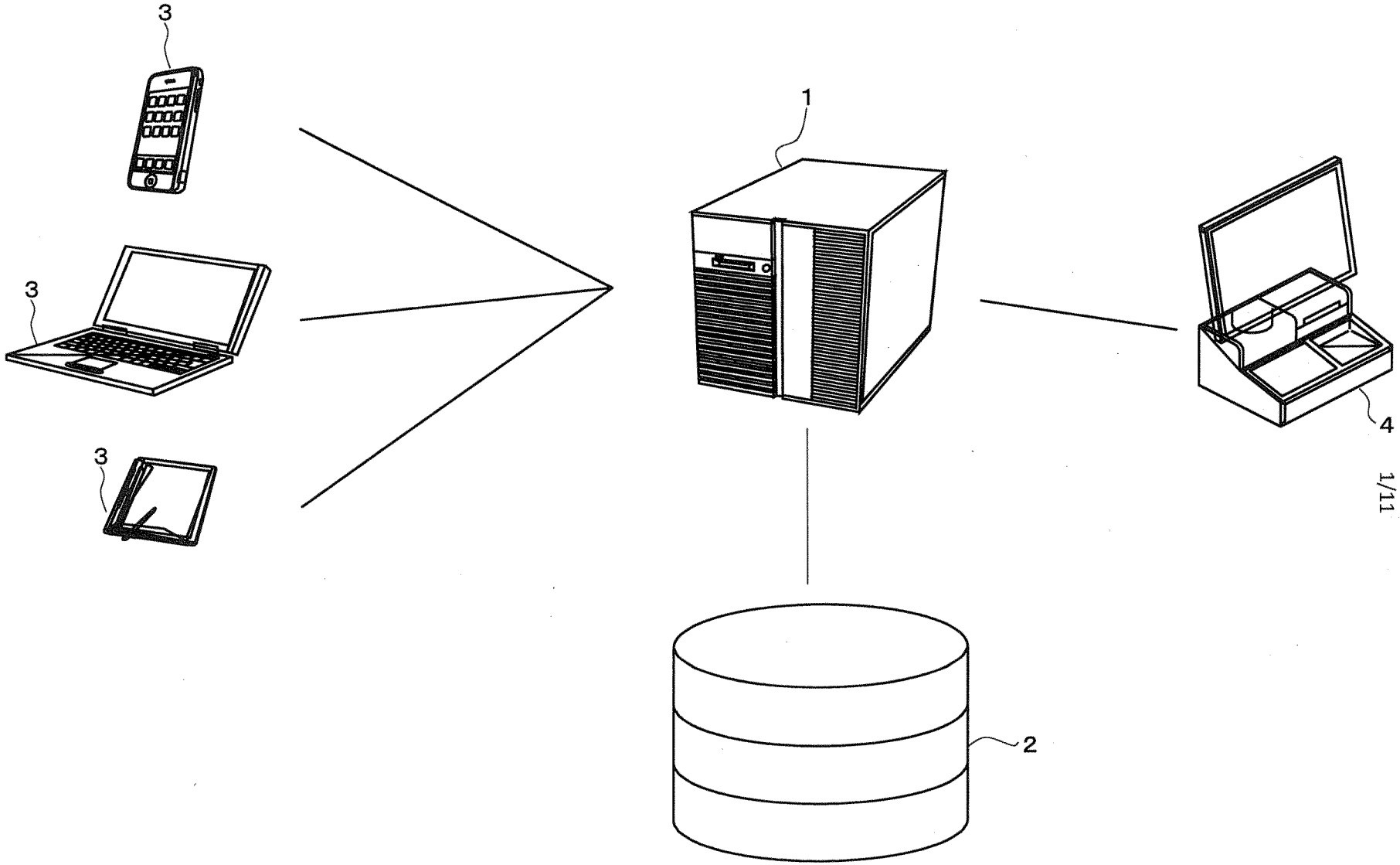


Fig.1

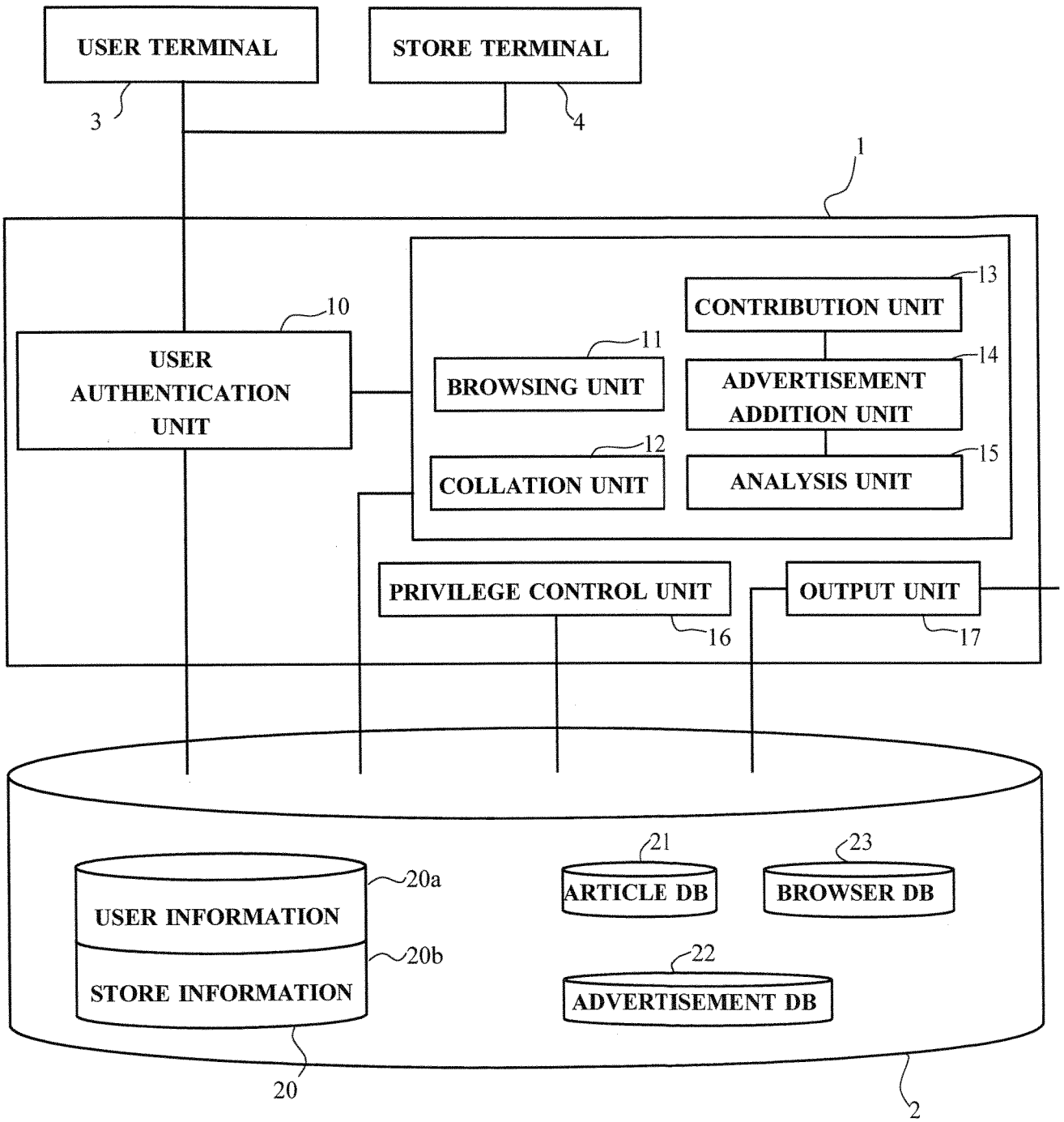

USER TERMINAL
STORE TERMINAL
3
4
1
10
USER AUTHENTICATION UNIT
11
BROWSING UNIT
12
COLLATION UNIT
13
CONTRIBUTION UNIT
14
ADVERTISEMENT ADDITION UNIT
15
ANALYSIS UNIT
PRIVILEGE CONTROL UNIT
16
OUTPUT UNIT
17
20a
USER INFORMATION
20b
STORE INFORMATION
20
21
ARTICLE DB
22
ADVERTISEMENT DB
23
BROWSER DB
2

