

FIG.1

S: ADVERTISEMENT DISPLAY SYSTEM

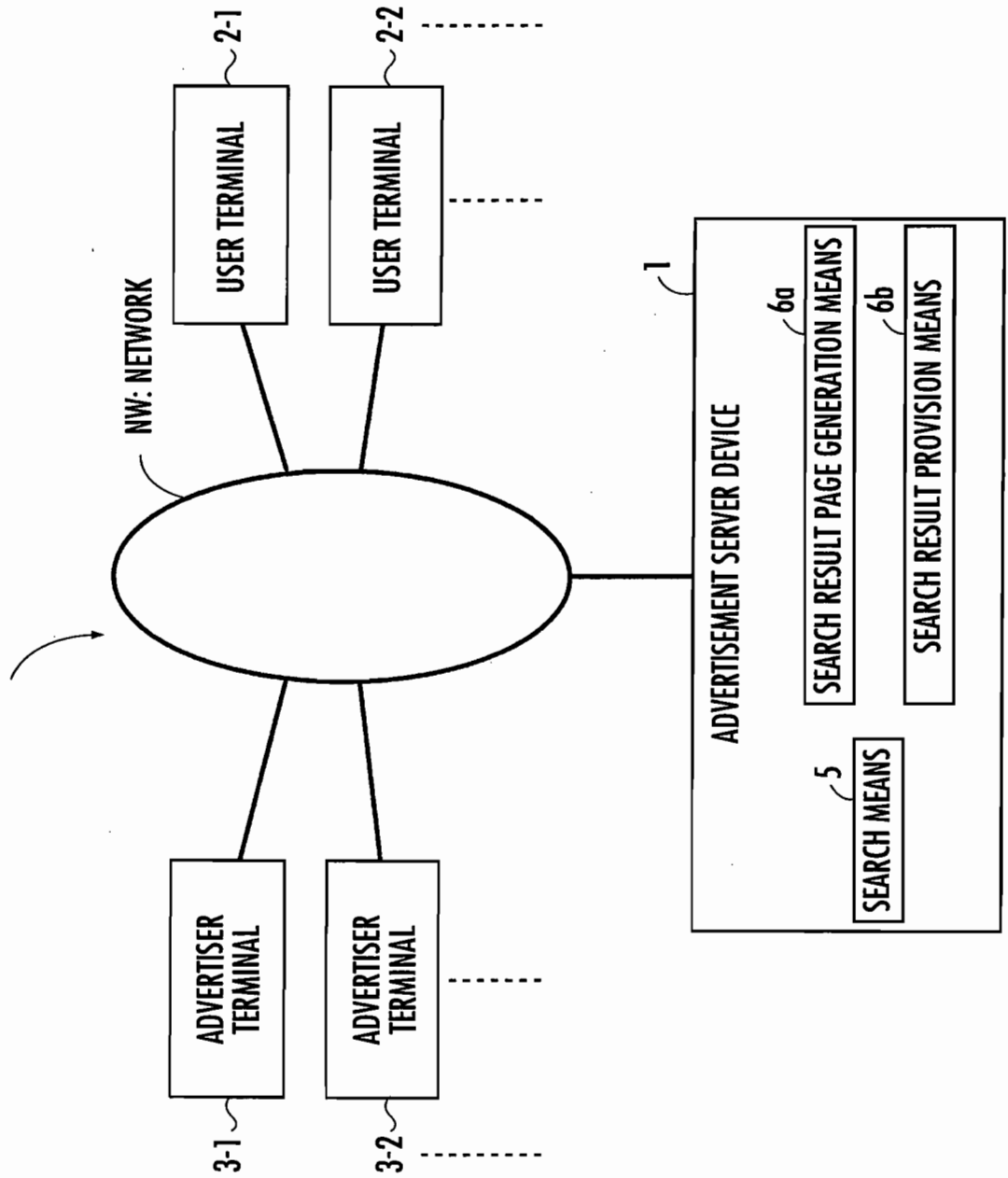


FIG. 2

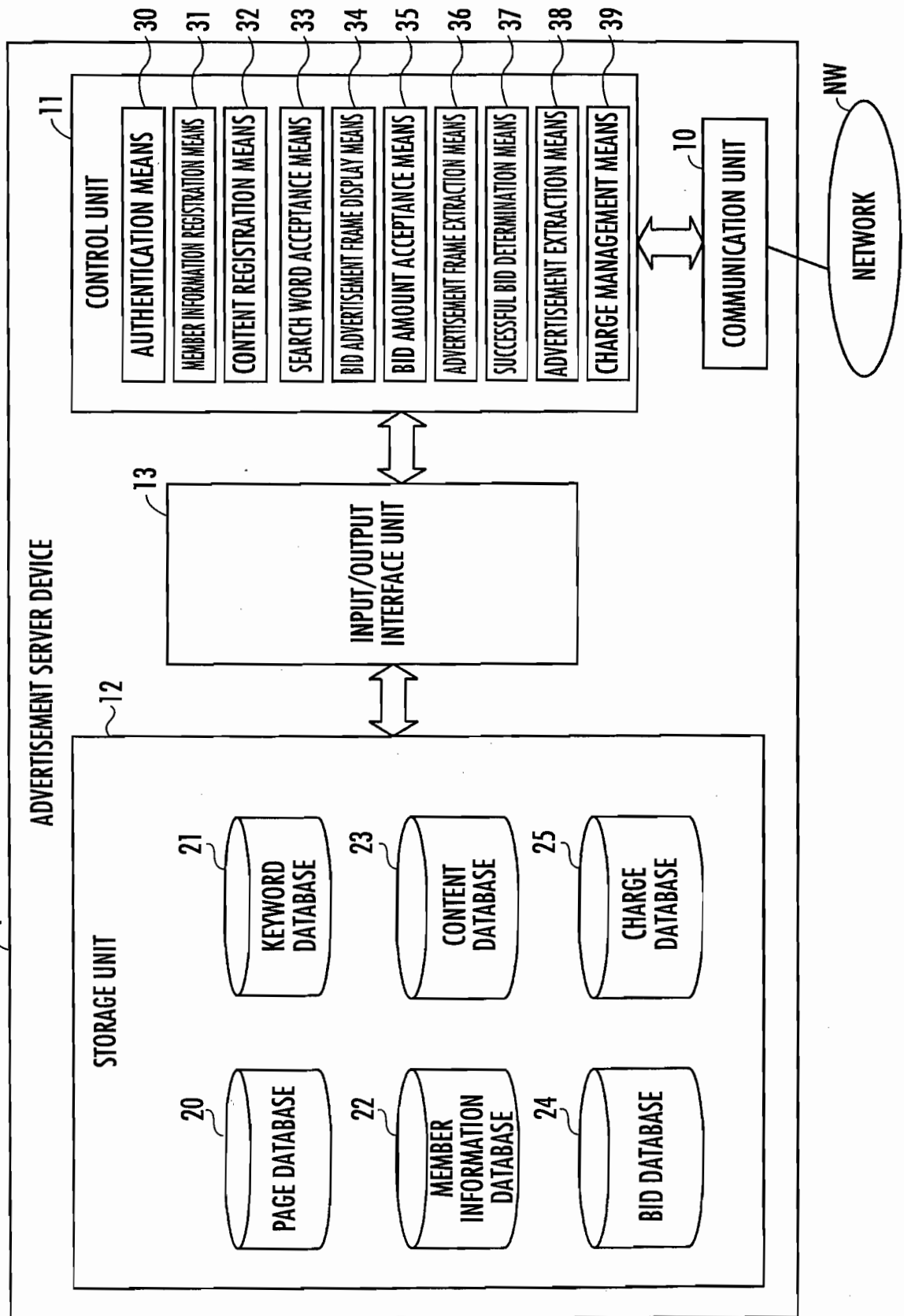


FIG.3

<MEMBER INFORMATION DATABASE>

ADVERTISER ID	PASSWORD	ACCOUNT NUMBER	NAME	ADDRESS	PHONE	...
1000001	abcdef	5000001	〇〇KABUSHIKIGAISHA	HOKKAIDO...	.	.
1000010	ghijkl	5000010	△△YUGENGAISHA	HOKKAIDO...	.	.
.	.	.	.	.	.	.
.	.	.	.	.	.	.
1999999	uvwxyz	5999999	××KABUSHIKIGAISHA	TOKYO...	.	.

22

FIG.4

<CONTENT DATABASE>

CONTENT ID	ADVERTISER ID	TITLE	URL	TEXT	IMAGE
a-1000111	1000001	〇〇INSURER OFFERS	aaa.co.jp/	FOR INSURANCE ...	
b-1000222	1000010	IF△△	bbb.co.jp/	CONTRACT RATIO ...	file.***
.	.	.	.	.	.
.	.	.	.	.	.
.	.	.	.	.	.
.	.	.	.	.	.

