ABSTRACT

ADVERTISEMENT INFORMATION SHARING SYSTEM

The object of the present invention is to provide an advertisement information sharing system which allows anyone to easily carry out a manuscript publication of an article with an advertisement added thereto and by presenting such an advertisement as to draw attention of readers of the article, makes it possible to accelerate the manuscript publication of the advertisement article by the contributor and the browsing and utilization of the advertisement by the readers.

The advertisement information sharing system is provided with a contributor terminal for outputting an article with an advertisement added thereto, a user terminal for outputting user information and an advertisement information sharing server.The

advertisement information sharing server records browsing history information having contributor information of an advertisement added article that is published to users having relevant information indicating connections between the contributor and a user, and browsed by the user and advertisement specifying information for specifying an advertisement added to the advertisement added article. The advertisement information sharing server comprises a manuscript publication means which adds the advertisement information relating to the advertisement target to the article information containing the contents relating to the advertisement target inputted from the contributor terminal so as to record the resulting information as an advertisement added article; a history collation means for carrying out a collating process with the browsing history information of the user, by utilizing the advertisement specifying information inputted in association with the user information; and an addition means in which when the

authentication is confirmed by the history collation means, an advertisement utilization privilege is added to the privilege information of the user and the contributor described in the browsing history information. And the advertisement specifying information is associated with the user information in a corresponding store presented based upon the advertisement information of the target advertisement added article, and outputted to the advertisement information sharing server in association with the user information from the user terminal or a store terminal installed in the corresponding store.

Fig 1.