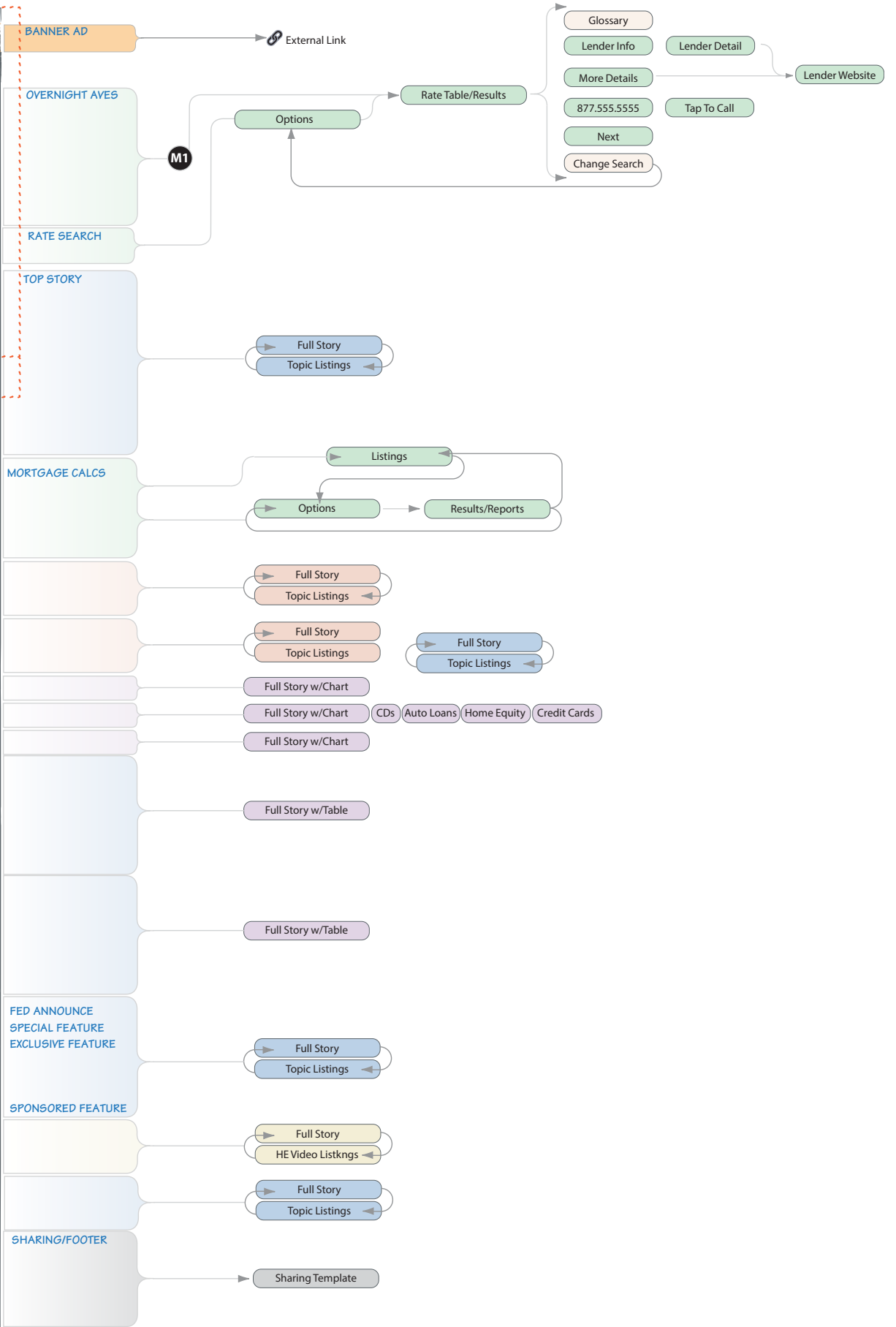
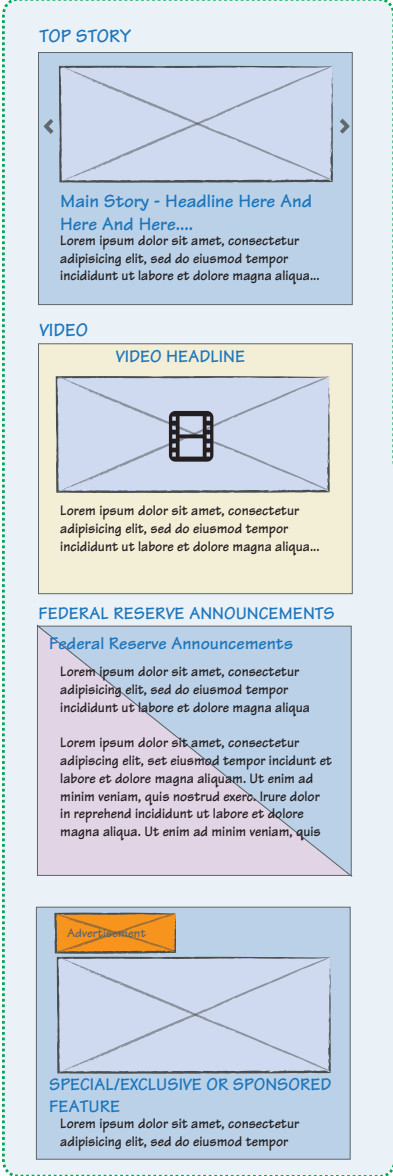


# Bankrate

<b>Project</b>	<b>Bankrate Mobile Web Wireframe Flows</b>
<b>Author</b>	<b>Robert Santore</b>
<b>Date</b>	<b>October 16, 2012</b>
<b>Version</b>	<b>Working Draft v1.0</b>

