

DEFRANCO ROBERT J  
Form 4  
June 03, 2009

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
DEFRANCO ROBERT J

(Last) (First) (Middle)  
BANKRATE INC, 11760 US  
HIGHWAY 1 STE 200  
(Street)

NORTH PALM BEACH, FL 33408

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
BANKRATE INC [RATE]

3. Date of Earliest Transaction  
(Month/Day/Year)  
06/01/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Senior Vice President-Finance

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price   |
| Common stock                    | 06/01/2009                           |  | M                              |   | 3,750   | A  | \$ 0.85   |
| Common stock                    | 06/01/2009                           |  | M                              |   | 7,000   | A  | \$ 0.85   |
| Common stock                    | 06/01/2009                           |  | M                              |   | 5,000   | A  | \$ 0.85   |
| Common stock                    | 06/01/2009                           |  | M                              |   | 17,709  | A  | \$ 12.63  |
| Common stock                    | 06/01/2009                           |  | M                              |   | 14,792  | A  | \$ 18.44  |
|                                 |                                      |  |                                |   | 3,750   | D  |   |
|                                 |                                      |  |                                |   | 10,750  | D  |   |
|                                 |                                      |  |                                |   | 15,750  | D  |   |
|                                 |                                      |  |                                |   | 33,459  | D  |   |
|                                 |                                      |  |                                |   | 48,251  | D  |   |

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Common stock 06/01/2009 S 48,251 D \$ 31.1512 0 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable Expiration Date                         | Title Amount or Number of Shares                              |
| Employee stock option                      | \$ 0.85  | 06/01/2009                           |  | M                              | 3,750   | 03/02/2000 02/04/2012                                    | Common stock 3,750  |
| Employee stock option                      | \$ 0.85  | 06/01/2009                           |  | M                              | 7,000   | 02/16/2001 02/04/2012                                    | Common stock 7,000  |
| Employee stock option                      | \$ 0.85  | 06/01/2009                           |  | M                              | 5,000   | 06/13/2001 02/04/2012                                    | Common stock 5,000  |
| Employee stock option                      | \$ 12.63   | 06/01/2009                           |  | M                              | 17,709  | 01/05/2005 01/05/2011                                    | Common stock 17,709   |
| Employee stock option                      | \$ 18.44   | 06/01/2009                           |  | M                              | 14,792  | 02/01/2006 02/01/2012                                    | Common stock 14,792   |

## Reporting Owners

| Reporting Owner Name / Address                                  | Relationships |           |                               |       |
|---|---------------|-----------|-------------------------------|-------|
|   | Director      | 10% Owner | Officer                       | Other |
| DEFRANCO ROBERT J<br>BANKRATE INC<br>11760 US HIGHWAY 1 STE 200 |               |           | Senior Vice President-Finance |       |

NORTH PALM BEACH, FL 33408

## Signatures

Robert J.  
DeFranco

06/03/2009

\_\_Signature of  
Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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