[0218]

Next, in the user terminal device 2-1, the search result page 800 transmitted from the advertisement server device 1 is received (STEP 96), and displayed on the screen (STEP 97). This causes the screen display of the user terminal device 2-1 to transition from the search page 700 to the search result page 800 exemplified in FIGS. 31 and 33.

~~[0119]~~[0219]

After this, an advertisement frame in the search result page 800 is clicked by the user, and this click information is transmitted from the user terminal device 2-1 to the advertisement server device 1 (STEP 98). Next, the advertisement server device 1 counts the number of clicks, and updates the number of clicks stored in the bid database 24 (STEP 99). The advertisement server device 1 then determines whether or not the placement halt flag is 1 (STEP 100). When the determination in STEP 100 results in YES (the placement halt flag is 1), the advertisement placement is in a halted state, so that the process is completed here.

[0220]

When the determination in STEP 100 results in NO (the placement halt flag is 0), on the other hand, the process advances to STEP 101, and the advertisement server device 1 transmits a link destination page associated with advertisement content of the clicked advertisement frame,