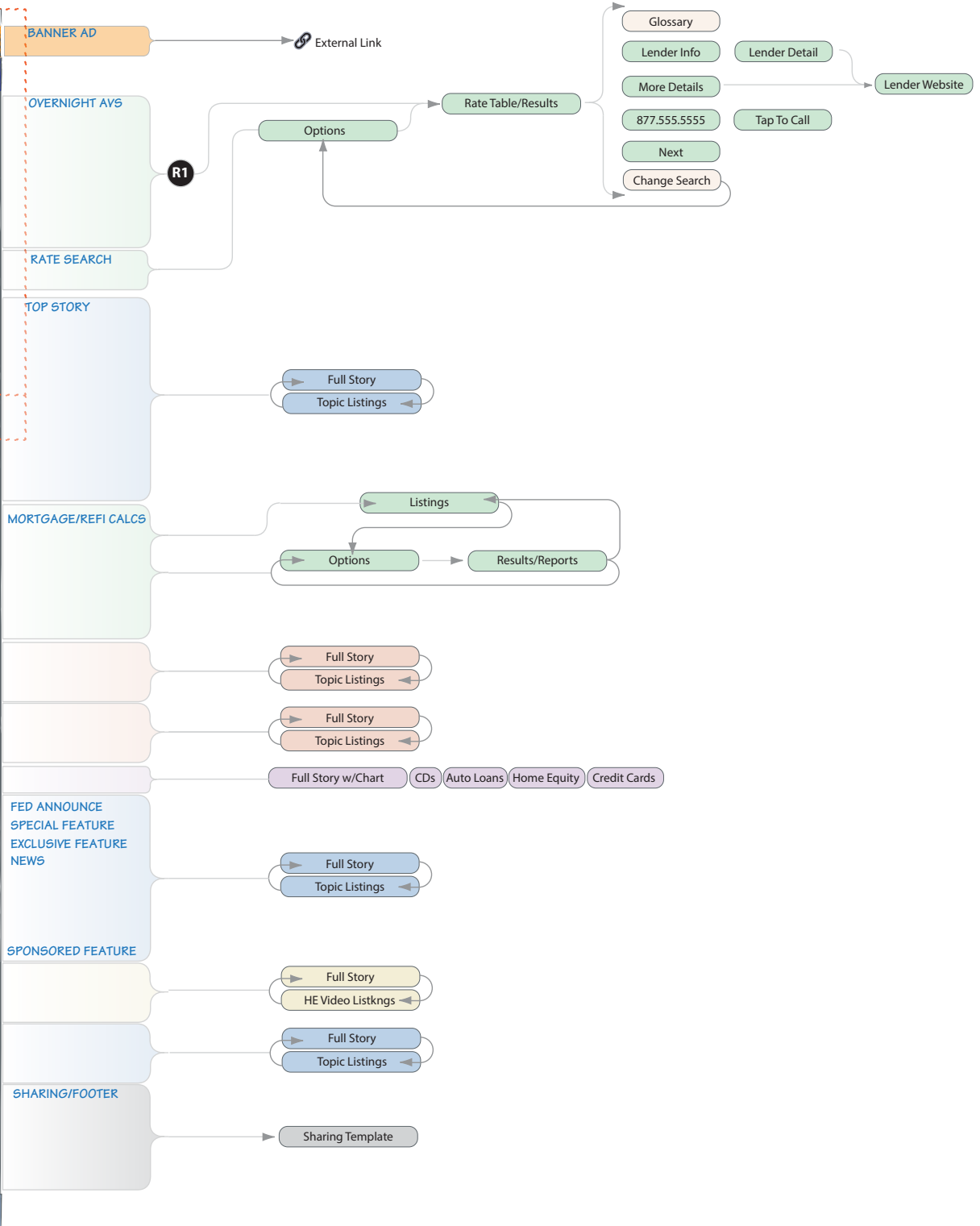
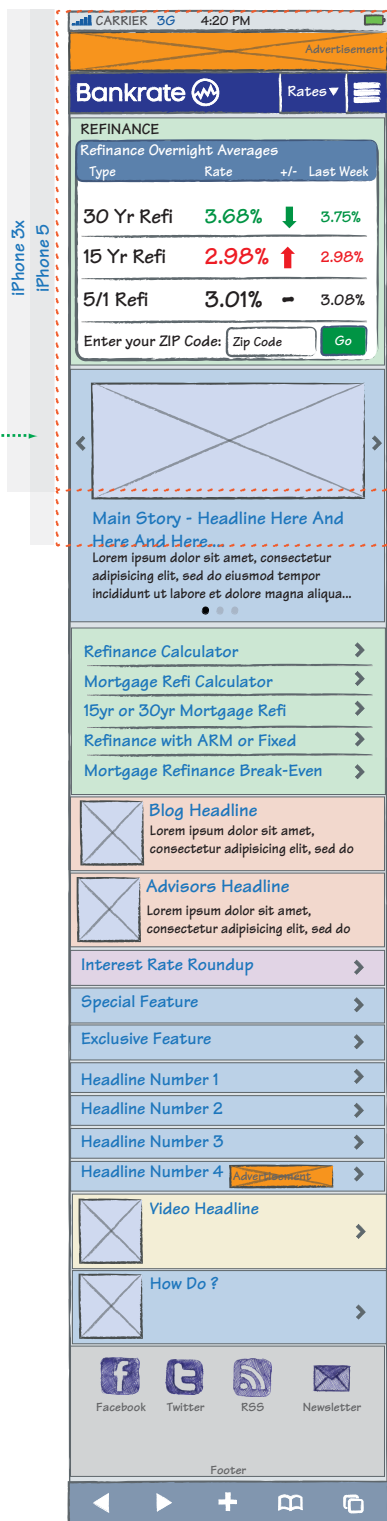
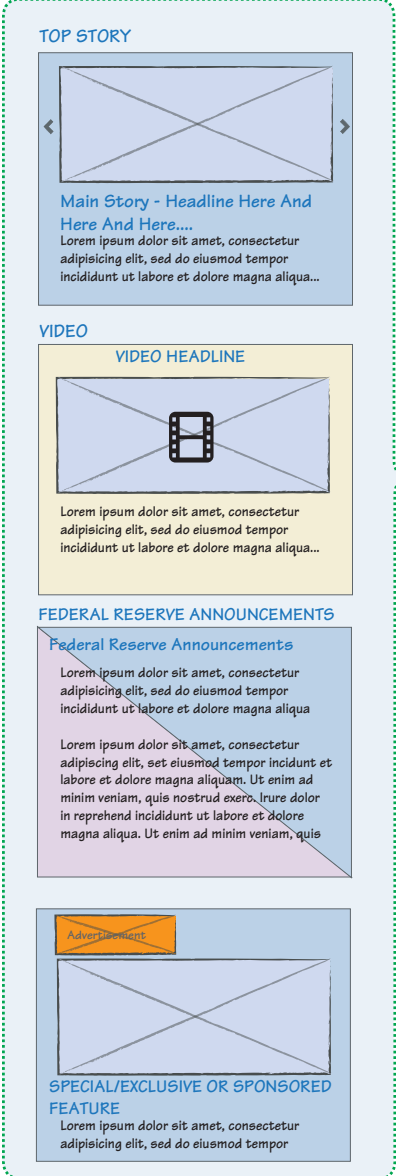
Bankrate Mobile Web: Channel: Mortgage

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



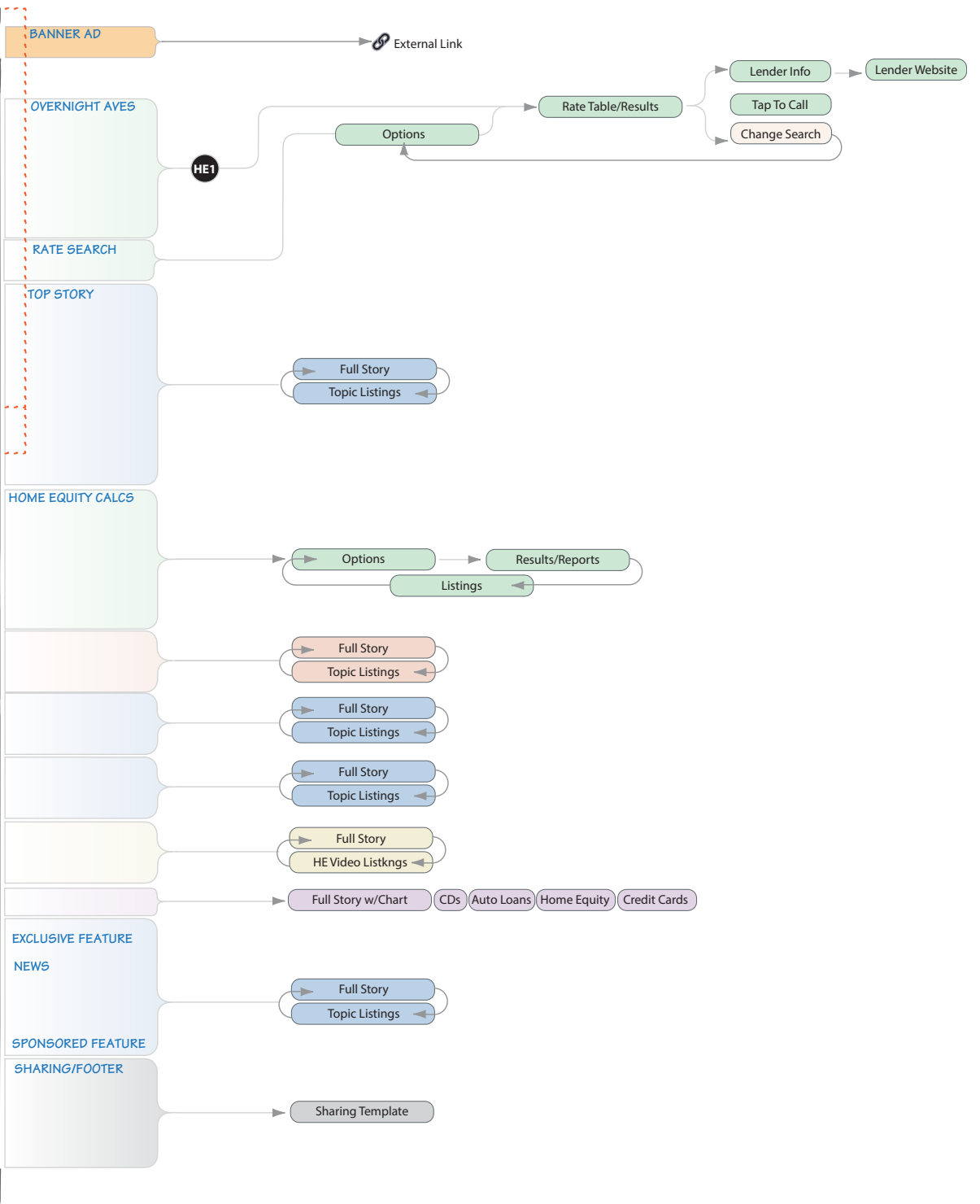
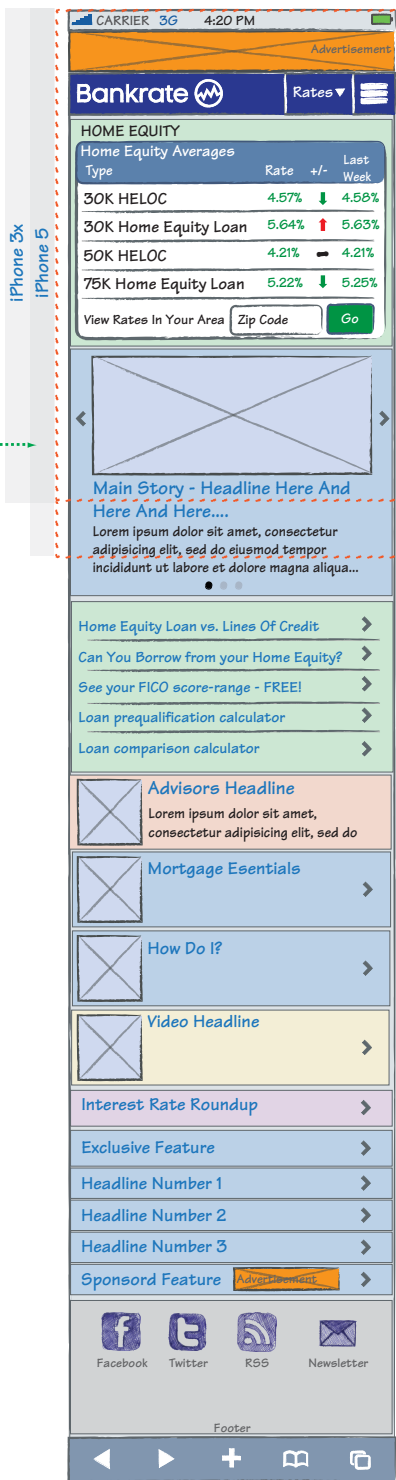
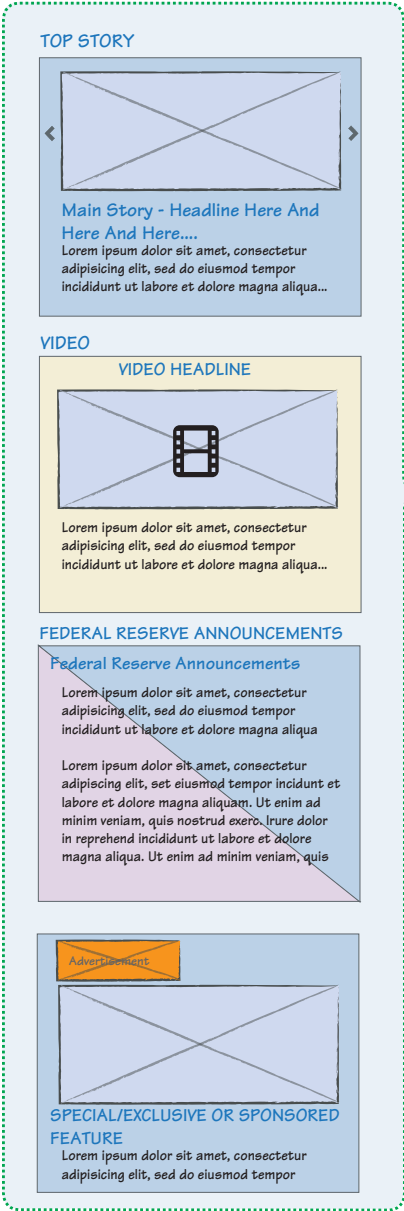
Bankrate Mobile Web: Channel: Refinance

