CLAIMS:

1. A non-transitory computer readable medium for a website involving online financial transaction, the computer readable medium comprising:

stored computer-readable instructions for causing a computer processor with server support to perform operations comprising:

retrieving stored data defining at least one advertisement item originating from at least one authorized source; and

displaying the at least one advertisement item inserted by a payment gateway in the website during a financial transaction step facilitated by the payment gateway, wherein the at least one advertisement item seeks a consumer command in order to hide from the website.

2. The non-transitory computer readable medium according to claim 1 wherein the displaying operation is after a consumer keys in his/her payment account details and before the consumer commands to execute a corresponding payment transaction during the financial transaction step.

3. The non-transitory computer readable medium according to claim 1 wherein the displaying operation is during a verification process for authorizing a payment transaction during the financial transaction step.

4. The non-transitory computer readable medium according to claim 1 wherein the displaying operation is after a verification process for authorizing a payment transaction and before a consumer is guided to a payment acknowledgement page during the financial transaction step.

5. The non-transitory computer readable medium according to claim 1 wherein the operations further comprise:

the at least one advertisement item hiding after a pre-set time if no trigger by consumer is received; and

guiding the consumer to a payment acknowledgement page.

6. The non-transitory computer readable medium according to claim 1 wherein the operations further comprise:

the at least one advertisement item seeking a consumer consent for a new membership with the at least one authorized source.

7. The non-transitory computer readable medium according to claim 2 wherein the operations further comprise:

the at least one advertisement item seeking an alternate payment mode other than a payment mode for the payment account details used in the financial transaction step.

8. The non-transitory computer readable medium according to claim 7 wherein the payment mode is selected from a group consisting of:

a) Credit card,
b) Debit card,
c) Bank account,
d) Stored-value online account,
e) Internet Banking,
f) ATM transfer,
g) Cryto-currency payment, in bitcoins and the like,
h) Telco payment, and
i) Money transfer like peer to peer, corporate to corporate and the like.

9. The non-transitory computer readable medium according to claim 1 wherein the at least one authorized source is selected from a group consisting of:

a) Banks,

b) Online/ mobile wallet account providers,
c) E-mining like with bitcoin mine,
d) E-exchange and
e) Telco.

10. The non-transitory computer readable medium according to claim 1 wherein the operations further comprise:
guiding a consumer to the at least one authorised source's webpage via hyperlink(s) on the at least one advertisement item and without interrupting the financial transaction step.

11. The non-transitory computer readable medium according to claim 1 wherein the at least one advertisement item is selected from a group consisting of:
a notice,
an announcement,
promotion of a product,
promotion of a service, and
promotion of an event.

12. A method of advertising on a website involving online financial transaction, the method employing a non-transitory computer readable medium containing stored computer-readable instructions and a computer processor with server support, the method comprising:

retrieving stored data defining at least one advertisement item originating from at least one authorized source; and

displaying the at least one advertisement item by a payment gateway in the website during a financial transaction step facilitated by the payment gateway, wherein the at least one advertisement item seeks a consumer command in order to hide from the website.

13. The method according to claim 12 wherein the displaying operation is after a consumer keys in his/her payment account details and before the consumer commands to execute a corresponding payment transaction during the financial transaction step.

14. The method according to claim 12 wherein the displaying operation is during a verification process for authorizing a payment transaction during the financial transaction step.

15. The method according to claim 12 wherein the displaying operation is after a verification process for authorizing a payment transaction and before a consumer is guided to a payment acknowledgement page during the financial transaction step.

16. The method according to claim 12 further comprising:
the at least one advertisement item hiding after a pre-set time if no trigger by consumer is received; and
guiding the consumer to a payment acknowledgement page.

17. The method according to claim 12 further comprising:
the at least one advertisement item seeking a consumer consent for a new membership with the at least one authorized source.

18. The method according to claim 13 further comprising:
the at least one advertisement item seeking an alternate payment mode than a payment mode for the payment account details used in the financial transaction step.

19. The method according to claim 18 wherein the payment account details co-relate to any one payment mode selected from a group consisting of:

a) Credit card,
b) Debit card,
c) Bank account,
d) Stored-value online account,

e) Internet Banking,

f) ATM transfer,

g) Cryto-currency payment, in bitcoins and the like,

h) Telco payment, and

i) Money transfer like peer to peer, corporate to corporate and the like.

20. The method according to claim 12 wherein the at least one authorized source is selected from a group consisting of:

a) Banks,

b) Online/ mobile wallet account providers,

c) E-mining like with bitcoin mine,

d) E-exchange and

e) Telco.

21. The method according to claim 12 further comprising:
guiding the consumer to the authorised source's website via hyperlink(s) on the at least one advertisement item and without interrupting the financial transaction step.

22. The method according to claim 12 wherein the at least one advertisement item is selected from a group consisting of:
a notice,
an announcement,
promotion of a product,
promotion of a service, and
promotion of an event.