Fig.2

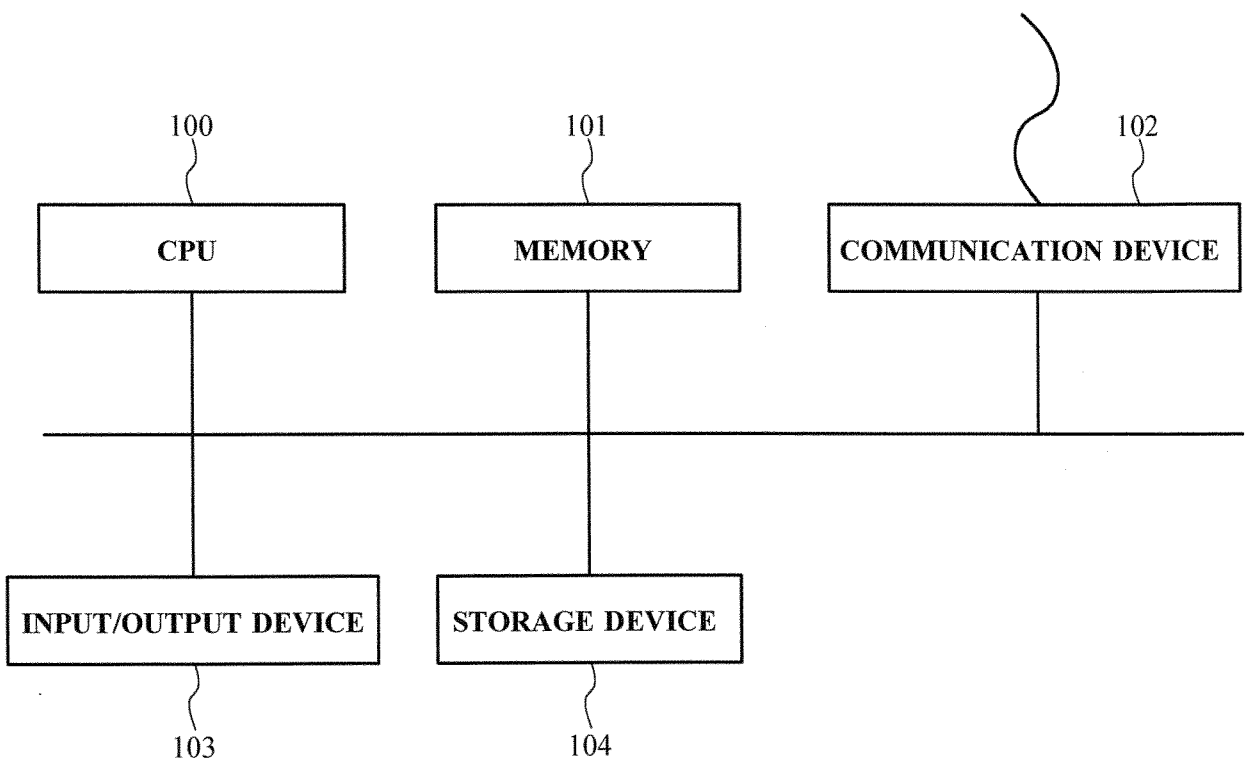

100
101
102
CPU
MEMORY
COMMUNICATION DEVICE
INPUT/OUTPUT DEVICE
STORAGE DEVICE
103
104

Fig.3

(a)

ID	NAME	LOG-IN ID	LOG-IN PASSWORD	RELEVANCE INFORMATION	PRIVILEGE INFORMATION
1001	A	AAAA	****	1002	40 POINTS
1002	B	BBBB	******	1001,1003	40 POINTS
1003	C	CCCC	*****	1002	T4003, 20 POINTS

