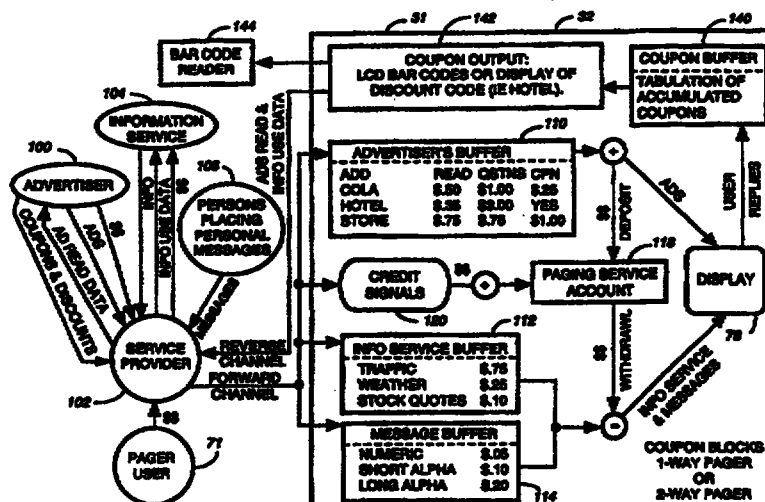


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(54) Title: ADVERTISER PAYS INFORMATION AND MESSAGING SYSTEM AND APPARATUS



(57) Abstract

A system and apparatus for permitting a user (71) of a selective call receiver (31) to receive a certain number of personal messages (106) and information service updates (104) without paying a fee for such services in return for reading advertisements (110) wirelessly transmitted to the selective call receiver (31). The user (71) is allowed to read the advertisements at any time prior to receiving the personal messages and information service updates. The certain number is proportional to the number of advertisements read. The certain number can be increased by the user (71) responding to questions within advertisements using reverse channel messaging capabilities of a selective call transceiver (32), or by using a conventional telephone (22).