



CPC Merchant Listings Rate Card

On June 1, 2011 Shopzilla will be increasing minimum rates in several categories, decreasing rates in Appliances and DVDs and leaving rates in some categories as-is.

We will automatically adjust any CPC bids that are below the new minimum rates on June 1. CPC bids that are above the new minimum rates will not be changed.

If you have any questions, please contact your Shopzilla Account Manager or call Toll Free 1-877-224-2999.

| Category | Current Rate | New Rate effective 6/1/2011 |
|---------------------------|--------------|--------------------------------|
| Appliances | | |
| Air Conditioners | \$0.30 | \$0.45 |
| Air Purifiers | \$0.60 | \$0.55 |
| Appliance Accessories | \$0.30 | \$0.30 |
| Blenders | \$0.60 | \$0.60 |
| Breadmakers | \$0.60 | \$0.55 |
| Can Openers | \$0.60 | \$0.55 |
| Coffee Grinders | \$0.60 | \$0.55 |
| Coffee Makers | \$0.60 | \$0.55 |
| Cooktops | \$0.30 | \$0.45 |
| Crock Pots & Slow Cookers | \$0.60 | \$0.55 |
| Deep Fryers | \$0.60 | \$0.55 |
| Dehumidifiers | \$0.60 | \$0.55 |
| Dishwashers | \$0.30 | \$0.45 |
| Egg Cookers | \$0.60 | \$0.55 |
| Electric Irons | \$0.60 | \$0.55 |
| Electric Knife Sharpeners | \$0.60 | \$0.55 |
| Electric Knives | \$0.30 | \$0.30 |
| Electric Skillets & Woks | \$0.60 | \$0.55 |
| Espresso Machines | \$0.60 | \$0.60 |
| Fans | \$0.60 | \$0.55 |
| Floor Cleaners | \$0.30 | \$0.30 |
| Food Dehydrators | \$0.60 | \$0.55 |
| Food Processors | \$0.60 | \$0.55 |
| Food Slicers | \$0.60 | \$0.55 |
| Freezers | \$0.30 | \$0.45 |
| Garment Steamers | \$0.60 | \$0.55 |
| Heaters | \$0.30 | \$0.30 |
| Humidifiers | \$0.30 | \$0.45 |
| Ice Cream Makers | \$0.60 | \$0.55 |
| Indoor Grills | \$0.30 | \$0.30 |
| Juicers | \$0.60 | \$0.55 |
| Meat Grinders | \$0.60 | \$0.55 |
| Microwave Ovens | \$0.60 | \$0.55 |
| Miscellaneous Appliances | \$0.30 | \$0.45 |
| Mixers | \$0.60 | \$0.55 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|-------------------------------|---------------------|------------------------------------|
| Appliances (continued) | | |
| Ovens | \$0.30 | \$0.45 |
| Pasta Makers | \$0.60 | \$0.55 |
| Popcorn Makers | \$0.60 | \$0.55 |
| Range Hoods | \$0.30 | \$0.30 |
| Ranges | \$0.30 | \$0.45 |
| Refrigerators | \$0.30 | \$0.45 |
| Rice Cookers & Steamers | \$0.60 | \$0.55 |
| Rotisseries | \$0.30 | \$0.30 |
| Sandwich Makers | \$0.60 | \$0.60 |
| Sewing Machines | \$0.30 | \$0.30 |
| Snow Cone & Ice Shavers | \$0.60 | \$0.55 |
| Tea Kettles | \$0.60 | \$0.55 |
| Toaster Ovens | \$0.60 | \$0.55 |
| Toasters | \$0.60 | \$0.55 |
| Trash Compactors | \$0.30 | \$0.30 |
| Vacuum Food Sealers | \$0.60 | \$0.55 |
| Vacuums | \$0.30 | \$0.30 |
| Waffle Makers | \$0.60 | \$0.55 |
| Warming Drawers | \$0.30 | \$0.30 |
| Washers & Dryers | \$0.30 | \$0.45 |