(b)

ID	NAME	LOG-IN ID	LOG-IN PASSWORD
3001	C MART O STREET SHOP	DDDD	****
3002	C MART O STATION SHOP	EEEE	******
3003	M ON-LINE SHOP	FFFF	*****

Fig.4

ARTICLE ID	CONTRIBUTOR ID	CONTRIBUTION TIME AND DATE	ADVERTISEMENT ID	TITLE	CONTENTS	ATTRIBUTE
2001	1001	2014/1/1 12:00	4001	**DRINK	~~~	BEVERAGE
2002	1001	2014/1/1 12:30	4003	M NEWLY MADE BAG	~~~	CLOTHES
2003	1001	2014/1/1 17:00	-	MY CAT ...	~~~	-
2004	1002	2014/1/2 12:00	4001	**DRINK	~~~	BEVERAGE

Fig.5

(a)

ADVERTISEMENT ID	ADVERTISER ID	ADVERTISEMENT IMAGE	ADVERTISEMENT TARGET	COMMODITY SPECIFYING INFORMATION	PRIVILEGE ID
4001	3001	****	**DRINK	DRINK, CARBONATED DRINK	T4001
4002	3002	****	**DRINK	DRINK, CARBONATED DRINK	T4002
4003	3003	****	STORE	M, ON-LINE	T4003

(b)

PRIVILEGE ID	ADVERTISEMENT ID	RELATED STORE	USE CONDITION	PRIVILEGE CONTENTS	DISTRIBUTION START	DISTRIBUTION TERMINATION	ATTRIBUTE NUMBER OF DISTRIBUTIONS
T4001	4001	O STREET SHOP	VISIT	15 POINTS	IMMEDIATELY	NO-LIMITATION OF PERIOD	ONCE/DAY
T4002	4002	O STATION SHOP	VISIT	5-POINTS PRESENT	IMMEDIATELY	2014/12/31	4
T4003	4003	O .com	PURCHASE OF 5000 YEN OR MORE	10%-OFF COUPON	2014/2/1	2014/3/31	NO-LIMITATION

Fig.6

USER ID	BROWSING TIME AND DATE	ARTICLE ID	CONTRIBUTOR ID	ADVERTISEMENT ID	CONTENTS
1003	2014/1/1 13:30	2001	1001	4001	FINISHED
1003	2014/1/1 18:00	2003	1001	-	-
1002	2014/1/2 14:00	2002	1001	4003	UNFINISHED

