

BANKRATE INC
Form 8-K
October 03, 2005

**SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 3, 2005

(exact name of registrant as specified in its charter)

Florida
(State or other jurisdiction
of Incorporation)

0-25681
(Commission
File Number)

65-0423422
(IRS Employer
Identification No.)

**11760 U.S. Highway One
Suite 500
North Palm Beach, Florida**

33408
(zip code)

Registrant's telephone number, including area code: (561) 630-2400

Section 8 - Other Events

Item 8.01 Other Events.

On October 3, 2005, Bankrate, Inc. (the "Company") announced via press release that on October 1, 2005, the Company launched a new pay-for-performance pricing structure, or cost-per-click (CPC) model, for its interest rate table advertising business. A copy of the Company's press release is included herein as Exhibit 99.1. The information provided under this Item 8.01 of Form 8-K, including the press release included as Exhibit 99.1, is being furnished to, but not filed with, the Securities and Exchange Commission.

Section 9 - Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits.

(a) Financial statements of businesses acquired.

(1) None.

(b) Pro forma financial information.

(1) None.

(c) Exhibits.

99.1 Text of press release of Bankrate, Inc. dated October 3, 2005.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BANKRATE, INC.

Date: October 3, 2005

By: /s/ Robert J. DeFranco

Robert J. DeFranco
Senior Vice President & Chief Financial Officer

EXHIBIT INDEX

Exhibit

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