

NELSON BRUCE
Form 3
September 26, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol	
Nelson Bruce		(Month/Day/Year)	BANKRATE INC [RATE]	
(Last)	(First)	09/14/2011		
C/O BANKRATE, INC., 11780			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
US HIGHWAY 1 SUITE 200				
(Street)			(Check all applicable)	
NORTH PALM BEACH, FL 33408			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(City)	(State)	(Zip)	<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
			6. Individual or Joint/Group Filing(Check Applicable Line)	
			<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
NELSON BRUCE C/O BANKRATE, INC. 11780 US HIGHWAY 1 SUITE 200 NORTH PALM BEACH, FL 33408	X			

Signatures

/s/ Edward J. DiMaria as attorney-in-fact
 Date: 09/26/2011
 **Signature of Reporting Person

Explanation of Responses:

No securities are beneficially owned

- * If the form is filed by more than one reporting person, see Instruction 5(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).

Remarks:
 Exhibit List

Exhibit 24 - Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Code	V(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Employee Stock Option (Right to Buy)	\$	
4.96	11/01/2006	D	9,87507/22/1998	01/22/2008	Common Stock	9,875	\$ 11.29	0 D	
Employee Stock Option (Right To Buy)	7.46	11/01/2006	D	12,00004/27/1999	10/27/2008	Common Stock	12,000	\$ 8.79	0 D
Employee Stock Option (Right To Buy)	6.75	11/01/2006	D	12,00004/27/2000	10/27/2009	Common Stock	12,000	\$ 9.5	0 D
Employee Stock Option (Right To Buy)	5.08	11/01/2006	D	12,00004/16/2001	10/16/2010	Common Stock	12,000	\$ 11.17	0 D
Employee Stock Option (Right To Buy)	11.86	11/01/2006	D	12,00004/19/2002	10/19/2011	Common Stock	12,000	\$ 4.39	0 D
Employee Stock Option (Right To Buy)	10.46	11/01/2006	D	8,00004/18/2003	10/18/2012	Common Stock	8,000	\$ 5.79	0 D
Employee Stock Option (Right to Buy)	12.67	11/01/2006	D	8,00004/22/2004	10/22/2013	Common Stock	8,000	\$ 3.58	0 D
Employee Stock Option (Right to Buy)	13.94	11/01/2006	D	10,00008/09/2005	02/09/2015	Common Stock	10,000	\$ 2.31	0 D
Employee Stock Option (Right To Buy)	10.48	11/01/2006	D	10,00004/24/2006	10/24/2015	Common Stock	10,000	\$ 5.77	0 D

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
				Vice President - Marketing

TURBOW IRLENE L
405 LANCASTER AVENUE
GREER, SC 29650

Signatures

/s/Ilene Turbow

11/03/2006

 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).

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