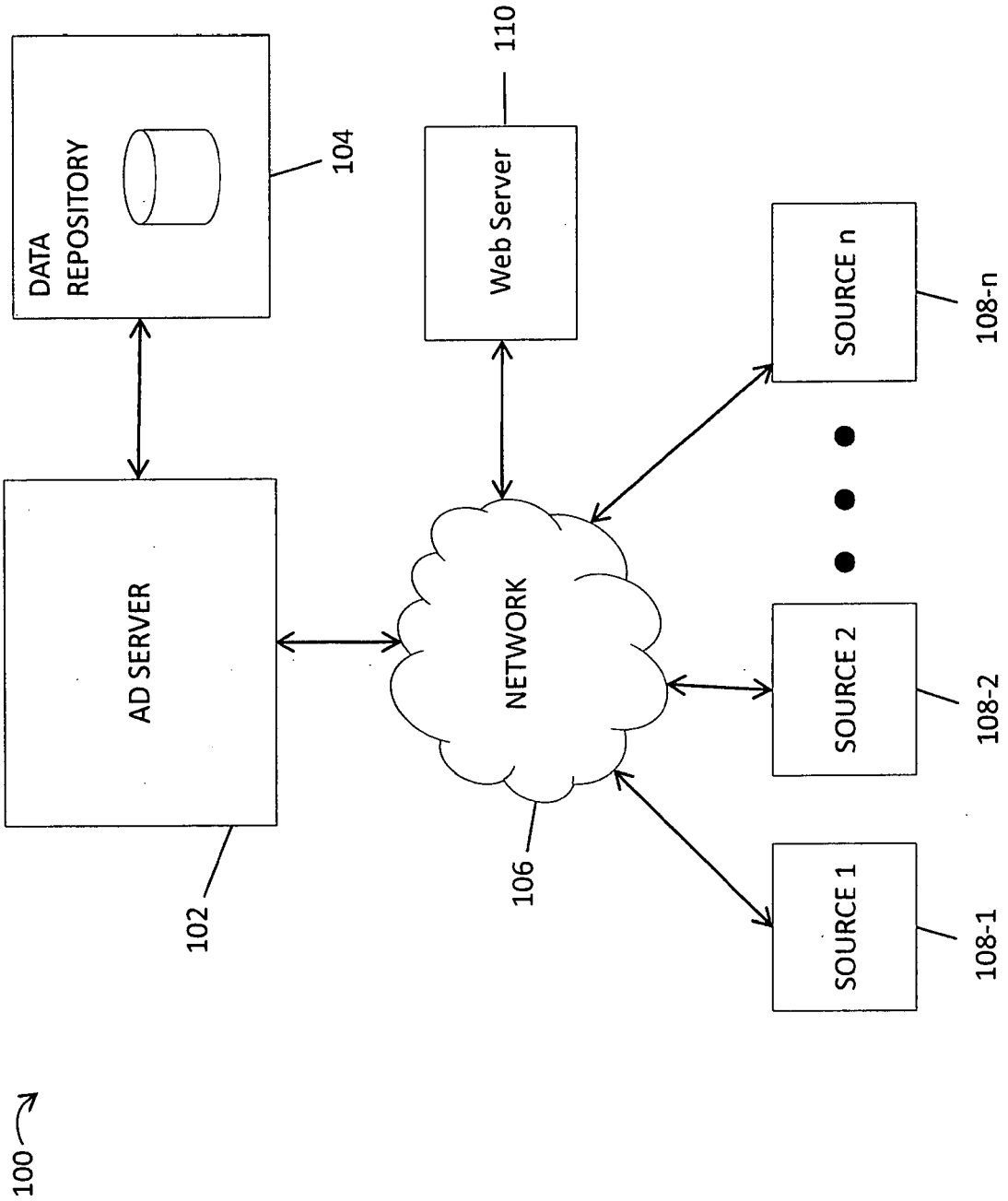

100
AD SERVER
102
DATA REPOSITORY
104
NETWORK
106
Web Server
110
SOURCE 1
108-1
SOURCE 2
108-2
SOURCE n
108-n