23

FIG. 5

24

CATEGORY	KEYWORD	ADVERTISEMENT FRAME	CONTENT ID	BID AMOUNT	BID DATE	PLACEMENT START TIME	PLACEMENT END TIME	ADVERTISER ID	NUMBER OF CLICKS	CHARGE AMOUNT	MAXIMUM NUMBER OF CLICKS	MAXIMUM CHARGE AMOUNT	CLICK NUMBER UPPER LIMIT FLAG	CHARGE AMOUNT UPPER LIMIT FLAG	PLACEMENT HALT FLAG		
INSURANCE	INSURANCE	C-1	a-1000111	12	2007/2/23	2007/3/23/0:00	2007/5/31/24:00	1000001	277	¥3,324	2000	¥100,000	1	0	0		
		C-1	**	10	2007/1/14	2007/3/1/0:00	2007/4/30/24:00	1000011	91	¥910			0	1	0		
		C-1	**	7	2007/1/5	2007/3/1/0:00	2007/5/31/24:00	1000111	3974	¥27,818	10000		1	0	0		
		C-1	**	6	2007/1/3	2007/2/5/0:00	2007/5/31/24:00	1001111	4196	¥25,176	12000		1	0	0		
		C-1	**	5	2006/12/25	2007/2/1/0:00	2007/6/30/24:00	1011111	236	¥1,180	10000		1	0	0		
		C-2	b-1000222	8	2007/1/11	2007/3/2/0:00	2007/3/31/24:00	1022222	2291	¥18,328	6000		1	0	0		
		C-2	**	6	2006/12/20	2007/3/1/0:00	2007/5/31/24:00	1012345	176	¥1,056			0	1	0		
		C-3															
		R-1	**	5	2007/2/12	2007/5/1/0:00	2007/5/5/24:00	1000011	488	¥2,440			0	0	0	0	
		R-1	**	4	2007/2/1	2007/5/16/0:00	2007/5/20/24:00	1000011	0	¥0			0	0	0	0	
GOLF INSURANCE	GOLF INSURANCE	R-1	**	2	2007/1/21	2007/5/11/0:00		1000312	0	¥0		¥20,000	1	0	0	0	
		R-1	**	1	2006/12/25	2007/5/1/0:00	2007/5/31/24:00	1000551	292	¥292			0	0	0	0	
		R-2	**	6	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**	
		R-2	**	5	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**	
		R-3	**	**	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**	
		C-1	a-1000112	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		C-2															
		C-3															
		R-1															
		R-2															
NONLIFE INSURANCE	NONLIFE INSURANCE	R-3															
		C-1	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		C-2	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		C-2	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		C-3	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		C-3	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		R-1	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		R-1	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		R-1	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		R-2	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
NONLIFE INSURANCE	NONLIFE INSURANCE	R-2	**	**	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**	
		R-3	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**
		R-3	**	**	*****	*****	*****	*****	*****	**	**	*****	*****	**	**	**	**

FIG.6

<CHARGE DATABASE>

ADVERTISER ID	ACCOUNT NUMBER	CATEGORY	KEYWORD	ADVERTISEMENT FRAME	UNIT PRICE	NUMBER OF CLICKS	CHARGE AMOUNT
1000001	5000001	INSURANCE	INSURANCE	C-1	¥12	277	¥3,324
	5000001	INSURANCE	GOLF INSURANCE	R-1	¥1	29	¥29
						TOTAL	¥3,353
1000010	5000010				¥8	211	¥1,688
	5000010				¥5	96	¥480
						TOTAL	¥2,168
1999999	5999999				¥72	72	¥72

FIG. 7

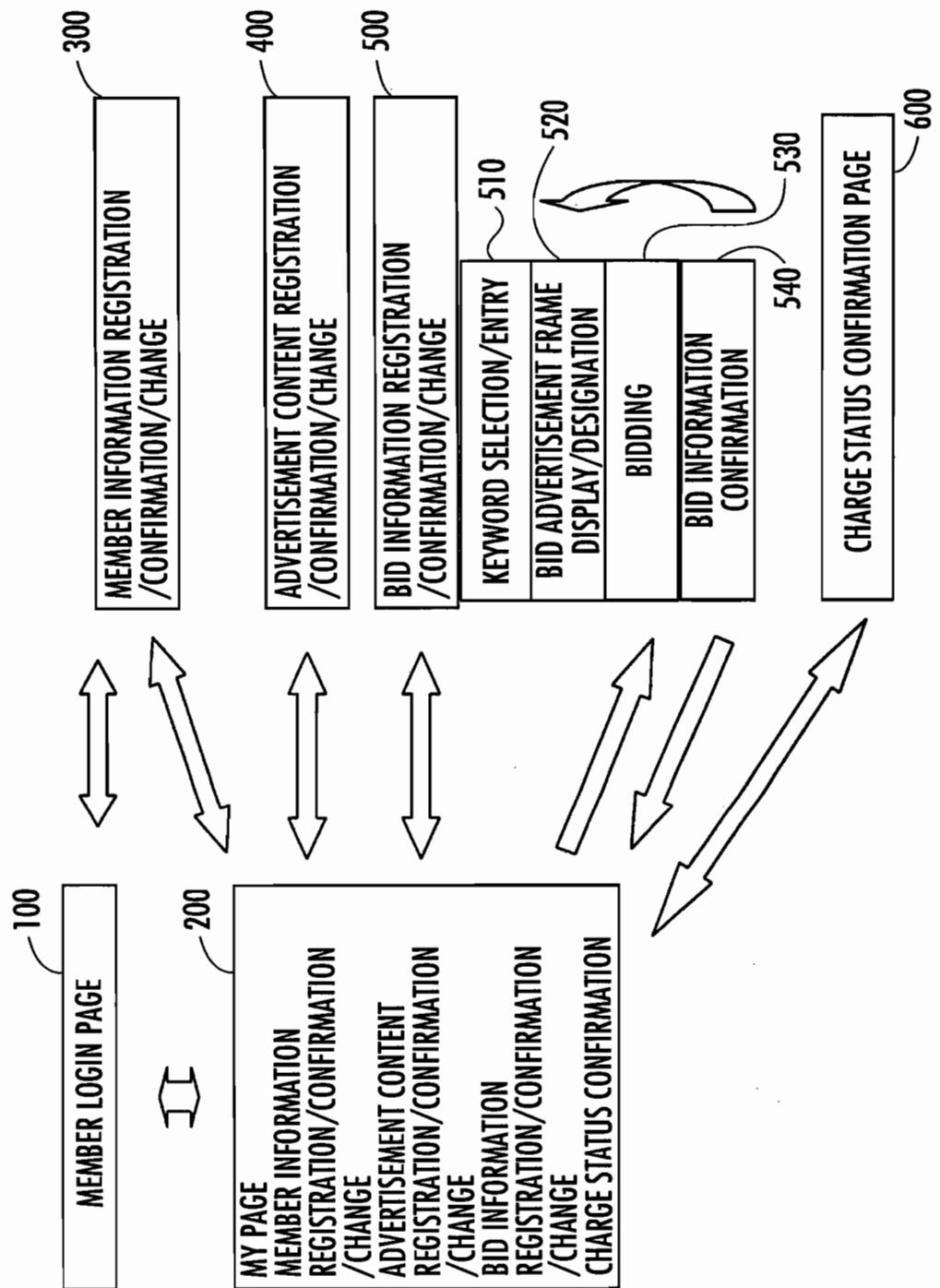


FIG. 8

100

MEMBER LOGIN PAGE

ID

PASSWORD

101

102

LOGIN

NEW ADVERTISER REGISTRATION

103

104

ENTER ID/PASSWORD AND CLICK "LOGIN" BUTTON.

FOR NEW MEMBER REGISTRATION, CLICK "NEW MEMBER REGISTRATION" BUTTON.

FIG. 9

300

MEMBER INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE

303

RETURN

301

MEMBER NAME	
POSTAL CODE	
ADDRESS	
PHONE NUMBER	
FAX NUMBER	
DEPARTMENT	
CONTACT NAME	
MAIL ADDRESS	
ID	
PASSWORD	
PASSWORD CONFIRMATION	
ACCOUNT ID	
ACCOUNT NUMBER	

302

REGISTRATION

FIG.10

MEMBER INFORMATION CONFIRMATION PAGE

REENTRY

MEMBER NAME
POSTAL CODE
ADDRESS
PHONE NUMBER
FAX NUMBER
DEPARTMENT
CONTACT NAME
MAIL ADDRESS

R INSURER
106-6118
TOKYO...
03-****-****
03-****-****
* * DEPARTMENT
* * * *
aaa@bb.co.jp

ID
PASSWORD
PASSWORD CONFIRMATION

RRR
1234567890
1234567890

ACCOUNT ID
ACCOUNT NUMBER

RRR1000
5000001

AFTER CONFIRMING ENTERED INFORMATION,
CLICK "CONFIRMATION" BUTTON.

CONFIRMATION

FIG.11

200

MY PAGE

TO ○○ INSURER

203

LOGOUT

201

MEMBER INFORMATION REGISTRATION/CONFIRMATION/CHANGE

ADVERTISEMENT CONTENT REGISTRATION/CONFIRMATION/CHANGE

BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE

CHARGE STATUS CONFIRMATION

BID STATUS/PLACEMENT STATUS

202

CATEGORY	KEYWORD	ADVERTISEMENT FRAME	CONTENT ID	BID AMOUNT	PLACEMENT START TIME	PLACEMENT END TIME	STATUS	NUMBER OF CLICKS
INSURANCE	INSURANCE	C-1		10	2007/5/1/0:00	2007/5/31/24:00	HALTED	91
INSURANCE	INSURANCE	R-1		5	2007/5/1/0:00	2007/5/5/24:00	PLACED	488
INSURANCE	INSURANCE	R-1		4	2007/5/16/0:00	2007/5/20/24:00	UNPLACED	0

CLICK RECORD TO GO TO THE PAGE FOR CHANGING BID INFORMATION.

FIG.12

400

ADVERTISEMENT CONTENT REGISTRATION/CONFIRMATION/CHANGE PAGE

TO R INSURER
ENTER INFORMATION ABOUT
CONTENT AND CLICK "REGISTRATION".

407
RETURN

CONTENT ID	a-100111	▽
TITLE		▽
URL		
TEXT		
IMAGE FILE		REFERENCE

401
402
403
404
405
406
REGISTRATION

FIG.13

KEYWORD SELECTION/ENTRY PAGE: KEYWORD SELECTION START STATE 510

BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE

511

513

512

RETURN

BID STATUS

▽

SELECT KEYWORD FROM PULL-DOWN MENU OR
ENTER KEYWORD IN BOX,
AND CONFIRM BID STATUS.

