



Minimum CPC Rates By Category

(Effective 12:00AM PDT, October 14, 2013)

Listed below are the current minimum cost-per-click (CPC) rates by category that Nextag Inc. will accept.

These minimum rates are subject to adjustment by Nextag from time to time according to your account status, seasonality, and other factors that Nextag may determine.

Additionally, you may choose to bid for higher rates.

The holiday surcharge rates listed below will be automatically applied to your total CPC, which includes standard CPC plus any CPC increases you have selected for the Logo or Marketing Message programs.

Please contact [seller support](#) for more details or to discuss bidding for a higher rate.

Category	New Minimum CPC Rates By Category (effective 10/14/2013)						Holiday Surcharge (effective 10/14/13-1/5/14)
	Price Tier 1		Price Tier 2		Price Tier 3		
	Price	Min CPC	Price	Min CPC	Price	Min CPC	
Computers							
Accessories	\$0 - 19.99	\$0.58	\$20-99.99	\$0.70	\$100+	\$1.05	15%
Ink, Toner & Cartridges	\$0 - 19.99	\$0.85	\$20 - 119.99	\$1.05	\$120+	\$1.58	15%
Cables & Adapters	\$0-4.99	\$0.68	\$5-49.99	\$0.83	\$50+	\$1.08	15%
CPU, Chassis & Cartridges	\$0-69.99	\$0.65	\$70-429.99	\$0.80	\$430+	\$1.20	15%
Desktops	\$0-399.99	\$0.73	\$400-1399.99	\$0.90	\$1400+	\$1.35	15%
Graphics	\$0 - 89.99	\$0.60	\$90 - 429.99	\$0.75	\$430+	\$0.98	15%
Input Devices	\$0 - 19.99	\$0.60	\$20 - 109.99	\$0.75	\$110+	\$1.13	15%
Laptops	\$0 - 399.99	\$0.70	\$400 - 1099.99	\$0.88	\$1100+	\$1.33	15%
Monitors	\$0 - 299.99	\$0.65	\$300 - 649.99	\$0.80	\$650+	\$1.20	15%
Multimedia	\$0 - 19.99	\$0.60	\$20 - 169.99	\$0.75	\$170+	\$0.98	15%
Network & Communications	\$0 - 49.99	\$0.68	\$50 - 209.99	\$0.85	\$210+	\$1.28	15%
Power Protection & Supplies	\$0 - 19.99	\$0.60	\$20 - 219.99	\$0.75	\$220+	\$0.98	15%
Printers	\$0 - 99.99	\$0.68	\$100 - 649.99	\$0.85	\$650+	\$1.28	15%
RAM & Memory Upgrades	\$0 - 29.99	\$0.68	\$30 - 99.99	\$0.83	\$100+	\$1.08	15%
Scanners	\$0 - 99.99	\$0.65	\$100 - 669.99	\$0.80	\$670+	\$1.20	15%
Servers, Terminals & Thin Clients	\$0 - 199.99	\$0.65	\$200 - 1799.99	\$0.80	\$1800+	\$1.05	15%
Service Agreements	\$0 - 99.99	\$0.60	\$100 - 439.99	\$0.75	\$440+	\$1.13	15%
Software	\$0 - 59.99	\$0.73	\$60 - 199.99	\$0.90	\$200+	\$1.18	15%