FIG. 1

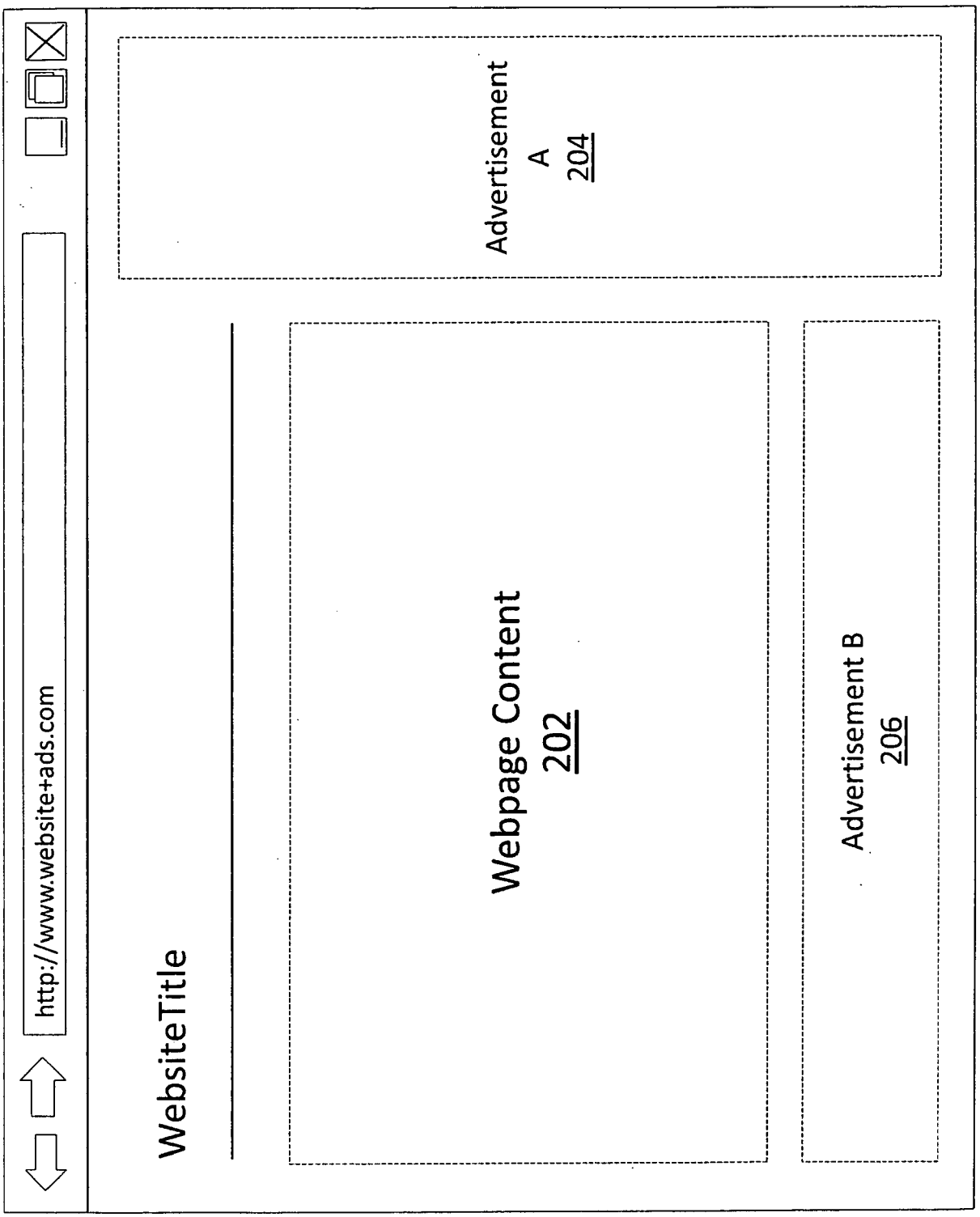

http://www.website+ads.com
WebsiteTitle
Advertisement A 204
Webpage Content 202
Advertisement B 206
200

