

Top Categories	Sub-Categories	# of Price Tiers	Price Tier #1	CPC for Price Tier #1	Price Tier #2	CPC for Price Tier #2	Price Tier #3	CPC for Price Tier #3
Appliances	Air Conditioners	1	> £0	£0.25				
	Air Purifiers	1	> £0	£0.28				
	Appliance Accessories	1	> £0	£0.26				
	Barbecues	1	> £0	£0.21				
	Blenders	1	> £0	£0.25				
	Bread Machines	1	> £0	£0.25				
	Coffee and Espresso Makers	1	> £0	£0.23				
	Coffee Grinders	1	> £0	£0.25				
	Deep Fryers	1	> £0	£0.20				
	Dehumidifiers	1	> £0	£0.30				
	Dishwashers	2	< £300	£0.35	≥ £300	£0.45		
	Electric Fans	1	> £0	£0.26				
	Electric Kettles	1	> £0	£0.21				
	Electric Skillets and Woks	1	> £0	£0.20				
	Food Processors	1	> £0	£0.25				
	Freestanding Cookers	2	< £400	£0.35	≥ £400	£0.45		
	Freezers	1	> £0	£0.40				
	Heaters	1	> £0	£0.30				
	Hobs (Gas and Electric)	2	< £250	£0.35	≥ £250	£0.45		
	Humidifiers	1	> £0	£0.26				
	Ice Cream Makers	1	> £0	£0.23				
	Indoor Grills and Sandwich Makers	1	> £0	£0.21				
	Irons	1	> £0	£0.30				
	Juicers	1	> £0	£0.25				
	Kitchen Appliances Parts, Attachments and Accessories	1	> £0	£0.20				
	Kitchen Hoods	1	> £0	£0.41				
	Microwave Ovens	1	> £0	£0.31				
	Mixers	1	> £0	£0.21				
	Ovens (Gas and Electric)	2	< £400	£0.35	≥ £400	£0.45		
	Pasta Makers	1	> £0	£0.20				
	Popcorn Makers	1	> £0	£0.20				
	Pressure Cookers and Slow Cookers	1	> £0	£0.20				
	Refrigerators	2	< £350	£0.25	≥ £350	£0.30		
Rice Cookers and Steamers	1	> £0	£0.20					
Sewing Machines	1	> £0	£0.20					
Specialty Kitchen Appliances	1	> £0	£0.25					
Toaster Ovens	1	> £0	£0.20					
Toasters	1	> £0	£0.20					
Tumble Dryers	1	> £0	£0.35					
Vacuum Cleaners	2	< £75	£0.27	≥ £75	£0.32			
Waffle Makers	1	> £0	£0.25					
Washing Machines	2	< £350	£0.40	≥ £350	£0.50			
Clothing and Accessories	Clothing	3	< £15	£0.08	£15 - £30	£0.11	≥ £30	£0.16
	Handbags and Wallets	2	< £30	£0.10	≥ £30	£0.15		
	Lingerie	2	< £30	£0.12	≥ £30	£0.16		
	Luggage	2	< £50	£0.20	≥ £50	£0.25		
	Shoes	3	< £15	£0.08	£15 - £50	£0.12	≥ £50	£0.17

Computers	Apple Mac Desktops	1	> £0	£0.28				
	Apple Mac Laptops	1	> £0	£0.28				
	Barcode Scanners	1	> £0	£0.28				
	Barebone PC Systems	1	> £0	£0.28				
	Cache Memory	1	> £0	£0.28				
	CD and DVD Burners	1	> £0	£0.30				
	CD ROM Drives	1	> £0	£0.30				
	Computer Cables and Connectors	1	> £0	£0.24				
	Computer Modems	1	> £0	£0.30				
	Computer Networking Bridges	1	> £0	£0.28				
	Computer Networking Concentrators and Multiplexers	1	> £0	£0.28				
	Computer Networking Expansion Modules	1	> £0	£0.31				
	Computer Software	2	< £50	£0.28	≥ £50	£0.33		
	Computer Speakers	1	> £0	£0.28				
	Drive Cases	1	> £0	£0.30				
	DVD Drives	1	> £0	£0.30				
	Firewalls	1	> £0	£0.28				