Storage Devices	\$0 - 59.99	\$0.68	\$60 - 239.99	\$0.83	\$240+	\$1.08	15%
Tablets & Handhelds	\$0 - 99.99	\$0.65	\$100 - 899.99	\$0.80	\$900+	\$1.20	15%
Others	\$0 - 9.99	\$0.65	\$10 - 189.99	\$0.80	\$190+	\$1.05	15%
Electronics							
Accessories	\$0 - 19.99	\$0.48	\$20 - 149.99	\$0.60	\$150+	\$0.78	25%
Camera Lenses	\$0 - 99.99	\$0.68	\$100 - 1499.99	\$0.85	\$1500+	\$1.28	25%
Binoculars, Telescopes & Microscopes	\$0 - 9.99	\$0.63	\$10 - 439.99	\$0.78	\$440+	\$1.18	25%
Camcorders	\$0 - 99.99	\$0.68	\$100 - 2499.99	\$0.83	\$2500+	\$1.08	25%
Car Audio & Video	\$0 - 49.99	\$0.60	\$50 - 279.99	\$0.75	\$280+	\$1.13	25%
Digital Cameras	\$0 - 299.99	\$0.70	\$300 - 1199.99	\$0.88	\$1200+	\$1.33	25%
Film Cameras	\$0 - 4.99	\$0.60	\$5 - 79.99	\$0.75	\$80+	\$1.13	25%
CPS Systems	\$0 - 199.99	\$0.68	\$200 - 839.99	\$0.83	\$840+	\$1.25	25%
Home Audio	\$0 - 199.99	\$0.63	\$200 - 729.99	\$0.78	\$730+	\$1.18	25%
Speakers	\$0 - 99.99	\$0.68	\$100 - 529.99	\$0.85	\$530+	\$1.28	25%
Multimedia Projectors	\$0 - 399.99	\$0.85	\$400 - 3199.99	\$1.05	\$3200+	\$1.38	25%
Phones & Communications	\$0 - 4.99	\$0.68	\$5 - 59.99	\$0.83	\$60+	\$1.25	25%
Cell Phones & Smartphones	\$0 - 19.99	\$0.68	\$20 - 279.99	\$0.83	\$280+	\$1.25	25%
Portable Audio & Video	\$0 - 29.99	\$0.70	\$30 - 159.99	\$0.88	\$160+	\$1.33	25%
Storage Media	\$0 - 9.99	\$0.68	\$10 - 39.99	\$0.83	\$40+	\$1.08	25%
Televisions	\$0 - 499.99	\$0.83	\$500 - 2399.99	\$1.03	\$2400+	\$1.55	25%
Video Components	\$0 - 49.99	\$0.60	\$50 - 199.99	\$0.75	\$200+	\$1.13	25%
Baby							
Baby Carriers	\$0 - 79.99	\$0.33	\$80 - 139.99	\$0.40	\$140+	\$0.60	35%
Car Seats	\$0 - 69.99	\$0.38	\$70 - 229.99	\$0.45	\$230+	\$0.68	35%
Cribs	\$0 - 89.99	\$0.43	\$90 - 489.99	\$0.53	\$490+	\$0.80	35%
Strollers	\$0 - 99.99	\$0.38	\$100 - 499.99	\$0.45	\$500+	\$0.68	35%
Others	\$0 - 19.99	\$0.28	\$20 - 149.99	\$0.33	\$150+	\$0.50	35%
Clothing & Accessories							
Accessories	\$0 - 9.99	\$0.33	\$10 - 49.99	\$0.40	\$50+	\$0.53	35%
Activewear	\$0 - 19.99	\$0.30	\$20 - 79.99	\$0.38	\$80+	\$0.58	35%
Children	\$0 - 9.99	\$0.35	\$10 - 59.99	\$0.43	\$60+	\$0.65	25%
Handbags & Wallets	\$0 - 29.99	\$0.28	\$30 - 399.99	\$0.35	\$400+	\$0.53	35%
Jewelry & Watches	\$0 - 19.99	\$0.50	\$20 - 199.99	\$0.63	\$200+	\$0.83	35%