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



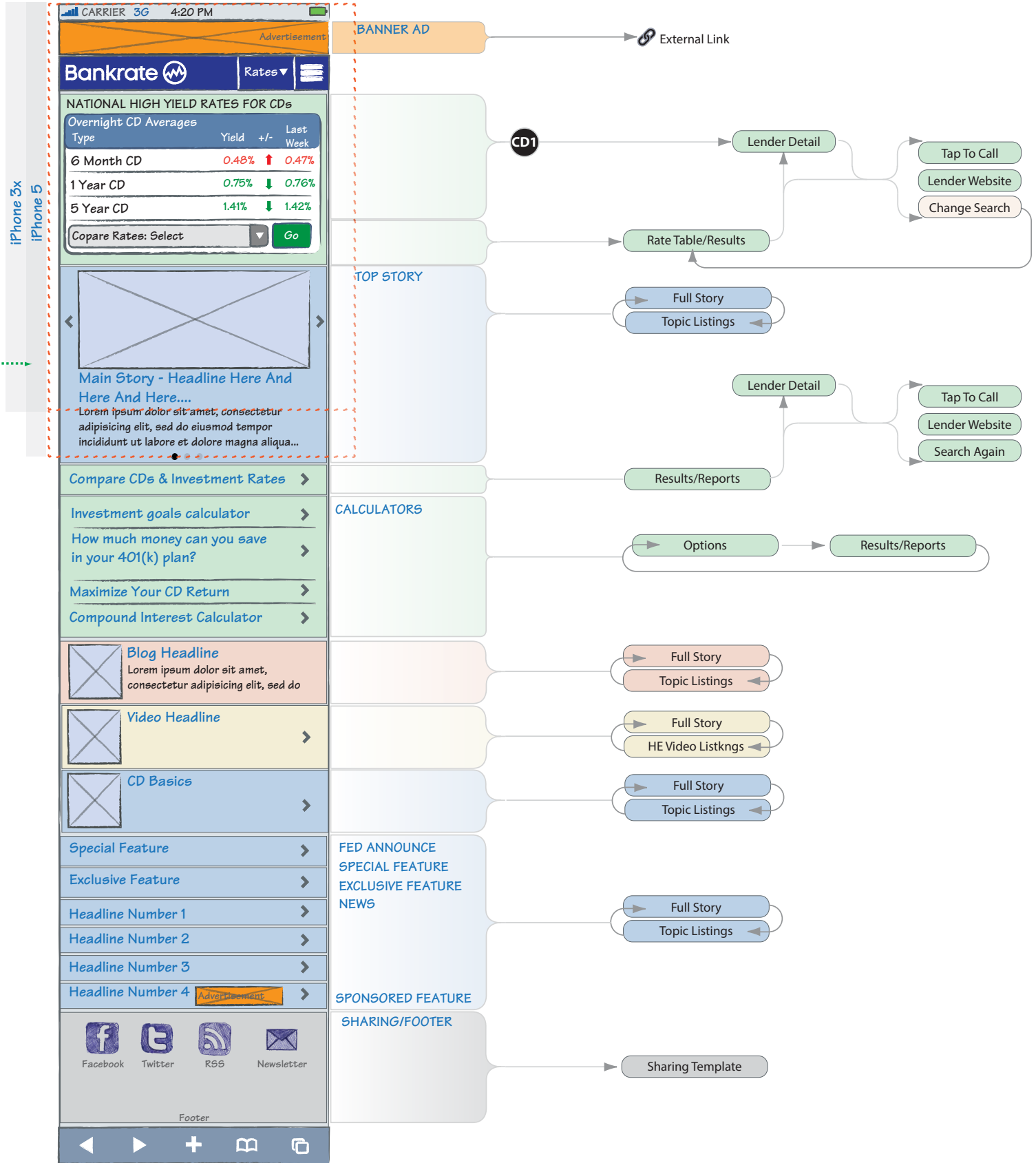
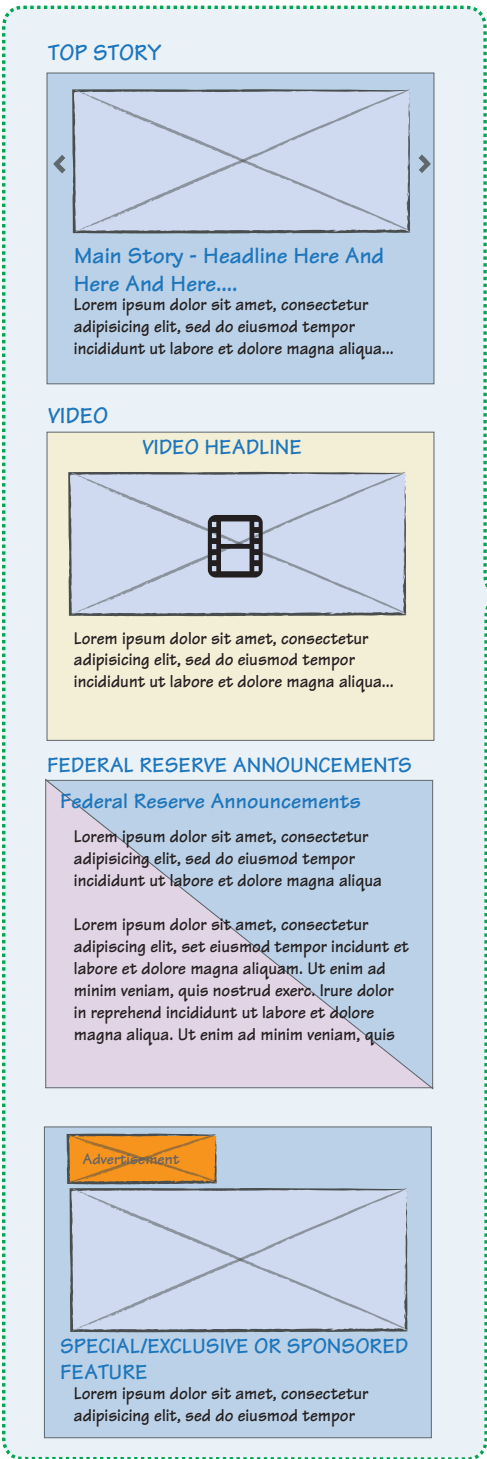
Bankrate Mobile Web: Channel: Home Equity