| Water Dispensers | \$0.30 | \$0.30 |
| Water Filters | \$0.30 | \$0.45 |
| Wine Cellars | \$0.60 | \$0.60 |
| Yogurt Makers | \$0.60 | \$0.55 |
| Automotive | \$0.20 | \$0.25 |
| Babies & Kids | | |
| Baby & Kids' Accessories | \$0.20 | \$0.20 |
| Baby & Kids' Bedding | \$0.20 | \$0.30 |
| Baby & Kids' Clothes | \$0.20 | \$0.20 |
| Baby & Kids' Furniture | \$0.20 | \$0.30 |
| Baby & Kids' Shoes | \$0.20 | \$0.20 |
| Baby Gear | \$0.20 | \$0.35 |
| Children's Healthcare | \$0.20 | \$0.20 |
| Maternity Clothes | \$0.20 | \$0.20 |
| Books & Magazines | \$0.15 | \$0.15 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|------------------------------------|---------------------|------------------------------------|
| Clothing & Accessories | | |
| Handbags & Luggage | \$0.30 | \$0.30 |
| Men's & Women's Accessories | \$0.25 | \$0.25 |
| Men's & Women's Activewear | \$0.25 | \$0.35 |
| Men's & Women's Clothing | \$0.25 | \$0.30 |
| Men's & Women's Shoes | \$0.30 | \$0.35 |
| Men's Underwear | \$0.25 | \$0.25 |
| Specialty Apparel | \$0.25 | \$0.25 |
| Sunglasses | \$0.30 | \$0.30 |
| Women's Lingerie | \$0.25 | \$0.25 |
| Computers & Software | | |
| Batteries | \$0.20 | \$0.20 |
| Blank Computer Media | \$0.45 | \$0.45 |
| Bridges & Routers | \$0.40 | \$0.40 |
| Cable, DSL & Wireless Modems | \$0.50 | \$0.50 |
| CD & DVD Drives | \$0.50 | \$0.50 |
| Computer Cables & Adapters | \$0.10 | \$0.10 |
| Computer Game Controllers | \$0.60 | \$0.60 |
| Computer Gaming Software | \$0.25 | \$0.25 |
| Computer Keyboards | \$0.40 | \$0.40 |
| Computer Monitors | \$0.40 | \$0.40 |
| Computer Speakers | \$0.50 | \$0.50 |
| CPUs & Computer Processor Upgrades | \$0.60 | \$0.60 |
| Desktop Computer Accessories | \$0.30 | \$0.30 |
| Desktop Computers | \$0.40 | \$0.40 |
| Digital Camera Accessories | \$0.40 | \$0.40 |
| Digital Cameras | \$0.50 | \$0.50 |
| Educational Software | \$0.45 | \$0.45 |
| Graphics Cards | \$0.30 | \$0.30 |
| Hard Drives | \$0.40 | \$0.40 |
| Headsets & Microphones | \$0.50 | \$0.50 |
| Hobbies & Home Software | \$0.70 | \$0.70 |
| Ink, Toner & Inkjet Cartridges | \$1.00 | \$1.00 |
| Internet & Network Software | \$0.70 | \$0.70 |
| IO Controllers | \$0.40 | \$0.40 |
| Laptop Accessories | \$0.40 | \$0.40 |
| Laptop Computers | \$0.45 | \$0.45 |
| Media Hubs | \$0.60 | \$0.60 |
| Memory Card Readers | \$0.30 | \$0.30 |
| Memory Cards | \$0.40 | \$0.40 |
| Miscellaneous Software | \$0.20 | \$0.20 |
| Miscellaneous Storage Peripherals | \$0.50 | \$0.50 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|--|---------------|-----------------------------|
| Computer & Software (continued) | | |
| Monitor Accessories | \$0.40 | \$0.40 |
| Motherboards | \$0.30 | \$0.30 |
| MP3 & Media Players | \$0.55 | \$0.55 |