Rings	\$0 - 99.99	\$0.50	\$100 - 1399.99	\$0.63	\$1400+	\$0.83	35%
Watches	\$0 - 59.99	\$0.63	\$60 - 449.99	\$0.78	\$450+	\$1.18	35%
Luggage	\$0 - 29.99	\$0.30	\$30 - 109.99	\$0.38	\$110+	\$0.58	35%
Men	\$0 - 19.99	\$0.30	\$20 - 59.99	\$0.38	\$60+	\$0.58	35%
Outerwear	\$0 - 39.99	\$0.30	\$40 - 159.99	\$0.38	\$160+	\$0.58	35%
Shoes	\$0 - 0.99	\$0.33	\$1 - 59.99	\$0.40	\$60+	\$0.60	35%
Kids' Shoes	\$0 - 29.99	\$0.33	\$30 - 59.99	\$0.40	\$60+	\$0.60	35%
Men's Shoes	\$0 - 39.99	\$0.38	\$40 - 99.99	\$0.45	\$100+	\$0.68	35%
Women's Shoes	\$0 - 39.99	\$0.38	\$40 - 99.99	\$0.45	\$100+	\$0.68	35%
Sunglasses	\$0 - 39.99	\$0.30	\$40 - 149.99	\$0.38	\$150+	\$0.58	35%
Women	\$0 - 19.99	\$0.30	\$20 - 59.99	\$0.38	\$60+	\$0.58	35%
Dresses & Skirts	\$0 - 19.99	\$0.28	\$20 - 79.99	\$0.35	\$80+	\$0.53	35%
Outerwear	\$0 - 39.99	\$0.30	\$40 - 159.99	\$0.38	\$160+	\$0.58	35%
Undergarments	\$0 - 9.99	\$0.28	\$10 - 49.99	\$0.35	\$50+	\$0.53	35%
Others	\$0 - 9.99	\$0.25	\$10 - 69.99	\$0.30	\$70+	\$0.45	35%
Home & Garden							
Bed & Bath	\$0 - 39.99	\$0.38	\$40 - 139.99	\$0.45	\$140+	\$0.68	25%
Furnishings	\$0 - 4.99	\$0.45	\$5 - 89.99	\$0.55	\$90+	\$0.83	25%
Fireplaces & Accessories	\$0 - 79.99	\$0.35	\$80 - 1099.99	\$0.43	\$1100+	\$0.65	25%
Flooring	\$0 - 0.99	\$0.48	\$1 - 9.99	\$0.60	\$10+	\$0.90	25%
Indoor & Outdoor Lighting	\$0 - 9.99	\$0.45	\$10 - 239.99	\$0.55	\$240+	\$0.83	25%
Rugs	\$0 - 39.99	\$0.33	\$40 - 309.99	\$0.40	\$310+	\$0.60	25%
Wall Decor	\$0 - 19.99	\$0.35	\$20 - 129.99	\$0.43	\$130+	\$0.58	25%
Window Treatments	\$0 - 9.99	\$0.38	\$10 - 89.99	\$0.45	\$90+	\$0.68	25%
Furniture	\$0 - 89.99	\$0.35	\$90 - 799.99	\$0.43	\$800+	\$0.65	35%
Beds & Mattresses	\$0 - 99.99	\$0.33	\$100 - 1299.99	\$0.40	\$1300+	\$0.60	35%
Dining Sets	\$0 - 299.99	\$0.35	\$300 - 2199.99	\$0.43	\$2200+	\$0.65	35%
Entertainment Centers	\$0 - 199.99	\$0.35	\$200 - 999.99	\$0.43	\$1000+	\$0.58	35%
Sofas	\$0 - 399.99	\$0.38	\$400 - 1799.99	\$0.48	\$1800+	\$0.73	35%
Tables	\$0 - 199.99	\$0.43	\$200 - 779.99	\$0.53	\$780+	\$0.80	35%
Home Improvement	\$0 - 9.99	\$0.50	\$10 - 369.99	\$0.63	\$370+	\$0.95	25%
Bathroom Fixtures	\$0 - 99.99	\$0.45	\$100 - 1099.99	\$0.55	\$1100+	\$0.83	35%
Tools	\$0 - 29.99	\$0.40	\$30 - 359.99	\$0.50	\$360+	\$0.75	25%
Kitchen	\$0 - 9.99	\$0.38	\$10 - 79.99	\$0.48	\$80+	\$0.73	35%
