Rate compares 2 quantities measured in different units
ex $\$ 1.69$ per 100 g or $\$ 169 / 100 \mathrm{~g}$
ex 72 beats/ min is heart rate
Unit rate a rate in which the 2 nd term is ।
ex $20 \mathrm{~km} / \mathrm{hr}$

ex $\frac{800 \mathrm{~km}}{2 \mathrm{hours}} \Rightarrow 400 \mathrm{~km} / \mathrm{hr}$
ex $\frac{18 \mathrm{~cm}}{3 \text { months }} \Rightarrow 6 \mathrm{~cm} /$ month
unit price rate used when shopping to compare prices
Ex What is the cheaper option?