| MP3 Player Accessories | \$0.30 | \$0.30 |
| Multimedia Software | \$0.70 | \$0.70 |
| Network Hub & Switches | \$0.25 | \$0.25 |
| Networking Products | \$0.70 | \$0.70 |
| NIC | \$0.70 | \$0.70 |
| Office, Tax & Accounting Software | \$0.70 | \$0.70 |
| Operating Systems | \$0.40 | \$0.40 |
| PDA & Handheld Computers | \$0.30 | \$0.30 |
| PDA Accessories | \$0.30 | \$0.30 |
| PDA Software | \$0.70 | \$0.70 |
| Pointing Devices | \$0.45 | \$0.45 |
| Power Supplies | \$0.30 | \$0.30 |
| Printer Accessories | \$0.40 | \$0.40 |
| Printers | \$0.45 | \$0.45 |
| Programming Software | \$0.70 | \$0.70 |
| Projector Accessories | \$0.40 | \$0.40 |
| RAM & Memory Upgrades | \$0.50 | \$0.50 |
| Scanner Accessories | \$0.40 | \$0.40 |
| Scanners | \$0.70 | \$0.70 |
| Sound Cards | \$0.45 | \$0.45 |
| System Cooling | \$0.40 | \$0.40 |
| Tablet Computers | \$0.45 | \$0.45 |
| Tape / Cartridge Drives | \$0.30 | \$0.30 |
| Tower & Drive Cases | \$0.30 | \$0.30 |
| UPS & Power Adapters | \$0.50 | \$0.50 |
| Utility Software & Tools | \$0.45 | \$0.45 |
| Video Editing / Capture Cards | \$0.10 | \$0.10 |
| WebCams | \$0.10 | \$0.10 |
| DVDs & Videos | \$0.20 | \$0.15 |
| Electronics | | |
| Answering Machines | \$0.70 | \$0.70 |
| Audio / Video Cables & Adapters | \$0.10 | \$0.10 |
| Audio Accessories | \$0.20 | \$0.20 |
| Audio/Video Media | \$0.30 | \$0.30 |
| Barcode Scanners | \$0.45 | \$0.45 |
| Blu-Ray Disc Players | \$0.50 | \$0.50 |
| Boomboxes | \$0.70 | \$0.70 |
| Camcorder Accessories | \$0.20 | \$0.20 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|----------------------------------|---------------------|--|
| Electronics (continued) | | |
| Camcorders | \$0.50 | \$0.50 |
| Cameras | \$0.20 | \$0.20 |
| Car Alarms | \$0.10 | \$0.10 |
| Car Amplifiers | \$0.20 | \$0.20 |
| Car Audio / Video Accessories | \$0.20 | \$0.20 |
| Car Cassette Players | \$0.40 | \$0.40 |
| Car CD Changers | \$0.55 | \$0.55 |
| Car CD/MP3 Players | \$0.30 | \$0.30 |
| Car Crossovers | \$0.50 | \$0.50 |
| Car DVD Players | \$0.50 | \$0.50 |
| Car Equalizers | \$0.70 | \$0.70 |
| Car Monitors | \$0.50 | \$0.50 |
| Car Speakers | \$0.10 | \$0.10 |
| Car Subwoofers | \$0.20 | \$0.20 |
| Cash Registers & POS Equipment | \$0.25 | \$0.25 |
| Cassette Decks | \$0.40 | \$0.40 |
| CD Duplicators | \$0.40 | \$0.40 |
| CD Players | \$0.30 | \$0.30 |
| CD Recorders | \$0.45 | \$0.45 |
| Cell Phone Accessories | \$0.20 | \$0.20 |
| Cell Phones | \$0.30 | \$0.30 |
| Clock Radios | \$0.20 | \$0.20 |
| Copiers | \$0.70 | \$0.70 |
| Corded Telephones | \$0.70 | \$0.70 |
| Cordless Phones | \$0.70 | \$0.70 |
| Digital Book Reader Accessories | \$0.20 | \$0.20 |
| Digital Book Readers | \$0.35 | \$0.35 |
| DVD Players | \$0.50 | \$0.50 |
| DVD/VCR Combos | \$0.55 | \$0.55 |
| DVR | \$0.40 | \$0.40 |
