

BANKRATE INC
Form 8-K
June 11, 2007

UNITED STATES
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): June 11, 2007

(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.)
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11760 U.S. Highway One Suite 200 North Palm Beach, Florida (Address of principal executive offices)	33408 (Zip Code)
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Registrant's telephone number, including area code: (561) 630-2400

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01. Regulation FD Disclosure.

At the Bear Stearns & Co. Inc. 18th Annual Technology, Communications & Internet Conference on June 11, 2007, management from Bankrate, Inc. (the "Company") disclosed that the Company has notified its cost-per-click advertisers of a July 1, 2007 price increase in the Company's Rate Table Advertising Program for mortgage, home equity, auto loan and other products (other products includes insurance, credit cards, checking accounts, student loans and credit unions). Effective July 1, 2007, the previously listed product cost-per-click advertising rates will increase by approximately 15%.

The information furnished under Item 7.01 of this Current Report shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

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: June 11, 2007

b y : / s / E d w a r d J .
DiMaria
Edward J. DiMaria
Senior Vice President
Chief Financial Officer