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(71) Applicant *(for all designated States except US)*: **EWT TRADE AND BUSINESS CONSULTANTS NZ LIMITED** [NZ/NZ]; Corstorphine House, 23A Milburn Street, Dunedin (NZ).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **TOTHAM, Geoffrey, Hamilton** [AU/AU]; 4 Craig Street, Coconut Grove, Northern Territory 0810 (AU). **RALPH, Toby, John** [GB/AU]; 56 Mason Street, South Yarra, Victoria 3141 (AU).

(74) Agent: **PHILLIPS ORMONDE & FITZPATRICK**; 367 Collins Street, Melbourne, Victoria 3000 (AU).

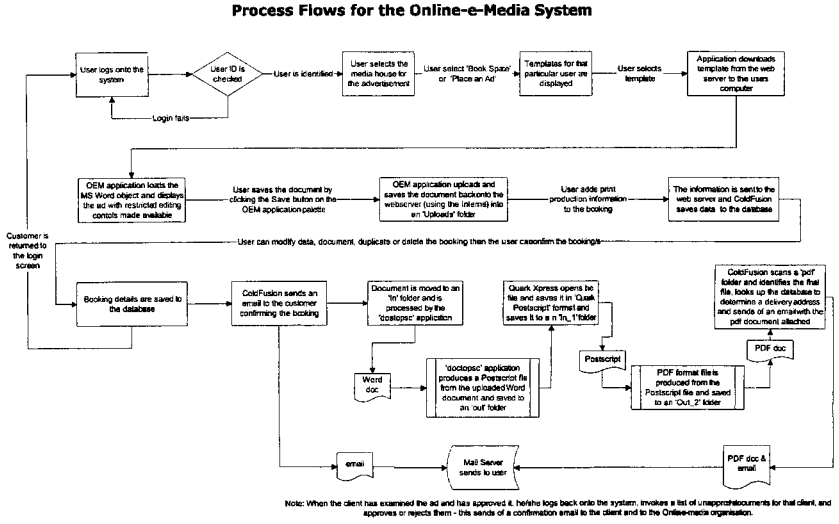
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(54) Title: PLACING ADVERTISEMENTS IN PUBLICATIONS



(57) Abstract: An Internet-based method of placing display advertisements in publications, including the step of a facilitator providing an Internet site which can be accessed by advertisers who wish to insert advertisements in publications. Two or more advertisement templates of differing sizes are defined for an advertiser, each advertisement template having a style and appearance approved by or on behalf of the advertiser. When desiring to place an advertisement in a publication, the advertiser accesses the Internet site and selects a publication in which the advertisement is to appear together with size and placement details. The advertiser selects one of the templates which is of a size suitable for placement in teh selected publication, and enters details fo the advertisement into the template. The advertisement is then forwarded by the facilitator either directly or via an intermediary to the selected publication together with instructions indicating the advertiser's selections.

WO 01/42998 A1