	Flash Memory	1	> £0	£0.29				
	Floppy Disk Drives	1	> £0	£0.30				
	Graphic Tablets	1	> £0	£0.30				
	Graphics Cards	1	> £0	£0.29				
	Hard Drives	1	> £0	£0.32				
	IP Phones	1	> £0	£0.30				
	Keyboards and Mice	1	> £0	£0.29				
	KVM (Keyboard Video Mouse) Switches	1	> £0	£0.28				
	Laptop Accessories	1	> £0	£0.29				
	Media Streamers	1	> £0	£0.28				
	Memory Adapters	1	> £0	£0.28				
	Monitor Accessories	1	> £0	£0.28				
	Monitors	1	> £0	£0.33				
	Motherboards	1	> £0	£0.30				
	Network Accessories	1	> £0	£0.28				
	Network Adapters	1	> £0	£0.28				
	Network Cables	1	> £0	£0.28				
	Network Hubs and Switches	1	> £0	£0.33				
	Network Repeaters	1	> £0	£0.28				
	Network Storage	1	> £0	£0.30				
	Network Terminals	1	> £0	£0.28				
	Other Computer Networking Equipment	1	> £0	£0.28				
	PC Cases	1	> £0	£0.29				
	PC Desktops and PC Towers	1	> £0	£0.31				
	PC Gaming Devices	1	> £0	£0.28				
	PC Laptops and PC Notebooks	3	< £250	£0.16	£250 - £500	£0.22	≥ £500	£0.28
	PDA Accessories	1	> £0	£0.28				
	PDAs and Electronic Organisers	1	> £0	£0.33				
	Print Servers	1	> £0	£0.30				
	Printer Accessories	1	> £0	£0.29				
	Printer Cartridges and Toners	2	< £15	£0.30	≥ £15	£0.36		
	Printers	2	< £100	£0.30	≥ £100	£0.35		
	Processors	1	> £0	£0.29				
	RAM (Random Access Memory)	1	> £0	£0.28				
	Read Only Memory	1	> £0	£0.28				
Remote Access Servers	1	> £0	£0.30					
Scanner Accessories	1	> £0	£0.28					
Scanners	1	> £0	£0.34					
Serial Adapters	1	> £0	£0.28					
Servers	1	> £0	£0.40					
Sound Cards	1	> £0	£0.28					
Storage Controllers	1	> £0	£0.30					
Surge Suppressors	1	> £0	£0.28					
System Cooling and Fans	1	> £0	£0.28					
System Power Supplies	1	> £0	£0.28					
Tablet PCs	1	> £0	£0.40					
Tape Drives	1	> £0	£0.30					
Transceivers	1	> £0	£0.30					
TV and Video Input Adapters	1	> £0	£0.28					
UPS Accessories	1	> £0	£0.28					
UPS Systems Devices	1	> £0	£0.40					
USB Hubs and Firewire Hubs	1	> £0	£0.28					
Video Memory	1	> £0	£0.28					
Webcams	1	> £0	£0.30					
Wireless Access Points	1	> £0	£0.28					
Wireless Network Adapters	1	> £0	£0.30					
Wireless Routers and Ethernet Routers	1	> £0	£0.30					
Writable DVDs, CDs & Tapes	1	> £0	£0.30					
Zip and Other Drives	1	> £0	£0.30					

Consumer Electronics	2 Way Radios	1	> £0	£0.16				
	All-in-one Hifi Systems	1	> £0	£0.30				
	Amplifiers and Preamps	1	> £0	£0.29				
	Answering Machines	1	> £0	£0.23				
	Audio and Video Media	1	> £0	£0.30				
	Audio and Video Receiver Separates	1	> £0	£0.30				
	Binoculars	1	> £0	£0.20				
	Camcorder Accessories	1	> £0	£0.28				
	Camcorders	1	> £0	£0.35				
	Camera Film	1	> £0	£0.17				
	Camera Flashes	1	> £0	£0.22				
	Camera Lens Converters	1	> £0	£0.18				