FIG. 14

KEYWORD SELECTION/ENTRY PAGE: PULL-DOWN STATE 510

BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE 511

CATEGORY	KEYWORD
INSURANCE	INSURANCE
	AUTO INSURANCE
	LIFE INSURANCE
	NONLIFE INSURANCE
	PENSION INSURANCE
FINANCE	FINANCE
	BANKING
	CREDIT CARD
	BANK CARD
	FINANCING
SHOPPING	DISCOUNT
	JOINT PURCHASE

RETURN 513

BID STATUS 512

SELECT KEYWORD AND CLICK "BID STATUS" BUTTON TO
DISPLAY CURRENT BID STATUS.

FIG.15

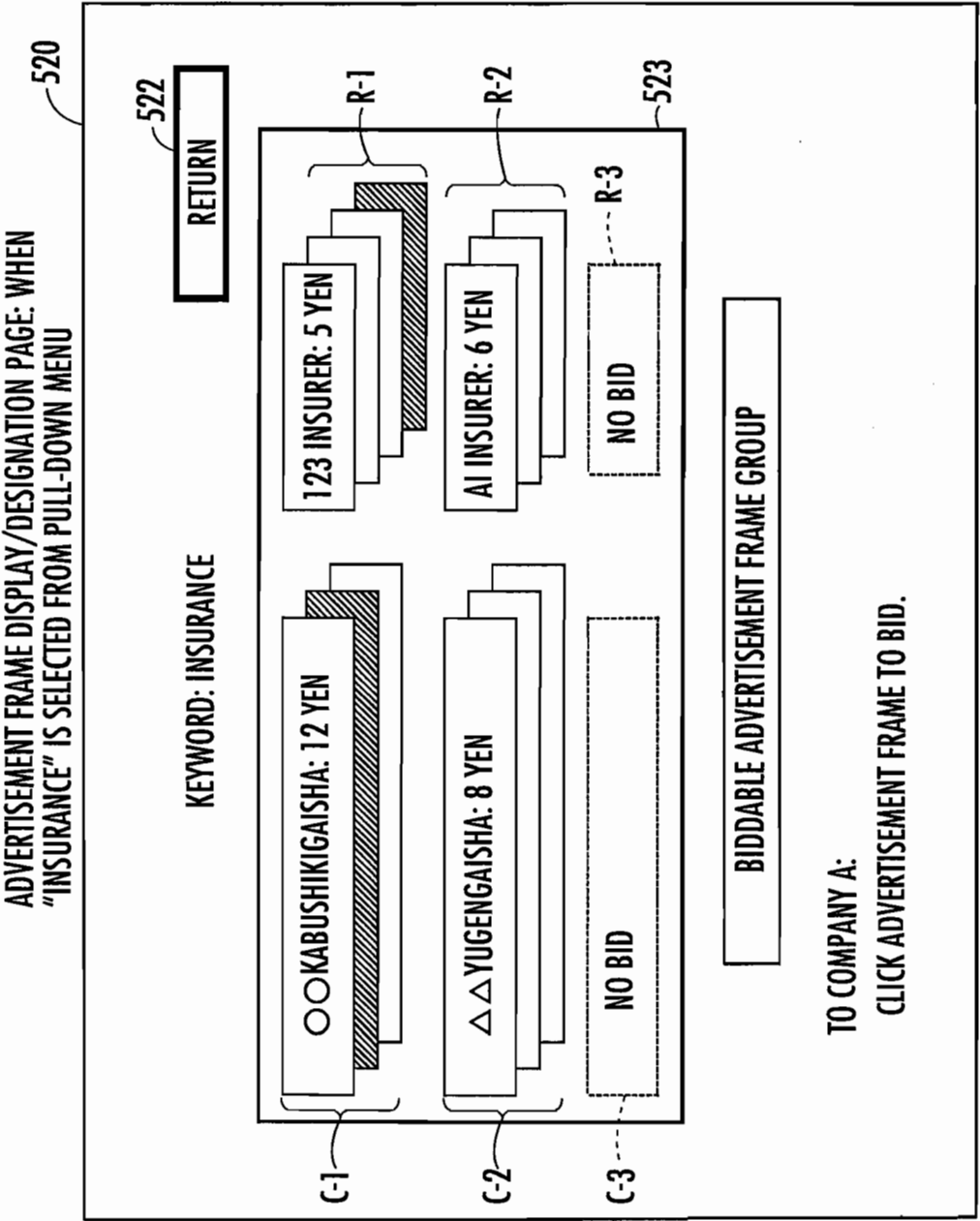


FIG.16

BIDDING PAGE: WHEN COMPANY A BIDS FOR TOP RIGHT ADVERTISEMENT FRAME (R-1)
(PRIOR TO BIDDING OPERATION)

KEYWORD: INSURANCE

RETURN 532

530

		DATE (MAY 2007)																															REMARKS
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
BID AMOUNT		5	4	3	2	1																											
COMPANY A		5	4	3	2	1																											

START TIME

END TIME

533a

533b

WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN HIGHER
RANKING ADVERTISEMENT
PLACEMENT IS HALTED

TO COMPANY A:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

538a

539a

6

YEN

538b

TIMES

539b

BIDDING

535

ADVERTISMENT CONTENT ID

a-1000112

536

ADVERTISMENT CONTENT ENTRY

537

534

FIG.17

BIDDING PAGE: DURING BIDDING OPERATION OF COMPANY A
(PERIOD OF 16TH TO 20TH IS DRAGGED AND SET, AND BID WITH BID AMOUNT OF 5 YEN) 530

KEYWORD: INSURANCE

RETURN 532

DATE (MAY 2007)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	REMARKS
BID AMOUNT	5	5	5	5	5																											
COMPANY A	1	1	1	1	1																											

533a

WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN HIGHER
RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b

START TIME

END TIME

TO COMPANY A:

BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

538a

5

YEN

538b

MAXIMUM NUMBER OF CLICKS

539a

TIMES

BIDDING

535

MAXIMUM CHARGE AMOUNT

539b

YEN

539b

ADVERTISEMENT CONTENT ID

a-1000112

ADVERTISEMENT CONTENT ENTRY

537

534

536

FIG.18

BIDDING PAGE: AFTER BIDDING OPERATION OF COMPANY A
(PERIOD OF 16TH TO 20TH IS BID WITH 5 YEN, AND PERIOD OF 21ST TO 25TH IS BID WITH 3 YEN)

KEYWORD: INSURANCE

DATE (MAY 2007)

RETURN 532

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	REMARKS
BID AMOUNT	5																																
COMPANY A	5																																ADDITION OF NEW RECORD
	4																																ADDITION OF NEW RECORD WITH UPPER LIMIT
COMPANY A	3																																POSSIBLE DISPLAY WHEN HIGHER RANKING ADVERTISEMENT PLACEMENT IS HALTED
COMPANY A	2																																
COMPANY A	1																																

START TIME 2 0 0 7 / 0 5 / 1 6 0 0 : 0 0 ~

END TIME 2 0 0 7 / 0 5 / 2 0 2 4 : 0 0

533a

533b

TO COMPANY A:

BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

538a

539a

5

YEN

538b

539b

BIDDING

535

ADVERTISMENT CONTENT ID

a-1000112

536

ADVERTISMENT CONTENT ENTRY

537

FIG.19

BID INFORMATION CONFIRMATION PAGE

KEYWORD: INSURANCE

C-1

○○KABUSHIKIGAISHA: 12 YEN

△△YUGENGAISHA: 8 YEN

NO BID

R-1

123 INSURER: 5 YEN

AI INSURER: 6 YEN

NO BID

C-2

R-2

C-3

R-3

TO COMPANY A:

AFTER CONFIRMING INFORMATION,
CLICK "REGISTRATION" BUTTON.

543

REGISTRATION

OTHER FRAME BIDDING

542

RETURN

TO COMPANY A:

AFTER CONFIRMING INFORMATION,
CLICK "REGISTRATION" BUTTON.

REGISTRATION

OTHER FRAME BIDDING

KEYWORD: INSURANCE

RETURN

123 INSURER: 5 YEN

AI INSURER: 6 YEN

NO BID

○○KABUSHIKIGAISHA: 12 YEN

△△YUGENGAISHA: 8 YEN

NO BID

FIG. 20

BIDDING PAGE: WHEN COMPANY B BIDS FOR ADVERTISEMENT FRAM (R-1)
(PRIOR TO BIDDING OPERATION)

KEYWORD: INSURANCE

RETURN 532

DATE (MAY 2007)

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	REMARKS
BID AMOUNT	5	<div style="display: flex; justify-content: space-between;"> <div> <p>WITH UPPER LIMIT</p> <p>POSSIBLE DISPLAY WHEN</p> <p>HIGHER RANKING ADVERTISEMENT</p> <p>PLACEMENT IS HALTED</p> </div> <div>533a</div> </div>																															
	5																																
COMPANY B	4																																
	3																																
	2																																
	1																																

START TIME _____ END TIME _____

533b

TO COMPANY B:

BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT 538b

538a ☐ MAXIMUM NUMBER OF CLICKS

539a ☐ MAXIMUM CHARGE AMOUNT

ADVERTISEMENT CONTENT ID 536

BIDDING 535

539b ☐ YES

ADVERTISEMENT CONTENT ENTRY 537

FIG.21

BIDDING PAGE: DURING BIDDING OPERATION OF COMPANY B
(PERIOD OF 16TH TO 20TH IS DRAGGED AND SET, AND BID WITH BID AMOUNT OF 6 YEN)

530

KEYWORD: INSURANCE

RETURN 532

		DATE (MAY 2007)																	
		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
BID AMOUNT																			
COMPANY B	6																		
COMPANY B	5																		
COMPANY B	4																		
COMPANY B	3																		
COMPANY B	2																		
COMPANY B	1																		
		ADDITION OF NEW RECORD WITH UPPER LIMIT POSSIBLE DISPLAY WHEN HIGHER RANKING ADVERTISEMENT PLACEMENT IS HALTED 533a 533b																	
		START TIME 2 0 0 7 / 0 5 / 1 6 0 0 : 0 0 ~ END TIME 2 0 0 7 / 0 5 / 2 0 2 4 : 0 0																	