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



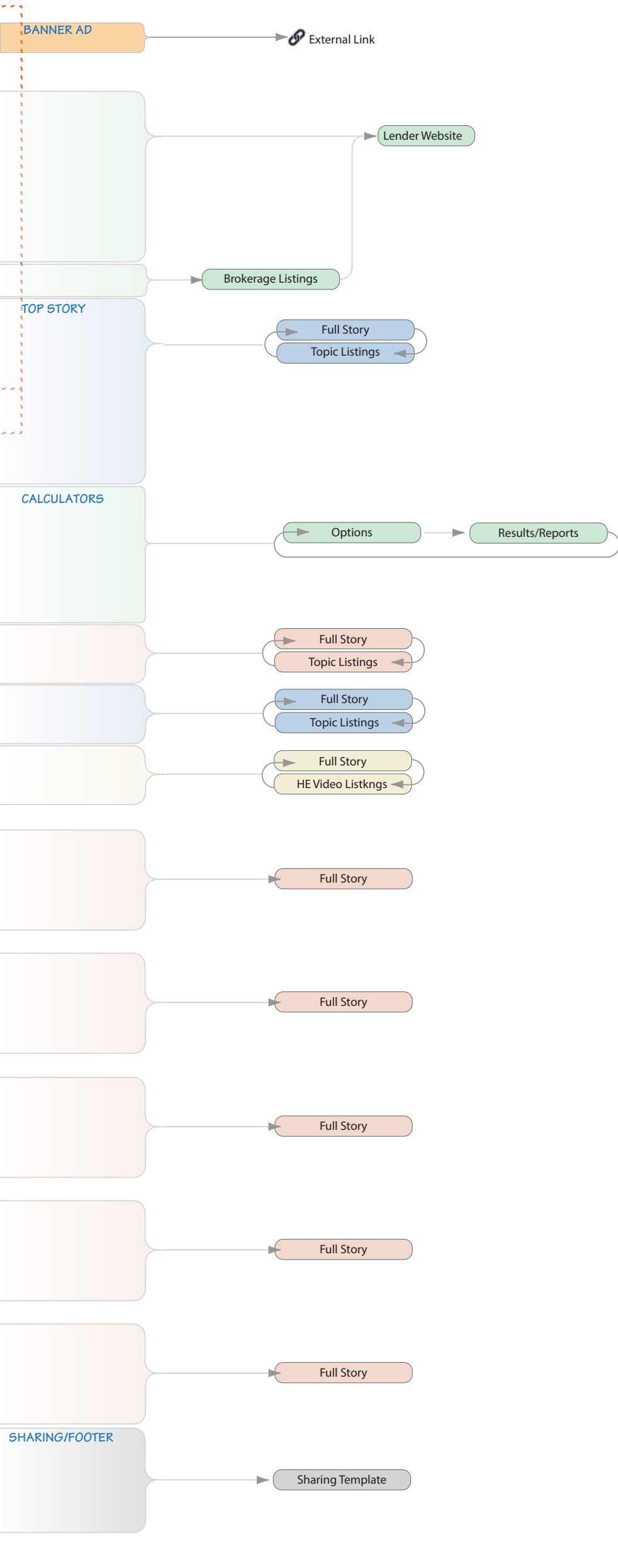
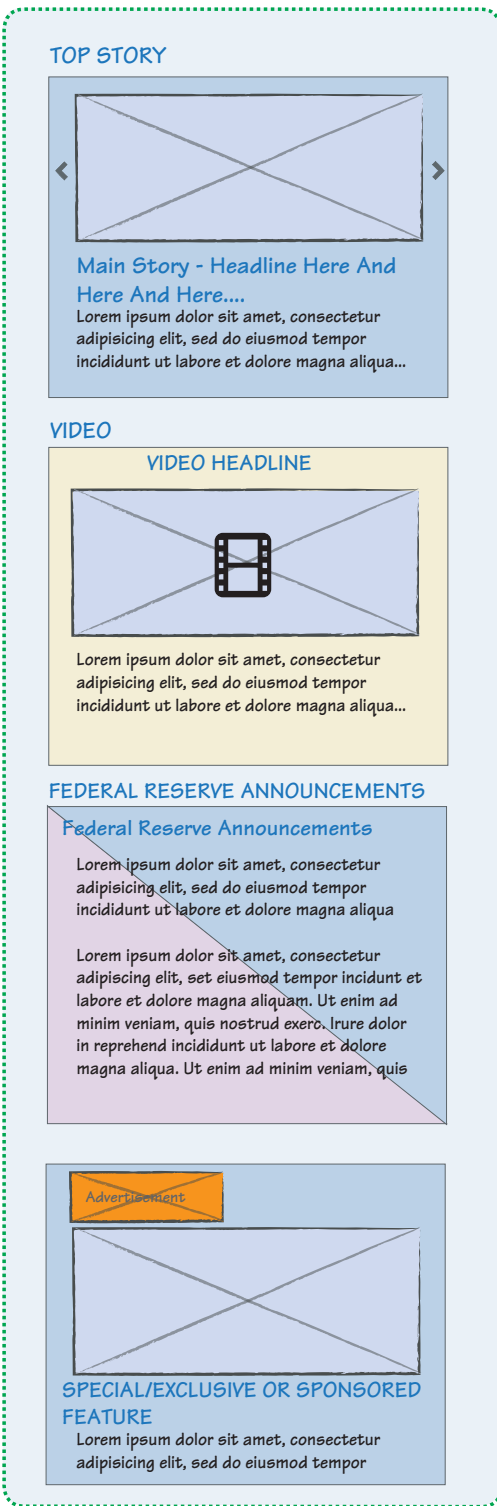
Bankrate Mobile Web: Channel: CD

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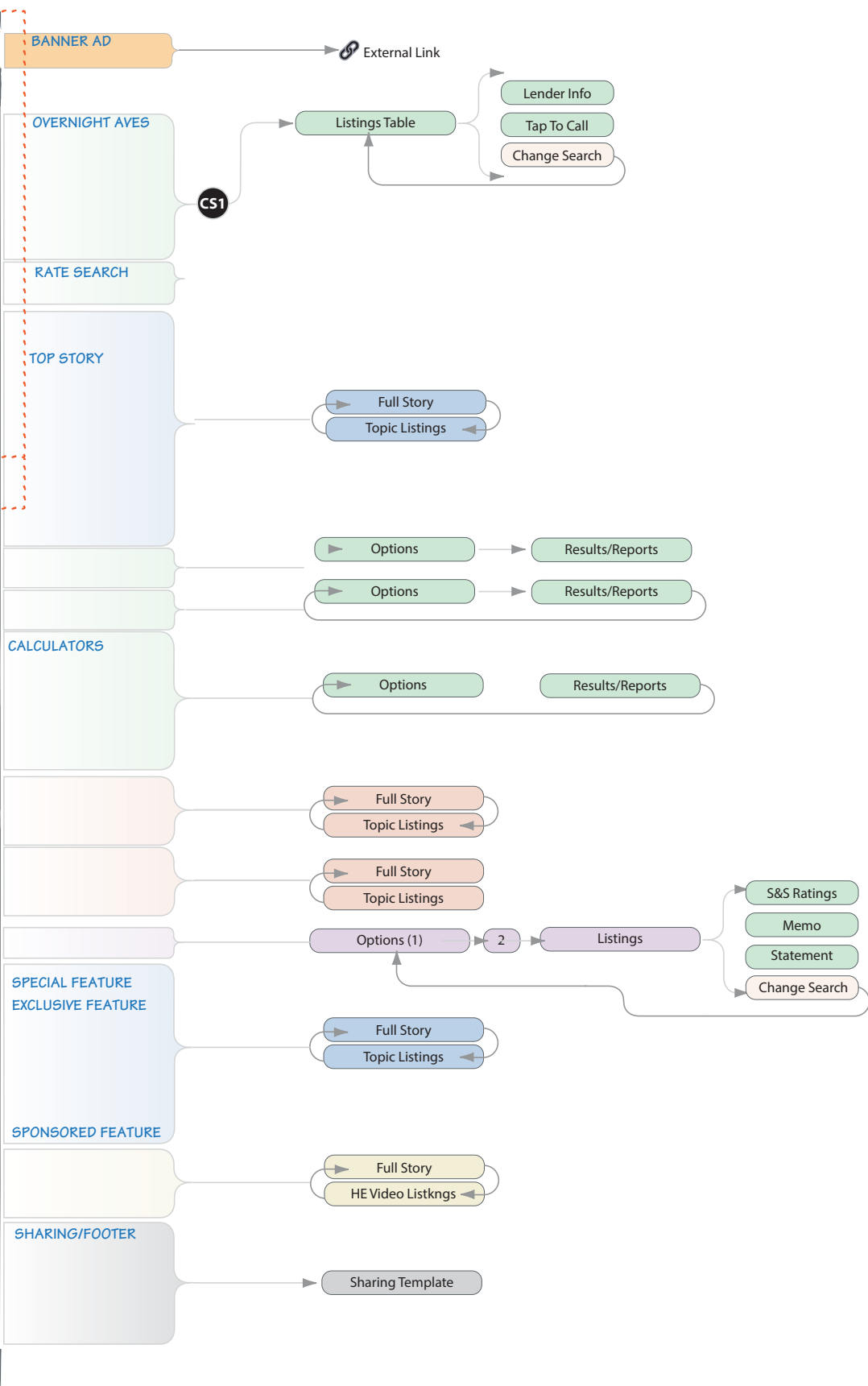
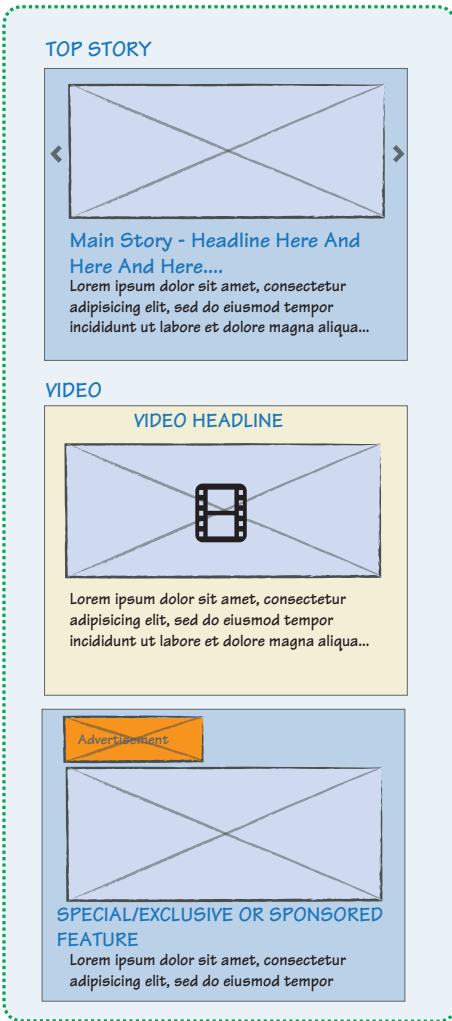
Bankrate Mobile Web: Channel: Investment

