

BANKRATE INC  
Form 8-K  
October 03, 2005

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

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**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

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Robert J. DeFranco  
Senior Vice President & Chief Financial Officer

**EXHIBIT INDEX**

Exhibit

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