TO COMPANY B:

BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

538a ~ BID AMOUNT 538b

539a ~ MAXIMUM NUMBER OF CLICKS 535

MAXIMUM CHARGE AMOUNT 539b

ADVERTISEMENT CONTENT ID 534

537

536

FIG.22

BIDDING PAGE: DURING BIDDING OPERATION FOR ADVERTISEMENT FRAME (R-1) BY COMPANY C
(PERIOD OF 1ST TO 31ST IS DRAGGED AND DESIGNATED, AND BID WITH BID AMOUNT OF 3 YEN)

KEYWORD: INSURANCE

DATE (MAY 2007)

RETURN

BID AMOUNT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	REMARKS
6																																
5																																
5																																
4																																
3																																
2																																
1																																

START TIME 2 0 0 7 / 0 5 / 0 1 0 0 : 0 0 ~

END TIME 2 0 0 7 / 0 5 / 3 1 2 4 : 0 0

TO COMPANY C:

BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

3

YEN

MAXIMUM NUMBER OF CLICKS

TIMES

MAXIMUM CHARGE AMOUNT

YEN

ADVERTISEMENT CONTENT ID

a-1000890

BIDDING

ADVERTISEMENT CONTENT ENTRY

WITH UPPER LIMIT

POSSIBLE DISPLAY WHEN

HIGHER RANKING ADVERTISEMENT

PLACEMENT IS HALTED

530

533a

533b

534

535

536

537

538a

538b

539a

539b

FIG.24
BIDDING PAGE: WHEN BIDDING FOR UNBID ADVERTISEMENT FRAME (C-3)

530

KEYWORD: INSURANCE

RETURN 532

BID AMOUNT

COMPANY A

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

REMARKS

533a

DATE (MAY 2007)

START TIME

END TIME

533b

TO COMPANY A:

BID FOR THIRD FRAME (C-3) IN MIDDLE COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

538a

1

YEN

538b

MAXIMUM NUMBER OF CLICKS

539a

TIMES

BIDDING

535

MAXIMUM CHARGE AMOUNT

539b

YEN

ADVERTISEMENT CONTENT ID

C-1000890

ADVERTISEMENT CONTENT ENTRY

537

534

536

FIG.25

BID INFORMATION CONFIRMATION PAGE

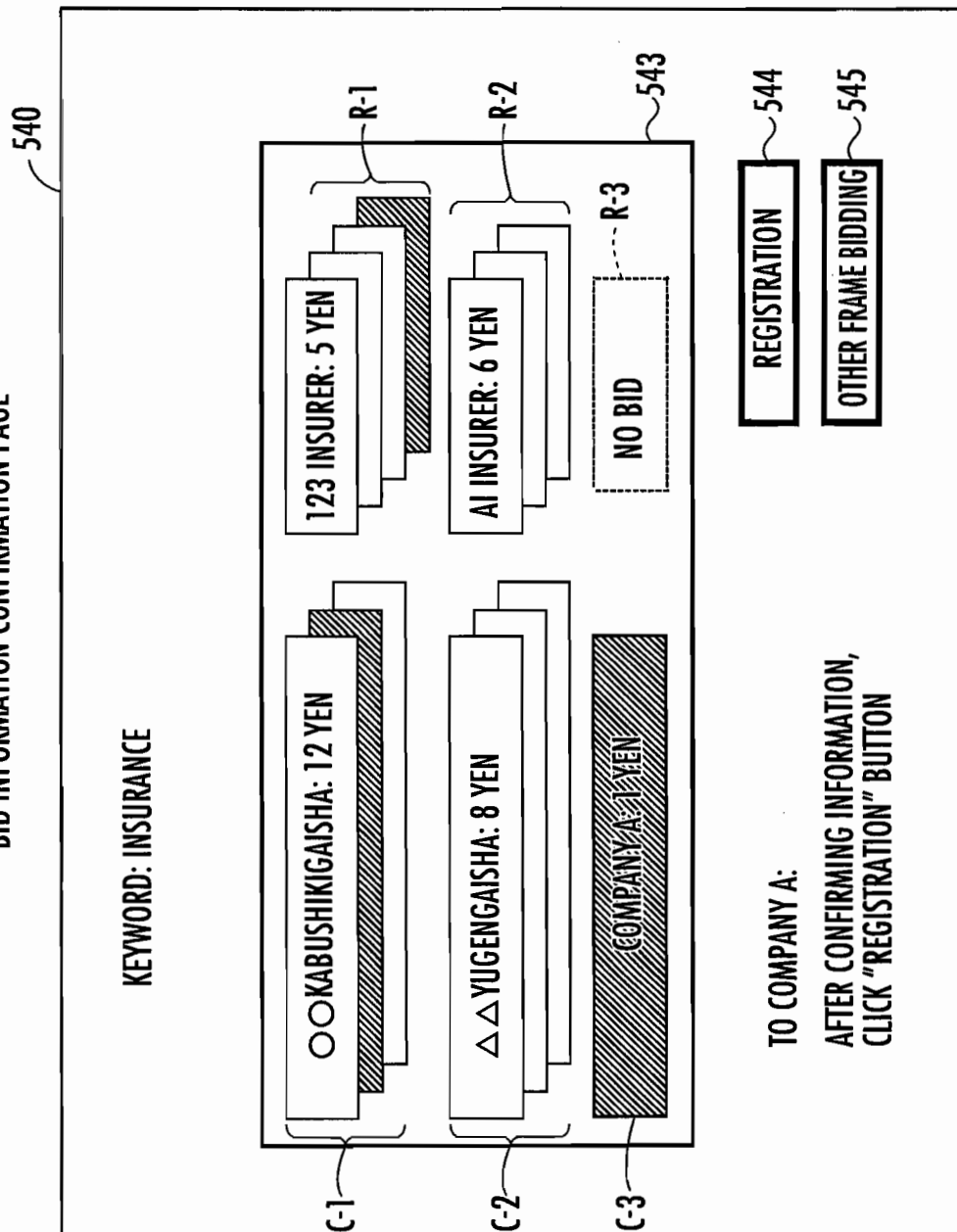


FIG. 26

KEYWORD SELECTION/ENTRY PAGE: WHEN UNREGISTERED KEYWORD IS ENTERED FOR BIDDING 510

BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE

511 ~ GOLF INSURANCE ▾

513

512

RETURN

BID STATUS

SELECT KEYWORD FROM PULL-DOWN MENU
OR ENTER KEYWORD IN BOX,
AND CONFIRM BID STATUS.

FIG. 27

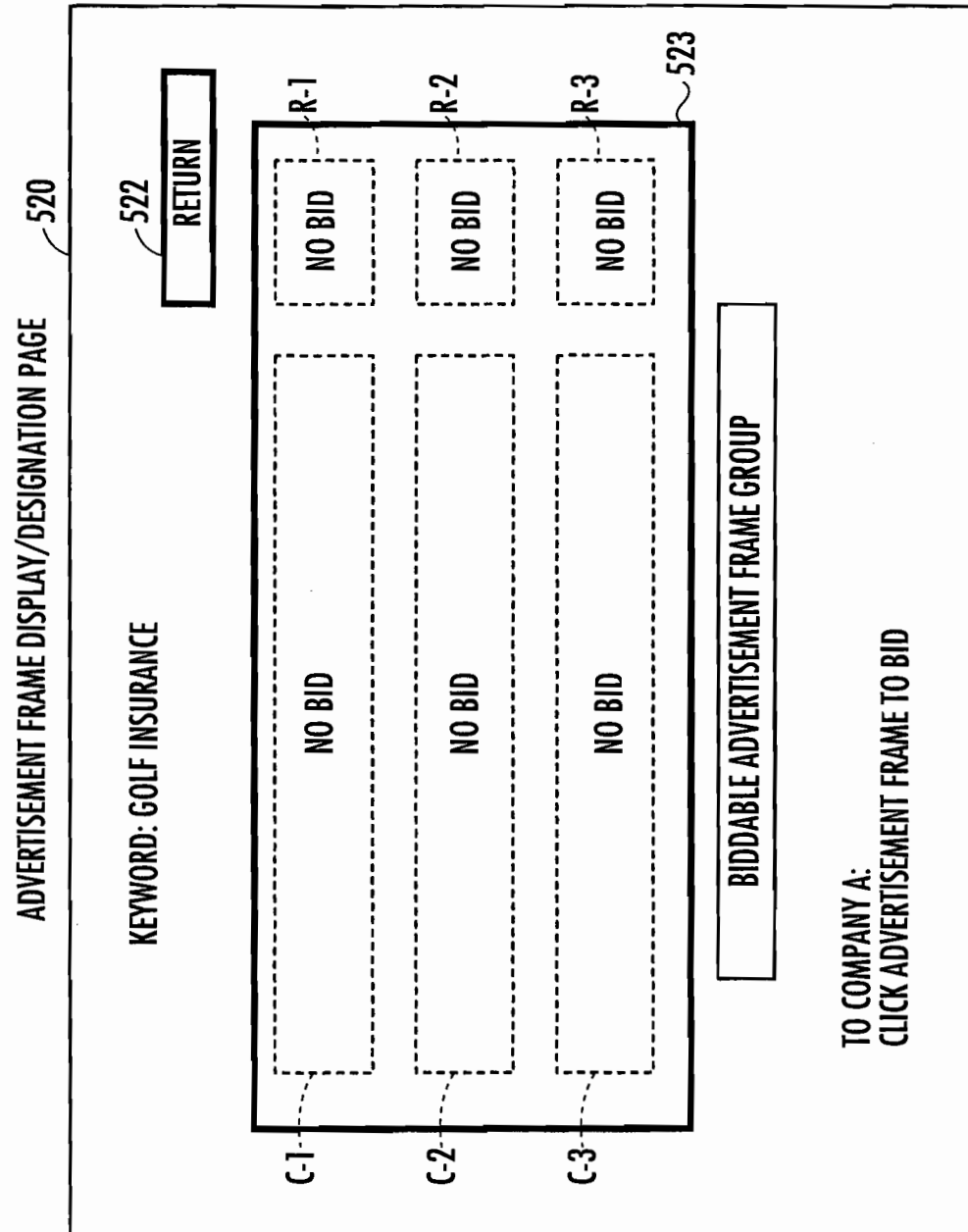


FIG.28

BIDDING PAGE: WHEN BIDDING FOR ADVERTISEMENT FRAM (C-1)

KEYWORD: GOLF INSURANCE

BID AMOUNT

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

COMPANY A

DATE (MAY 2007)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

REMARKS

RETURN

START TIME

END TIME

533b

TO COMPANY A:

BID FOR FIRST FRAME (C-1) IN MIDDLE COLUMN

TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.