Fig.7

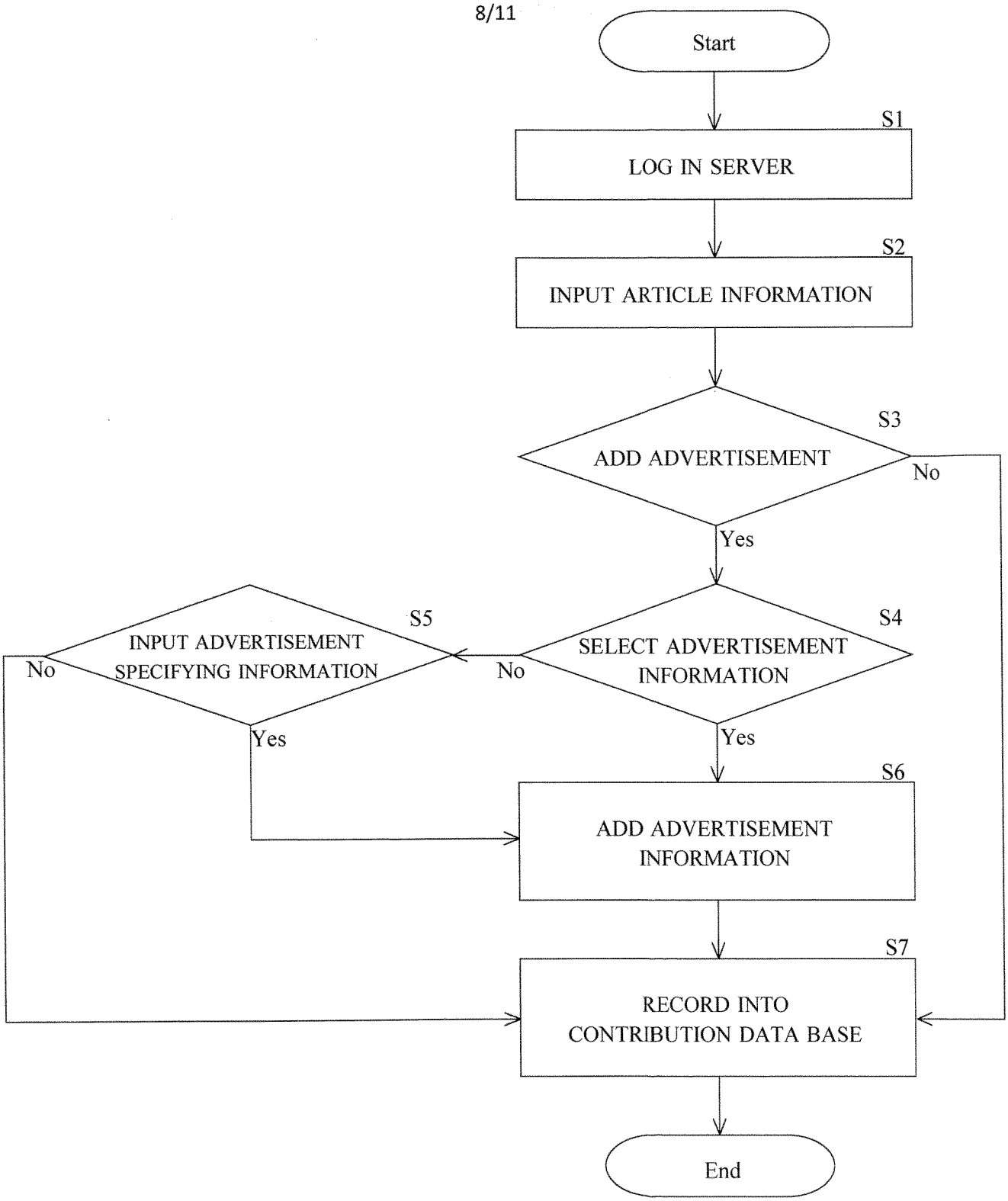

Start
S1
LOG IN SERVER
S2
INPUT ARTICLE INFORMATION
S3
ADD ADVERTISEMENT
No
Yes
S4
SELECT ADVERTISEMENT INFORMATION
No
S5
INPUT ADVERTISEMENT SPECIFYING INFORMATION
No
Yes
Yes
S6
ADD ADVERTISEMENT INFORMATION
S7
RECORD INTO CONTRIBUTION DATA BASE
End

