

Time is limited to get this **GREAT DOMAIN NAME** at an **AUCTION PRICE!**

Where: DOMAINfest New York

When: Wednesday August 18 from 4:00pm to 7:00pm EDT

How: Auction and Pre-Bidding at www.SnapNames.com

Snapshot:

Category defining: Memorable name that can command attention across many top revenue industries – insurance, financial, telecom travel and more...

Great position: Ranked # 4 on Google; 37.7 million estimated monthly visitors from related search terms

Strong demand: According to the IAB and Price Waterhouse Coopers, Financial Service advertisers accounted for \$1.3 billion in the first six-months of 2009; Telecom was \$1.8 billion

Growth opportunity: By 2011, Forrester expects 12 million US households to be trading online a 48% increase over today!

Overview

This is a classic example of an excellent opportunity for a savvy buyer to capitalize on prime web real estate. With a broad-based appeal, Rate.com can serve as a portal for a single or multiple industries leveraging several popular business models such as: lead generation, comparison shopping, or use as a directory to tap into consumers with research needs – and purchase intent. Perfect for organizations like:

- Insurance services (globally 2008 premiums totaled \$4.27 trillion)
- Financial services including loans, credit cards, investing, exchange – rate comparisons, saving calculations and payment calculators
- Telecom services from mobile phone to internet service to cable
- Travel - cost comparison shopping for flights, hotels, car rentals...
- Commercial and residential real estate and construction.

Any way you look at it, Rate.com spells big opportunity.

Call for Reserve Range

Sales Rep. Information: **Broker:** Howard Kopp
Phone: 1.800.688.6311 ext 3505
Email: howardk@corp.moniker.com



Anatomy

- **Extension:** .COM
- **Age:** 6/18/1997
- **Length:** Four Characters
- **Words/Word:** One

Traffic Statistics

- **Google Page Rank:** 4
- **Alexa Traffic Rank:** 1,377,841
- **Google SERP:** 7/697,000,000
- **Links-In:** 202

Traffic Potential*

- **Estimated visitors:** 37,700,000
- **Search for related terms:** 5,000,000
- **Search for exact terms:** 37,200,000

Commerce Potential*

- **Min-Max Google \$PPC and clicks:**
rate / 37,200,000 / \$3.99
mortgage rates/ 4,090,000/ \$21.74
home mortgage/ 4,090,000/ \$18.29
- * Figures represent monthly estimates