BID AMOUNT

538a

MAXIMUM NUMBER OF CLICKS

539a

MAXIMUM CHARGE AMOUNT

ADVERTISEMENT CONTENT ID

1 **YEN** **538b**

TIMES **BIDDING** **535**

YEN **539b**

c-1000890 **ADVERTISEMENT CONTENT ENTRY** **537**

FIG.29

BID INFORMATION CONFIRMATION PAGE 540

KEYWORD: GOLF INSURANCE

C-1
COMPANY A: 1 YEN

C-2
NO BID

C-3
NO BID

R-1
NO BID

R-2
NO BID

R-3
NO BID

542
RETURN

TO COMPANY A:
AFTER CONFIRMING INFORMATION,
CLICK "REGISTRATION" BUTTON.

544
REGISTRATION

545
OTHER FRAME BIDDING

FIG.30

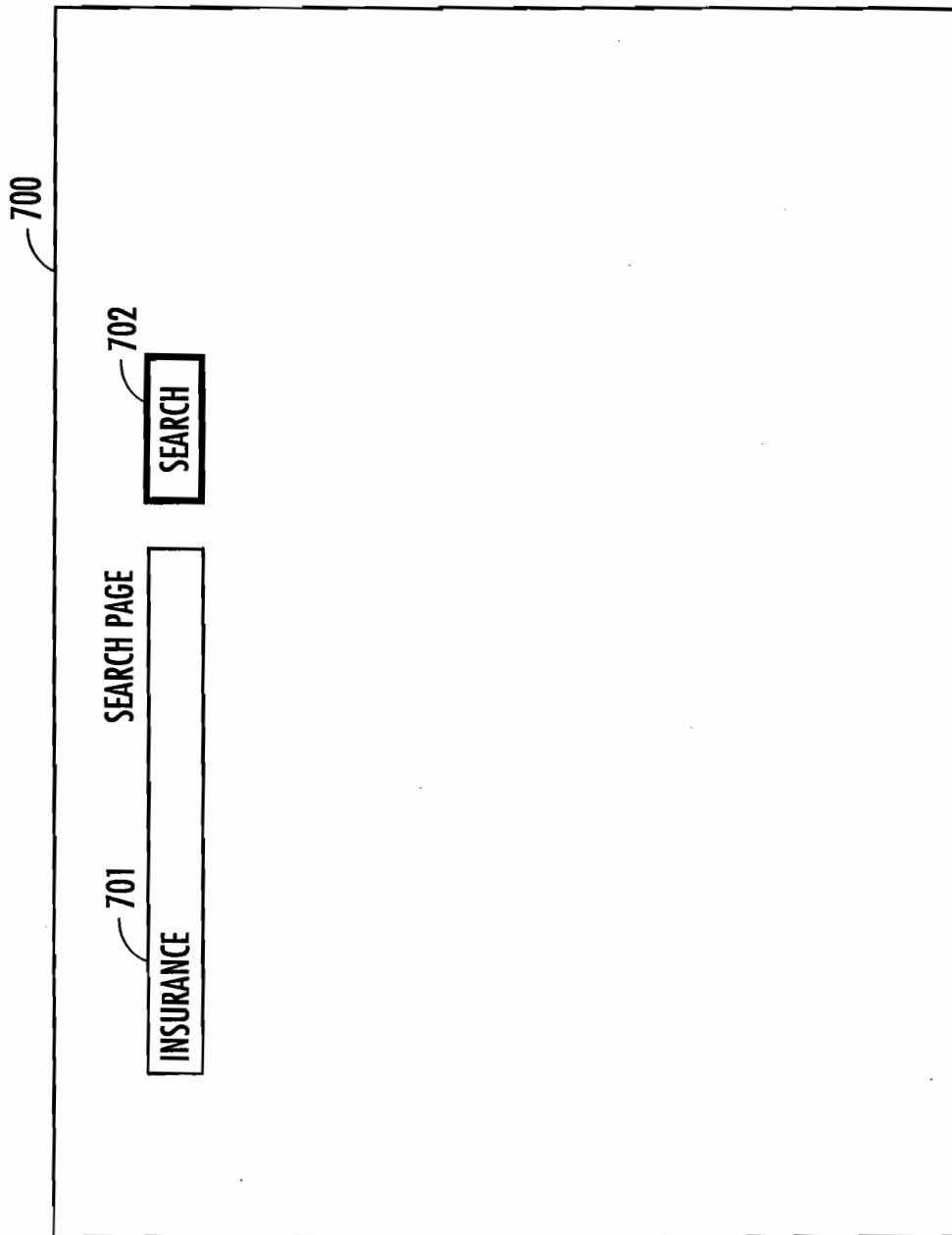