Fig.8

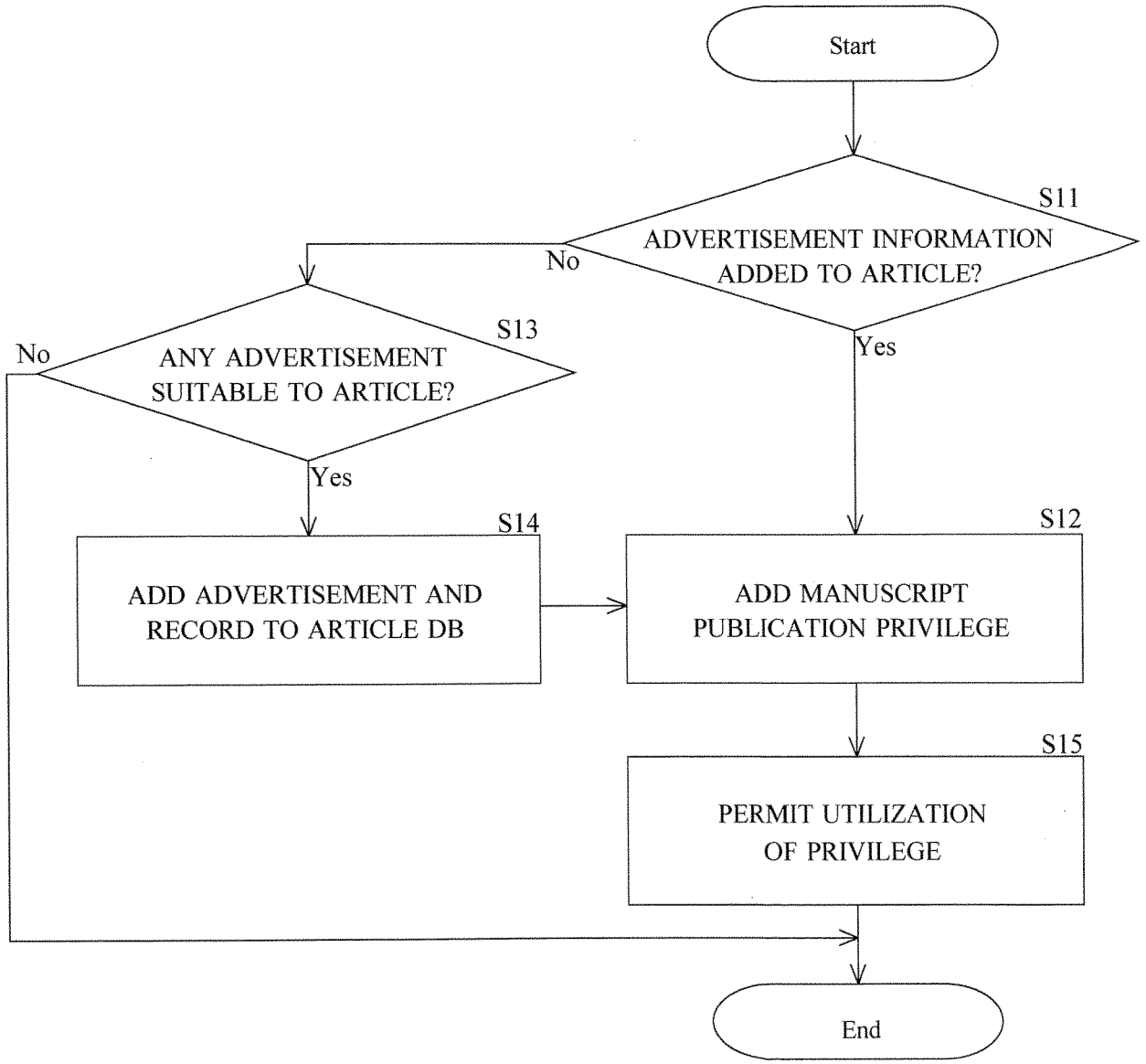

Start
S11
ADVERTISEMENT INFORMATION ADDED TO ARTICLE?
No
Yes
S13
ANY ADVERTISEMENT SUITABLE TO ARTICLE?
No
Yes
S14
ADD ADVERTISEMENT AND RECORD TO ARTICLE DB
S12
ADD MANUSCRIPT PUBLICATION PRIVILEGE
S15
PERMIT UTILIZATION OF PRIVILEGE
End