FIG. 2

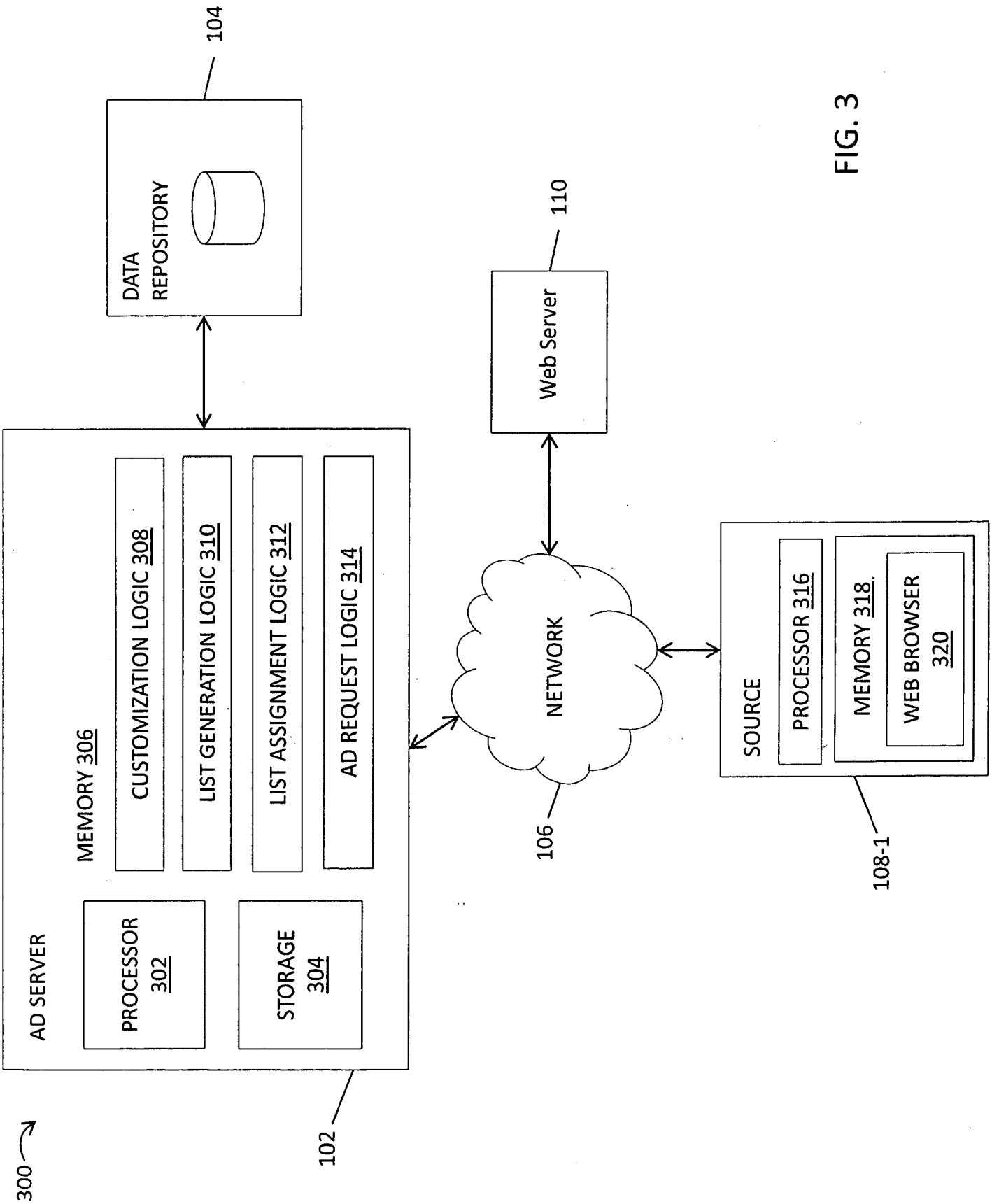

300
AD SERVER
PROCESSOR 302
STORAGE 304
MEMORY 306
CUSTOMIZATION LOGIC 308
LIST GENERATION LOGIC 310
LIST ASSIGNMENT LOGIC 312
AD REQUEST LOGIC 314
102
DATA REPOSITORY
104
Web Server
110
NETWORK
106
SOURCE
PROCESSOR 316
MEMORY 318
WEB BROWSER 320
108-1