FIG. 31

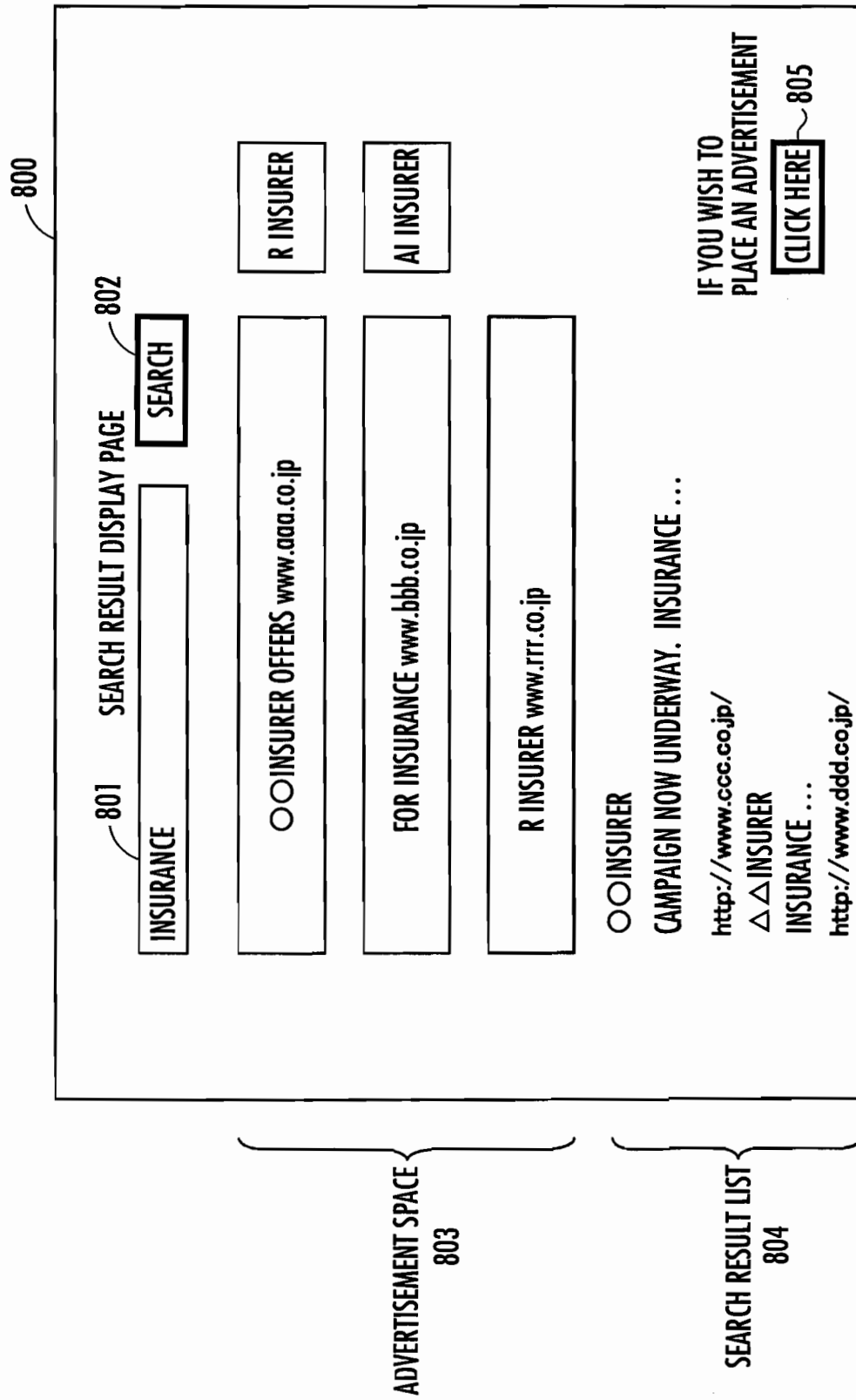


FIG.32

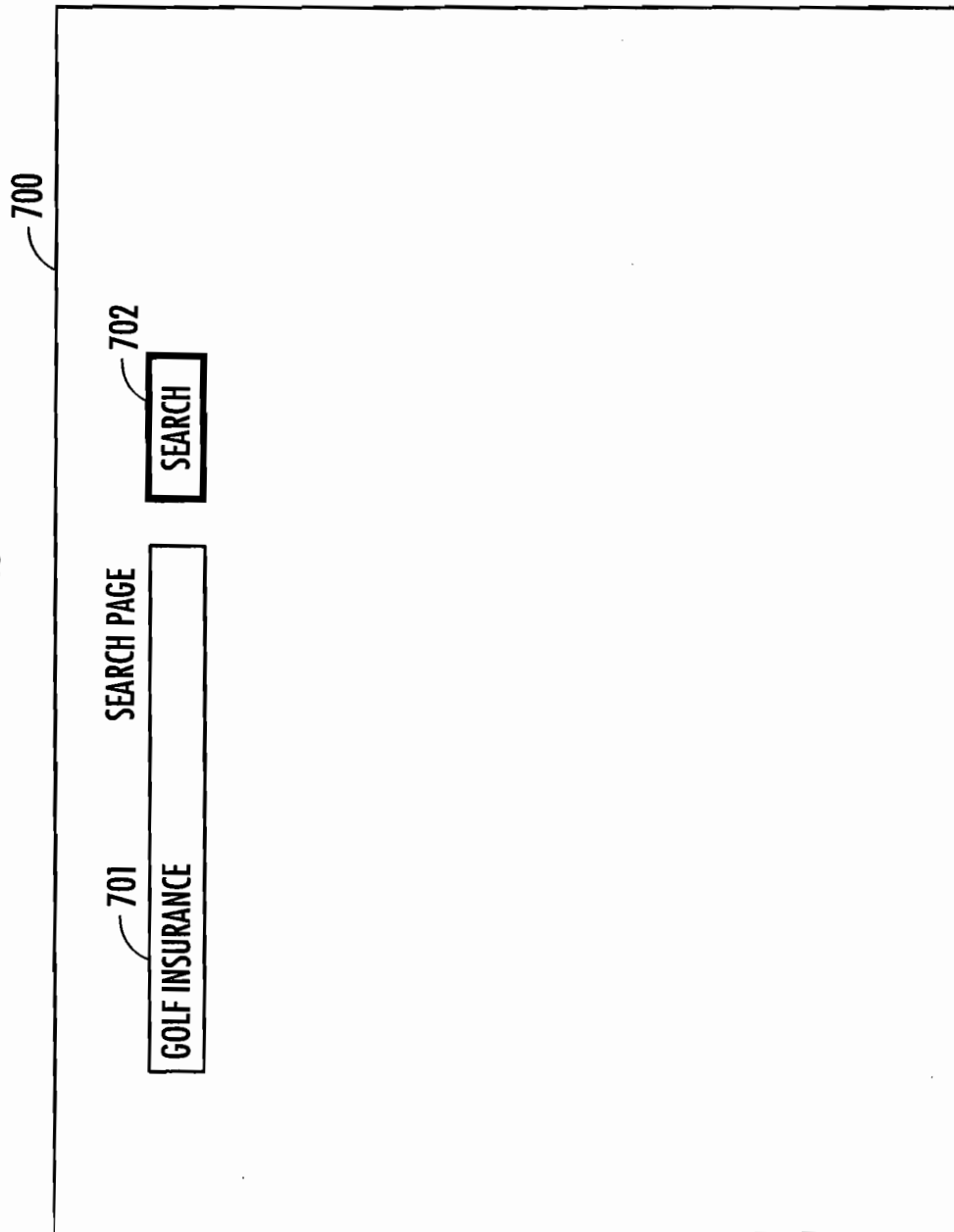


FIG.33

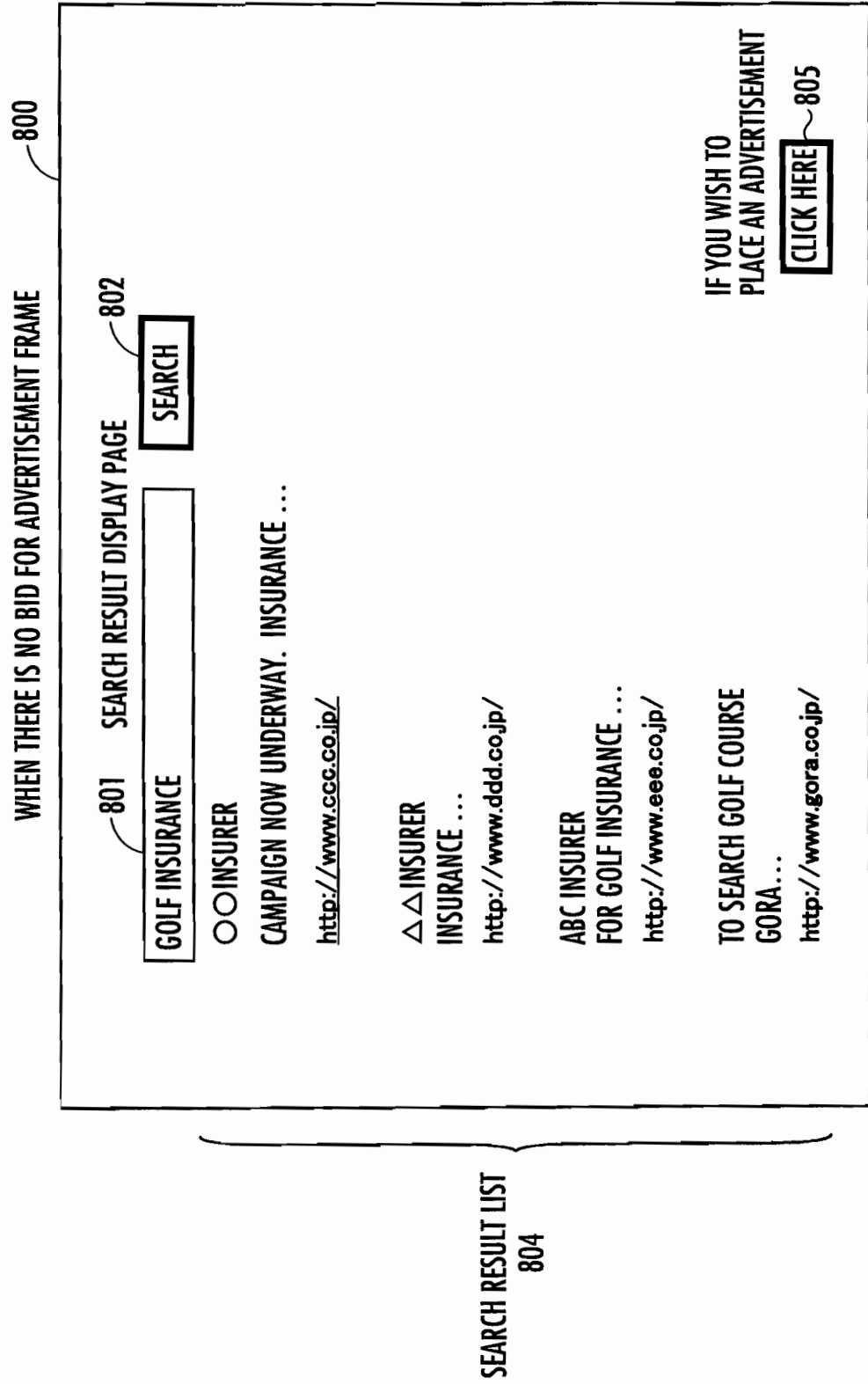


FIG.34

RETURN

600

CHARGE STATUS CONFIRMATION PAG

TO ○○ INSURER

EXPECTED CHARGES IN JANUARY

602

CATEGORY	KEYWORD	FRAME NUMBER	CONTENT ID	UNIT PRICE	NUMBER OF CLICKS	JANUARY	MAXIMUM NUMBER OF CLICKS
INSURANCE	INSURANCE	C-1		12 YEN	277	PLACED	3324
INSURANCE	GOLF INSURANCE	R-1		1 YEN	29	HALTED	29
INSURANCE	NONLIFE INSURANCE	R-2		2 YEN	0	UNPLACED	0
						TOTAL	3353

