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(54) Title: LIST-BASED ADVERTISEMENT SERVING

(57) Abstract: A computer system and method for list-based advertisement serving are provided. In at least one embodiment, a computer system or method may comprise creating advertisement lists before runtime based on list generation data, wherein each of the advertisement lists is associated with a respective target audience definition. The computer system or method may also comprise allocating advertisements among the advertisement lists before runtime, based on the list generation data, to cause each advertisement list to include a prioritized sequence of advertisements.