Fig.9

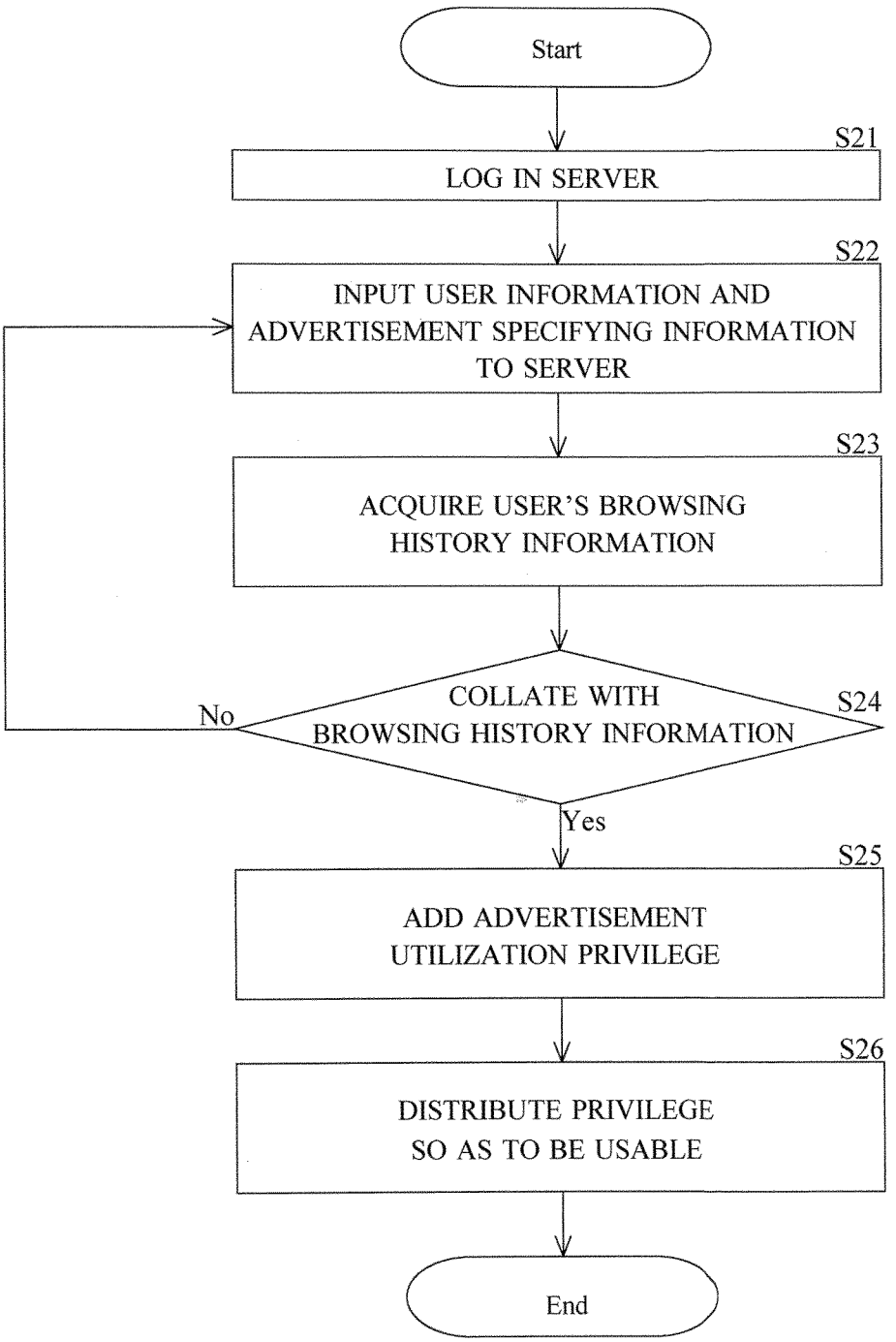

Start
S21
LOG IN SERVER
S22
INPUT USER INFORMATION AND ADVERTISEMENT SPECIFYING INFORMATION TO SERVER
S23
ACQUIRE USER'S BROWSING HISTORY INFORMATION
COLLATE WITH BROWSING HISTORY INFORMATION
S24
No
Yes
S25
ADD ADVERTISEMENT UTILIZATION PRIVILEGE
S26
DISTRIBUTE PRIVILEGE SO AS TO BE USABLE
End