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



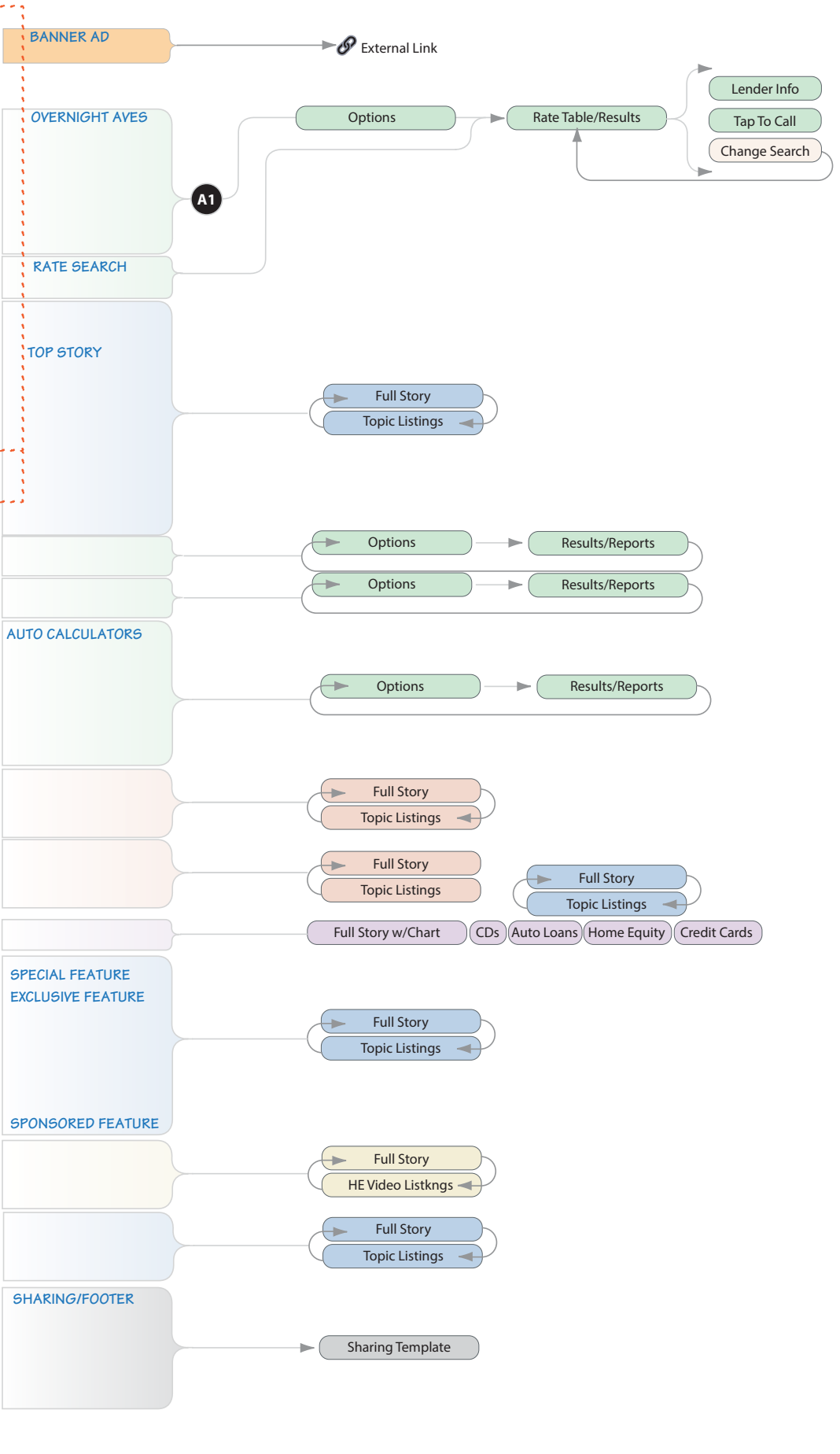
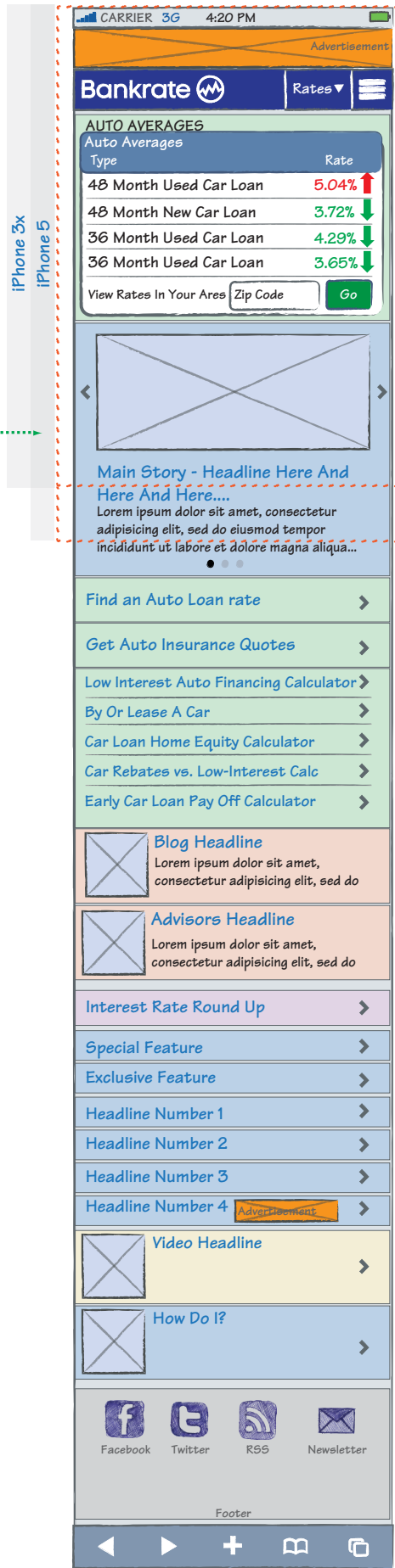
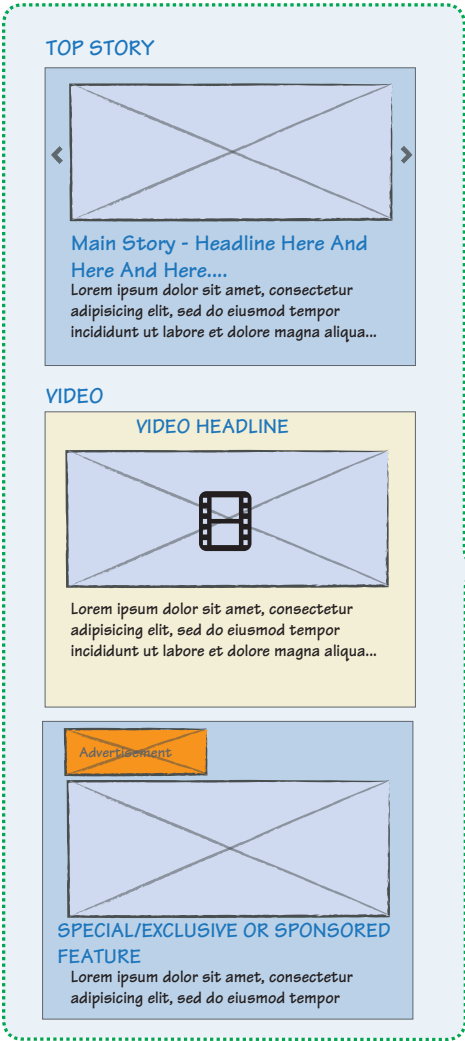
Bankrate Mobile Web: Channel: Checking Savings