601

FIG.35

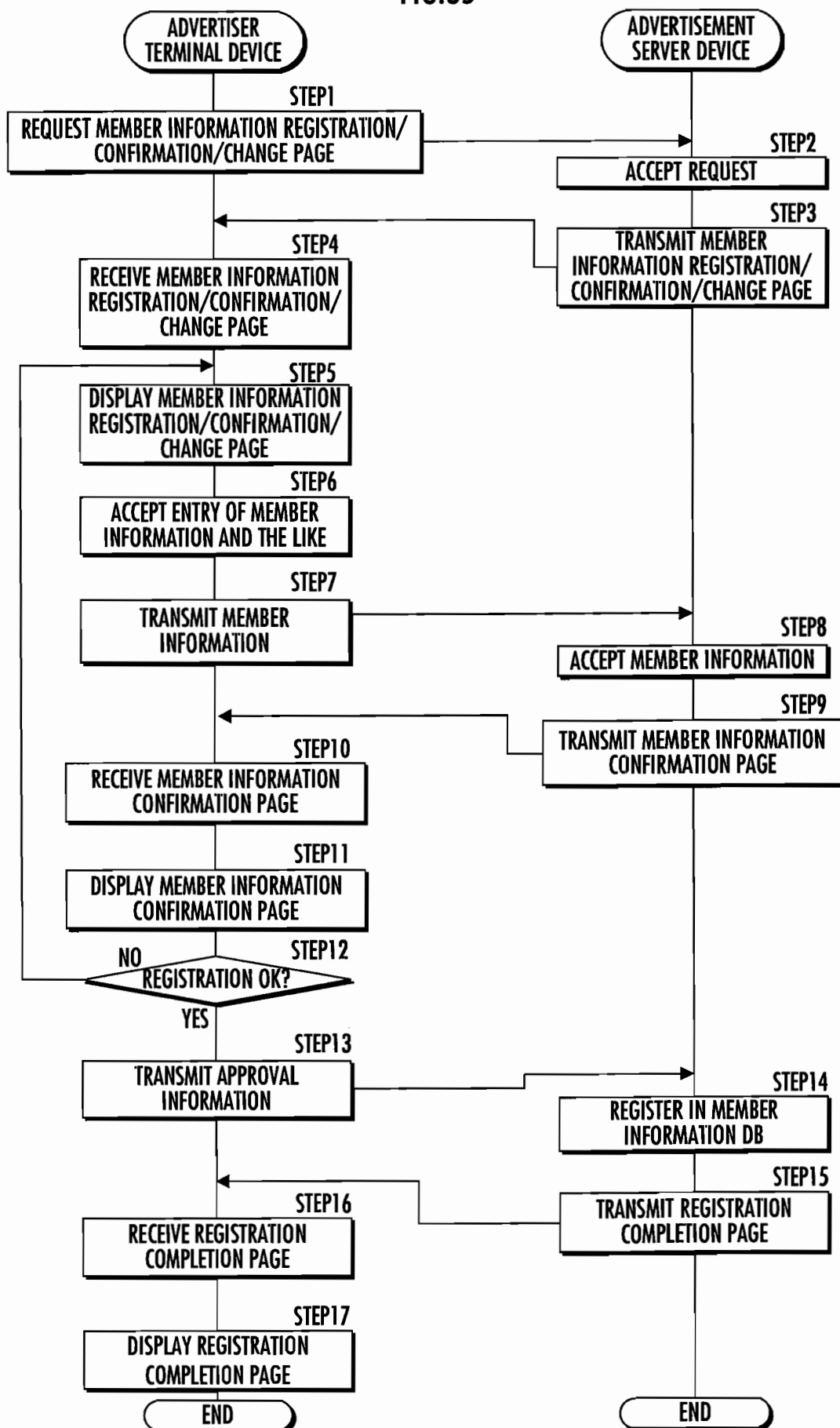


FIG.36

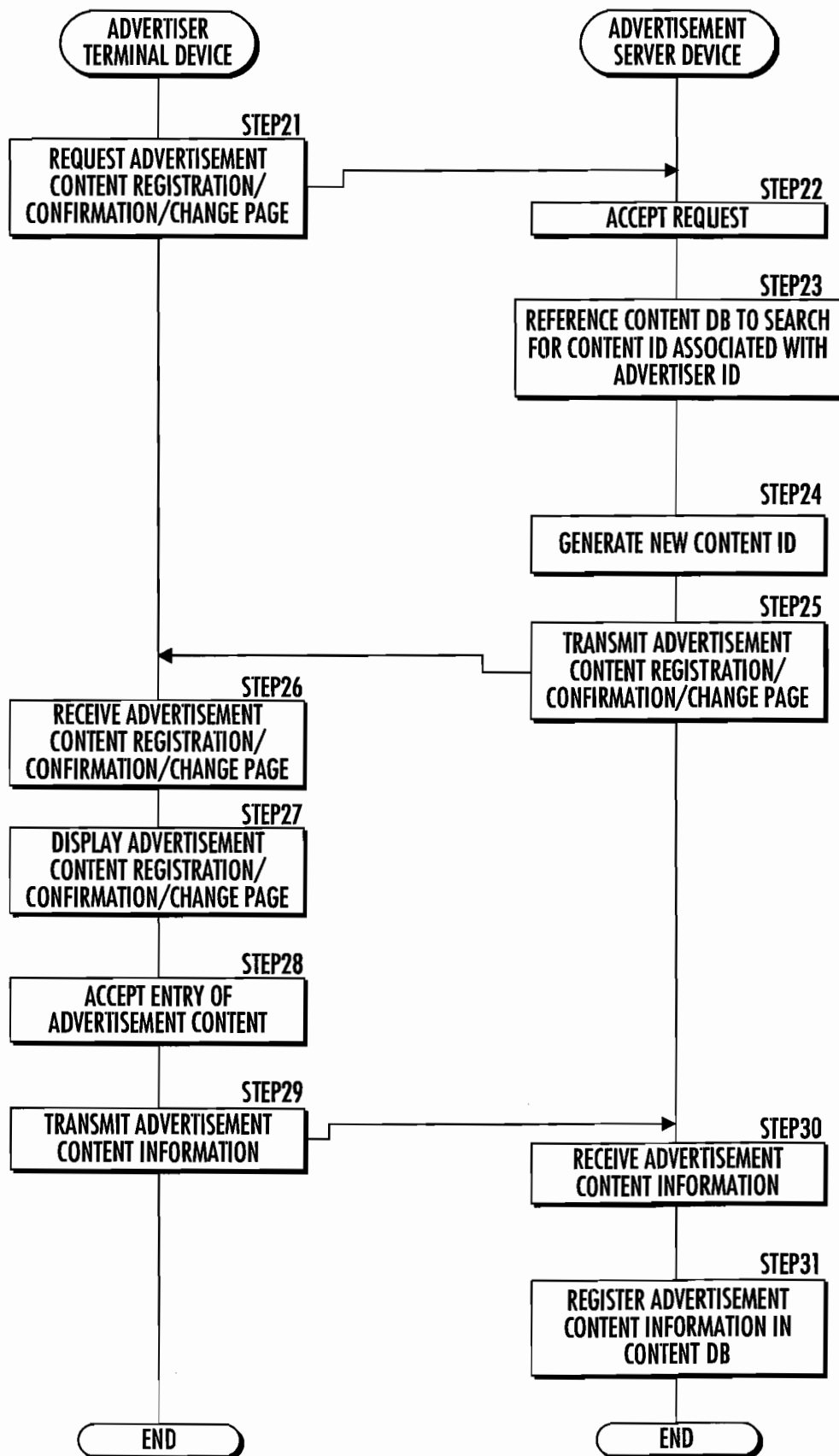


FIG.37

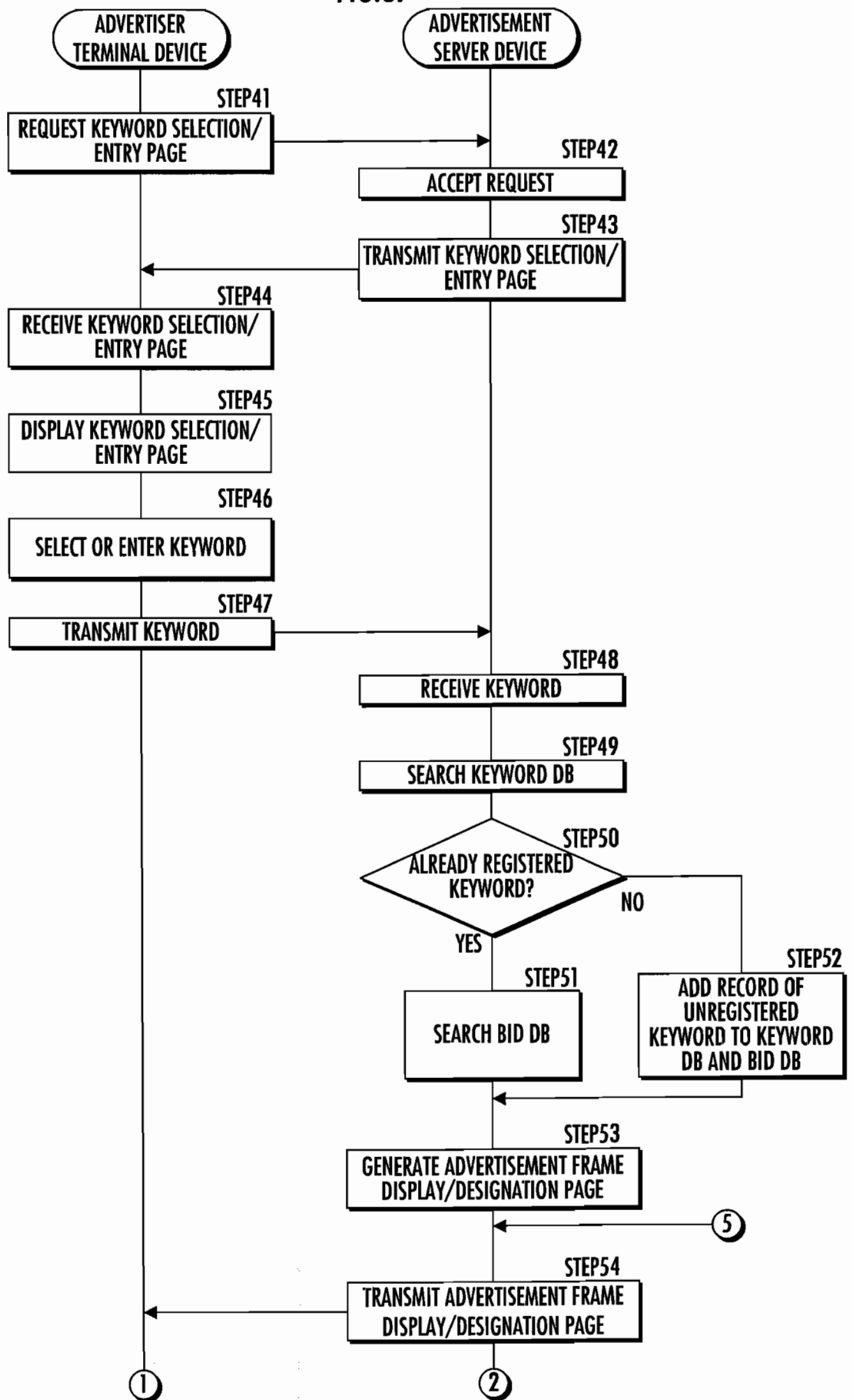