Fig.10

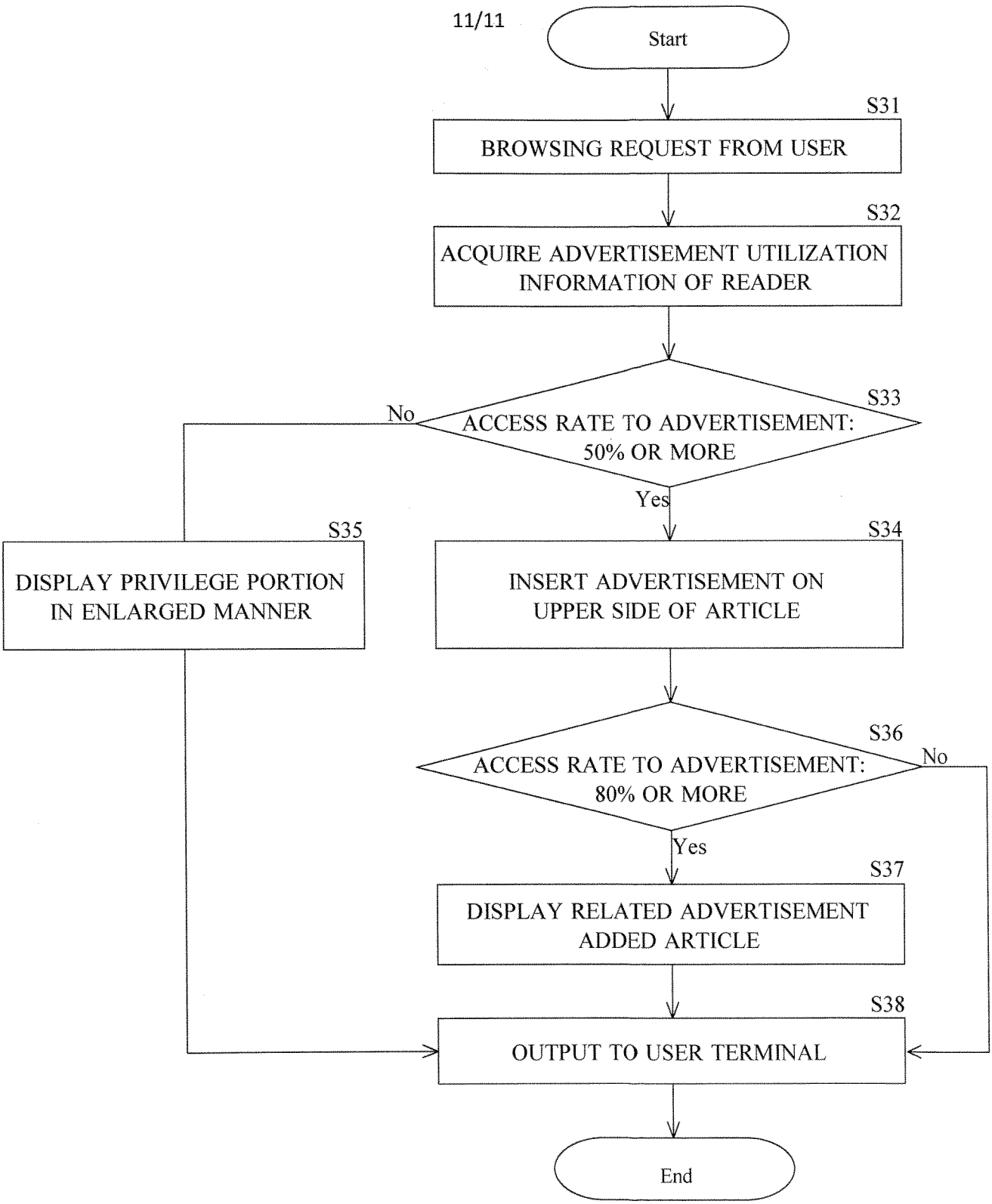

Start
S31
BROWSING REQUEST FROM USER
S32
ACQUIRE ADVERTISEMENT UTILIZATION INFORMATION OF READER
S33
ACCESS RATE TO ADVERTISEMENT: 50% OR MORE
No
Yes
S35
DISPLAY PRIVILEGE PORTION IN ENLARGED MANNER
S34
INSERT ADVERTISEMENT ON UPPER SIDE OF ARTICLE
S36
ACCESS RATE TO ADVERTISEMENT: 80% OR MORE
No
Yes
S37
DISPLAY RELATED ADVERTISEMENT ADDED ARTICLE
S38
OUTPUT TO USER TERMINAL
End

Fig.11