	Camera Lenses	1	> £0	£0.26				
	Camera Tripods	1	> £0	£0.15				
	Car Amplifiers	1	> £0	£0.16				
	Car Audio and Video Accessories	1	> £0	£0.15				
	Car CD Changers	1	> £0	£0.15				
	Car Equalizers	1	> £0	£0.15				
	Car Monitors	1	> £0	£0.15				
	Car Speakers and Subwoofers	1	> £0	£0.15				
	Car Video Players	1	> £0	£0.15				
	CB Radios	1	> £0	£0.15				
	CD Player Hifi Separates	1	> £0	£0.30				
	Clock Radios	1	> £0	£0.22				
	Conferencing Stations	1	> £0	£0.24				
	Digital Camera Accessories	1	> £0	£0.30				
	Digital Cameras	2	< £150	£0.15	≥ £150	£0.20		
	DVD Players and BluRay Players	2	< £75	£0.10	≥ £75	£0.15		
	Equalizers	1	> £0	£0.30				
	Film Cameras	1	> £0	£0.20				
	GPS Accessories	1	> £0	£0.32				
	GPS Devices	2	< £100	£0.10	≥ £100	£0.15		
	Handheld Televisions	1	> £0	£0.31				
	Headphones	1	> £0	£0.24				
	Headsets	1	> £0	£0.23				
	Home Audio Accessories	1	> £0	£0.25				
	Home Audio Speakers and Subwoofers	1	> £0	£0.31				
	Home Theatre Systems	1	> £0	£0.35				
	In Dash Receivers	1	> £0	£0.17				
	Landline Phone Accessories	1	> £0	£0.21				
	Landline Phones	1	> £0	£0.34				
	Microphones	1	> £0	£0.16				
	Mini Disc Player Hifi Separates	1	> £0	£0.25				
	MP3 Accessories	1	> £0	£0.30				
	MP3 and Mp4 Digital Media Players	3	< £50	£0.08	£50 - £100	£0.12	≥ £100	£0.16
	Musical Instruments	1	< £100	£0.25	≥ £100	£0.30		
	Other Optics and Accessories	1	> £0	£0.25				
	Photography Accessories	1	> £0	£0.16				
	Plasma and LCD TVs	2	< £400	£0.10	≥ £400	£0.15		
	Portable Cassette Players and Cassette Walkmans	1	> £0	£0.20				
	Portable CD Players and Discmans	1	> £0	£0.22				
	Portable MiniDisc Players	1	> £0	£0.25				
	Portable Radios	1	> £0	£0.23				
	Portable Stereos	1	> £0	£0.25				
	Radar Detectors	1	> £0	£0.17				
	Radio Scanners	1	> £0	£0.15				
	Rear Projection TVs	1	> £0	£0.33				
	Remote Controls	1	> £0	£0.23				
	Security Systems and Surveillance	1	> £0	£0.20				
	Standard (CRT) TVs	1	> £0	£0.32				
	Tape Deck Separates	1	> £0	£0.30				
	Turntables	1	> £0	£0.30				
	TV Accessories	1	> £0	£0.26				
	TV Receivers and DVRs	1	> £0	£0.30				
	VCRs	1	> £0	£0.20				
	Warranties and Service Agreements	1	> £0	£0.28				
	Weather Stations	1	> £0	£0.20				

Health and Beauty	Cosmetics	2	< £15	£0.20	≥ £15	£0.26		
	Health Aids	2	< £15	£0.32	≥ £15	£0.40		
	Nutrition	2	< £15	£0.25	≥ £15	£0.35		
	Perfume	2	< £30	£0.25	≥ £30	£0.30		
	Personal Care	2	< £15	£0.23	≥ £15	£0.28		
	Shavers	1	> £0	£0.30				
Home and Garden	Building Supplies	2	< £15	£0.20	≥ £15	£0.25		
	Car Parts and Accessories	1	> £0	£0.25				
	Craft Supplies	1	> £0	£0.20				
	Furniture	3	< £75	£0.20	£75 - £150	£0.25	≥ £150	£0.30
	Garden	2	< £30	£0.13	≥ £30	£0.17		