FIG.38

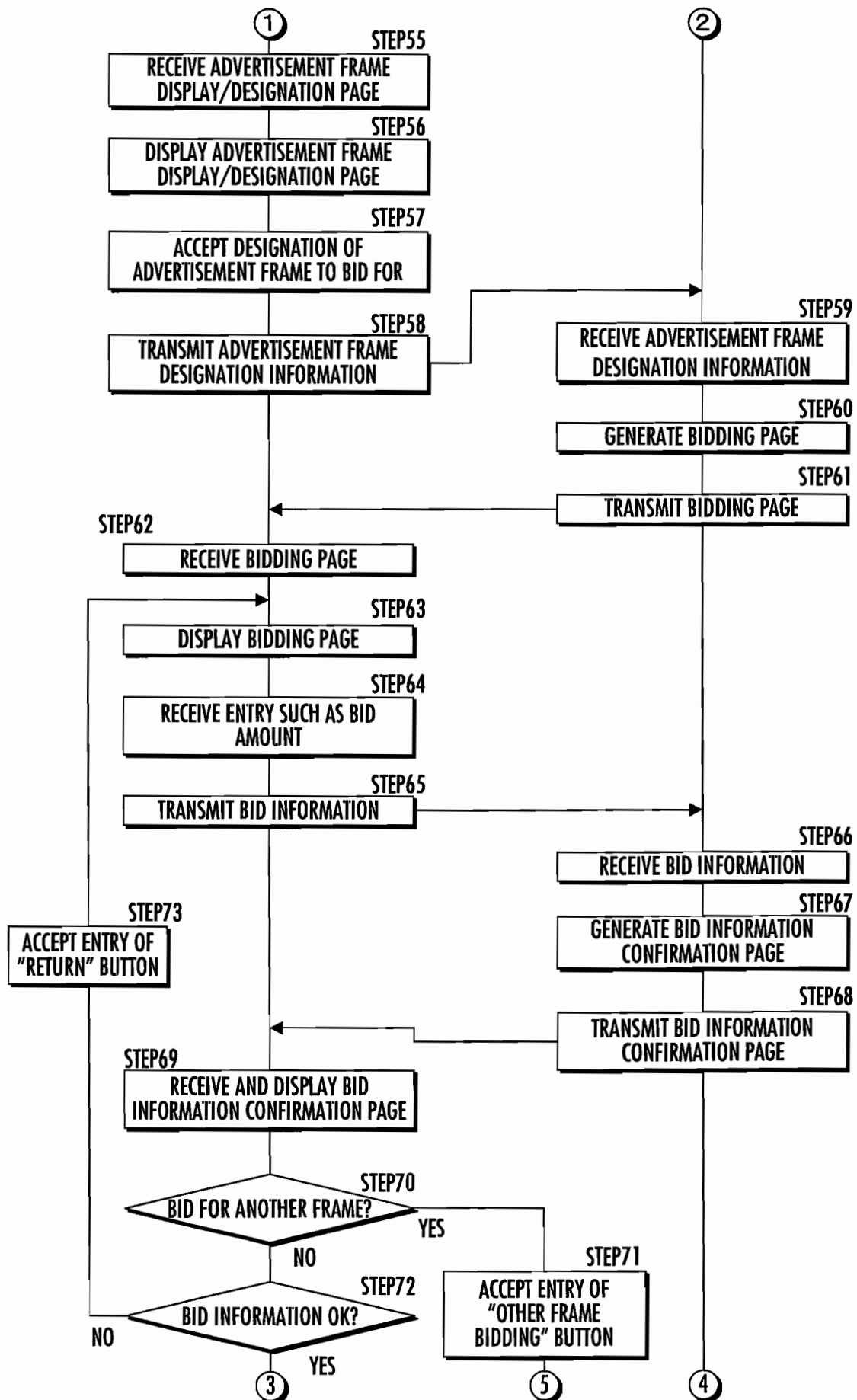


FIG.39

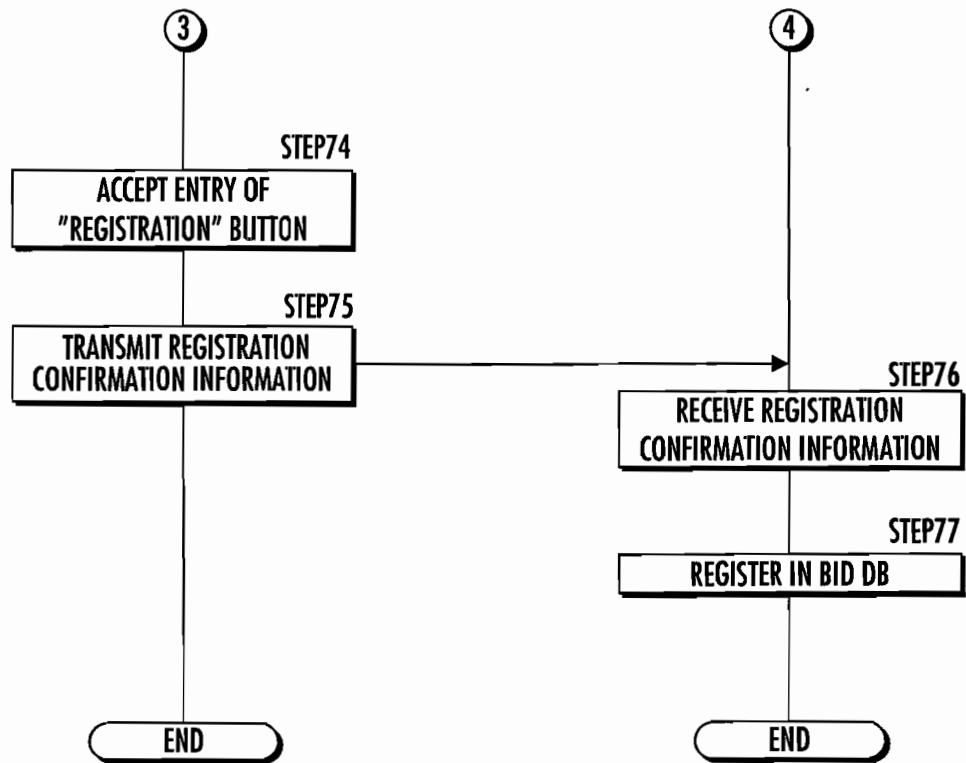


FIG.40

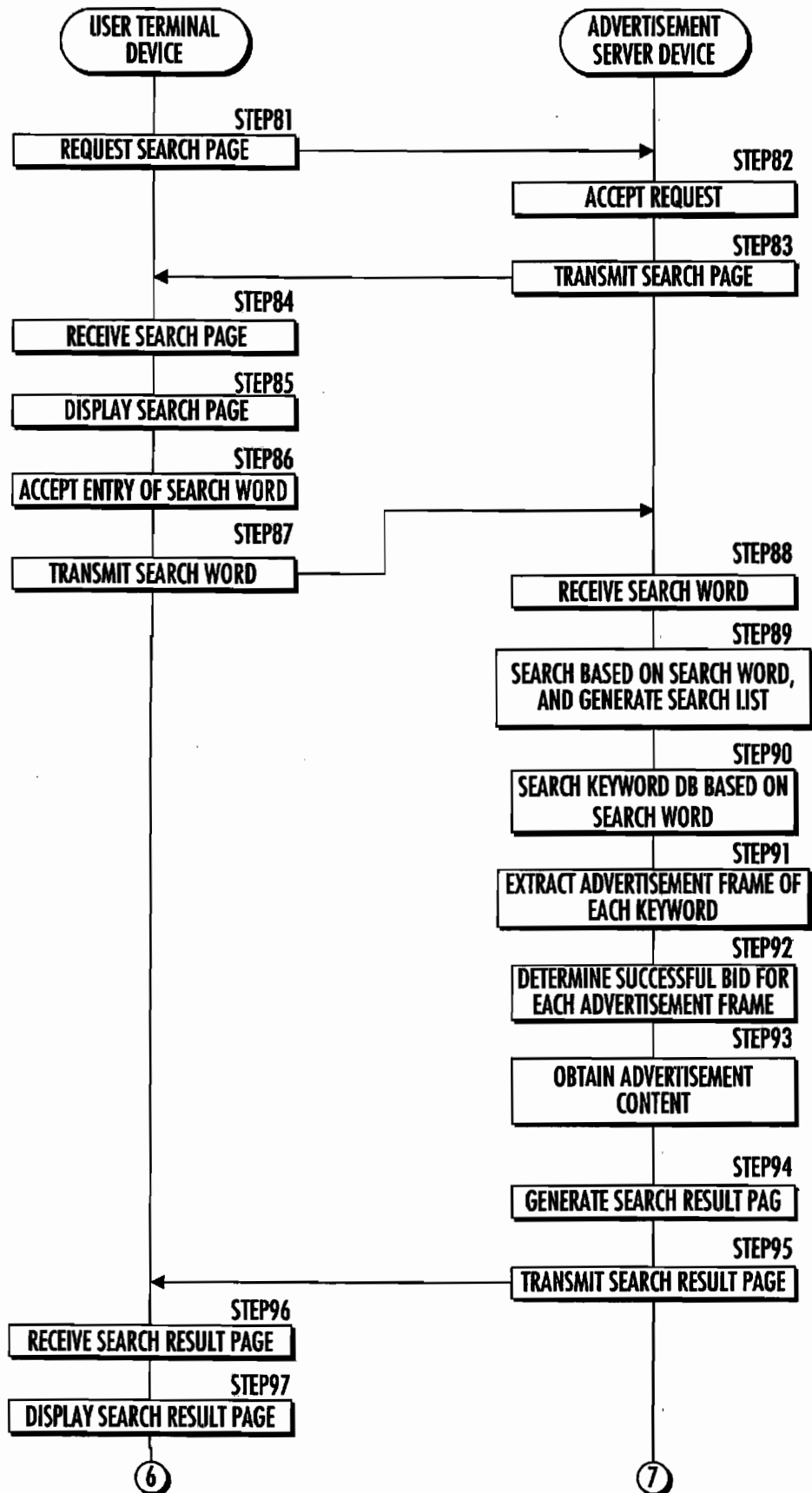


FIG.41

