METHOD AND SERVER FOR MANAGING ADVERTISEMENTS

ABSTRACT OF THE DISCLOSURE

A method and server for managing advertisements are provided. The method and server attract a searcher's attention by a contest among a plurality of items extracted in relation to a search word, give a predetermined benefit according to contest ranks, and provide an advertisement of an advertiser supporting the benefit to the searcher, thereby maximizing advertising effects. The method includes receiving, at a receiver of an advertisement managing server, a search word input by a searcher, providing, at a contest space provider of the advertisement managing server, a contest space to the searcher to hold a contest among a plurality of items related to the search word and including link information, determining, at a contest rank determiner of the advertisement managing server, contest ranks of the items in consideration of the number of links, providing, at a benefit provider of the advertisement managing server, a benefit corresponding to the determined contest ranks, and providing, at an advertisement provider of the advertisement managing server, an advertisement of an advertiser supporting provision of the benefit to the searcher.

FIG. 3 accompanies the abstract