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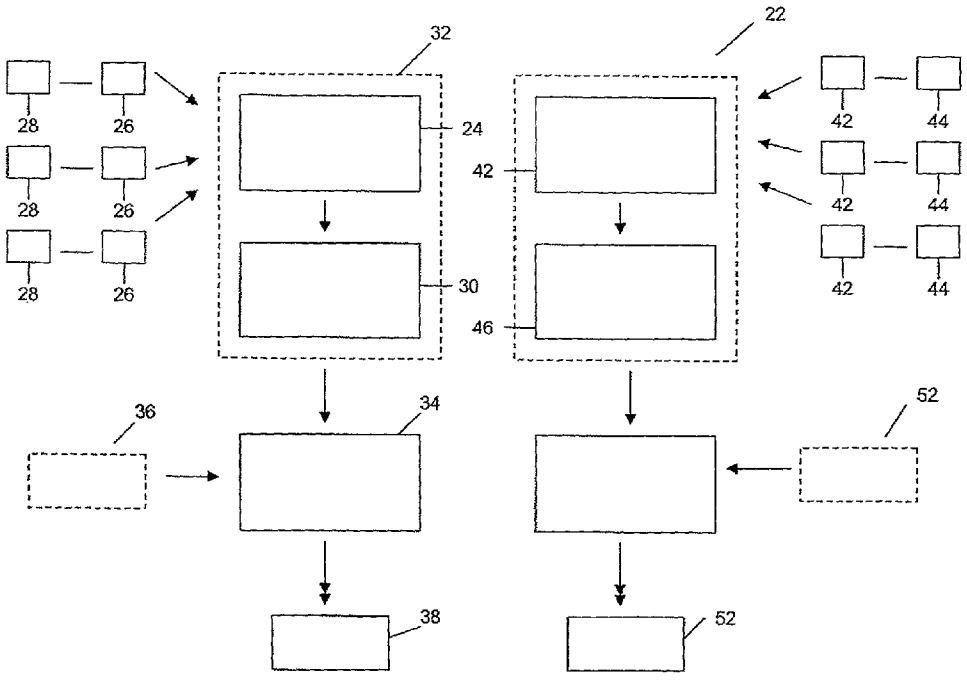
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(54) **Title:** METHODS AND SYSTEMS FOR OFFERING AND SELLING ADVERTISING



(57) **Abstract:** A method (22) for coordinating information for use in advertising. The method (22) comprises receiving sets of advertisement information (26) associated with advertisements for distressed advertising space (28). The sets of advertisement information (26) are stored and the method (22) includes searching the stored sets of advertisement information (22) to locate at least one set (38) that meets with distressed advertising criteria (36). Other aspects are provided.

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