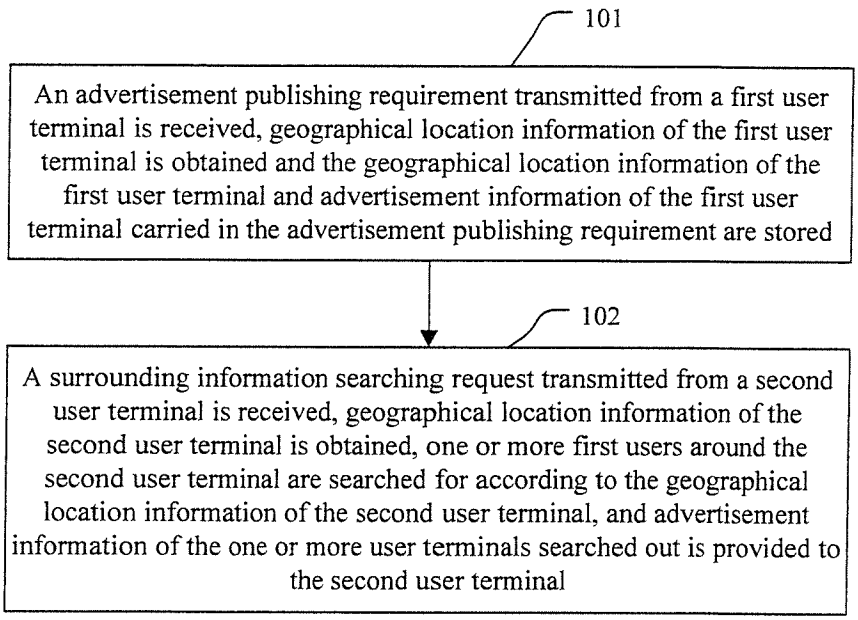

101
An advertisement publishing requirement transmitted from a first user terminal is received, geographical location information of the first user terminal is obtained and the geographical location information of the first user terminal and advertisement information of the first user terminal carried in the advertisement publishing requirement are stored
102
A surrounding information searching request transmitted from a second user terminal is received, geographical location information of the second user terminal is obtained, one or more first users around the second user terminal are searched for according to the geographical location information of the second user terminal, and advertisement information of the one or more user terminals searched out is provided to the second user terminal

FIG. 1

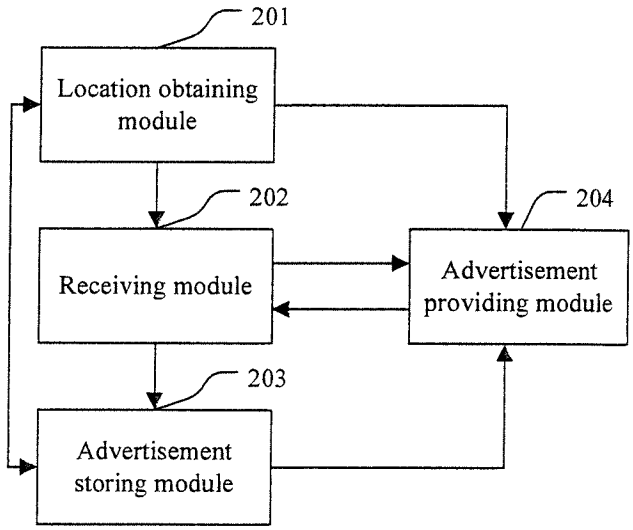

201
Location obtaining module
202
Receiving module
204
Advertisement providing module
203
Advertisement storing module

FIG. 2

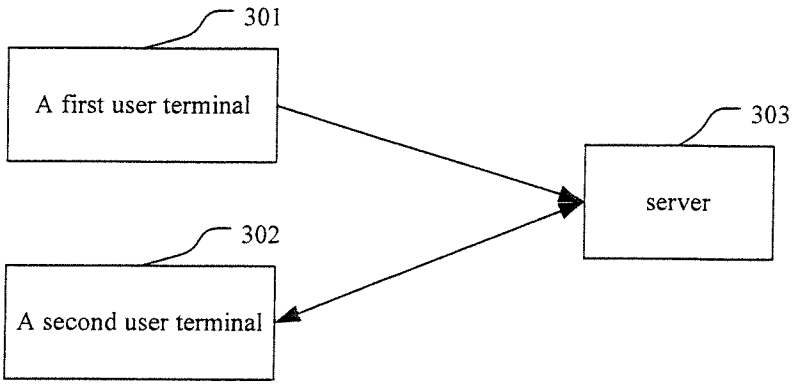

301
A first user terminal
303
server
302
A second user terminal

FIG. 3