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



Bankrate Mobile Web: Channel: Auto

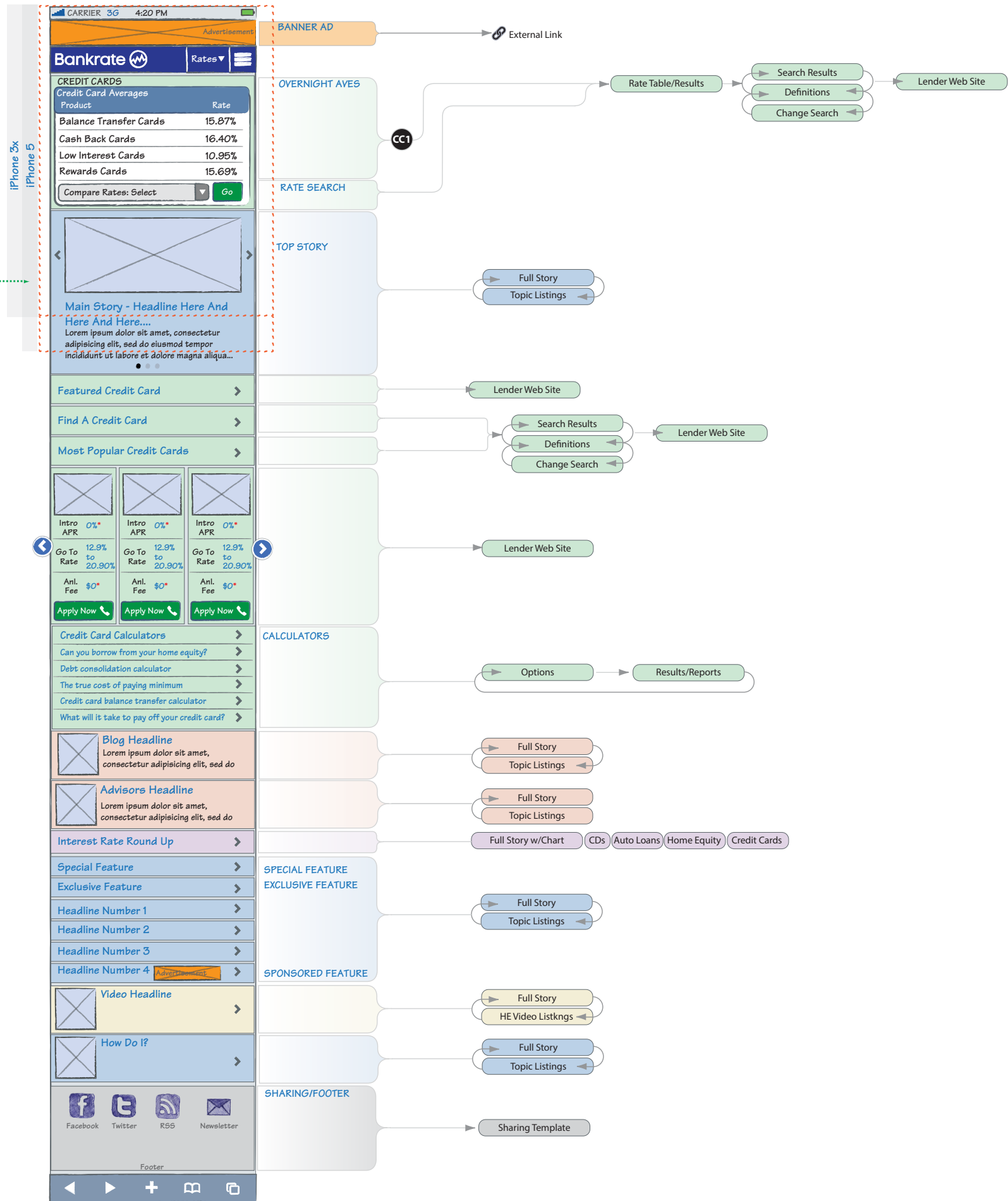
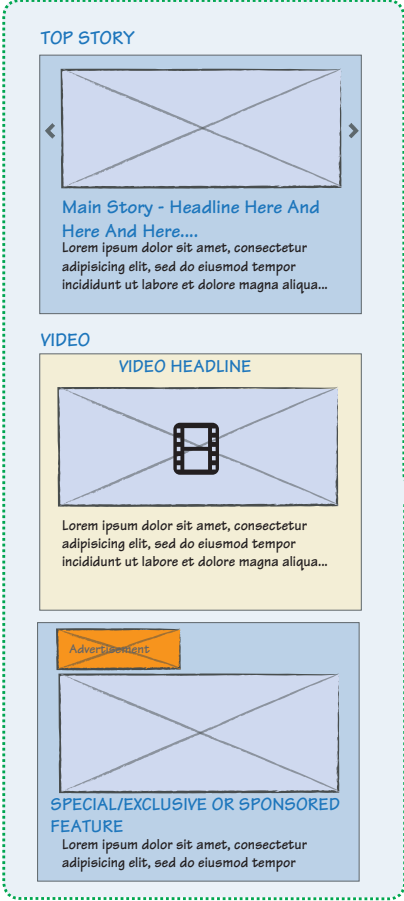
POSSIBLE 1ST POSITION CONTENT OR IN ROTATION





Bankrate Mobile Web: Channel: Credit Cards

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



Bankrate Mobile Web: Channel: Debt Management

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION

**TOP STORY**

Main Story - Headline Here And Here And Here....  
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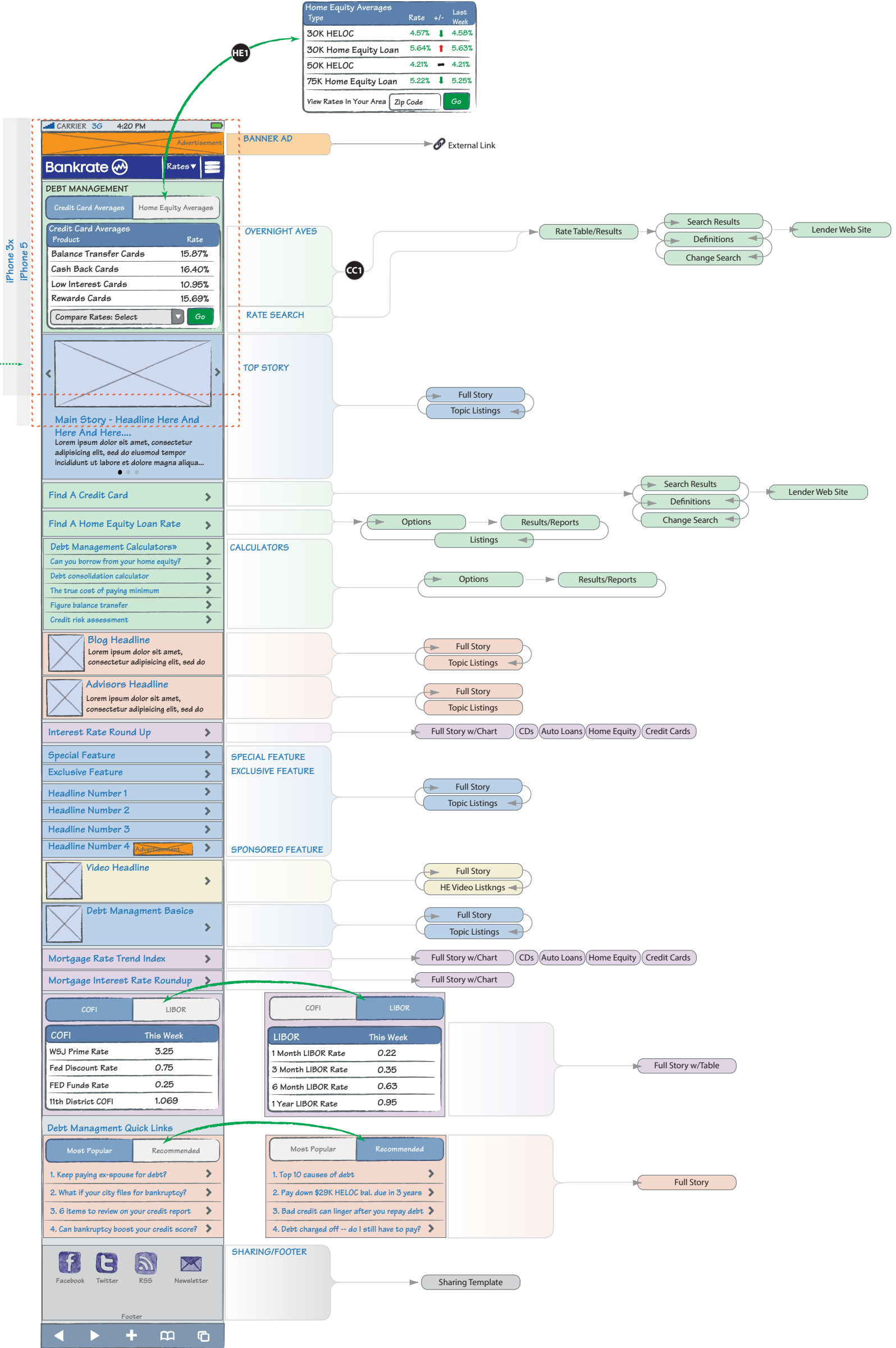
**VIDEO**

