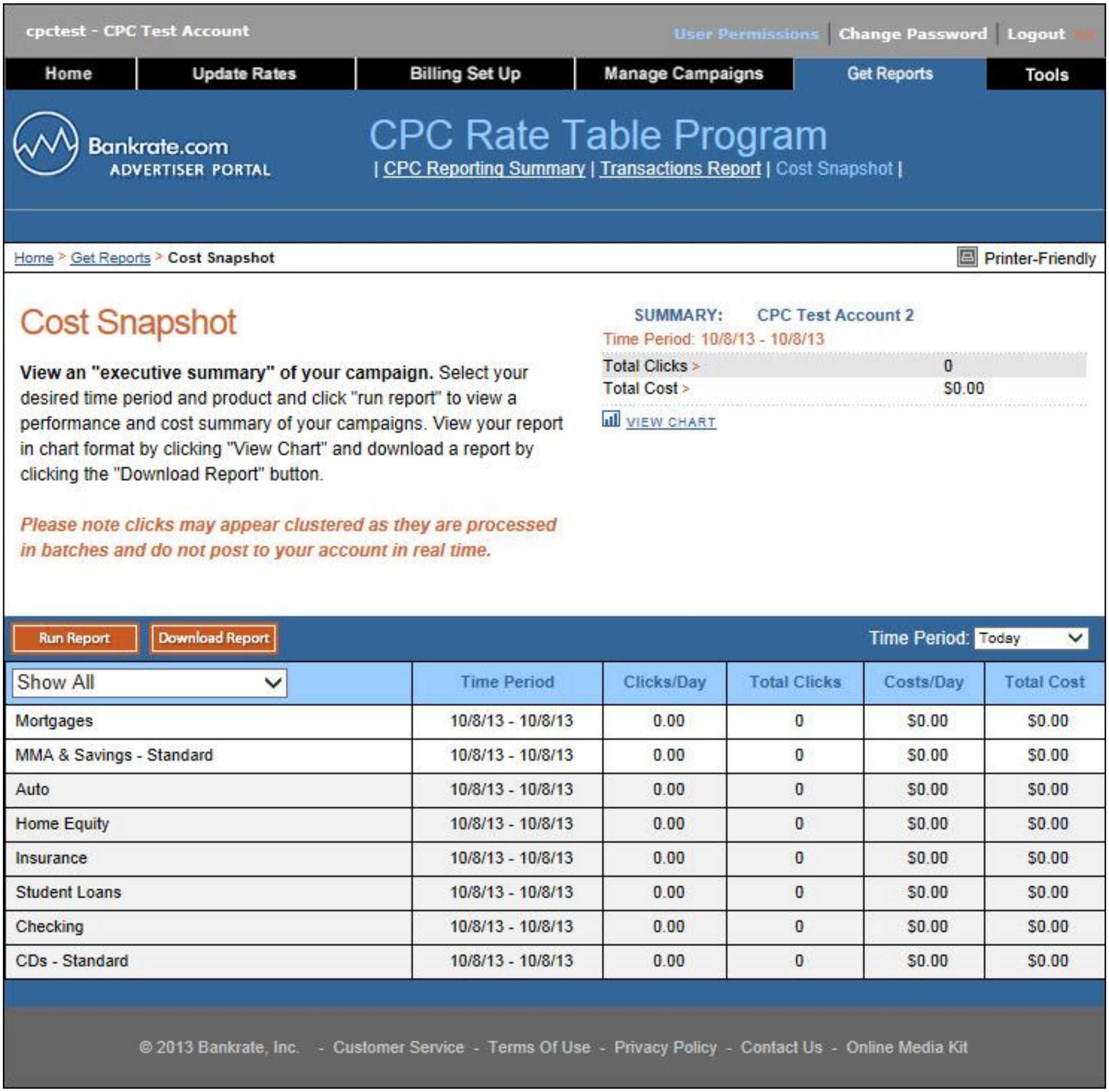
- To change product group campaigns, simply click on the product group pull-down menu located on the left-hand side of the screen or you can select "Show All" to display all your product groups.

- You can select a preset date range in the Time Period pull-down menu (last 7 days, this month, last month, etc.) or enter a custom date range in the Date Range entry fields.

- Click the "Download Report" button to download a report into .CSV format, which can be easily uploaded into Excel.

- Once you have selected your product group(s) and date range, select "Run Report" button. The report you generate will provide you with numerous fields of information.

  Clicks/day: Total clicks divided by number of days in time period selected.
  Total Clicks: Total clicks for the time period selected.
  Cost/day: Total cost divided by number of days in time period selected.
  Total Cost: Total cost for the time period selected.



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Bankrate.com ADVERTISER PORTAL

CPC Rate Table Program

| CPC Reporting Summary | Transactions Report | Cost Snapshot |

Home > Get Reports > Cost Snapshot

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Cost Snapshot

View an "executive summary" of your campaign. Select your desired time period and product and click "run report" to view a performance and cost summary of your campaigns. View your report in chart format by clicking "View Chart" and download a report by clicking the "Download Report" button.

Please note clicks may appear clustered as they are processed in batches and do not post to your account in real time.