| Electronics Cases & Bags | \$0.30 | \$0.30 |
| Fax Machines | \$0.40 | \$0.40 |
| GPS | \$0.60 | \$0.60 |
| GPS Accessories | \$0.20 | \$0.20 |
| Home Security | \$0.20 | \$0.20 |
| Home Theater Systems | \$0.30 | \$0.30 |
| Integrated Amplifiers | \$0.10 | \$0.10 |
| Marine Electronics | \$0.35 | \$0.35 |
| MiniDisc Recorder | \$0.20 | \$0.20 |
| Mini-systems | \$0.55 | \$0.55 |
| Pagers | \$0.50 | \$0.50 |
| Phone / Answering Combos | \$0.70 | \$0.70 |
| Photography / Darkroom Equipment | \$0.30 | \$0.30 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|--------------------------------------|---------------------|------------------------------------|
| Electronics (continued) | | |
| Portable Cassette Players | \$0.50 | \$0.50 |
| Portable CD Players | \$0.70 | \$0.70 |
| Portable MiniDisc Players | \$0.70 | \$0.70 |
| Portable Radios | \$0.25 | \$0.25 |
| Portable Tape & Digital Recorders | \$0.60 | \$0.60 |
| Projectors | \$0.45 | \$0.45 |
| Radar Detectors & Jammers | \$0.40 | \$0.40 |
| Receivers | \$0.50 | \$0.50 |
| Rechargeable & Replacement Batteries | \$0.15 | \$0.15 |
| Remote Controls | \$0.70 | \$0.70 |
| Satellite Receivers | \$0.30 | \$0.30 |
| Stereo Separates | \$0.15 | \$0.15 |
| Stereo Speakers & Headphones | \$0.40 | \$0.40 |
| Telephone Accessories | \$0.20 | \$0.20 |
| Turntables | \$0.35 | \$0.35 |
| TV | \$0.60 | \$0.60 |
| TV Antennas | \$0.20 | \$0.20 |
| TV-Mounts | \$0.55 | \$0.55 |
| Two-Way Radios | \$0.30 | \$0.30 |
| VCRs | \$0.20 | \$0.20 |
| Video Accessories | \$0.20 | \$0.20 |
| Web TV | \$0.50 | \$0.50 |
| XM & Sirius Satellite Radios | \$0.60 | \$0.60 |
| Gifts, Flowers & Food | | |
| Flowers & Plants | \$0.30 | \$0.30 |
| All other Gifts, Flowers & Food | \$0.25 | \$0.25 |
| Health & Beauty Supplies | | |
| Accessibility Equipment | \$0.50 | \$0.50 |
| Biometric Monitors | \$0.50 | \$0.50 |
| Cosmetics | \$0.50 | \$0.50 |
| Dental Care | \$0.50 | \$0.50 |
| Hair Care | \$0.50 | \$0.50 |
| Hair Care Appliances | \$0.50 | \$0.50 |
| Hospital Supplies | \$0.50 | \$0.50 |
| Lab Supplies & Equipment | \$0.50 | \$0.50 |
| Massagers | \$0.50 | \$0.50 |
| Medicine & Remedies | \$0.50 | \$0.50 |
| Misc. Health & Beauty | \$0.50 | \$0.50 |
| Orthopedic Supplies | \$0.50 | \$0.50 |
| Perfume & Cologne | \$0.50 | \$0.60 |
| Religious Goods | \$0.50 | \$0.50 |



shopzilla
BUSINESS SERVICES

CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|---|---------------------|--|
| Health & Beauty Supplies (continued) | | |
| Saunas | \$0.50 | \$0.50 |
| Shaving Appliances | \$0.50 | \$0.50 |
| Skin Care Appliances | \$0.50 | \$0.50 |
| Skin Care Products | \$0.50 | \$0.50 |
| Tanning Beds | \$0.50 | \$0.50 |
| Trimmers | \$0.50 | \$0.50 |
| Vision Care | \$0.50 | \$0.55 |
| Vitamins & Nutrition | \$0.50 | \$0.55 |