FIG. 3

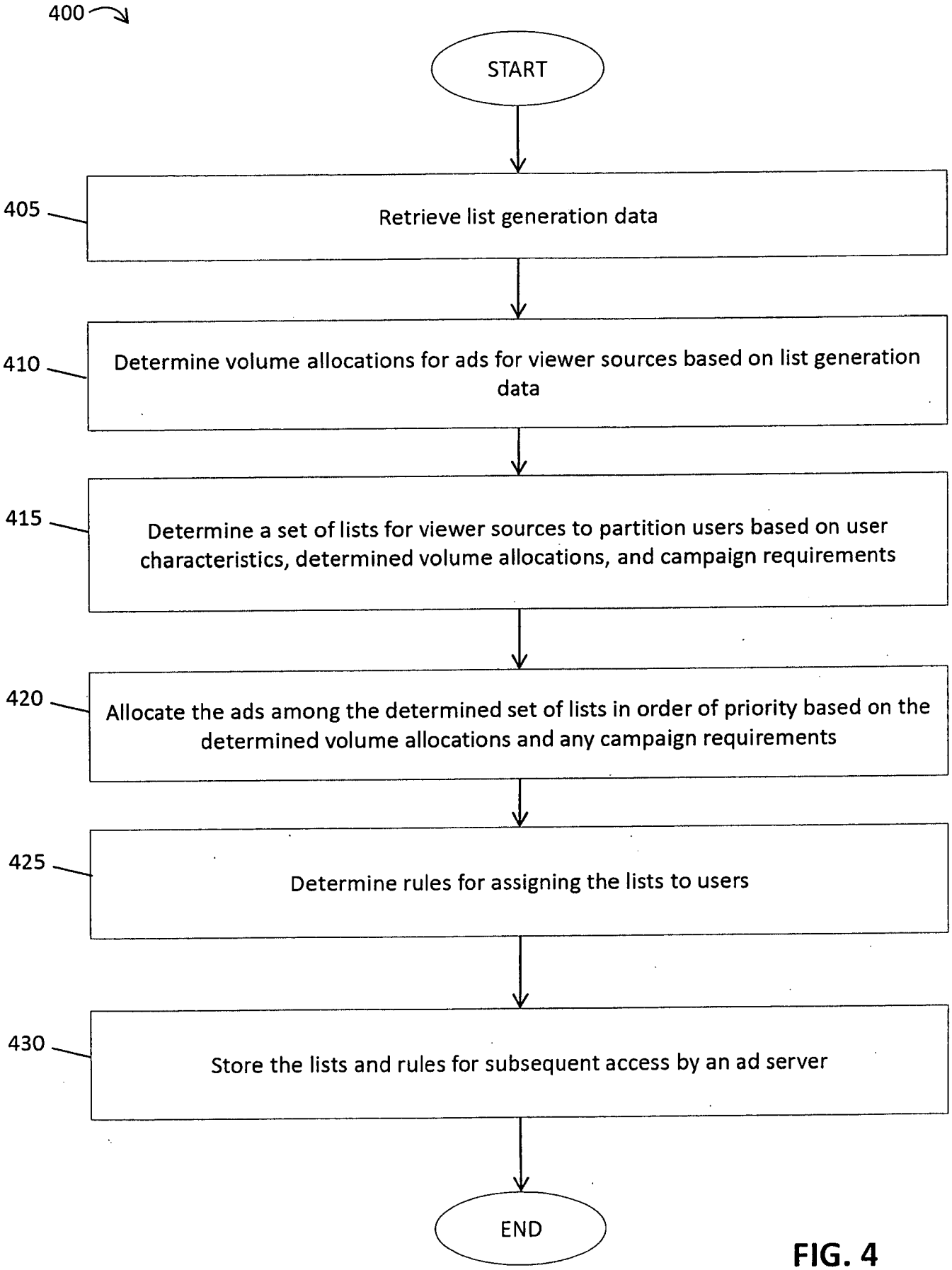

400
START
405
Retrieve list generation data
410
Determine volume allocations for ads for viewer sources based on list generation data
415
Determine a set of lists for viewer sources to partition users based on user characteristics, determined volume allocations, and campaign requirements
420
Allocate the ads among the determined set of lists in order of priority based on the determined volume allocations and any campaign requirements
425
Determine rules for assigning the lists to users
430
Store the lists and rules for subsequent access by an ad server
END

