

## Categories and Cost Per Click Ranges

Category	Product Price between	Minimum Cost Per Click
<b>Apparel</b>		<b>\$0.15 - \$0.45</b>
General Apparel	\$0.01 and \$25.00	\$0.15
	\$25.01 and \$60.00	\$0.25
	\$60.01 and up	\$0.40
Sunglasses & Accessories	\$0.01 and \$25.00	\$0.20
	\$25.01 and \$60.00	\$0.30
	\$60.01 and up	\$0.45
Underwear & Intimate Apparel	\$0.01 and \$25.00	\$0.20
	\$25.01 and \$60.00	\$0.30
	\$60.01 and up	\$0.45
<b>Baby</b>		<b>\$0.10 - \$0.60</b>
Baby Apparel	\$0.01 and \$25.00	\$0.20
	\$25.01 and \$100.00	\$0.40
	\$100.01 and up	\$0.60
Baby Bedding	\$0.01 and \$25.00	\$0.20
	\$25.01 and \$100.00	\$0.40
	\$100.01 and up	\$0.60
General Baby Products	\$0.01 and \$25.00	\$0.10
	\$25.01 and \$50.00	\$0.25
	\$50.01 and up	\$0.50
<b>Computers</b>		<b>\$0.20 - \$0.70</b>
Computer Accessories	\$0.01 and \$20.00	\$0.20
	\$20.01 and \$70.00	\$0.35
	\$70.01 and up	\$0.50
Desktops and Servers	\$0.01 and \$200.00	\$0.30
	\$200.01 and \$600.00	\$0.45
	\$600.01 and up	\$0.60
Drives and Storage	\$0.01 and \$50.00	\$0.20
	\$50.01 and \$200.00	\$0.40
	\$200.01 and up	\$0.60
Laptops	\$0.01 and \$500.00	\$0.25
	\$500.01 and \$1,300.00	\$0.50
	\$1,300.01 and up	\$0.70

Category	Product Price between	Minimum Cost Per Click
Monitors	\$0.01 and \$180.00	\$0.30
	\$180.01 and \$300.00	\$0.50
	\$300.01 and up	\$0.70
Netbooks	\$0.01 and \$300.00	\$0.20
	\$300.01 and \$700.00	\$0.40
	\$700.01 and up	\$0.60
Networking and Communications	\$0.01 and \$40.00	\$0.20
	\$40.01 and \$80.00	\$0.35
	\$80.01 and up	\$0.40
<b>Electronics</b>		<b>\$0.10 - \$1.35</b>
Blank Media and Film	\$0.01 and \$25.00	\$0.10
	\$25.01 and \$100.00	\$0.30
	\$100.01 and up	\$0.60
Cameras and Camcorders	\$0.01 and \$100.00	\$0.20
	\$100.01 and \$300.00	\$0.40
	\$300.01 and up	\$0.75
Electronics Accessories	\$0.01 and \$25.00	\$0.15
	\$25.01 and \$100.00	\$0.45
	\$100.01 and up	\$1.00
GPS and Accessories	\$0.01 and \$200.00	\$0.15
	\$200.01 and \$400.00	\$0.35
	\$400.01 and up	\$0.50
General Electronics	\$0.01 and \$30.00	\$0.15
	\$30.01 and \$100.00	\$0.30
	\$100.01 and up	\$0.80
Home Theater Components	\$0.01 and \$80.00	\$0.30
	\$80.01 and \$200.00	\$0.55
	\$200.01 and up	\$1.00
Home Theater Systems	\$0.01 and \$150.00	\$0.30
	\$150.01 and \$350.00	\$0.55
	\$350.01 and up	\$1.00
MP3 Players, Portable Audio & Video	\$0.01 and \$50.00	\$0.20
	\$50.01 and \$150.00	\$0.35
	\$150.01 and up	\$0.55
Televisions	\$0.01 and \$700.00	\$0.40
	\$700.01 and \$1,300.00	\$0.80
	\$1,300.01 and up	\$1.35
USB Drives & Flash Memory	\$0.01 and \$25.00	\$0.10
	\$25.01 and \$100.00	\$0.30
	\$100.01 and up	\$0.60