| Home & Garden | | |
| Arts & Crafts Supplies | \$0.30 | \$0.30 |
| Bath Accessories | \$0.30 | \$0.30 |
| Bath Towels | \$0.30 | \$0.30 |
| Bedding | \$0.30 | \$0.30 |
| Building Supplies | \$0.30 | \$0.40 |
| Cleaning Supplies | \$0.30 | \$0.40 |
| Cooking & Baking | \$0.30 | \$0.40 |
| Cutlery | \$0.30 | \$0.30 |
| Desk Accessories | \$0.30 | \$0.40 |
| Electrical Supplies | \$0.30 | \$0.40 |
| Fertilizers | \$0.30 | \$0.30 |
| Flooring Supplies | \$0.30 | \$0.40 |
| Furniture | \$0.30 | \$0.40 |
| Garden Organization & Storage | \$0.30 | \$0.40 |
| Garden Tools | \$0.30 | \$0.40 |
| Gardening Gifts & Apparel | \$0.30 | \$0.30 |
| Hand Tools | \$0.30 | \$0.40 |
| Home Decor | \$0.30 | \$0.40 |
| Home Hardware | \$0.30 | \$0.40 |
| Home Lighting | \$0.30 | \$0.40 |
| Home Organization | \$0.30 | \$0.30 |
| Kitchen Supplies & Utensils | \$0.30 | \$0.40 |
| Landscape Supplies | \$0.30 | \$0.40 |
| Lawn Mowers & Tractors | \$0.30 | \$0.40 |
| Miscellaneous Home & Garden | \$0.30 | \$0.30 |
| Outdoor Cooking | \$0.30 | \$0.40 |
| Outdoor Decor | \$0.30 | \$0.30 |
| Outdoor Furniture | \$0.30 | \$0.40 |
| Outdoor Power Equipment | \$0.30 | \$0.40 |
| Paint & Wall Covering Supplies | \$0.30 | \$0.40 |
| Pest Control | \$0.30 | \$0.40 |
| Plants & Trees | \$0.30 | \$0.30 |
| Plumbing Supplies | \$0.30 | \$0.40 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|--|---------------------|------------------------------------|
| Home & Garden (continued) | | |
| Power Tools | \$0.30 | \$0.40 |
| Safety & Security | \$0.30 | \$0.40 |
| Seeds & Bulbs | \$0.30 | \$0.30 |
| Table Linens | \$0.30 | \$0.30 |
| Tableware | \$0.30 | \$0.40 |
| Water Garden & Irrigation Supplies | \$0.30 | \$0.40 |
| Window Treatments | \$0.30 | \$0.30 |
| Jewelry & Watches | | |
| Body Jewelry | \$0.20 | \$0.30 |
| Bracelets | \$0.50 | \$0.50 |
| Charms | \$0.20 | \$0.30 |
| Cuff Links | \$0.20 | \$0.30 |
| Diamonds | \$0.20 | \$0.30 |
| Earrings | \$0.50 | \$0.50 |
| Jewelry Boxes | \$0.20 | \$0.30 |
| Jewelry Sets | \$0.20 | \$0.30 |
| Loose Gemstones | \$0.20 | \$0.30 |
| Miscellaneous Jewelry | \$0.20 | \$0.30 |
| Necklaces & Pendants | \$0.50 | \$0.50 |
| Pins & Brooches | \$0.20 | \$0.30 |
| Rings | \$0.50 | \$0.50 |
| Watch Accessories | \$0.20 | \$0.30 |
| Watches | \$0.50 | \$0.60 |
| Mature | \$0.20 | \$0.20 |
| Music | \$0.15 | \$0.15 |
| Musical Instruments & Accessories | \$0.30 | \$0.30 |
| Office Supplies | | |
| Binders & Accessories | \$0.20 | \$0.30 |
| Calculators | \$0.20 | \$0.30 |
| Calendars, Organizers & Planners | \$0.20 | \$0.30 |
| Janitorial & Breakroom Supplies | \$0.40 | \$0.50 |
| Mailing & Shipping Supplies | \$0.20 | \$0.30 |
| Miscellaneous Office & School Supplies | \$0.20 | \$0.30 |
| Office Basics | \$0.20 | \$0.30 |