FIG. 4

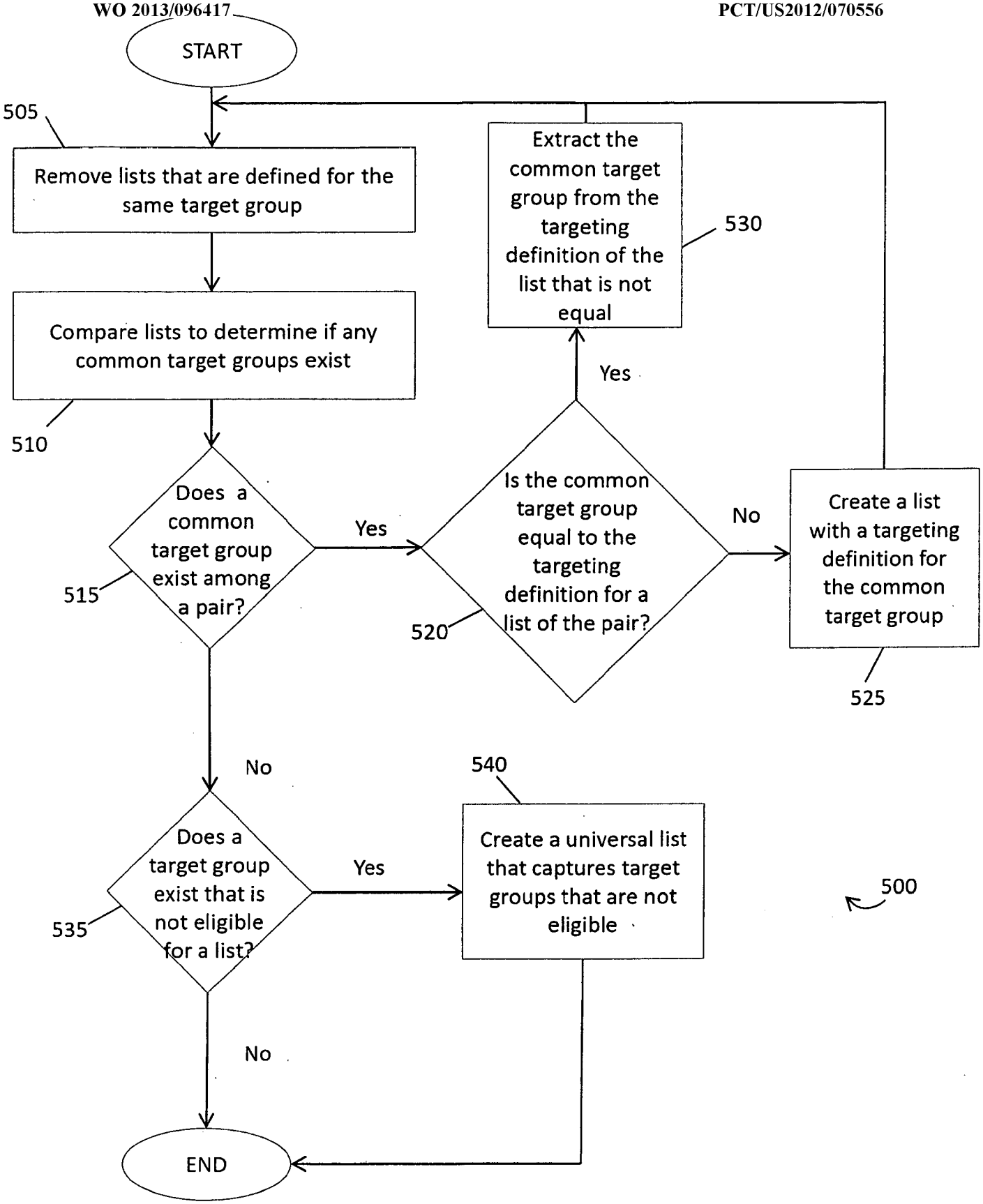

START
505
Remove lists that are defined for the same target group
Compare lists to determine if any common target groups exist
510
Does a common target group exist among a pair?
515
Yes
Is the common target group equal to the targeting definition for a list of the pair?
520
Yes
Extract the common target group from the targeting definition of the list that is not equal
530
No
Create a list with a targeting definition for the common target group
525
No
Does a target group exist that is not eligible for a list?
535
Yes
540
Create a universal list that captures target groups that are not eligible
No
END
500