**VIDEO HEADLINE**

Video icon placeholder  
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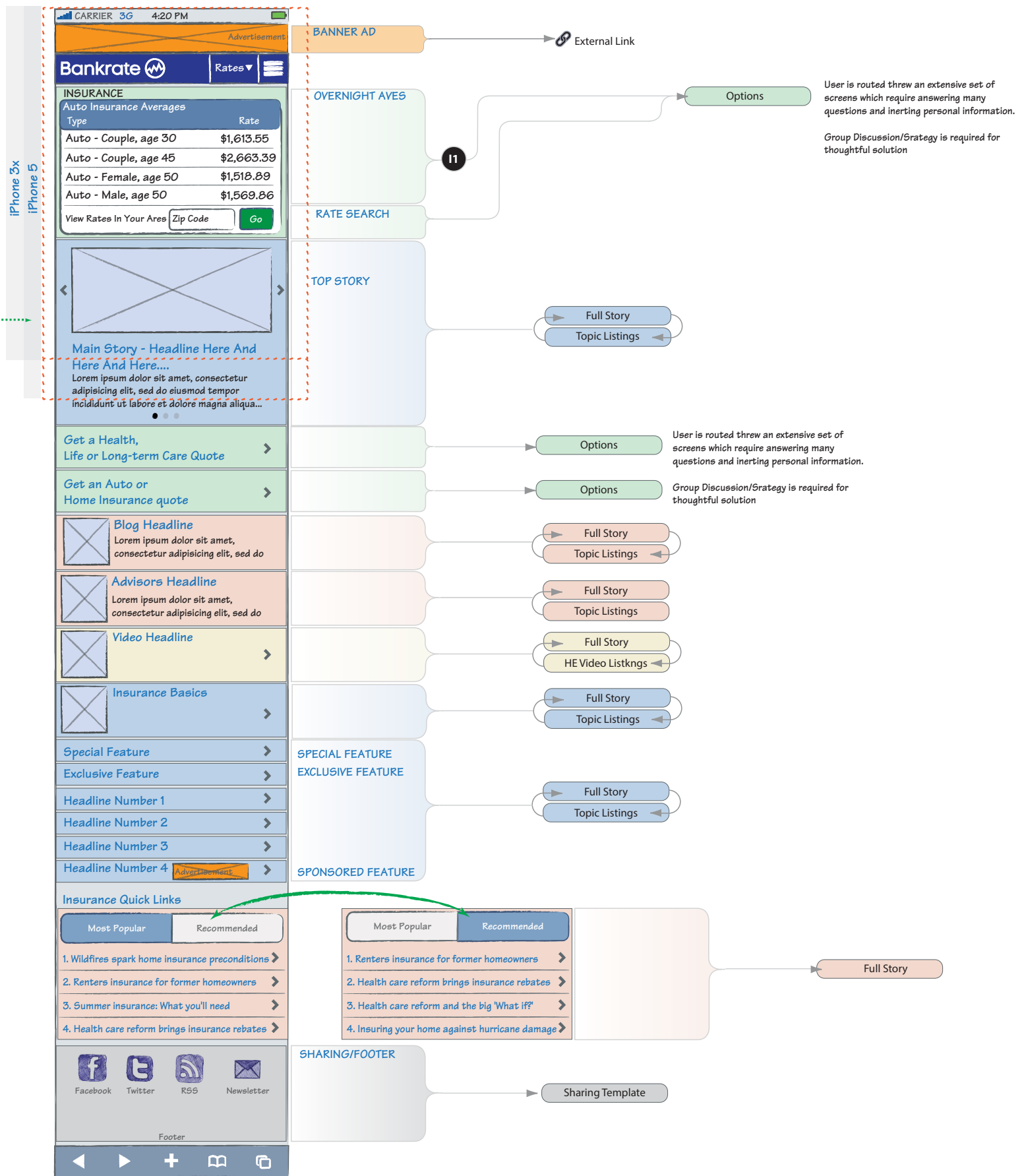
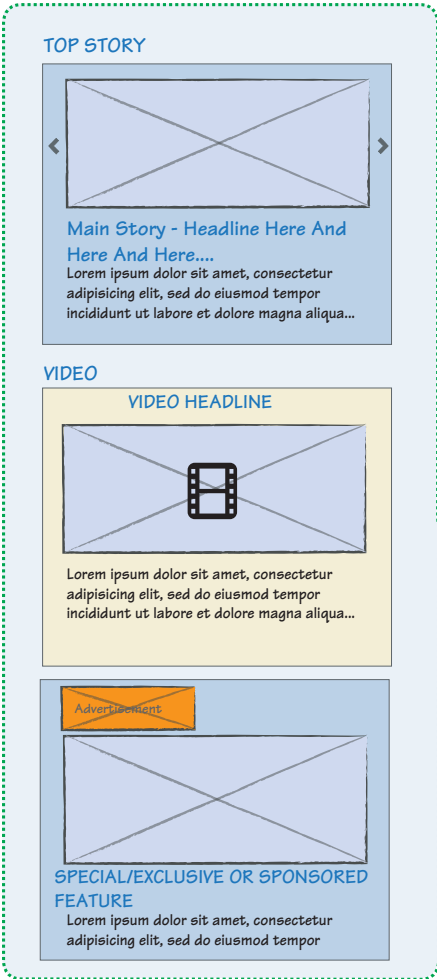
**SPECIAL/EXCLUSIVE OR SPONSORED FEATURE**

Advertisement icon placeholder  
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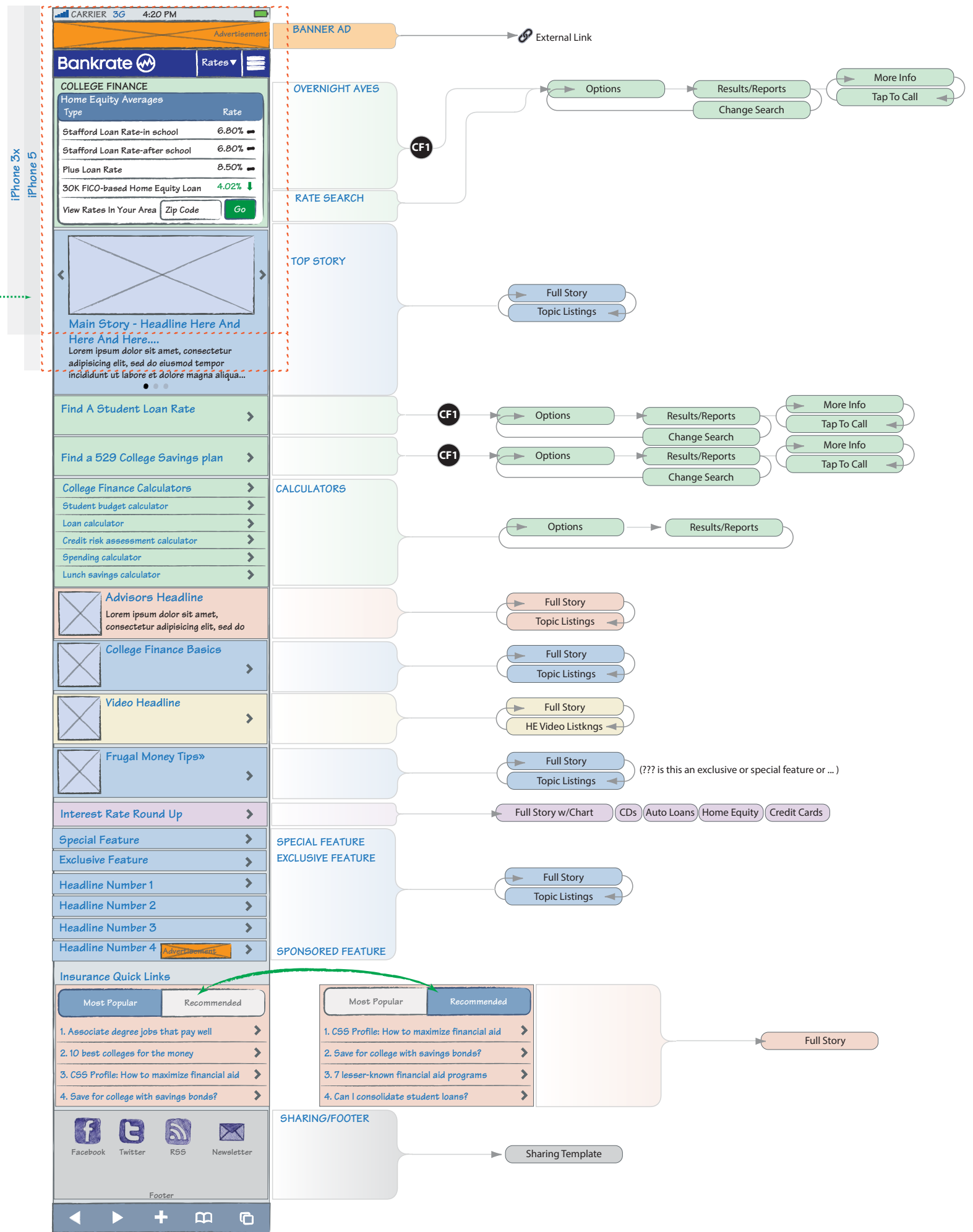
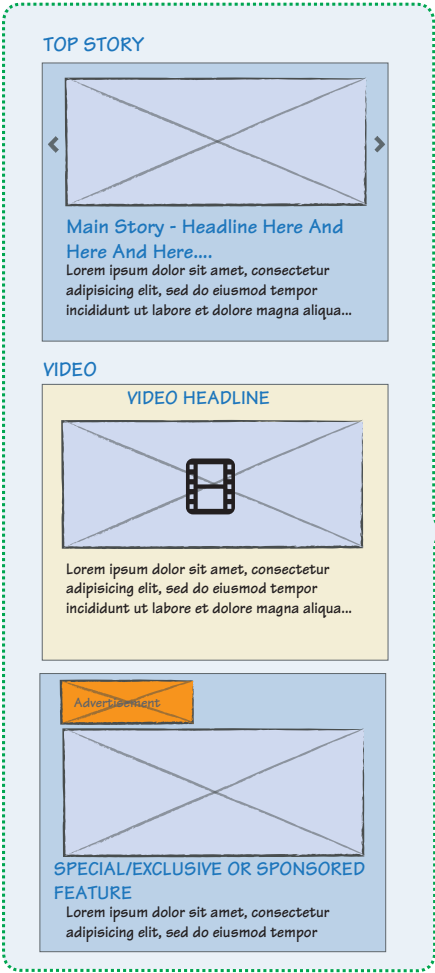
Bankrate Mobile Web: Channel: Insurance

