

# RCUNIVERSE KEYWORD SYSTEM

You select and bid on whatever keywords and phrases you want. Bids start at 5 cents.

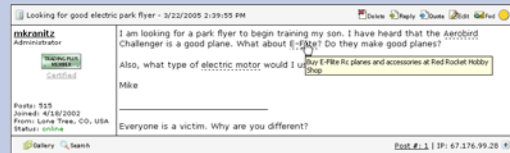
Keyword Administration Tools

- Add a Keyword to My List
- Extend all expiration dates to: 03/27/05
- Outbid ALL competitors on ALL unexpired ads by: \$0.01
- Suspend all of my keywords (you may reactivate them later)
- Reactivate all my suspended keywords

Keyword	Your Max Bid	Top 4 Bid	Exp. Date	Bid Expires	Today's Clicks	Total Clicks	Avg. Cost Per Click	Total	Tools
aerobird	0.04	\$0.06	03/06/05	04/15/05	3	62	\$0.05	\$3.61	<input type="button" value="Update"/> <input type="button" value="Delete"/>
aerobird challenge	0.04	\$0.06	03/06/05	04/15/05	0	5	\$0.06	\$0.32	<input type="button" value="Update"/> <input type="button" value="Delete"/>
aerobird extreme	0.04	\$0.06	02/05/05	04/15/05	0	12	\$0.08	\$1.31	<input type="button" value="Update"/> <input type="button" value="Delete"/>
E-Flight	0.04	\$0.06	03/04/05	04/15/05	0	28	\$0.05	\$2.05	<input type="button" value="Update"/> <input type="button" value="Delete"/>
E-Fite	2.01	\$2.01	03/04/05	04/15/05	1	26	\$1.42	\$38.21	<input type="button" value="Update"/> <input type="button" value="Delete"/>
F22	0.04	\$0.06	03/04/05	04/15/05	0	6	\$0.03	\$0.32	<input type="button" value="Update"/> <input type="button" value="Delete"/>

Whenever ANY of your keywords appears in ANY of our 2.5 million + posts, that keyword links to YOU site and carries YOUR message.

You only get charged when users CLICK THROUGH.



**IT WORKS BIG TIME!**

## Unlock an avalanche of clicks to your online store

- ♦ **FULL TRACKING.** Get detailed reports for each keyword in your account. View timing, cost and IP for each click.
- ♦ **DAILY BUDGET LIMITS.** Set daily budgets for your account and your keywords will automatically suspend themselves when you hit your limit. Keywords reactivate the next day automatically.
- ♦ **SMART BIDS.** When you enter a "maximum" bid on any word our system will take over and set your actual bid to exactly one penny more than the highest current bid, keeping you on top until your maximum is reached. If a competing bidder drops his bid, your bid will automatically reduce itself to one penny more than the highest existing bid. You never pay more for a click than you should.
- ♦ **SUSPEND WORDS ANYTIME.** You can suspend any words your account indefinitely.
- ♦ **ONE-CLICK OVERBID.** If you have many keywords, you can extend their expiration or overbid all competing bids by your desired amount in ONE CLICK!
- ♦ **ADJUSTABLE EXPIRATION DATES.** Set expiration dates for your keywords and let them work for you. They will expire automatically so you don't have to check back daily.

Account Summary & Budget

Account Holder: **Daily Budget:** \$10.00

Credit Card: **Daily Budget:** \$10.00

Activity Summary:

Period	Clicks	Cost
Today:	0	\$0.00
March:	2	\$2.25
2005:	140	\$10.45

Click \$\$ amounts for specific keywords to see detail

Click Tracker for Keyword: Aerobird

Click Date	Click Price	IP Address
03/22/05 07:55:54 AM	\$0.06	68.230.8.40
03/22/05 02:31:37 AM	\$0.06	201.128.158.4
03/22/05 01:53:11 AM	\$0.06	201.128.158.4
03/21/05 23:11:56 PM	\$0.06	218.102.123.50
03/21/05 22:29:30 PM	\$0.06	4.743.6.4
03/21/05 17:40:37 PM	\$0.06	
03/21/05 12:15:56 PM	\$0.06	
03/20/05 11:54:59 PM	\$0.06	
03/20/05 02:21:45 AM	\$0.06	
03/20/05 01:21:16 AM	\$0.06	
03/19/05 10:44:07 AM	\$0.06	
03/18/05 11:50:25 AM	\$0.06	
03/17/05 23:24:38 PM	\$0.06	
03/17/05 20:53:58 PM	\$0.06	
03/17/05 17:44:54 PM	\$0.06	
03/17/05 10:13:39 AM	\$0.06	

Cost Tracker for Keyword: E-Flight

Click Date	Total Clicks	Total Cost
03/04/2005	4	\$0.20
03/05/2005	4	\$0.20
03/06/2005	3	\$0.15
03/07/2005	4	\$0.20
03/08/2005	1	\$0.05
03/09/2005	3	\$0.15
03/10/2005	4	\$0.24
03/12/2005	1	\$0.06
03/13/2005	1	\$0.06
03/14/2005	1	\$0.05
03/15/2005	2	\$0.10
03/16/2005	1	\$0.05
03/17/2005	2	\$0.12
03/18/2005	2	\$0.12
03/19/2005	2	\$0.12
03/21/2005	3	\$0.18
<b>Total for Month:</b>	<b>38</b>	<b>\$2.05</b>

Visit [RCUniverse.com](http://RCUniverse.com) and select "Get RCU Keywords" from the "Advertisers" menu