Lawn & Garden	\$0 - 19.99	\$0.38	\$20 - 529.99	\$0.48	\$530+	\$0.73	25%
Outdoor Games	\$0 - 79.99	\$0.28	\$80 - 1099.99	\$0.35	\$1100+	\$0.48	35%
Major Appliances	\$0 - 49.99	\$0.35	\$50 - 1499.99	\$0.43	\$1500+	\$0.58	35%
Pets	\$0 - 9.99	\$0.33	\$10 - 69.99	\$0.40	\$70+	\$0.53	25%
Small Appliances	\$0 - 39.99	\$0.63	\$40 - 449.99	\$0.78	\$450+	\$1.18	35%
Others	\$0 - 9.99	\$0.30	\$10 - 179.99	\$0.38	\$180+	\$0.58	35%
More Categories							
Automotive	\$0 - 49.99	\$0.25	\$50 - 229.99	\$0.30	\$230+	\$0.45	15%
Books	\$0 - 9.99	\$0.13	\$10 - 39.99	\$0.15	\$40+	\$0.20	35%
Collectables & Art	\$0 - 9.99	\$0.28	\$10 - 109.99	\$0.35	\$110+	\$0.48	35%
Flowers & Plants	\$0 - 19.99	\$0.38	\$20 - 69.99	\$0.45	\$70+	\$0.68	25%
Food & Wine	\$0 - 9.99	\$0.33	\$10 - 49.99	\$0.40	\$50+	\$0.60	25%
Gifts	\$0 - 0.99	\$0.30	\$1 - 19.99	\$0.38	\$20+	\$0.50	35%
Health & Beauty	\$0 - 9.99	\$0.53	\$10 - 89.99	\$0.65	\$90+	\$0.98	25%
Fragrances	\$0 - 19.99	\$0.53	\$20 - 49.99	\$0.65	\$50+	\$0.98	35%
Prescription Drugs	\$0 - 9.99	\$0.48	\$10 - 39.99	\$0.60	\$40+	\$0.78	35%
Vitamins & Nutrition	\$0 - 9.99	\$0.48	\$10 - 29.99	\$0.58	\$30+	\$0.88	35%
Magazines	\$0 - 19.99	\$0.18	\$20 - 79.99	\$0.20	\$80+	\$0.28	35%
Movies	\$0 - 14.99	\$0.13	\$15 - 59.99	\$0.15	\$60+	\$0.20	35%
Music	\$0 - 9.99	\$0.13	\$10 - 39.99	\$0.15	\$40+	\$0.23	35%
Musical Instruments	\$0 - 59.99	\$0.28	\$60 - 999.99	\$0.33	\$1000+	\$0.50	35%
Office Products	\$0 - 9.99	\$0.45	\$10 - 249.99	\$0.55	\$250+	\$0.83	15%
Office Equipment	\$0 - 19.99	\$0.63	\$20 - 359.99	\$0.78	\$360+	\$1.18	15%
Office Stationery	\$0 - 0.99	\$0.33	\$1 - 19.99	\$0.40	\$20+	\$0.60	15%
Sports & Outdoors	\$0 - 29.99	\$0.35	\$30 - 249.99	\$0.43	\$250+	\$0.65	25%
Fitness Equipment & Gymnastics	\$0 - 29.99	\$0.33	\$30 - 789.99	\$0.40	\$790+	\$0.53	35%
Outdoors	\$0 - 29.99	\$0.40	\$30 - 569.99	\$0.50	\$570+	\$0.75	25%
Toys	\$0 - 9.99	\$0.28	\$10 - 49.99	\$0.33	\$50+	\$0.50	25%
Video Games	\$0 - 19.99	\$0.25	\$20 - 59.99	\$0.30	\$60+	\$0.40	35%
Accessories	\$0 - 9.99	\$0.28	\$10 - 59.99	\$0.35	\$60+	\$0.48	35%
Consoles	\$0 - 199.99	\$0.33	\$200 - 299.99	\$0.40	\$300+	\$0.60	35%
Others	\$0 - 4.99	\$0.28	\$5 - 99.99	\$0.35	\$100+	\$0.48	35%
Travel							
Car Rental			\$0.30				
Flights			\$0.20				
Hotels			\$1.00				