FIG. 5

List	L_1	L_2	L_3	L_4
Target	A_2 U A_3	A_1 U A_2 U A_3	A_1	C_1

FIG. 6A

List	L_1	L_2	L_3	L_4
Target	A_2 U A_3	A_1	A_1	C_1

FIG. 6B

List	L_1	L_2	L_4
Target	A_2 U A_3	A_1	C_1

FIG. 6C

List	L_1	L_2	L_4	L_5
Target	A_2 U A_3	A_1	C_1	A_4

FIG. 6D

List	L_1	L_2	L_3	L_4
Target	A_2 U A_3	A_1	C_1	A_4

FIG. 6E

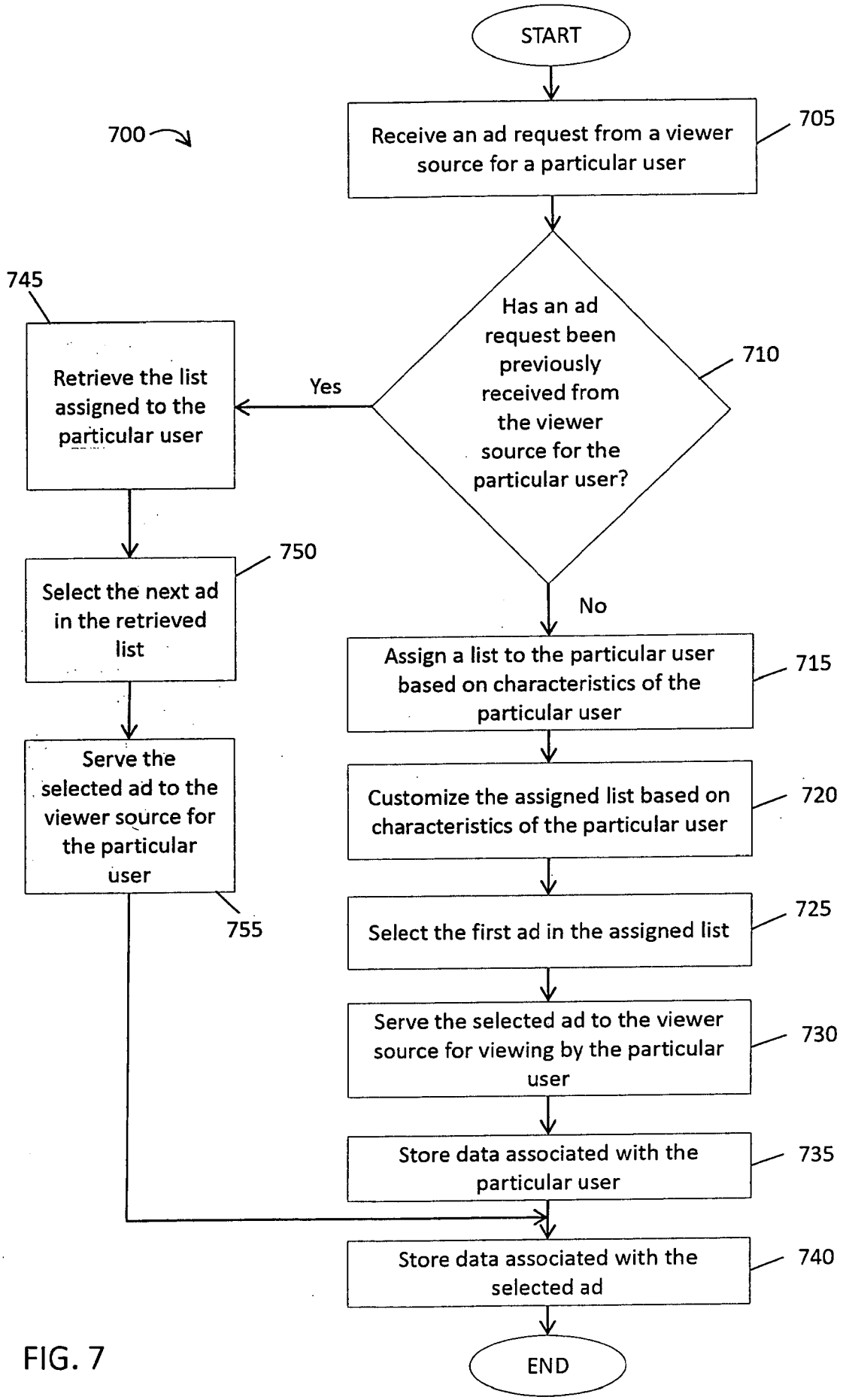

START
700
Receive an ad request from a viewer source for a particular user
705
Has an ad request been previously received from the viewer source for the particular user?
710
Yes
745
Retrieve the list assigned to the particular user
No
Assign a list to the particular user based on characteristics of the particular user
715
Customize the assigned list based on characteristics of the particular user
720
Select the first ad in the assigned list
725
Serve the selected ad to the viewer source for viewing by the particular user
730
Store data associated with the particular user
735
Store data associated with the selected ad
740
750
Select the next ad in the retrieved list
Serve the selected ad to the viewer source for the particular user
755
END

FIG. 7