| Office Furniture | \$0.40 | \$0.50 |
| Paper Shredders | \$0.20 | \$0.30 |
| Other Products | \$0.20 | \$0.30 |



CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|--|---------------------|------------------------------------|
| Pet Supplies | | |
| Dog Supplies | \$0.30 | \$0.30 |
| All other Pet Supplies | \$0.15 | \$0.15 |
| Sports Equipment & Outdoor Gear | | |
| Badminton Equipment | \$0.20 | \$0.35 |
| Basketball Equipment | \$0.20 | \$0.35 |
| Bicycles & Equipment | \$0.20 | \$0.35 |
| Binoculars & Telescopes | \$0.20 | \$0.35 |
| Boats, Kayaks & Boating Equipment | \$0.20 | \$0.35 |
| Bowling Equipment | \$0.20 | \$0.35 |
| Boxing Equipment & Martial Arts Supplies | \$0.20 | \$0.35 |
| Camping & Hiking Gear | \$0.20 | \$0.35 |
| Equestrian Clothing & Equipment | \$0.20 | \$0.35 |
| Fishing Gear | \$0.20 | \$0.35 |
| Fitness Equipment | \$0.30 | \$0.35 |
| Football Equipment | \$0.20 | \$0.35 |
| Game Tables | \$0.20 | \$0.35 |
| Golf Gifts & Equipment | \$0.20 | \$0.35 |
| Hunting & Archery Equipment | \$0.20 | \$0.30 |
| Ice Skating Equipment | \$0.20 | \$0.35 |
| Inline & Roller Skate Equipment | \$0.20 | \$0.35 |
| Lacrosse Equipment | \$0.20 | \$0.35 |
| MLB Shop | \$0.20 | \$0.30 |
| More Sports Equipment | \$0.20 | \$0.35 |
| Mountain Climbing Gear | \$0.20 | \$0.35 |
| NASCAR Shop | \$0.20 | \$0.30 |
| NBA Shop | \$0.20 | \$0.30 |
| NCAA Shop | \$0.20 | \$0.30 |
| NFL Shop | \$0.20 | \$0.30 |
| NHL Shop | \$0.20 | \$0.30 |
| Paintball Gear | \$0.20 | \$0.35 |
| Pro Wrestling Shop | \$0.20 | \$0.35 |
| Roller & Ice Hockey Equipment | \$0.20 | \$0.35 |
| Scooters & Accessories | \$0.20 | \$0.35 |
| Scuba Diving & Snorkeling Equipment | \$0.20 | \$0.35 |
| Skateboarding Equipment | \$0.20 | \$0.35 |
| Skiing Equipment | \$0.20 | \$0.35 |
| Snowboarding Equipment | \$0.20 | \$0.35 |
| Soccer Equipment | \$0.20 | \$0.35 |
| Softball & Baseball Equipment | \$0.20 | \$0.35 |
| Squash & Racquetball Equipment | \$0.20 | \$0.35 |
| Surf & Body Boarding Equipment | \$0.20 | \$0.35 |



shopzilla
BUSINESS SERVICES
CPC Merchant Listings Rate Card

| Category | Current Rate | New Rate effective 6/1/2011 |
|--|---------------------|--|
| Sports Equipment & Outdoor Gear (continued) | | |
| Swimming Pools & Spas | \$0.20 | \$0.35 |
| Table Tennis Equipment | \$0.20 | \$0.35 |
| Tennis Clothing & Equipment | \$0.20 | \$0.35 |
| Track & Field Equipment | \$0.20 | \$0.35 |
| Volleyball Equipment | \$0.20 | \$0.35 |
| Wakeboarding Equipment | \$0.20 | \$0.35 |
| Water Skiing Equipment | \$0.20 | \$0.35 |
| Winter Recreation | \$0.20 | \$0.35 |
| Toys & Games | | |
| Action Figures | \$0.10 | \$0.10 |
| All other Toys & Games | \$0.15 | \$0.15 |
| Video Games | | |
| Video Game Consoles | \$0.20 | \$0.20 |
| All other Video Games | \$0.10 | \$0.10 |