SUMMARY: CPC Test Account 2

Time Period: 10/8/13 - 10/8/13

Total Clicks >	0
Total Cost >	$0.00

VIEW CHART

Run Report | Download Report

Time Period: Today

Show All	Time Period	Clicks/Day	Total Clicks	Costs/Day	Total Cost
Mortgages	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
MMA & Savings - Standard	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
Auto	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
Home Equity	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
Insurance	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
Student Loans	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
Checking	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00
CDs - Standard	10/8/13 - 10/8/13	0.00	0	$0.00	$0.00

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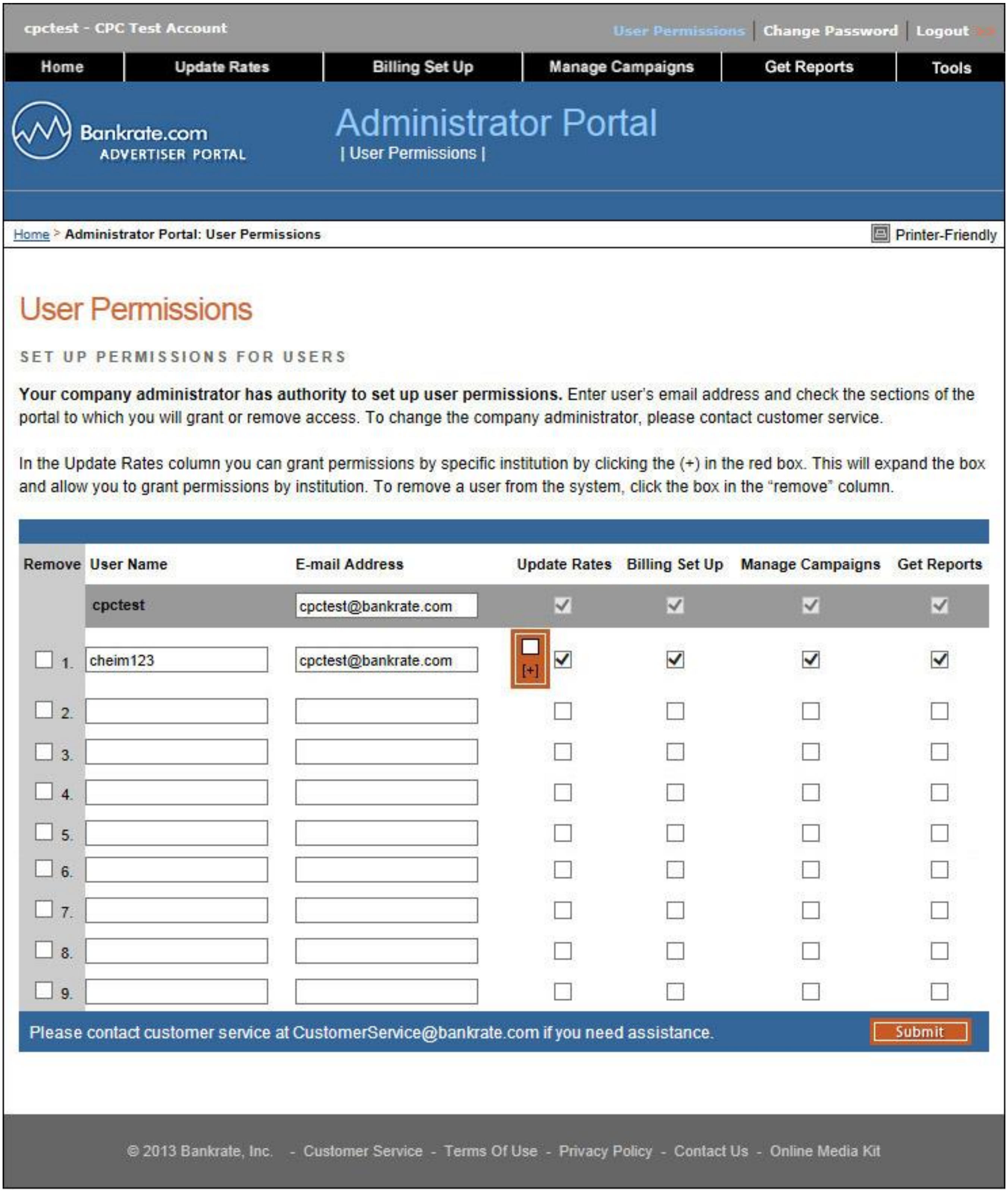
Setting User Permissions

One of your user accounts has been designated as your company administrator. If you would like to reassign your company administrator, please email CPC Customer Service at customerservice@bankrate.com.

The individual designated as your company administrator will have the authority to set up new users, remove users and set permissions for specific user IDs. Throughout each page of the Advertiser Portal, your company administrator will see the User Permissions link located in the upper right corner.

On this screen, you will enter a user's email address and check the sections of the portal to which you will grant or remove access (Update Rates, Billing Set Up, Manage Campaigns, Get Reports).

In the Update Rates column, you can grant permission by specific institutions by clicking the (+) in the red box. This will expand the box and allow you to grant permissions by institution. To remove a user from the system, click the check box in the Remove column.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Administrator Portal
| User Permissions |
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Printer-Friendly
User Permissions
SET UP PERMISSIONS FOR USERS
Your company administrator has authority to set up user permissions. Enter user's email address and check the sections of the portal to which you will grant or remove access. To change the company administrator, please contact customer service.
In the Update Rates column you can grant permissions by specific institution by clicking the (+) in the red box. This will expand the box and allow you to grant permissions by institution. To remove a user from the system, click the box in the "remove" column.
Remove
User Name
E-mail Address
Update Rates
Billing Set Up
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Please contact customer service at CustomerService@bankrate.com if you need assistance.
Submit
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Customer Service

If you need assistance with the CPC Advertising Program at any time, you can simply click the "Customer Service" link located globally throughout the Advertiser Portal's bottom navigation. Once you click the "CPC Advertising Program" link on the Customer Service | General Information page, you can submit your question(s) in the online form. The form's pull-down menu includes a comprehensive list of topics, including Account Set Up, Billing/Charges to Your Account, Campaign Management, Click Fraud, Payment Plans, Reporting, Technical Issues and All Other Inquiries.

A customer service representative will respond to your inquiry promptly.