	Home Furnishings	2	< £150	£0.17	≥ £15	£0.21		
	Kitchen	2	< £15	£0.15	≥ £15	£0.20		
	Lighting	2	< £15	£0.15	≥ £15	£0.20		
	Magazines	1	> £0	£0.15				
	Paintings, Posters and Wall Art	2	< £15	£0.08	≥ £15	£0.12		
	Pet Supplies and Accessories	2	< £15	£0.15	≥ £15	£0.20		
	Plumbing Supplies	2	< £30	£0.25	≥ £30	£0.30		
	Tools and Accessories	2	< £30	£0.15	≥ £30	£0.20		
Jewellery and Accessories	Jewellery	3	< £15	£0.15	£15 - £50	£0.21	≥ £50	£0.27
	Sunglasses	2	< £50	£0.15	≥ £50	£0.20		
	Watches	2	< £50	£0.16	≥ £50	£0.21		
Kids and Family	Baby Care	2	< £15	£0.08	≥ £15	£0.12		
	Baby Carriers	1	> £0	£0.22				
	Buggies and Strollers	1	> £0	£0.23				
	Car Seats	1	> £0	£0.23				
	Cots, Cribs and Bassinets	1	> £0	£0.22				
Media	Books	2	< £15	£0.03	≥ £15	£0.07		
	CDs and Vinyl	1	> £0	£0.22				
Media	DVDs and BluRays	1	> £0	£0.22				
Miscellaneous	Miscellaneous	2	< £15	£0.20	≥ £15	£0.30		
Mobile Phones and Accessories	Mobile Phone Accessories	2	< £15	£0.25	≥ £15	£0.30		
	Mobile Phones	2	< £75	£0.15	≥ £75	£0.22		
Office	Calculators	1	> £0	£0.20				
	Electronic Dictionaries and Translators	1	> £0	£0.30				
	Fax Machines	1	> £0	£0.37				
	Multimedia Projector Replacement Lamps	1	> £0	£0.30				
	Multimedia Projectors	1	> £0	£0.40				
	Office Supplies	2	< £15	£0.20	≥ £15	£0.25		
	Overhead Projectors	1	> £0	£0.25				
	Photocopiers	1	> £0	£0.30				
	Projection Screens	1	> £0	£0.25				
	Shredders	1	> £0	£0.25				
	Slide Projectors	1	> £0	£0.20				
	Typewriters and Word Processors	1	> £0	£0.20				
	Voice Recorders and Transcribers	1	> £0	£0.40				
Sports and Fitness	Flashlights	1	> £0	£0.20				
	Sports and Outdoor Equipment	3	< £15	£0.17	£15 - £50	£0.21	≥ £50	£0.25
Toys and Games	Toys	2	< £15	£0.12	≥ £15	£0.17		
Video Games	Classic Consoles Games	1	> £0	£0.15				
	Dreamcast Games	1	> £0	£0.15				
	Microsoft Xbox 360 Games	1	> £0	£0.18				
	Microsoft Xbox Games	1	> £0	£0.15				
	Nintendo 64 Games	1	> £0	£0.15				
	Nintendo DS Games	1	> £0	£0.15				
	Nintendo Game Boy Advance Games	1	> £0	£0.15				
	Nintendo Game Boy Color Games	1	> £0	£0.15				
	Nintendo GameCube Games	1	> £0	£0.15				
	Nintendo Wii Games	1	> £0	£0.22				
	Nokia N Gage Games	1	> £0	£0.15				
	PC Games	1	> £0	£0.18				
	Sony PlayStation 2 Games	1	> £0	£0.18				
	Sony PlayStation 3 Games	1	> £0	£0.22				
	Sony PlayStation Games	1	> £0	£0.15				
	Sony PSP Games	1	> £0	£0.20				
	Video Game Accessories	1	> £0	£0.22				
	Video Game Consoles	2	< £150	£0.08	≥ £150	£0.13		
Wine and Gifts	Flowers and Plants	1	> £0	£0.50				
	Food and Drink	1	> £0	£0.25				
	Gifts and Collectibles	3	< £15	£0.15	£15 - £30	£0.20	≥ £30	£0.25
	Spirits and Beers	1	> £0	£0.25				
	Wine	1	> £0	£0.32				