ABSTRACT:

The present invention generally relates to a method for advertising. Specifically, this invention relates to a method for running an advertising platform known as *Advertisement as the Content (AATC)* comprising of: the use of cash incentives derived from the revenue sharing concept; the restriction imposed to only publish sales promotional advertisement, that will attract users to take a genuine look at the advertisement, hence permitting advertisers to have unadulterated exposure on their advertisements to users.