

ADVERTISEMENT SERVER DEVICE, ADVERTISEMENT DISPLAY METHOD,
AND ADVERTISEMENT SERVER PROGRAM

ABSTRACT

5

10

15

20

25

An advertisement server device 1 includes: a bid advertisement frame display means 34 for generating a bid information registration page 500 for causing an advertiser terminal device 3-k to display one or more advertisement frames each of which corresponds to a search word and has a specified display position on a search result page 800, together with a bid status of each of the advertisement frames; a bid amount acceptance means 35 for accepting a bid amount for each advertisement placement period, for a designated advertisement frame; and a successful bid determination means 37 for, at a time of accepting a search word transmitted from a user terminal device 2-k, determining that the advertisement frame is successfully bid with a highest bid amount included in bid information whose advertisement placement period contains the time, from among bid information stored for the advertisement frame. This make it possible to provide an advertisement server device that can easily display an advertisement in a manner better suited to the advertiser's needs, when displaying an advertisement within a page for displaying search results based on an entered search word or the like.

FIG. 1