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(72) Inventors; and

(75) Inventors/Applicants (for US only): **LEJANO, Lisandro, Miguel** [US/US]; 29 Rock Harbor Lane, Foster City, CA 94404 (US). **RACHO, Erik, Ruben** [US/US]; 2031 Leafwood Lane, Arcadia, CA 91007 (US). **JONES, Claude** [US/US]; 2542 Corbel Way, San Marcos, CA 92078 (US).(74) Agent: **MACHADO, Edward**; Brinks Hofer Gilson & Lione, P.O. Box 10087, Chicago, IL 60610 (US).

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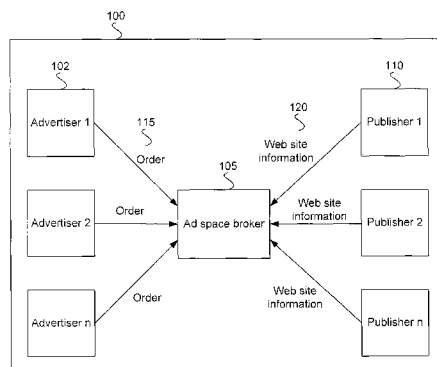


Fig. 1

(57) **Abstract:** A method for organizing an advertising campaign in an Internet environment is provided. The method may include displaying, on a display device, a list of web sites that have attributes that match received selection criteria. The method may also include selecting at least one web site in the list and specifying purchasing information for purchasing advertising space on the at least one web site, associating the at least one web site and the specified purchasing information with an ad group. The web sites in the ad group may have attributes that match the received selection criteria. The ad group may be stored in a memory. The selection criteria may have come by way of an order from an advertiser and may include advertising space position information, demographic information, behavioral information, geographic information, technology information, and web site content information.