

## COST PER CLICK – DIAMOND LISTING – RATE CARD

(updated 2/1/06)

CPC is Cost Per Click-through. The following table lists our CPC pricing every time a consumer click-through from our web site to merchant’s web site. Our **Tiered Product Listing Pricing** makes it possible for merchant to list low priced and high priced products.

Listed Product Price in US \$	CPC in US \$
0 - .99	\$0.03
1 – 2.99	\$0.06
3 – 4.99	\$0.07
5 – 9.99	\$0.08
10 - 24.99	\$0.09
25 - 49.99	\$0.10
50 – 99	\$0.13
100 – 199	\$0.16
200 – 299	\$0.18
300 – 399	\$0.20
400 – 499	\$0.25
500 – 599	\$0.30
600 – 749	\$0.35
750 – 999	\$0.45
1,000 – 1,499	\$0.45

1,500 – 1,999	\$0.45
2,000 – 2,999	\$0.45
3,000 – 4,999	\$0.45
5,000 – 7,499	\$0.50
7,500 – 9,999	\$0.50
10,000 – 19,999	\$0.55
20,000 – 39,999	\$0.60
40,000 – 59,999	\$0.65
60,000 – 79,999	\$0.65
80,000 – 99,999	\$0.65
100,000 – 199,999	\$0.65
200,000 – 299,999	\$0.75
300,000 – 399,999	\$0.75
400,000 – 499,999	\$0.75
500,000+	\$1.00

### Product listing position

During a product price comparison, we list Featured Merchant first followed by the regular merchants with or without logo.

### Being a Featured Merchant

Featured merchants’ products will always be displayed above regular merchants’ products. Being a featured merchant allows more exposure and click-throughs. Being a featured merchant will cost merchant additional **US \$ 0.05 per click-through**.

### Displaying Merchant / Store Logo in Product Listing

Displaying merchant logo has no effect on the position of your product listing. Being a featured merchant will cost merchant additional **US \$ 0.05 per click-through**.