Category	Product Price between	Minimum Cost Per Click
Video Players & Recorders	\$0.01 and \$100.00	\$0.15
	\$100.01 and \$250.00	\$0.40
	\$250.01 and up	\$0.70
<b>Health &amp; Beauty</b>		<b>\$0.10 - \$0.60</b>
Diapers	\$0.01 and \$15.00	\$0.10
	\$15.01 and \$40.00	\$0.20
	\$40.01 and up	\$0.30
General Health & Beauty	\$0.01 and \$25.00	\$0.20
	\$25.01 and \$100.00	\$0.40
	\$100.01 and up	\$0.60
Shaving & Hair Removal	\$0.01 and \$15.00	\$0.10
	\$15.01 and \$45.00	\$0.25
	\$45.01 and up	\$0.35
<b>Home</b>		<b>\$0.10 - \$0.80</b>
Furniture	\$0.01 and \$150.00	\$0.30
	\$150.01 and \$1,000.00	\$0.45
	\$1,000.01 and up	\$0.60
General Home Products	\$0.01 and \$35.00	\$0.15
	\$35.01 and \$150.00	\$0.40
	\$150.01 and up	\$0.80
Home Décor	\$0.01 and \$40.00	\$0.25
	\$40.01 and \$150.00	\$0.40
	\$150.01 and up	\$0.80
Kitchen & Dining	\$0.01 and \$25.00	\$0.10
	\$25.01 and \$75.00	\$0.30
	\$75.01 and up	\$0.60
Large Appliances	\$0.01 and \$200.00	\$0.25
	\$200.01 and \$500.00	\$0.40
	\$500.01 and up	\$0.60
Small Appliances	\$0.01 and \$40.00	\$0.25
	\$40.01 and \$120.00	\$0.40
	\$120.01 and up	\$0.70
<b>Home Improvement</b>		<b>\$0.15 - \$1.00</b>
Battery Packs & Chargers	\$0.01 and \$30.00	\$0.15
	\$30.01 and \$130.00	\$0.25
	\$130.01 and up	\$0.40
General Home Improvement	\$0.01 and \$50.00	\$0.20
	\$50.01 and \$160.00	\$0.50
	\$160.01 and up	\$0.80

Category	Product Price between			Minimum Cost Per Click
Lighting	\$0.01	and	\$30.00	\$0.20
	\$30.01	and	\$130.00	\$0.40
	\$130.01	and	up	\$0.60
Power Tools	\$0.01	and	\$40.00	\$0.15
	\$40.01	and	\$180.00	\$0.30
	\$180.01	and	up	\$0.60
Storage & Shelving	\$0.01	and	\$30.00	\$0.20
	\$30.01	and	\$130.00	\$0.50
	\$130.01	and	up	\$1.00
<b>Jewelry</b>				<b>\$0.20 - \$1.00</b>
Jewelry	\$0.01	and	\$60.00	\$0.20
	\$60.01	and	\$180.00	\$0.50
	\$180.01	and	up	\$1.00
<b>Office</b>				<b>\$0.20 - \$0.80</b>
General Office Products	\$0.01	and	\$25.00	\$0.20
	\$25.01	and	\$100.00	\$0.40
	\$100.01	and	up	\$0.80
Ink & Toner Cartridges	\$0.01	and	\$20.00	\$0.20
	\$20.01	and	\$50.00	\$0.35
	\$50.01	and	up	\$0.50
Printers & Scanners	\$0.01	and	\$100.00	\$0.20
	\$100.01	and	\$800.00	\$0.40
	\$800.01	and	up	\$0.60
Projectors	\$0.01	and	\$200.00	\$0.20
	\$200.01	and	\$400.00	\$0.40
	\$400.01	and	up	\$0.60
<b>Shoes</b>				<b>\$0.15 - \$0.60</b>
Handbags, Luggage, & Fashion Accessories	\$0.01	and	\$35.00	\$0.15
	\$35.01	and	\$100.00	\$0.35
	\$100.01	and	up	\$0.50
Shoes	\$0.01	and	\$35.00	\$0.15
	\$35.01	and	\$60.00	\$0.35
	\$60.01	and	up	\$0.60
<b>Sports</b>				<b>\$0.15 - \$0.70</b>
Exercise & Fitness Equipment	\$0.01	and	\$25.00	\$0.15
	\$25.01	and	\$130.00	\$0.40
	\$130.01	and	up	\$0.70

Category	Product Price between		Minimum Cost Per Click
General Sporting Goods	\$0.01	\$30.00	\$0.20
	\$30.01	\$100.00	\$0.30
	\$100.01	up	\$0.60
Sports Apparel	\$0.01	\$25.00	\$0.15
	\$25.01	\$60.00	\$0.25
	\$60.01	up	\$0.40
<b>Toys</b>			<b>\$0.10 - \$0.20</b>
Toys & Games	\$0.01	and \$15.00	\$0.10
	\$15.01	and \$40.00	\$0.15
	\$40.01	and up	\$0.20
<b>Watches</b>			<b>\$0.25 - \$0.75</b>
Watch Accessories	\$0.01	and \$20.00	\$0.25
	\$20.01	and \$100.00	\$0.50
	\$100.01	and up	\$0.75
Watches	\$0.01	and \$125.00	\$0.25
	\$125.01	and \$350.00	\$0.35
	\$350.01	and up	\$0.75