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



Bankrate Mobile Web: Channel: College Finance

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION



Bankrate Mobile Web: Channel: Retirement

POSSIBLE 1ST POSITION CONTENT OR IN ROTATION

**TOP STORY**

Advertisement

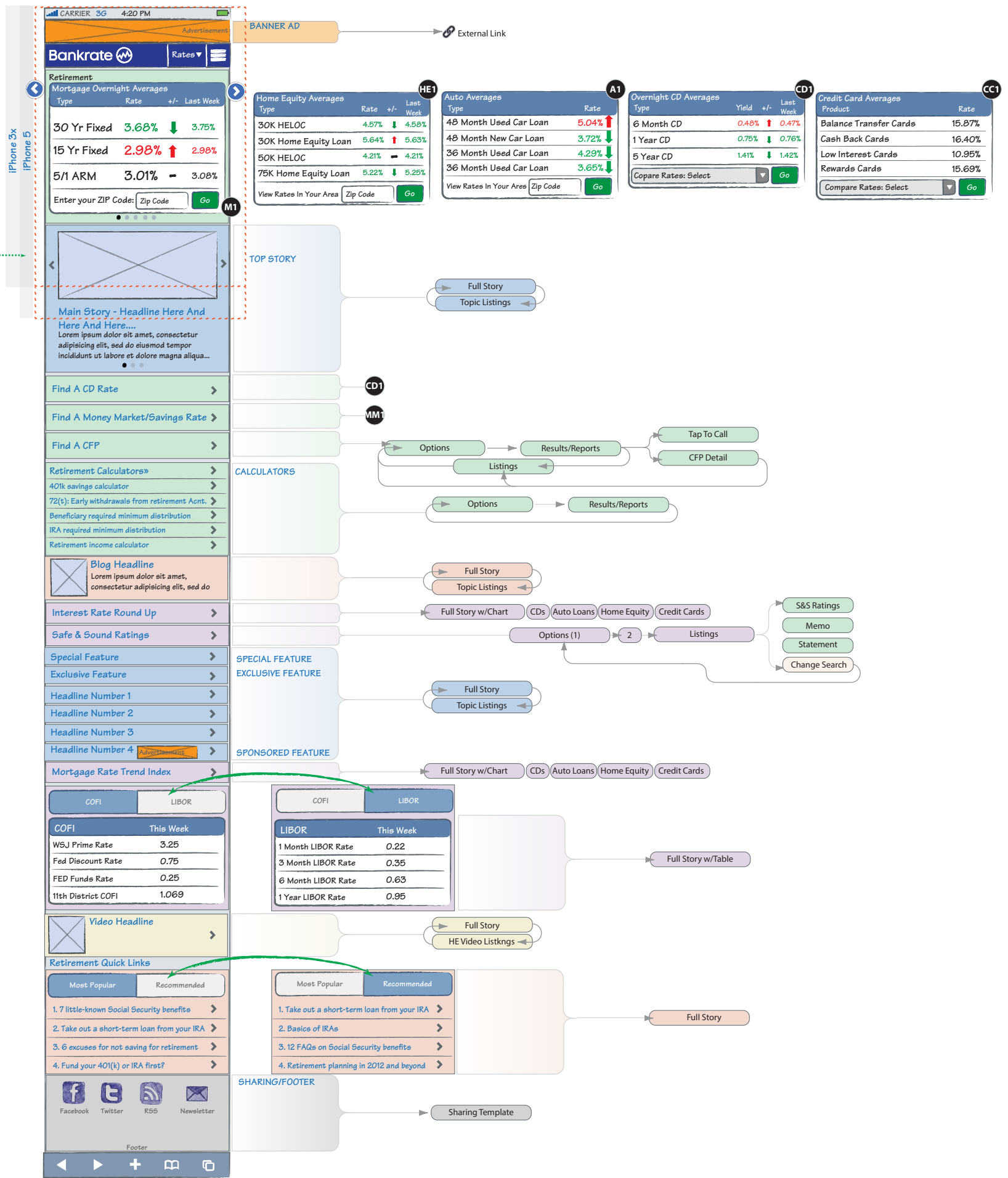
Main Story - Headline Here And Here And Here....  
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**VIDEO**

VIDEO HEADLINE

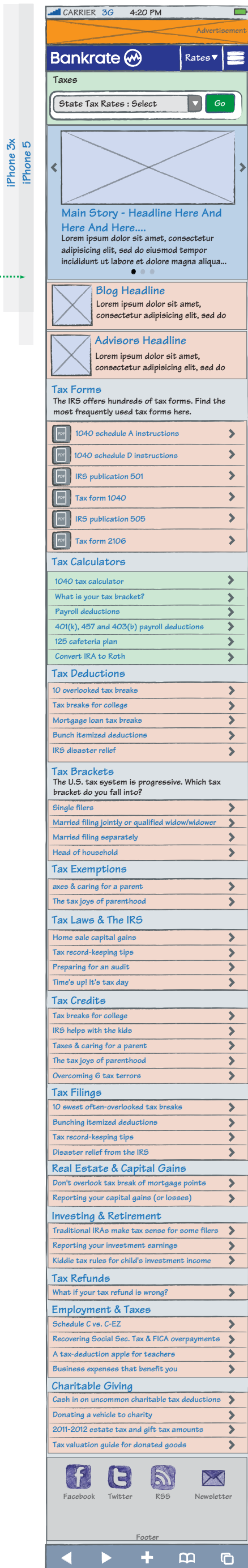
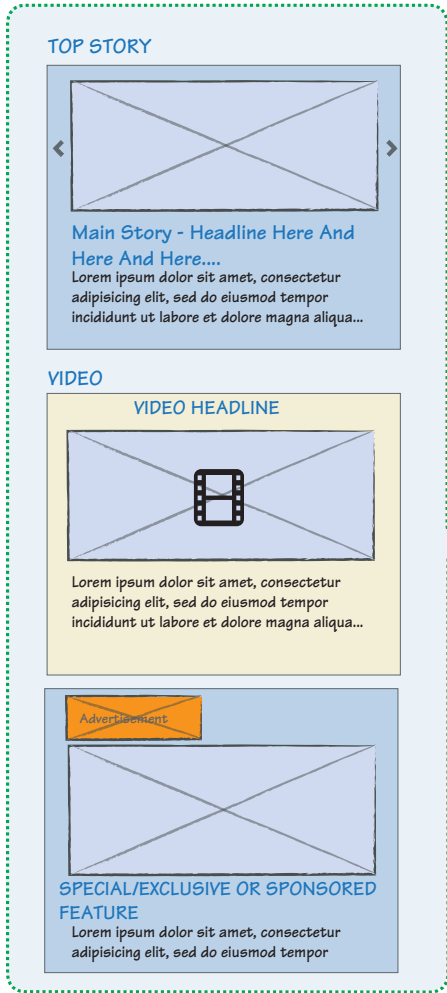
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SPECIAL/EXCLUSIVE OR SPONSORED FEATURE  
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Bankrate Mobile Web: Channel: Taxes

POSSIBLE 1ST POSITION CONTENT  
OR IN ROTATION



BANNER AD → External Link

TOP STORY → Full Story  
→ Topic Listings

Blog Headline → Full Story  
→ Topic Listings

Advisors Headline → Full Story  
→ Topic Listings

CALCULATORS → Options → Results/Reports

Tax Deductions → Full Story

Please note: I will define flow on wednesday morning 10/17

SHARING/FOOTER → Sharing Template