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Open a new search advertising account by November 15, 2006
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*Promotional Guidelines: Offer valid only through November 15, 2006 (midnight PT) while supplies last. Promotional credit is valid only for new advertisers opening a new account with Microsoft adCenter. The \$50 promotional credit does not apply to the one-time \$5 activation fee required to open a new account. Promotional credit must be fully redeemed in click spend within 90 days of sign-up. Advertisers will be charged for advertising that exceeds the \$50 promotional credit. Advertisers will need to suspend their ads if they do not wish to receive additional charges beyond the free credit amount, or after 90 days from sign-up. Promotional credit good only to residents in the 50 United States and Washington, D.C.

Limit: one promotional credit per customer. Promotional credit may not be combined with any other offer or discount, separated, redeemed for cash, transferred, sold, or bartered.

There is a minimum bid requirement of \$0.05 per clickthrough. Search listings are subject to editorial review. See Advertiser Terms and Conditions for more details at sign-up. Other terms and conditions may apply.

**Source: Nielsen//NetRatings, U.S. Home & Work, July 2006; Nielsen//NetRatings @Plan, Summer 2006

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