

Cost-Per-Click Rate Card

Effective April 1, 2011

Product Categories	CPC Rates
Apparel and Accessories	\$ 0.30
Auto	\$ 0.60
Baby	\$ 0.45
Beauty	\$ 0.50
Books & Magazines	\$ 0.28
Business	\$ 0.70
Cameras & Optics	\$ 0.75
Collectibles	\$ 0.22
Computers	\$ 0.75
Electronics	\$ 0.90
Food & Drink	\$ 0.25
Garden & Outdoors	\$ 0.35
Occasions & Party Supplies	\$ 0.25
Health & Wellness	\$ 0.45
Hobbies & Crafts	\$ 0.35
Home & Housewares	\$ 0.75
Jewelry & Watches	\$ 0.75
DVDs & Videos	\$ 0.30
Music	\$ 0.35
Pet Supplies	\$ 0.28
Prints & Posters	\$ 0.25
Shoes	\$ 0.35
Software	\$ 0.35
Sports & Fitness	\$ 0.30
Sports Fan Shop	\$ 0.30
Tools & Building Supplies	\$ 0.38
Toys & Games	\$ 0.30
Travel	\$ 0.29
Video Games	\$ 0.30

